100-ACRE HARD CORNER

RETAIL CONVERGENCE HUB

Retail Anchor for 24 Residential Developments | 27,000+ New Residents

INVESTMENT THESIS

24 Residential Developments. One Retail Gap. Your Corner.

Dayton is experiencing one of the most coordinated residential booms in Greater Houston history. 24 named residential projects with 19,196+ planned lots—approximately 27,000 new residents entering the market over 3–5 years.

Your 100-acre hard corner at Highway 90/99 is the only viable retail hub positioned to capture traffic from all 24 projects simultaneously. This is first-mover advantage in its purest form.

24	19,196+	27,000+	65%+
Developments	Planned Lots	New Residents	Retail Leakage

MARKET OVERVIEW: 24 RESIDENTIAL DEVELOPMENTS

The Scale of Residential Growth

City of Dayton's official development map (Sept 2025) documents 24 named, approved, actively selling projects totaling 19,196+ planned lots.

Largest Projects (1,000+ lots):

- Paul Hayden Developments: 3,200 lots
- River Ranch: 6,000+ lots
- Can Jackson/EHRA: 1,600+ lots
- Sterling Tradition: 1,644 lots
- Freedom Trails (Windy Hill): 2,000+ lots

Plus 8+ mid-range projects (300–999 lots each)

DEVELOPMENT PLAN: 250K–350K SF MIXED-USE

Conceptual Retail Master Plan - Tenant Mix & Layout

SITE DESCRIPTION

Location: Hard Corner at Highway 90 & Highway 99 (Grand Parkway)

RETAIL MIX STRATEGY

Anchor Retail (75K–130K sf)

Grocery or discount retailer. Rents: $12–16/sf NNN. Lease: 10–12 years.

Sub-Anchors (4–6 units)

Apparel, home goods, pharmacy, fitness. Rents: $14–20/sf NNN. 5–10 years.

Restaurant Pads (2 units)

Drive-thru QSR & fast casual. Rents: $18–28/sf triple-net. 18–24 mo delivery.

Residential Mixed-Use

200–300 units over retail. Rents: $1,100–$1,500/mo. 12–18 mo absorption.

COMPETITIVE ADVANTAGES

✓ Prime Hard Corner at highest-traffic intersection—only major retail-zoned corner

✓ Proven Tenant Appetite—Starbucks, Whataburger, Popeyes opened in past 18 months

✓ Documented Demand—24 named projects with 19,196+ lots, actively selling

✓ Municipal Alignment—City prioritizes retail. Chapter 380/381 incentives available

✓ 2–3 Year Window—First mover captures anchor positioning before market maturity

WHY DEVELOPERS MOVE NOW

✓ 24 named residential projects with 19,196+ documented lots

✓ 27,000+ new residents entering market (3–5 years)

✓ 65%+ retail leakage (pent-up demand)

✓ Only hard corner at highest-traffic intersection

✓ National tenant pre-leasing activity confirmed

✓ Below-market rents (20–30% below Houston)

✓ Municipal alignment on retail priority

The 2–3 year window for market-rate absorption is closing. Early movers capture anchor positioning and visibility.

FOR INFORMATION

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