



THE STAR

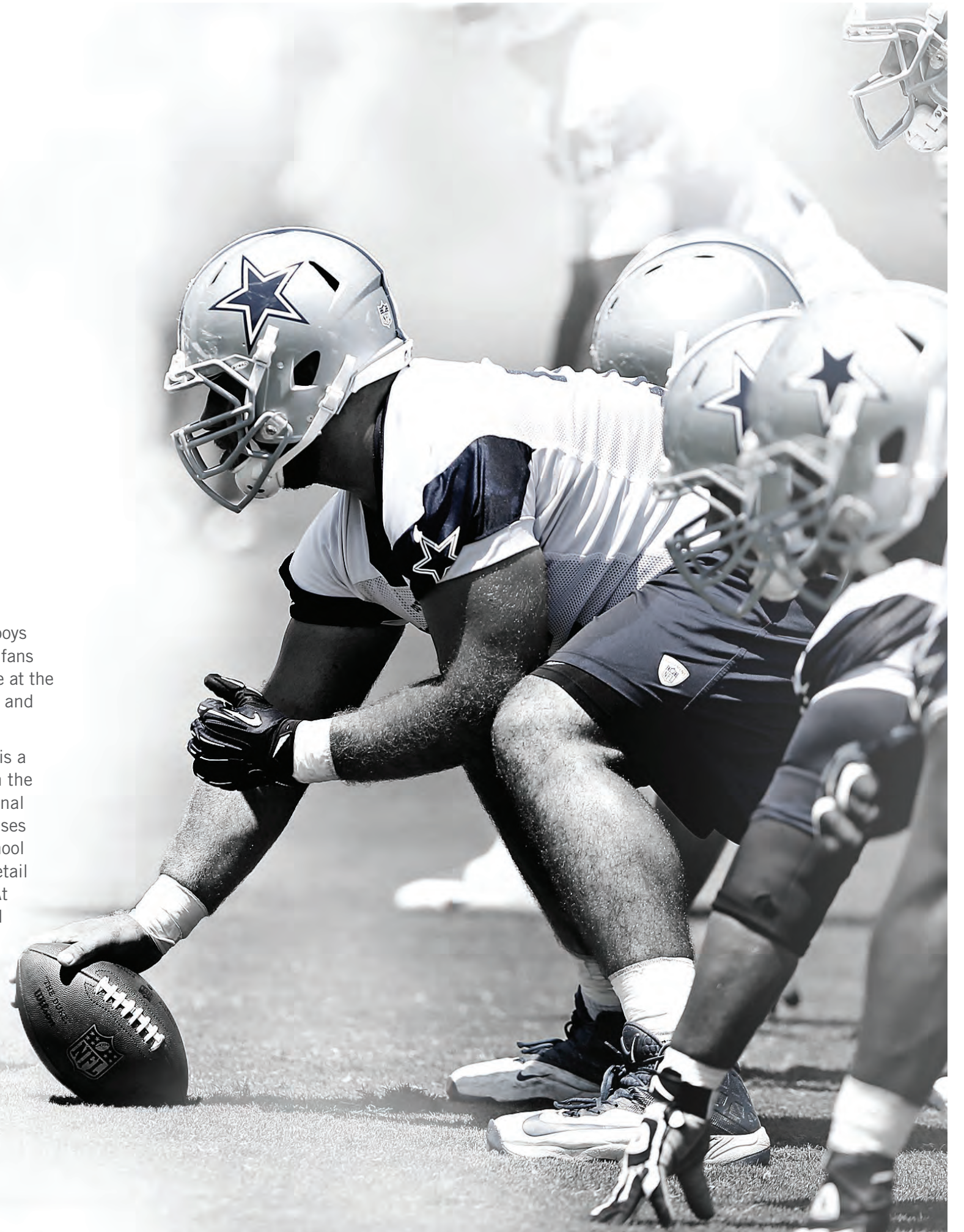
HOME OF THE DALLAS COWBOYS

HOME OF
THE DALLAS
COWBOYS.

355 DAYS A YEAR

You've visited AT&T Stadium, where the Dallas Cowboys play to the deafening cheers of tens of thousands of fans on Sunday's during football season. Now, spend time at the Cowboys' real home—The Star, where they train, eat and practice 355 days out of the year.

The ultimate Dallas Cowboys destination, The Star is a place where fans can totally immerse themselves in the Cowboys story. In addition to world-class professional training facilities, the walkable community comprises football fields for training camps and local high school games, luxury offices and hotel towers, first-class retail and dining and the Dallas Cowboys headquarters. At The Star, fans can experience Cowboys legends and tradition like nowhere else.





