

FOR INFO

CHAMPIONS FRISCO DEVELOPMENT

SWC OF US HWY 380 & MAHARD PKWY | FRISCO, TEXAS



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CHAMPIONS FRISCO DEVELOPMENT

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OVERVIEW



AVAILABILITY

- Multiple entitled development site opportunities for sale or lease
- Available opportunities include townhomes, retail, and office



PROPERTY HIGHLIGHTS

The property is located along US Hwy 380 near PGA Frisco, Firefly Park, Universal Kids Resort and other major area destinations, creating a unique opportunity to establish a presence within a growing concentration of commercial and entertainment activity with regional and national draw.



TRAFFIC COUNTS

US-380: 61,915 VPD
(City of Frisco, 2025)



AREA DEVELOPMENTS

Firefly Park, The Link, North Fields, The Preserve & more

DEMOGRAPHICS

1 MILE

Population **2,596**
Daytime Pop. **2,405**
Avg HHI **\$239K**

3 MILE

Population **50,721**
Daytime Pop. **43,025**
Avg HHI **\$223K**

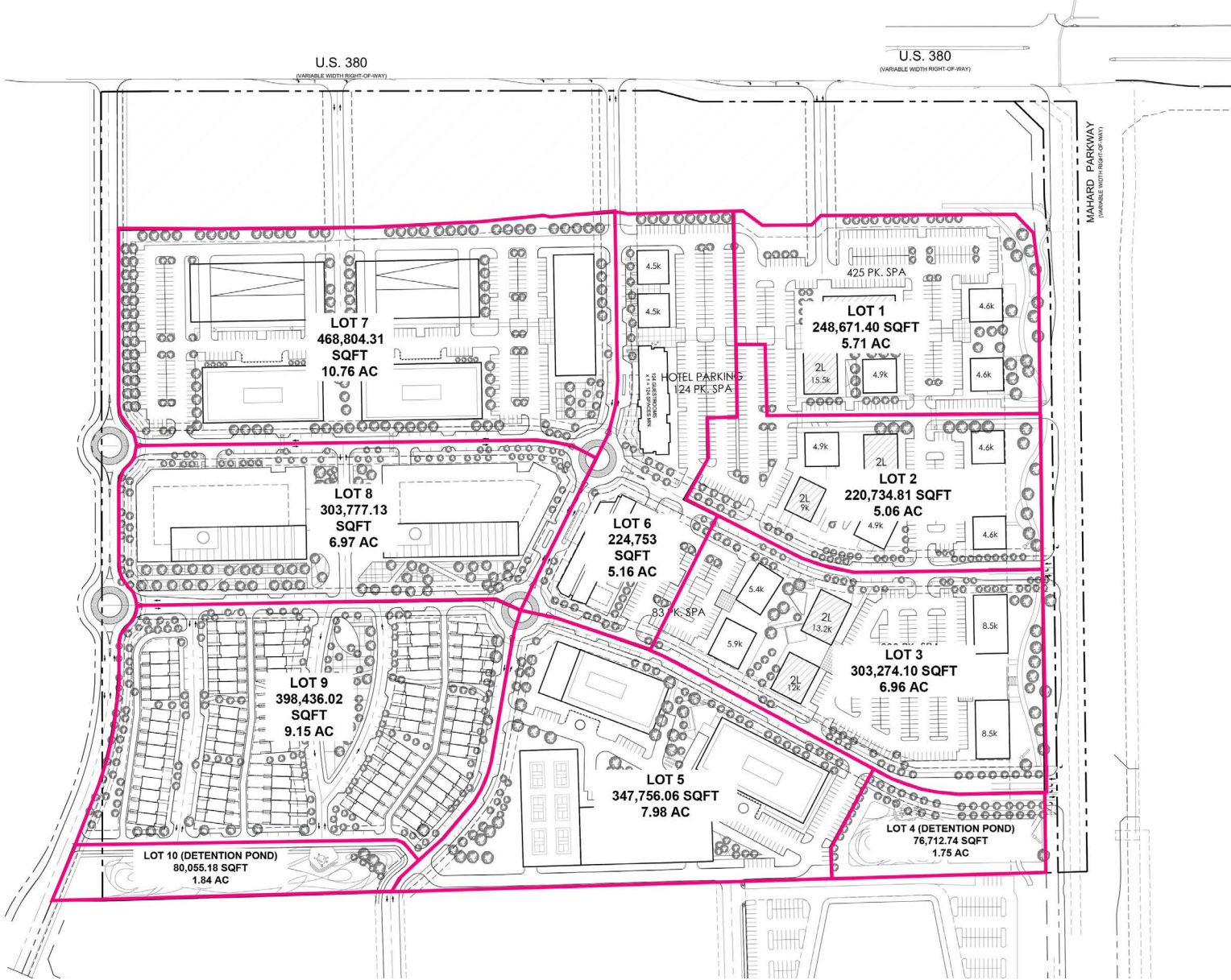
5 MILE

Population **218,315**
Daytime Pop. **182,414**
Avg HHI **\$203K**



PRELIMINARY LOTTING PLAN

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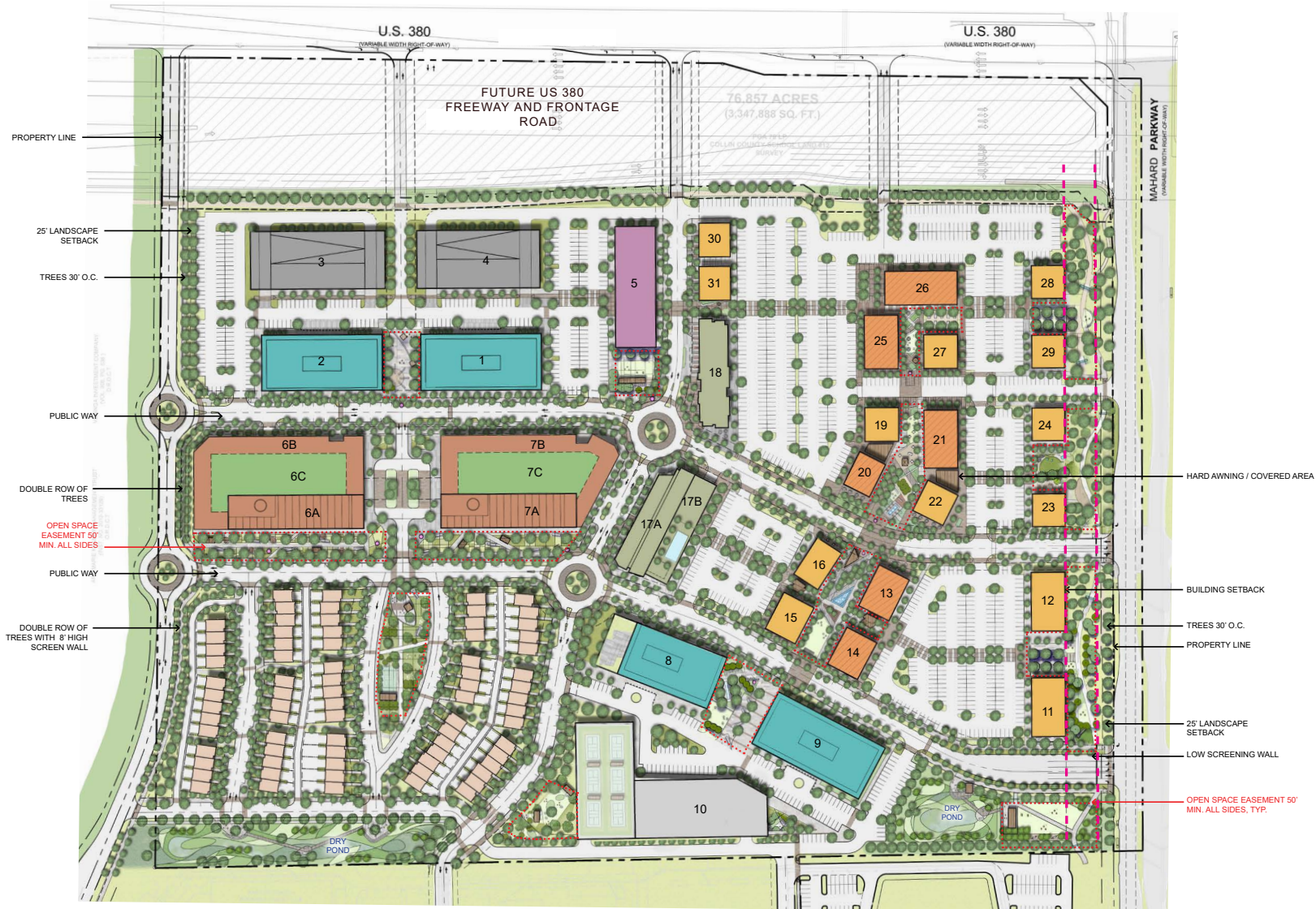
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CONCEPTUAL SITE PLAN

