



MIDDLEBROOK  
AT SANTA RITA  
1,000 DU

SANTA RITA  
6,000 DU

# MORNINGSTAR COMMERCIAL

LAND ADVISORS-AUSTIN EXCLUSIVE LISTING | WILLIAMSON COUNTY, TEXAS

MORNINGSTAR  
1,600 DU

Kauffman Loop

**SUBJECT**  
**±101 Acres**

29  
TEXAS

17,000 VPD

Ronald Reagan Blvd

4,000 VPD

H-E-B

EXXON

RANCH SIENNA  
1,450 DU

Kauffman Loop

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 Land Advisors<sup>®</sup>  
ORGANIZATION



# MORNINGSTAR COMMERCIAL PROPERTY ATTRIBUTES

**COMMENTS** The Ronald Reagan & State Highway 29 corridor has been one of the major centers for tremendous growth within the Austin MSA. Currently, There are 1,641 new home starts annually in the seven mile retail trade area of MorningStar with 17,640 future lots in new home residential subdivisions planned in this corridor. Within a one mile radius of MorningStar Commercial there are over 12,000 new homes planned and under development.

#### Notable Announcements:

- H.E.B is expected to build a site in the south east corner of the Ronald Reagan & State Highway 29 intersection.
- MorningStar is less than 15 miles from the newly announced Billion Dollar Apple Corporate Campus, which is expected to add an additional 15,000 new Jobs to the area.
- MorningStar is in Liberty Hill which was the #1 submarket in the entire Austin MSA for new Home starts in 3Q18.

**LOCATION** The MorningStar Commercial project is located on the north side of State Highway 29 just east of the intersection with Ronald Reagan Blvd, Williamson County, Texas. The property is less than 30 miles from Downtown Austin.

**SIZE** ±101 Acres (76.7 acres available). Owner will sell all or part of the property including retail pad sites as small as an acre or larger commercial land parcels of varying acreages.

**JURISDICTION** City of Liberty Hills extra-territorial jurisdiction. The site is not subject to any zoning restrictions. Potential uses include retail, office, multifamily, and medical.

**SCHOOLS** Liberty Hill Independent School District

**FRONTAGE** The property has 1/2 mile of frontage along State Highway 29 and 3/4 a mile of frontage along Kauffman Loop.

**UTILITIES** All utilities are available. MorningStar is the only commercial corner in the Ronald Reagan- SH 29 corridor that has all utilities available and completed Kauffmann Loop frontage.

#### DEMOGRAPHICS

	3 Miles	5 Miles	7 Miles
Average Household Income	\$128,815	\$121,864	\$105,672
Population 2018	±9,507	±23,898	±78,496
Projected Population Through 2021	±25,532	±40,272	±96,161
Household 2018	±3,245	±8,230	±26,435
Projected Housholds 2021	±6,300	±13,100	±36,500

Source: ESRI, Metrostudy and LAO Projections

#### ENTITLEMENTS

MUD: The property is part of the approved and operational Williamson County MUD #23. Qualified water, wastewater and drainage infrastructure for the project will be applicable for reimbursement through future bond sales.

MorningStar MPC: The property is a part of the active MorningStar MPC which has 1,300 of the 1,600 residential units sold or under contract.

**LIBERTY HILL 380 AGREEMENT** Project developer retains percentage of all sales tax revenue for 20 years. For information regarding the Liberty Hill 380 agreement please contact broker for more details.

**PROPERTY VIDEO** Click here for [MorningStar Property Video](#)





# LAND PLAN MAP

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# FLEX/RETAIL/OFFICE LAKE PARCELS