THIS IS

TEXAS

FRISCO, TX



NO. 1 BEST MID-SIZED CITY TO MOVE TO
MOVOTO.COM & MSN REAL ESTATE

NO. 6 FRIENDLIEST CITIES IN AMERICA
FORBES.COM

NO. 1 ECONOMIC DEVELOPMENT IN NORTH TX
DALLAS BUSINESS JOURNAL

A thriving community that has grown more than 250 percent since 2000, Frisco is home to 125,000 people who are supported by a massive infrastructure of businesses from almost every industry.

This bustling hub, located less than a half-hour drive from two major airports, is projected to continue its rapid growth: More high schools are being built there in the next 24 months than in any other municipality in the country. The school system currently includes award-winning public schools, private schools and higher education.

Forbes.com named Frisco one of the top places to relocate, and Money Magazine called it one of the nation's top places to live.



THE DALLAS COWBOYS

AMERICA'S TEAM

MOST WATCHED

5 OF TOP 9

NFL REG. SEASON GAMES

HIGHEST VALUED

- NFL TEAM -

20M PAGE VIEWS

PER MONTH (MOST IN NFL)

7.1M FB FOLLOWERS

(MOST IN NFL)

HOME OF
THE DALLAS
COWBOYS.

SOMETHING

SPECIAL

“MY VISION IS THAT ONE DAY, TONY ROMO WILL WALK OFF THE FIELD TO THE WEST AFTER PRACTICE, AND A HIGH SCHOOL QUARTERBACK WILL WALK ON THE FIELD FROM THE EAST THE MINUTE TONY LEAVES.” JERRY JONES



The Star is absolutely original—no other sports franchise has a venue like it. Home not only to Dallas Cowboys training and practices, The Star also hosts Friday night lights for local high schools, camps for youths and other exciting events—all from the vantage point of an office window or hotel balcony.

The Star is the perfect place to host business dinners, post-game victory celebrations and girls' shopping weekends, as well as the premier destination for Cowboys fans around the world. Plus, you never know when you might bump into Dez, Romo or Jerry.