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BUILDING USE

1. OFFICE: 7-STORY . 205,080 SF
2. OFFICE: 7-STORY . 201,725 SF
3. GARAGE: 6-STORY . 201,880 SF . 525 SPACES (7 ADA)
4. GARAGE: 6-STORY . 183,600 SF . 450 SPACES (7 ADA)
5. ENTERTAINMENT: 1-STORY . 21,030 SF
- 6A. MULTI-FAMILY: 11-STORY . 216,370 SF . 168 UNITS
- 6B. MULTI-FAMILY: 7-STORY . 153,152 SF . 191 UNITS
- 6C. GARAGE: 5-STORY . 410 SPACES (7 ADA)
- 7A. MULTI-FAMILY: 11-STORY . 216,370 SF . 168 UNITS
- 7B. MULTI-FAMILY: 7-STORY . 144,986 SF . 182 UNITS
- 7C. GARAGE: 5-STORY . 400 SPACES (7 ADA)
8. OFFICE: 4-STORY . TERRACE TO 3-STORY . 90,900 SF
9. OFFICE: 5-STORY . 150,000 SF
10. GARAGE: 4-STORY . 243,490 SF . 842 SPACES (15 ADA)
11. RETAIL / RESTAURANT: 1-STORY . 8,500 SF
12. RETAIL / RESTAURANT: 1-STORY . 8,500 SF
13. RETAIL / RESTAURANT: 2-STORY . 13,200 SF
14. RETAIL / RESTAURANT: 2-STORY . 12,000 SF
15. RETAIL / RESTAURANT: 1-STORY . 5,900 SF
16. RETAIL / RESTAURANT: 1-STORY . 5,400 SF
- 17A. HOTEL: 8-STORY . 134,400 SF
- 17B. GARAGE: 5-STORY . 375 SPACES (6 ADA)
18. HOTEL: 6-STORY . 134,400 SF
19. RETAIL / RESTAURANT: 1-STORY . 4,900 SF
20. RETAIL / RESTAURANT: 2-STORY . 9,000 SF
21. RETAIL / RESTAURANT: 2-STORY . 16,800 SF
22. RETAIL / RESTAURANT: 1-STORY . 4,900 SF
23. RETAIL / RESTAURANT: 1-STORY . 4,600 SF
24. RETAIL / RESTAURANT: 1-STORY . 4,600 SF
25. RETAIL / RESTAURANT: 2-STORY . 15,500 SF
26. RETAIL / RESTAURANT: 2-STORY . 21,000 SF
27. RETAIL / RESTAURANT: 1-STORY . 4,900 SF
28. RETAIL / RESTAURANT: 1-STORY . 4,600 SF
29. RETAIL / RESTAURANT: 1-STORY . 4,600 SF
30. RETAIL / RESTAURANT: 1-STORY . 4,500 SF
31. RETAIL / RESTAURANT: 1-STORY . 4,500 SF

RETAIL DISTRICT SURFACE PARKING: 980



SCALE: 1" = 100'

0 100 200 300'