**FLEX/RETAIL/OFFICE**





FLEX/RETAIL/OFFICE





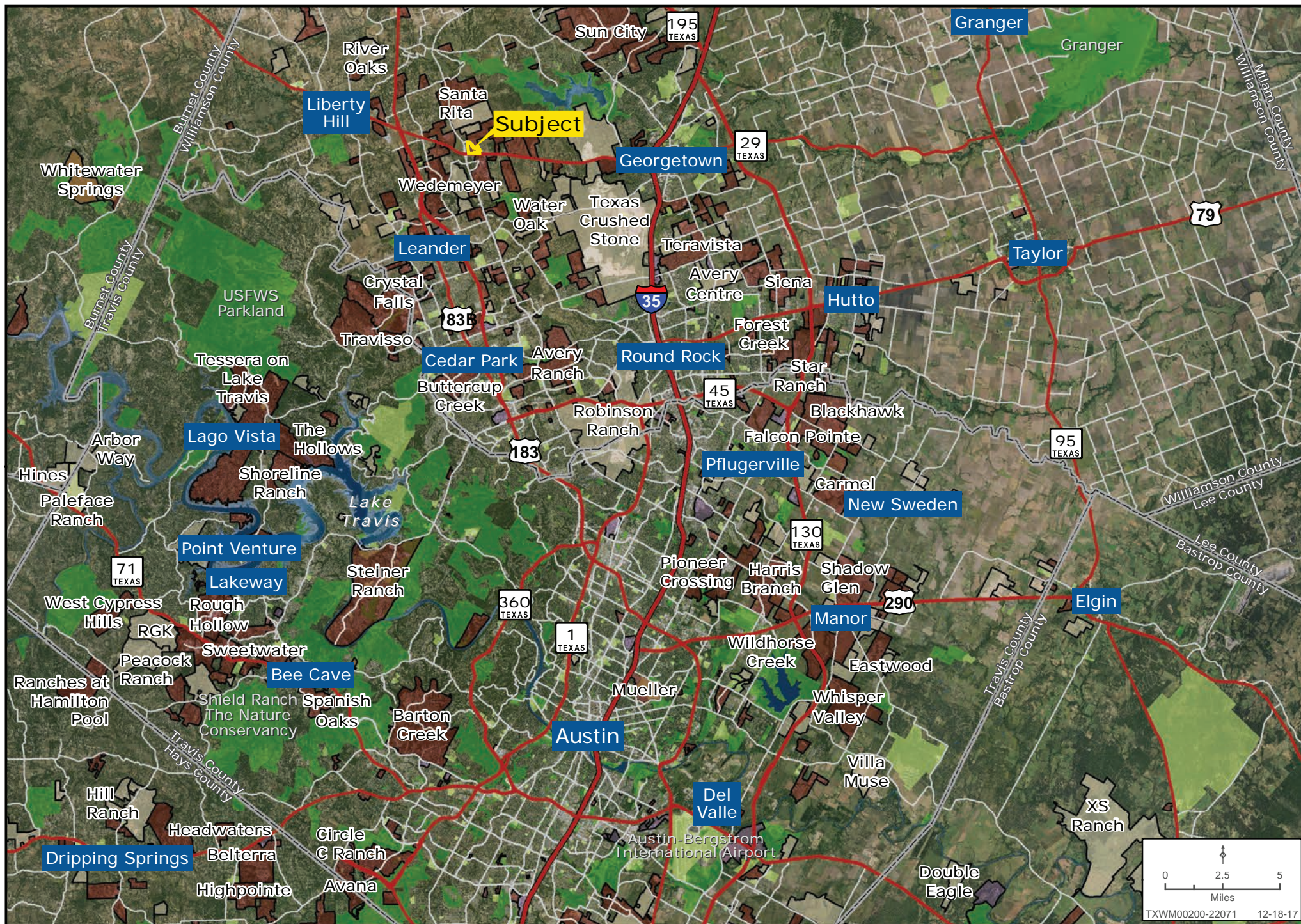
FLEX/RETAIL/OFFICE





# REGIONAL MAP

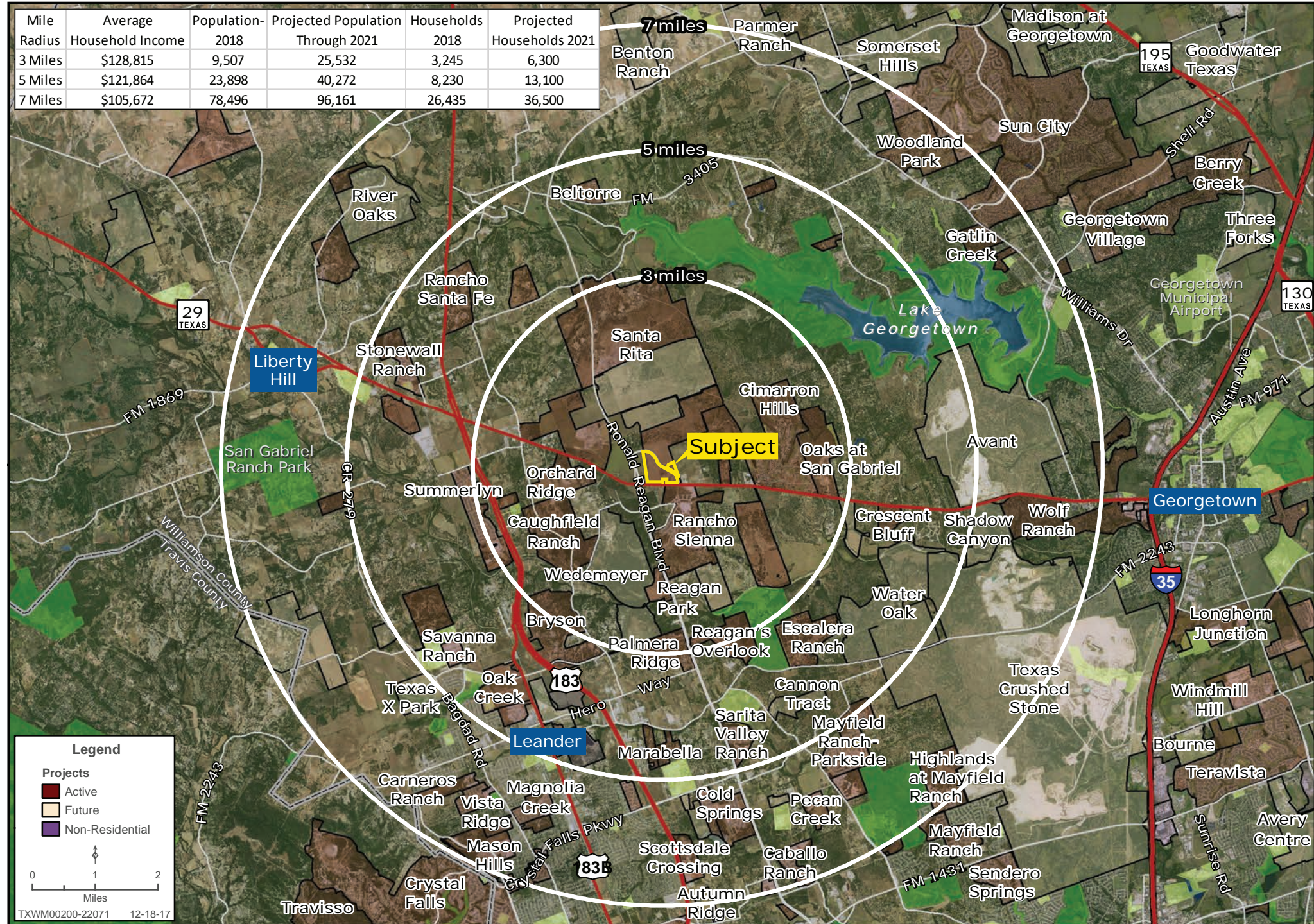
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# HOUSEHOLD INCOME & POPULATION MAP