- DESTINATION -

SHARED EXPERIENCES

2,000,000 CONSUMERS ANNUALLY
100 TICKETED EVENTS
200 CORPORATE EVENTS



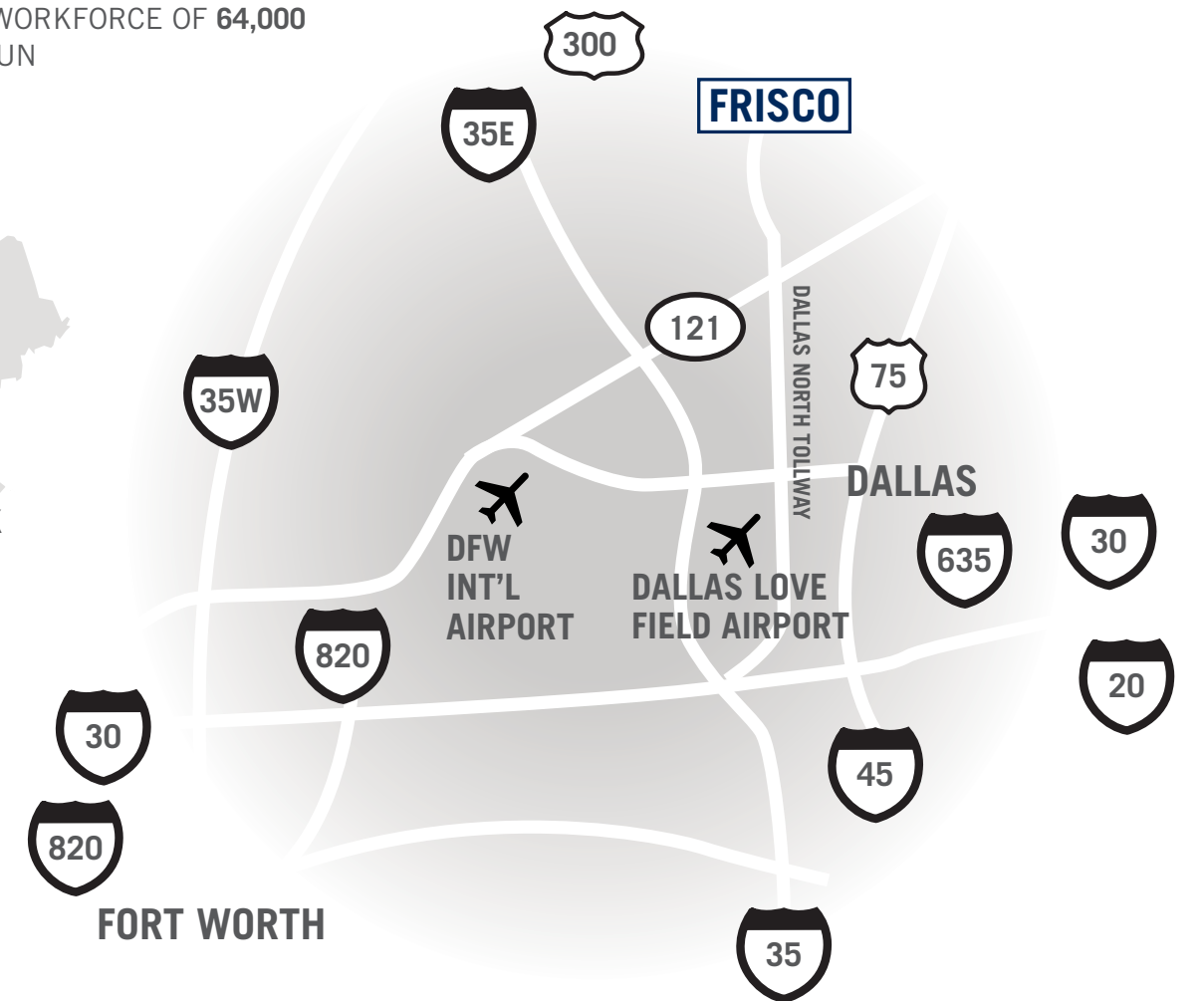
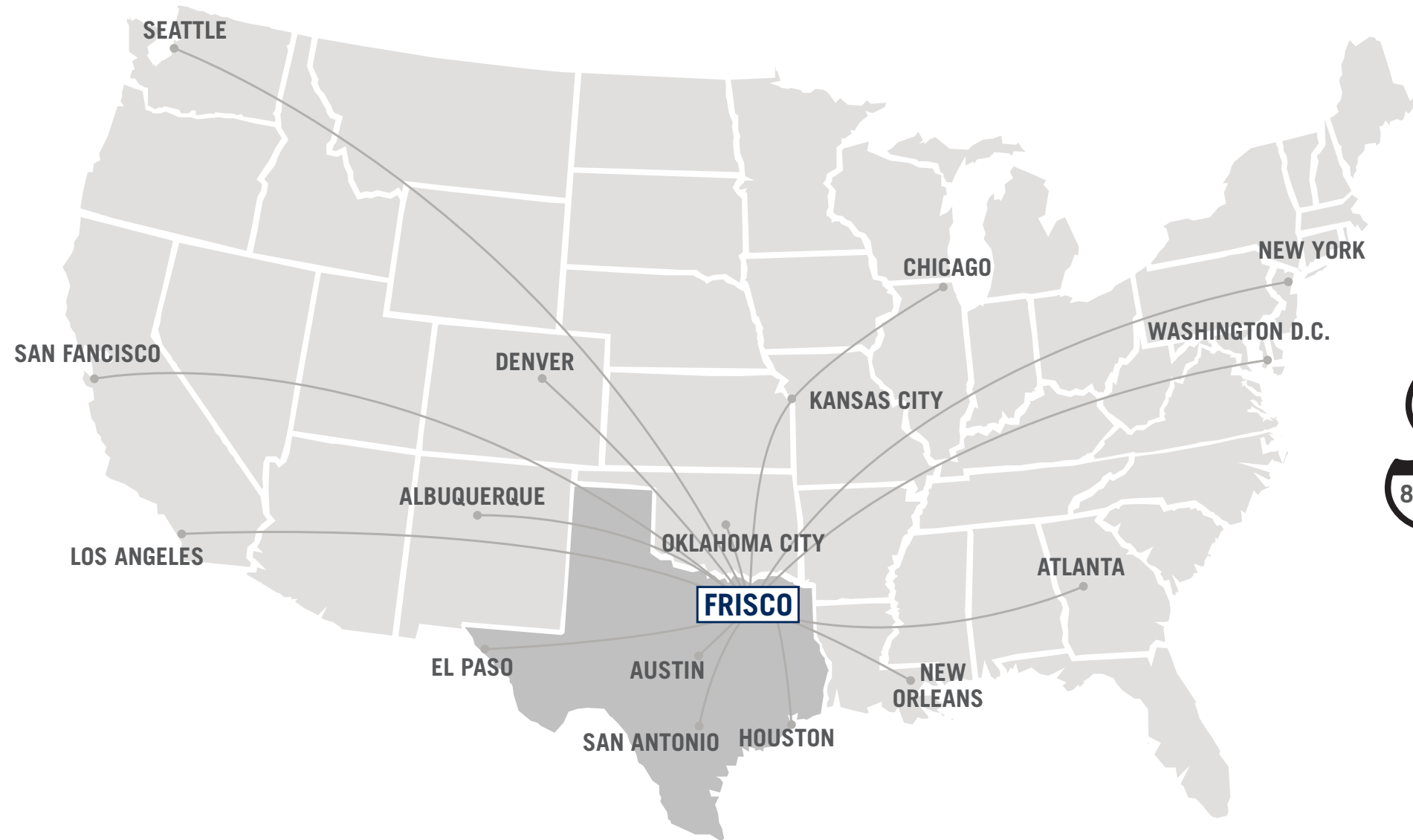
WELL-LOCATED