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AERIAL IMAGES



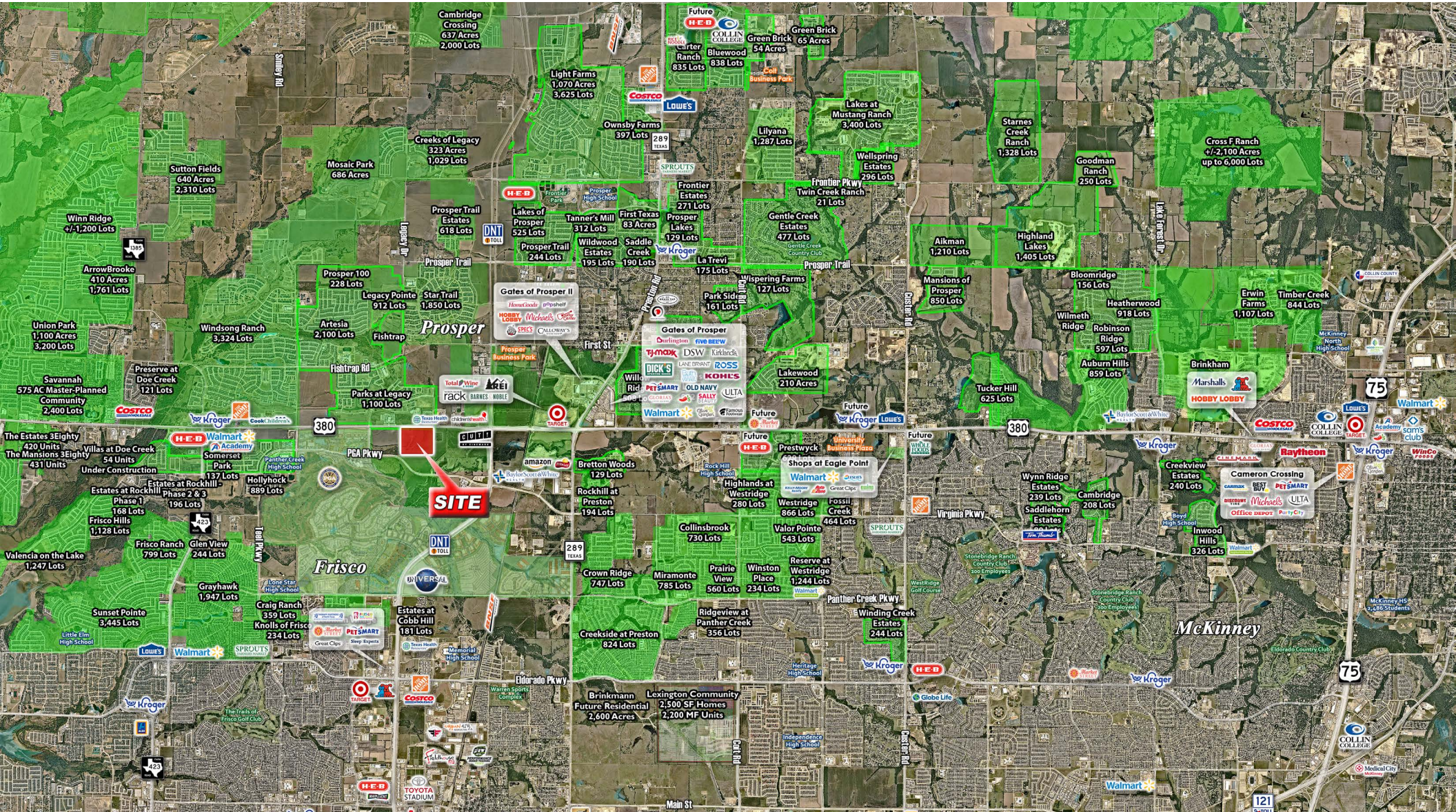
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REGIONAL AERIAL