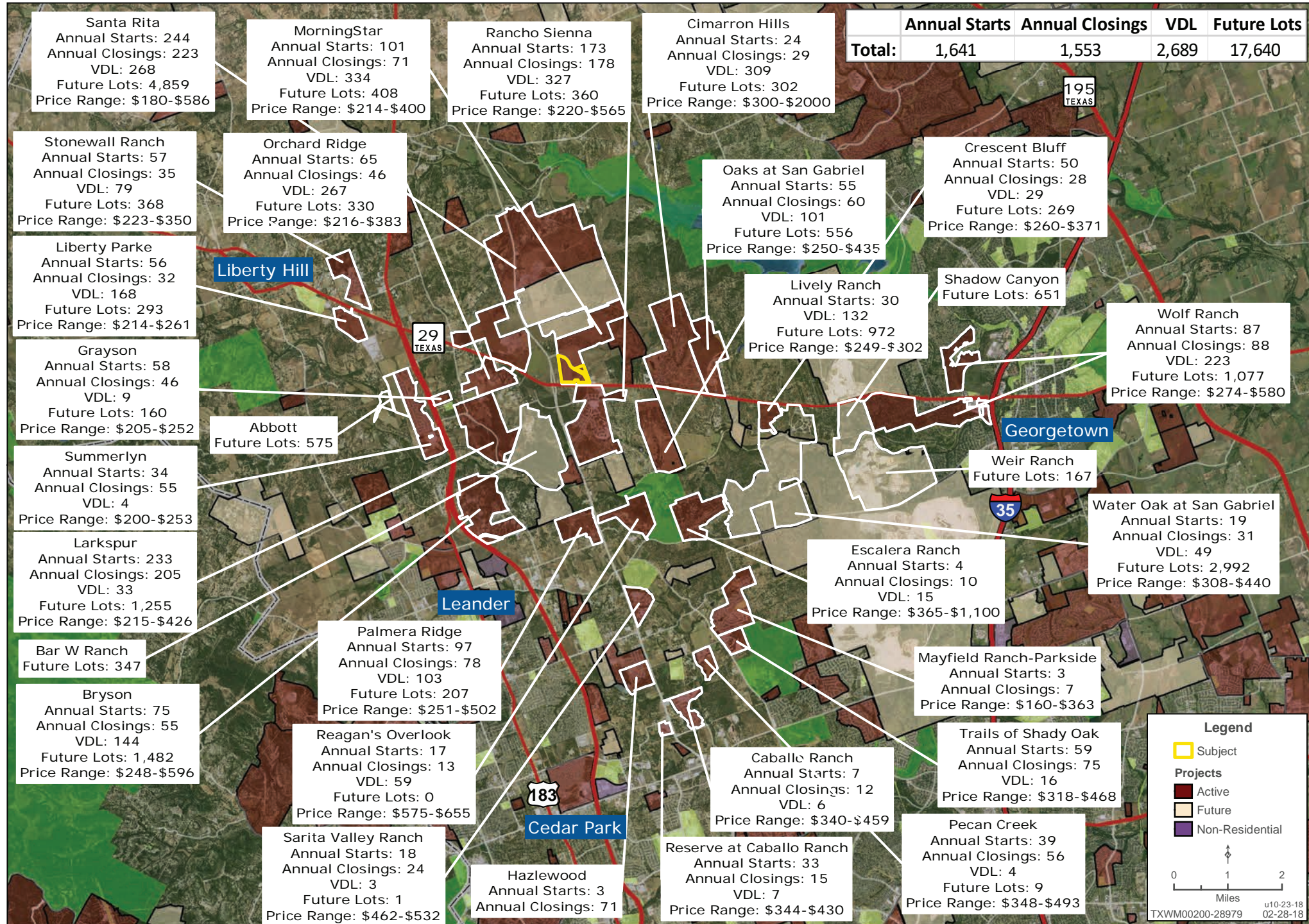
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# AREA INVENTORY ANALYSIS MAP