ONLY
25 MILES
TO DALLAS

3 HOURS TO NYC OR LA

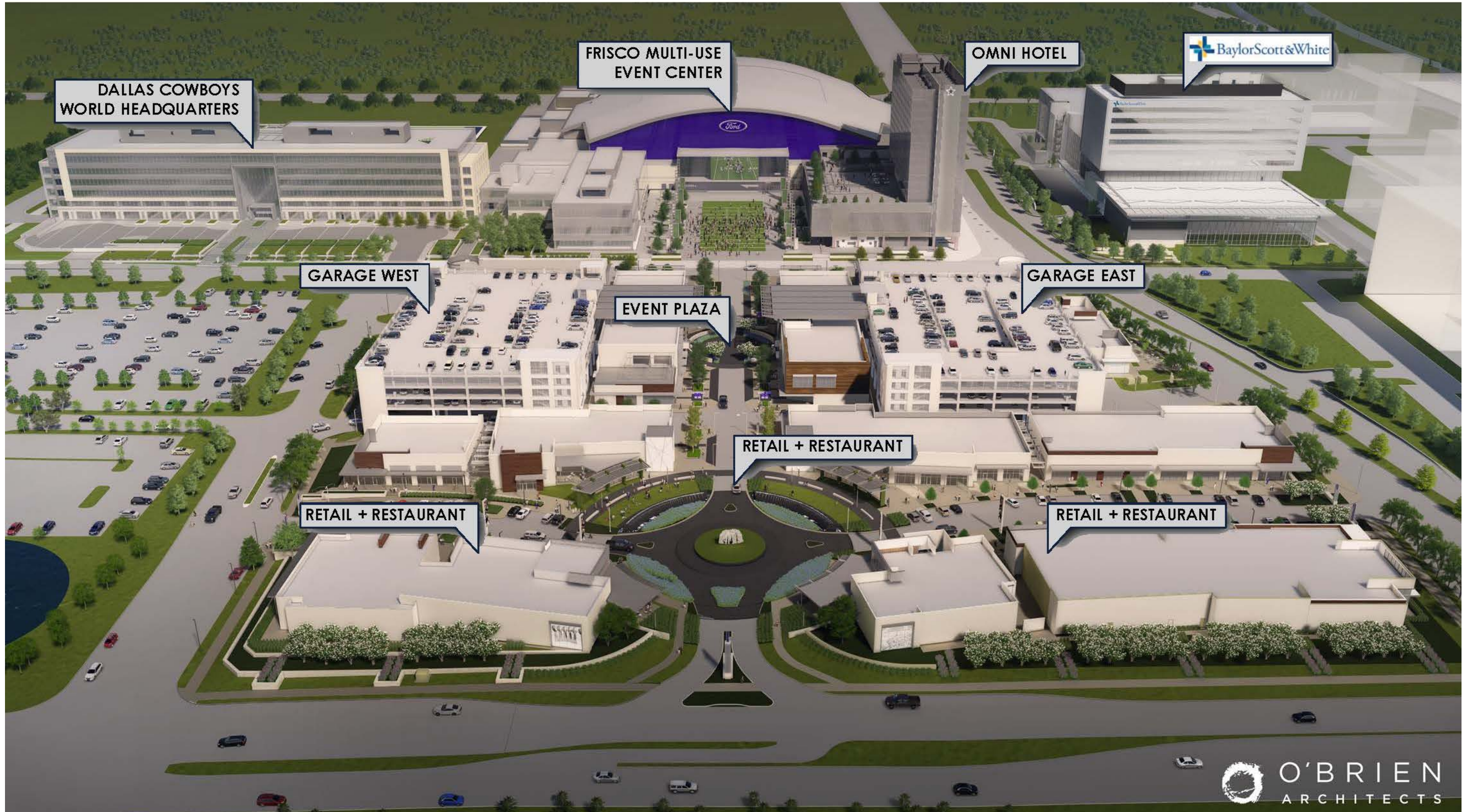
DFW: AVERAGES 1,100 TAKEOFFS AND
LANDINGS DAILY.

HIGHLY EDUCATED WORKFORCE OF 64,000
232 DAYS WITH SUN



THE STAR
PROPERTY
HIGHLIGHTS

WHEN SPEAKING ABOUT THE VISION OF THE STAR, JERRY JONES EXPLAINED
HOW MANY NEW PATHS ARE BEING DEFINED, BUT ONE THING IS CERTAIN,
“WE KNOW IT’S GOT TO BE FIRST CLASS.”





WHY FRISCO?

142,910 RESIDENTS & GROWING!