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MARKET OVERVIEW

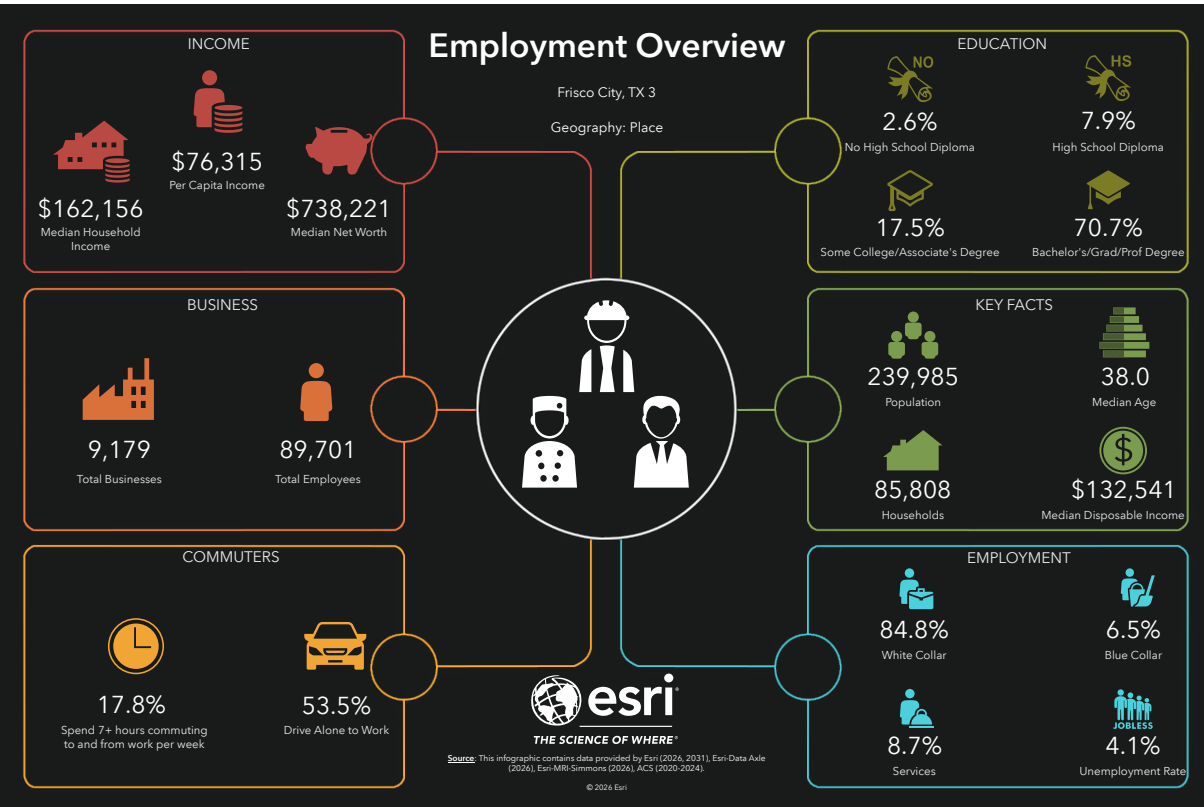
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- Located approximately 25 miles north of downtown Dallas in the DFW Metroplex, Frisco offers **strong regional access** via the Dallas North Tollway, SH 121, and US 380.
- Frisco remains **one of the fastest-growing cities** in Texas and the U.S., with an estimated 2025 population of approximately **245,470 residents** — up about **450% since 2000**.
- The city offers a **diverse economy and strong corporate presence**, with companies and organizations such as Keurig Dr Pepper, TIAA, PGA of America, Careington International, and many other employers choosing Frisco as their business home.
- **PGA Frisco** has strengthened the city's national profile as a destination for business, hospitality, and sports. The 660-acre campus includes Fields Ranch, Omni PGA Frisco Resort & Spa, The PGA District, PGA of America, and Northern Texas PGA.
- Frisco is widely known as "**Sports City USA**," home to the Dallas Cowboys, FC Dallas, Frisco RoughRiders, Texas Legends, and numerous other professional and amateur sports organizations.
- Frisco residents enjoy an **exceptional quality of life** supported by more than **60 parks**, an extensive system of trails and natural areas, highly regarded schools, and a broad mix of retail, dining, and entertainment destinations.
- **Grand Park** is one of Frisco's signature long-term quality-of-life investments. When complete, it is planned to span **1,011 acres** from the Dallas North Tollway west to Lake Lewisville and FM423.
- Frisco's **growth pipeline continues to expand** with major mixed-use, entertainment, and destination projects, reinforcing the city's long-term appeal for residents, visitors, and commercial investment.