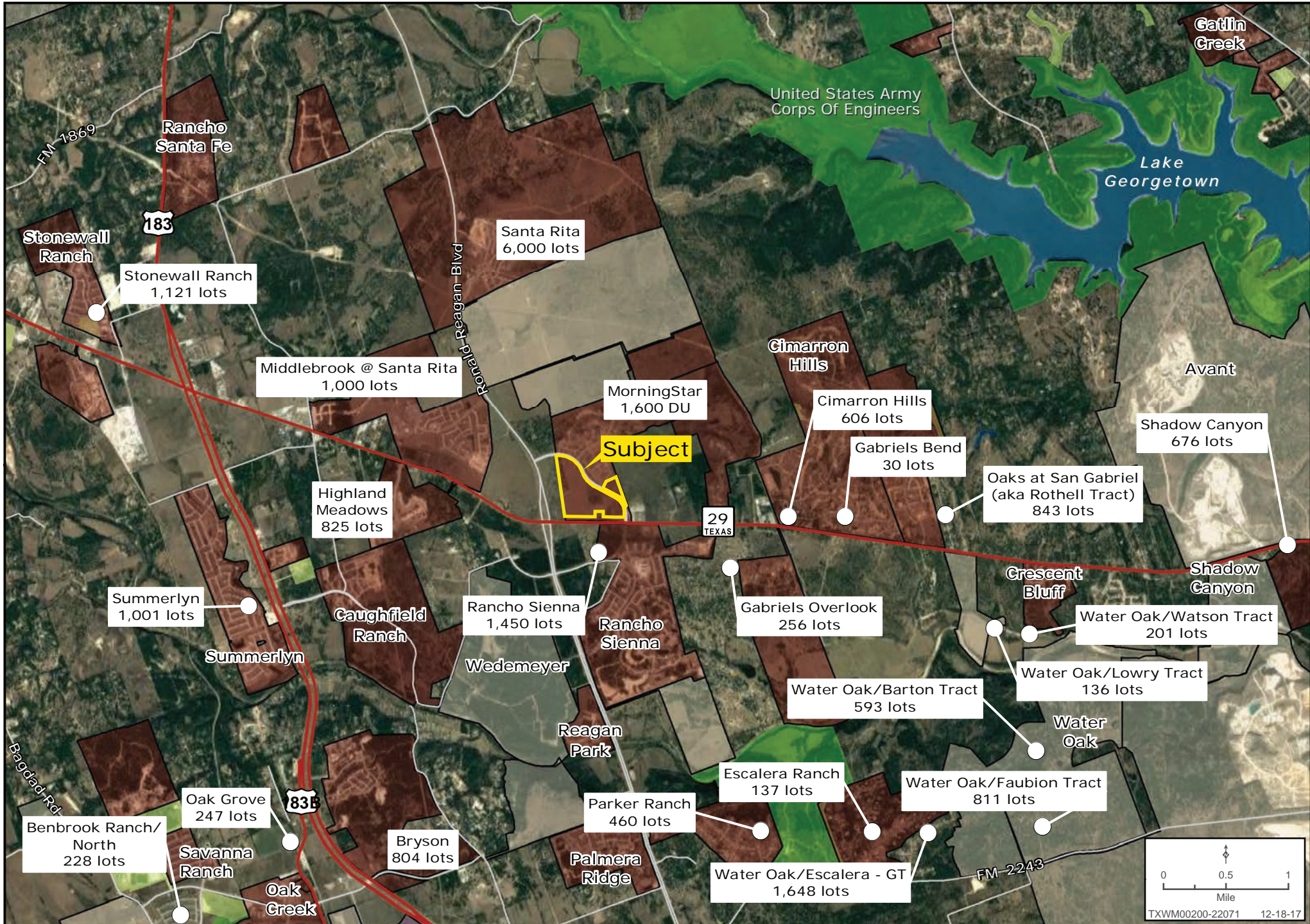
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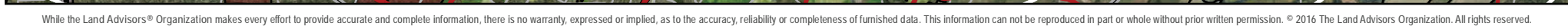
# SURROUNDING DEVELOPMENT MAP

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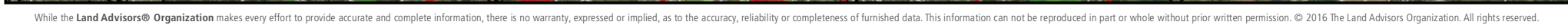