**TRADE
AREA
DATA**

\$111,690

Median Household Income

2.5%

Projected Annual Pop.
Growth 2014 to 2019

66,400

Estimated Workforce

TRAFFIC COUNTS

TOLLWAY NORTH & SOUTH

NB Frontage, north of Warren

8,944 VPD

SB Frontage, north of Warren

9,970 VPD

SB Main Lanes, between Stonebrook and Lebanon

33,283 VPD

NB Main Lanes, between Stonebrook and Lebanon

34,404 VPD

WARREN EAST & WEST

16,034 VPD

INTERSTATE 121 EAST & WEST

NB/EB, 121 roughly near 423

155,500 VPD

SB/WB, 121 roughly near 423

149,000 VPD

SB/WB Frontage, west of DNT

19,163 VPD

- POPULATION & HOUSEHOLD INCOME -

1 MILE RADIUS*	3 MILE RADIUS*	5 MILE RADIUS*
2014 5,089	2014 76,956	2014 231,510
2019 5,714	2019 86,651	2019 260,686
AVERAGE HOUSEHOLD \$133,488	AVERAGE HOUSEHOLD \$111,336	AVERAGE HOUSEHOLD \$114,782
MEDIAN HOUSEHOLD \$85,502	MEDIAN HOUSEHOLD \$92,668	MEDIAN HOUSEHOLD \$95,797