MARKET OVERVIEW

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LEADING COMPANIES THAT CALL FRISCO HOME:

- 4WEB Medical
- Addus HomeCare
- Amazon Delivery Station
- Brierley+Partners
- Complexity
- Conifer Health Solutions
- Equinix
- FA Peinado
- Fiserv
- GEA Food Solutions
- HCL America
- Home Depot Inc.
- JW Logistics
- KidZania USA
- McAfee, LLC
- Magnus Chemicals
- PGA of America
- Quality Custom Distribution
- Sentient Energy
- Social Finance (SoFi)
- The Hartford
- T-Mobile USA
- WileyX, Inc.
- Careington International Corporation
- Cornerstone Automation Systems, Inc. (CASI)
- Dallas Cowboys Merchandising Distribution & Sales Center
- Level 3 Communications
- National Breast Cancer Foundation Inc.
- Schlumberger Technology Corporation
- Schneider Optical Machines Inc.
- ThyssenKrupp Elevator Corporation
- Toshiba Global Commerce Solutions USA
- Teachers Insurance and Annuity Association of America
- Walgreens Specialty Pharmacy
- Wintrust Commercial Finance
- Accolite Digital Inc.
- Altair Global
- Boingo Wireless, Inc.
- Cardtronics
- Comstock Resources
- Dairy.com
- ExteNet Systems
- Federal Express
- FM Global
- Gearbox Software
- Healthcare Highways
- HRchitect
- Keurig Dr Pepper
- Lexipol
- Magellan Health, Inc.
- Northwest Hardwoods
- Scoreboard Ventures
- Ruiz Mexican Foods
- Shield AI
- SunteckTTS
- Transplace Texas
- Valify
- WorldLink

PROMINENT EMPLOYMENT CENTERS IN FRISCO

- **The Star:** 91-acre campus anchored by the Dallas Cowboys world headquarters, Ford Center, office, retail, dining and hospitality uses.
- **HALL Park:** 162-acre mixed-use business destination with office space, dining, art and hospitality amenities.
- **Frisco Station:** 242-acre mixed-use development adjacent to The Star with office, residential, hotel, retail and wellness uses.
- **PGA Frisco:** 660-acre destination campus including the PGA of America headquarters, Omni PGA Frisco Resort & Spa and The PGA District.
- **Fields West:** 55-acre urban village within the 2,500-acre Fields master-planned community, expanding Frisco's long-term employment base.



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INFORMATION ABOUT BROKERAGE SERVICES

Texas Real Estate Commission — Required Disclosure

TYPES OF REAL ESTATE LICENSE HOLDERS:

- A BROKER is responsible for all brokerage activities, including acts performed by sales agents sponsored by the broker.
- A SALES AGENT must be sponsored by a broker and works with clients on behalf of the broker.

A BROKER'S MINIMUM DUTIES REQUIRED BY LAW (A client is the person or party that the broker represents):

- Put the interests of the client above all others, including the broker's own interests;
- Inform the client of any material information about the property or transaction received by the broker;
- Answer the client's questions and present any offer to or counter-offer from the client; and
- Treat all parties to a real estate transaction honestly and fairly.

A LICENSE HOLDER CAN REPRESENT A PARTY IN A REAL ESTATE TRANSACTION:

AS AGENT FOR OWNER (SELLER/LANDLORD): The broker becomes the property owner's agent through an agreement with the owner, usually in a written listing to sell or property management agreement. An owner's agent must perform the broker's minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, including information disclosed to the agent or subagent by the buyer or buyer's agent. Owner's agent fees are not set by law and are fully negotiable.

AS AGENT FOR BUYER/TENANT: The broker becomes the buyer/tenant's agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer's agent must perform the broker's minimum duties above and must inform the buyer of any material information about the property or transaction known by the agent, including information disclosed to the agent by the seller or seller's agent. Buyer/tenant's agent fees are not set by law and are fully negotiable.

AS AGENT FOR BOTH – INTERMEDIARY: To act as an intermediary between the parties the broker must first obtain the written agreement of each party to the transaction. The written agreement must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. A broker who acts as an intermediary must treat all parties to the transaction impartially and fairly; and, with the parties' written consent, may appoint a different license holder associated with the broker to each party to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction.

TO AVOID DISPUTES, ALL AGREEMENTS BETWEEN YOU AND A BROKER SHOULD BE IN WRITING AND CLEARLY ESTABLISH: the broker's duties and responsibilities to you, and your obligations under the representation agreement.



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