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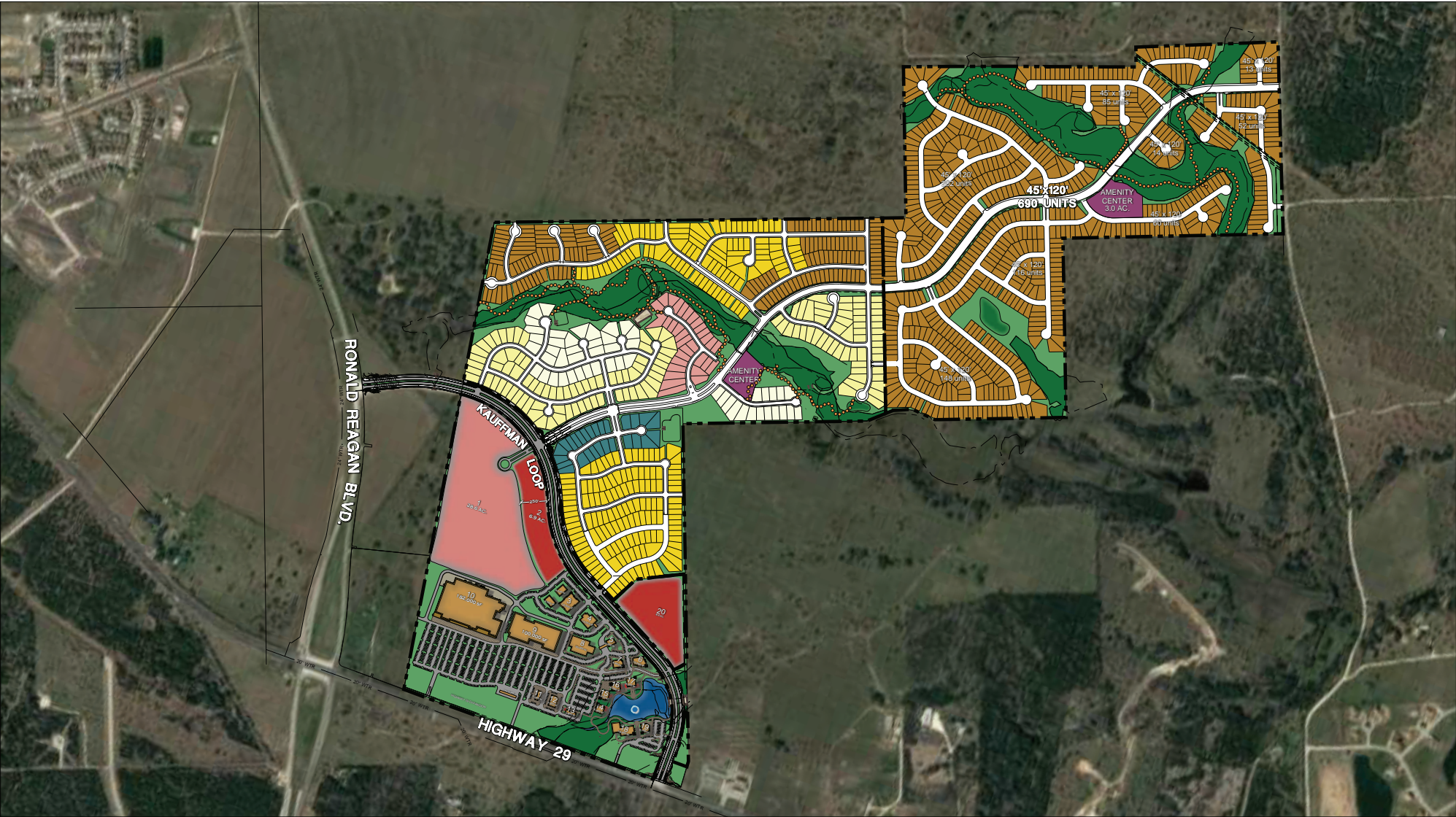


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# MORNINGSTAR COMMERCIAL MASTER PLAN



SEC Planning, LLC  
Land Planning + Landscape Architecture + Community Branding  
AUSTIN, TEXAS  
1.512.246.7003  
www.secplanning.com + info@secplanning.com