*Distance from Warren Parkway & Dallas North Tollway, Frisco, TX



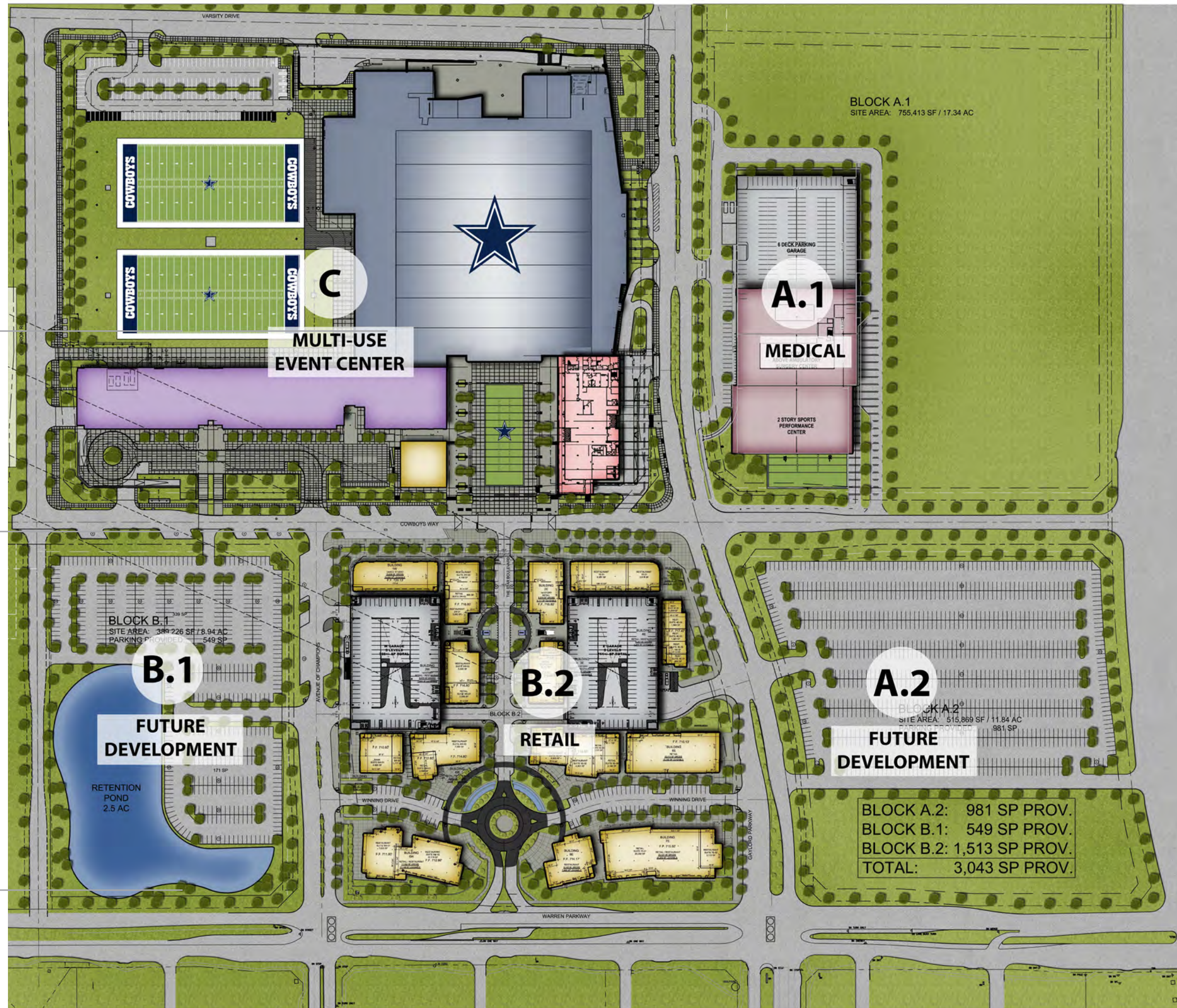
— THE STAR —

HIGHLIGHTS



SQFT

OVERALL PROJECT BREAKDOWN



BLOCK A.1

OFFICE

Site Area
755,413 sf / 17.34 AC
Office
1,005,000 SF
F.A.R.
1.33

BLOCK A.2

COMMERICAL

Site Area
515,869 sf / 11.84 AC
Office
553,400 SF
Retail
22,380 SF
Restaurant
15,000 SF
Hotel
150,000 SF / 300 Rooms
Total
740,780 SF
F.A.R.
1.44

BLOCK B.1

MEDICAL

Site Area
389,226 SF / 8.94 AC
Building area
203,900 SF
F.A.R.
0.52

BLOCK B.2

RETAIL

Site Area
570,285 SF / 13.09 AC
Building Area
179,661 SF
F.A.R.
0.32

BLOCK C

MULTI-USE EVENT CENTER AND OFFICE

Site Area
Lots 1 MUEC 19.543 AC
Lot 2 Hotel 1.154 AC
Lot 3 HQ 4.920 AC
Multi-Use Stadium
536,623 SF w/ 12,000 Seats
Hotel
250,000 SF w/ 300 Keys
Retail
93,570 SF
Restaurant
8,726 SF
Office
392,401 SF
Parking
587,870 SF w/ 1,367 Spaces



- LIBERTY BURGER
- CANE ROSSO
- THE COMMON TABLE
- freshii
- DEE LINCOLN PRIME
- Nestlé TOLL HOUSE Café by Chip
- DA MARIO RISTORANTE & PIZZERIA
- TACOSTAND
- Howard Wang's CHINA GRILL
- DEMERARA Made in Dallas, Texas
- DONUT KITCHEN
- Lucchese
- LUXE
- concrete cowboy
- CITY WORKS
- LINCOLN EXPERIENCE CENTER
- ziziki's RESTAURANT
- TRITIP GRILL
- gigi's cupcakes
- Mi Cocina
- PlainsCapitalBank
- TROPHY PARK SPORTS LOUNGE
- Raising Cane's CHICKEN FINGERS
- NEXT STEP DANCE performing arts center
- TUPELO HONEY CAFE
- EAST HAMPTON SANDWICH CO.
- ZAYTINYA