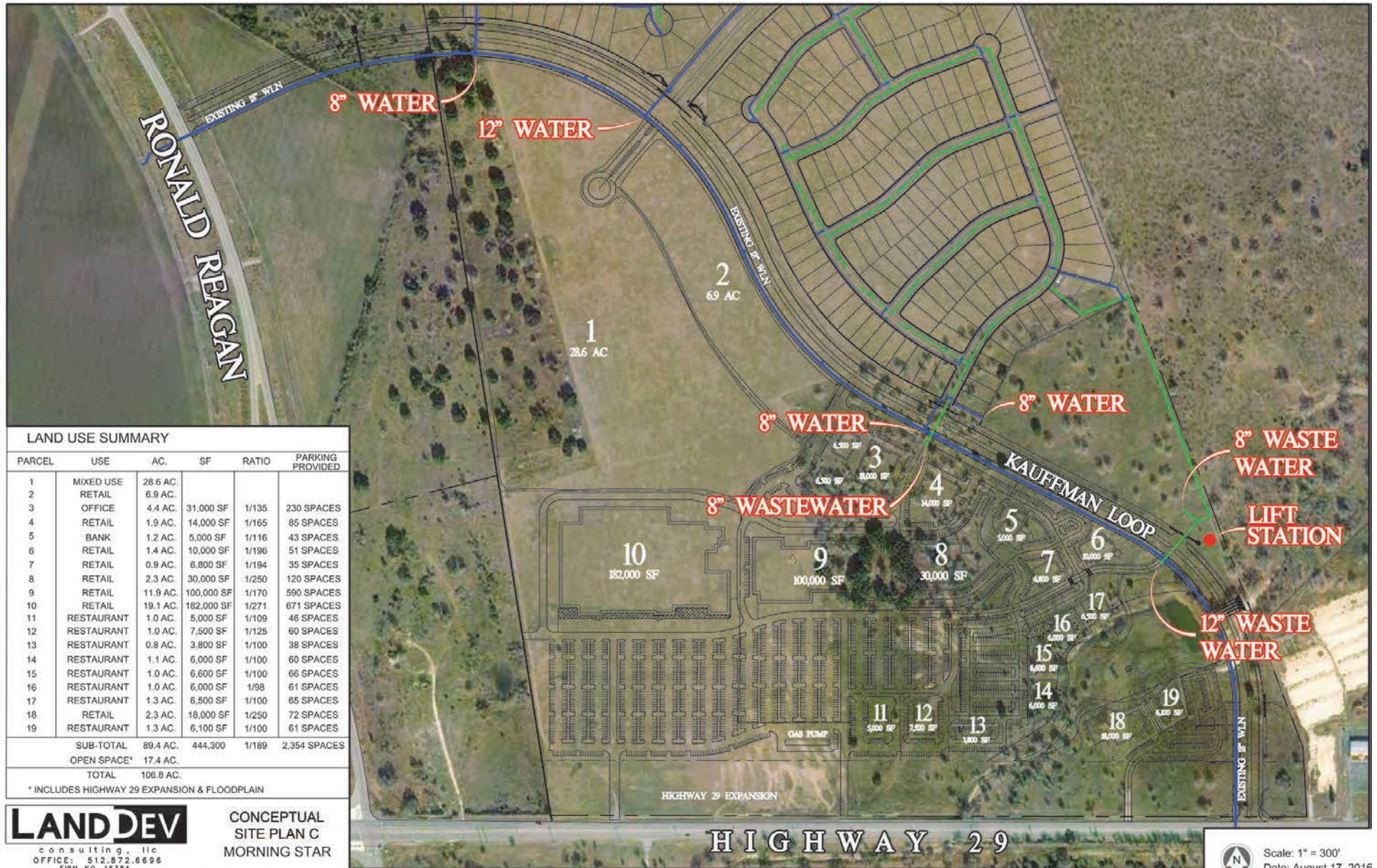
MASTER PLAN  
**MORNINGSTAR**  
WILLIAMSON COUNTY, TEXAS

 Scale: 1" = 400'  
North Date: March 27, 2017

SHEET FILE: R:\140146-MAGRIC\Drawings\PLANNING\Lotting\Lotting M-3 Overall with Commercial.dwg  
Base mapping compiled from best available information.  
All map data should be considered as preliminary, in need of verification, and subject to change. This land plan is conceptual in nature and does not represent any regulatory approval. Plan is subject to change.



# MORNINGSTAR COMMERCIAL WATER/WASTEWATER MAP



Base mapping compiled from best available information. All map data should be considered as preliminary, in need of verification, and subject to change. This land plan is conceptual in nature and does not represent any regulatory approval. Plan is subject to change.

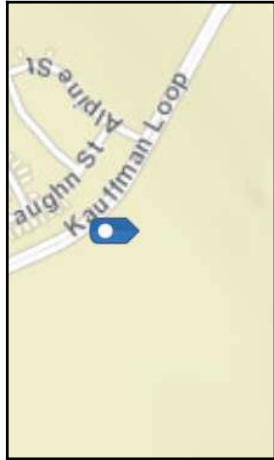
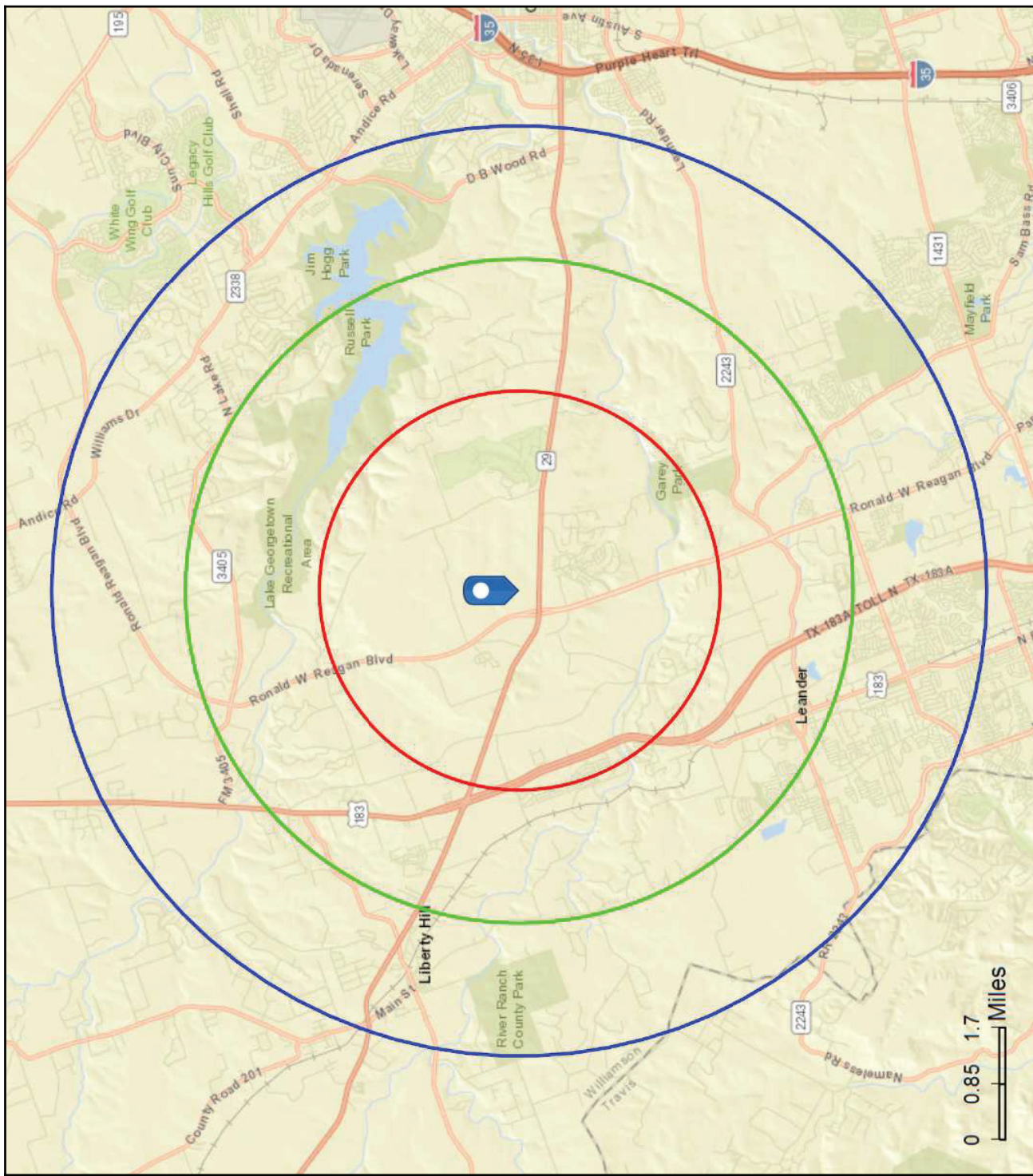




Site Map

Morningstar Commercial Demographic Report  
2153-2263 Kauffman Loop, Georgetown, Texas, 78628  
Rings: 3, 5, 7 mile radii

Prepared by Esri  
Latitude: 30.64174  
Longitude: -97.82276







## Retail MarketPlace Profile

Morningstar Commercial Demographic Report  
 2153-2263 Kauffman Loop, Georgetown, Texas, 78628  
 Ring: 7 mile radius

Prepared by Esri  
 Latitude: 30.64174  
 Longitude: -97.82276

### Summary Demographics

2018 Population	78,496
2018 Households	26,435
2018 Median Disposable Income	\$69,210
2018 Per Capita Income	\$36,062

### 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,152,574,817	\$435,657,708	\$716,917,109	45.1	239
Total Retail Trade	44-45	\$1,034,959,584	\$394,977,933	\$639,981,651	44.8	182
Total Food & Drink	722	\$117,615,234	\$40,679,775	\$76,935,459	48.6	57