THE STAR

12,000 SEAT
FRISCO MULTI-USE
EVENT CENTER

BAYLOR SCOTT
& WHITE

DALLAS COWBOYS
WORLD HEADQUARTERS

COWBOYS
CLUB

300 KEY
OMNI HOTEL

COWBOYS
FIT

DALLAS NORTH TOLLWAY

COWBOYS WAY

200,000 SF
RETAIL + RESTAURANT

GAYLORD


FUTURE DEVELOPMENT
1 MM + OFFICE
HOTEL
MULTI-FAMILY

28 RESTAURANTS

WARREN PARKWAY



ENTRY VIEW FROM WARREN PARKWAY



VIEW OF RETAIL TOWARD THE FRISCO MULTI-USE EVENT CENTER



CORNER VIEW OF BUILDING 2W



VIEW OF RETAIL FROM THE NORTH



VIEW OF TWO STORY RETAIL

HOTELS

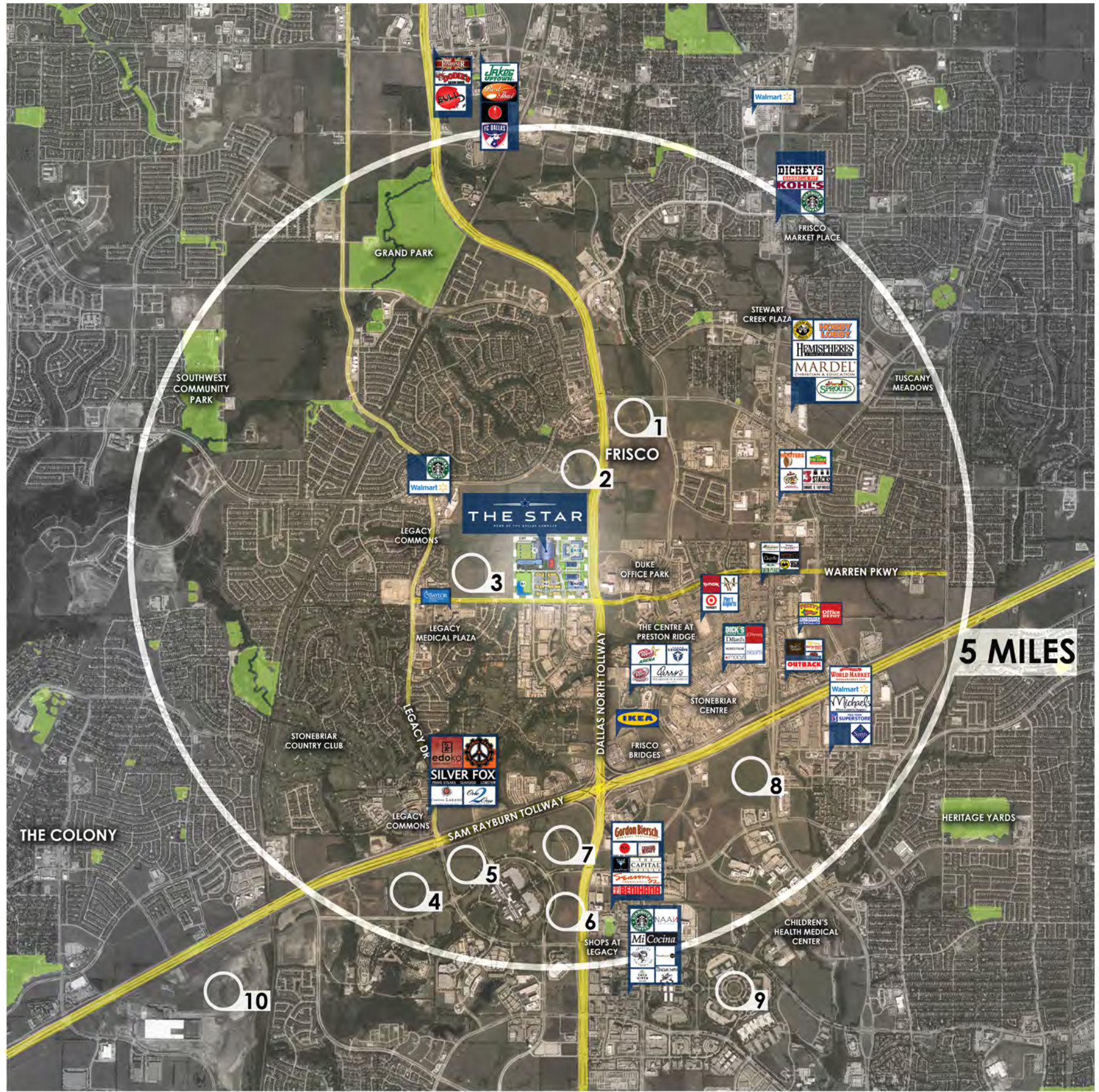
BaylorScott&White







 Baylor Scott & White



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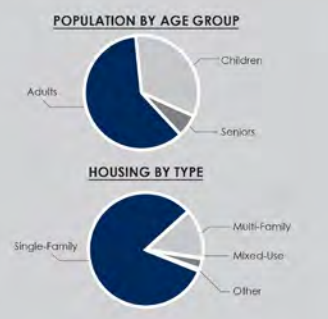
HOME OF THE DALLAS COWBOYS

Frisco, TX Demographic Preview

POPULATION: 146,970

Current Area: 68.1 square miles
 Area at Build out: 70.2+ square miles
 Build out %: 62% Built
Growth Rate: 307% (2000 - 2014)

Median Age: **34.5 Years**
 Housing Units: 52,840 (2015)
 Households: 50,500 (2015)



Frisco ISD :
 61 Schools with 50,199 enrolled
 70,355 projected students by 2021
 16 new schools open by 2020

Educational Attainment:
 (adults 25 years and older)
 95.5% - high school grad
 58.9% - bachelor's or higher

IMMEDIATE POPULATION

1 MILE RADIUS*	3 MILE RADIUS*	5 MILE RADIUS*
2014 5,089	2014 76,956	2014 231,510
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TRAFFIC COUNTS

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\$133,488	\$111,336	\$114,782

THE \$5 BILLION MILE - #5MILE
 Dallas North Tollway between Warren Pkwy. & Lebanon Rd.

FOUR DEVELOPMENTS
 The Star in Frisco
 Frisco Station
 The Gate
 Wade Park

\$5.4 BILLION
 Announced or under construction

Aerial Legend

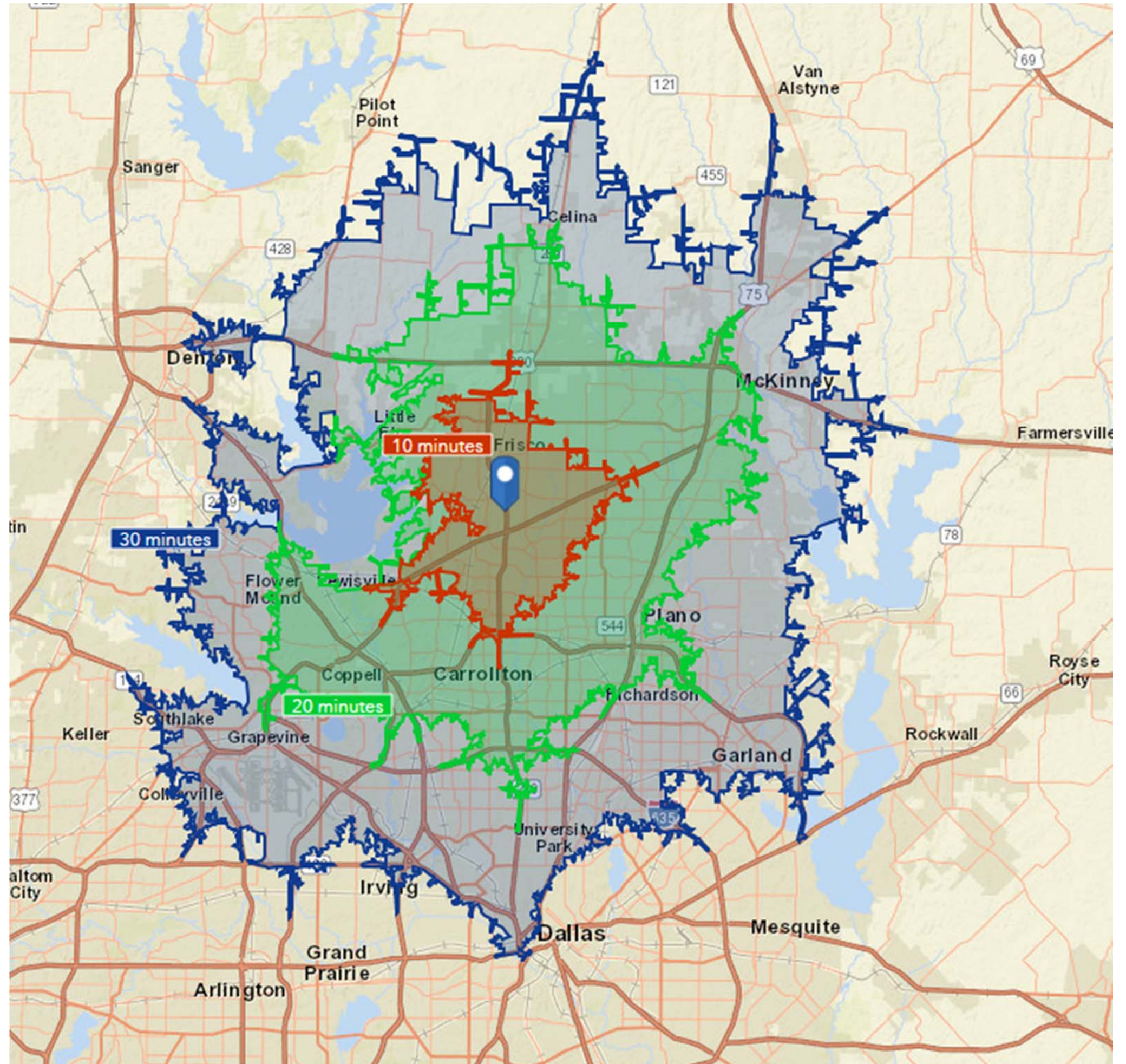
1. Wade Park
2. The Gate
3. Frisco Station
4. Toyota
5. FedEx
6. Legacy West Development
7. Liberty Mutual
8. Village 121
9. Legacy Business Park
10. Nebraska Furniture Mart



SOURCE: US CENSUS BUREAU (2010), CENSUS, 2009 AMERICAN COMMUNITY SURVEY (ACS), 2005-2009 ACS) & THE CITY OF FRISCO, TEXAS



10-20-30 Minute Drive Times
\$5B Mile – Frisco, Texas
Pinpoint: DNT and Warren Parkway



NEVER ORDINARY

THE COWBOYS
KNOW HOW
TO ENTERTAIN.

When the Dallas Cowboys decided to build their stadium, they didn't just make a stadium suitable for America's Team—they created a one-of-a-kind technological marvel that is larger than life.

The Star will be built with that same innovative, first-class attitude. A walkable, immersive community that integrates the latest technology to create a unique experience for guests, this remarkable venue is designed to attract thousands of people daily, and delight both Cowboys fans and casual shoppers and diners alike.



LPC RETAIL



LET'S CHAT.

Lincoln Property Company currently maintains a presence in more than 200 cities in the United States and 10 countries throughout Europe, in both commercial and residential real estate markets. Lincoln has developed 75 million square feet of commercial office space; over 11 million square feet of specialty retail space and 52 million square feet of industrial space and currently manage over 138 million square feet of commercial

space. Lincoln's commercial developments are frequently recognized as landmarks in their communities for their design, quality and superior locations. In addition, Lincoln is consistently listed as one of the largest apartment developers in the United States, having developed over 200,000 multi-family residential units and currently managing over 134,000 units.

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