### 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$223,668,356	\$39,010,389	\$184,657,967	70.3	26
Automobile Dealers	4411	\$179,593,938	\$18,573,875	\$161,020,063	81.3	10
Other Motor Vehicle Dealers	4412	\$24,348,581	\$10,638,965	\$13,709,616	39.2	4
Auto Parts, Accessories & Tire Stores	4413	\$19,725,837	\$9,797,549	\$9,928,288	33.6	12
Furniture & Home Furnishings Stores	442	\$37,423,585	\$7,152,000	\$30,271,585	67.9	7
Furniture Stores	4421	\$21,511,775	\$3,658,798	\$17,852,977	70.9	3
Home Furnishings Stores	4422	\$15,911,810	\$3,493,202	\$12,418,608	64.0	4
Electronics & Appliance Stores	443	\$38,597,750	\$14,098,692	\$24,499,058	46.5	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$70,470,550	\$67,662,548	\$2,808,002	2.0	22
Bldg Material & Supplies Dealers	4441	\$66,628,214	\$66,369,894	\$258,320	0.2	19
Lawn & Garden Equip & Supply Stores	4442	\$3,842,336	\$1,292,654	\$2,549,682	49.7	3
Food & Beverage Stores	445	\$183,633,514	\$84,258,001	\$99,375,513	37.1	25
Grocery Stores	4451	\$166,310,149	\$75,976,105	\$90,334,044	37.3	16
Specialty Food Stores	4452	\$7,769,910	\$3,173,509	\$4,596,401	42.0	4
Beer, Wine & Liquor Stores	4453	\$9,553,455	\$5,108,387	\$4,445,068	30.3	5
Health & Personal Care Stores	446,4461	\$58,222,899	\$40,338,513	\$17,884,386	18.1	12
Gasoline Stations	447,4471	\$101,235,516	\$42,340,740	\$58,894,776	41.0	15
Clothing & Clothing Accessories Stores	448	\$48,249,520	\$8,641,870	\$39,607,650	69.6	12
Clothing Stores	4481	\$31,749,752	\$4,024,290	\$27,725,462	77.5	8
Shoe Stores	4482	\$6,782,705	\$0	\$6,782,705	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$9,717,063	\$4,460,493	\$5,256,570	37.1	4
Sporting Goods, Hobby, Book & Music Stores	451	\$36,378,652	\$11,099,288	\$25,279,364	53.2	13
Sporting Goods/Hobby/Musical Instr Stores	4511	\$32,514,710	\$7,953,453	\$24,561,257	60.7	12
Book, Periodical & Music Stores	4512	\$3,863,942	\$3,145,835	\$718,107	10.2	1
General Merchandise Stores	452	\$181,206,488	\$57,910,061	\$123,296,427	51.6	14
Department Stores Excluding Leased Depts.	4521	\$127,053,524	\$50,563,694	\$76,489,830	43.1	4
Other General Merchandise Stores	4529	\$54,152,964	\$7,346,367	\$46,806,597	76.1	10
Miscellaneous Store Retailers	453	\$40,468,946	\$11,171,935	\$29,297,011	56.7	22
Florists	4531	\$1,788,206	\$627,977	\$1,160,229	48.0	2
Office Supplies, Stationery & Gift Stores	4532	\$8,936,331	\$5,249,630	\$3,686,701	26.0	5
Used Merchandise Stores	4533	\$7,046,602	\$1,123,538	\$5,923,064	72.5	5
Other Miscellaneous Store Retailers	4539	\$22,697,806	\$4,170,790	\$18,527,016	69.0	10
Nonstore Retailers	454	\$15,403,809	\$11,293,897	\$4,109,912	15.4	6
Electronic Shopping & Mail-Order Houses	4541	\$11,423,961	\$2,153,943	\$9,270,018	68.3	1
Vending Machine Operators	4542	\$909,968	\$68,898	\$841,070	85.9	1
Direct Selling Establishments	4543	\$3,069,881	\$9,071,056	<b>-\$6,001,175</b>	<b>-49.4</b>	4
Food Services & Drinking Places	722	\$117,615,234	\$40,679,775	\$76,935,459	48.6	57
Special Food Services	7223	\$1,421,137	\$0	\$1,421,137	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$4,324,771	\$331,705	\$3,993,066	85.8	1
Restaurants/Other Eating Places	7225	\$111,869,326	\$40,348,070	\$71,521,256	47.0	56

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.  
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

**Source:** Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

October 24, 2018



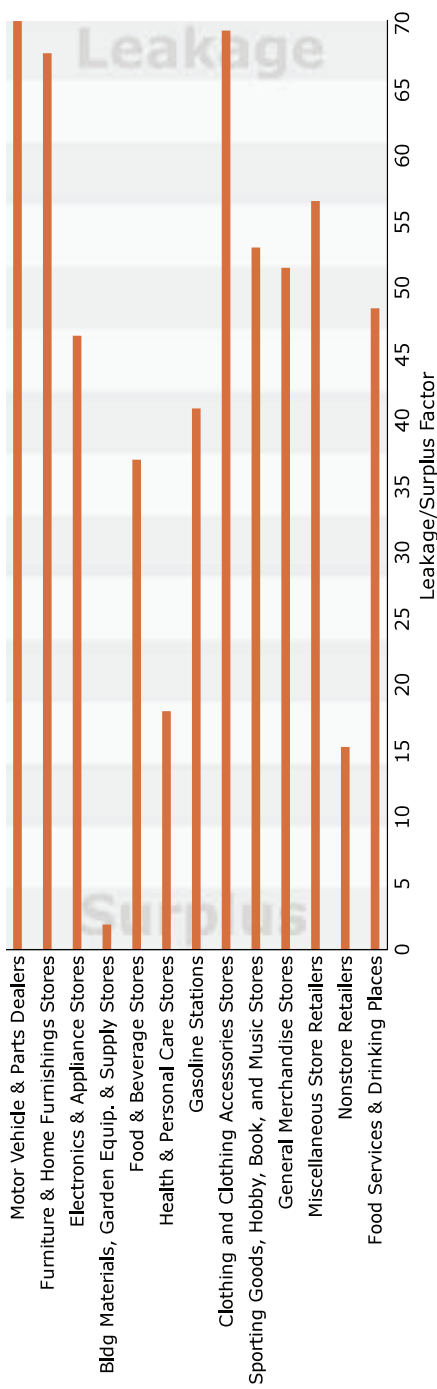


## Retail MarketPlace Profile

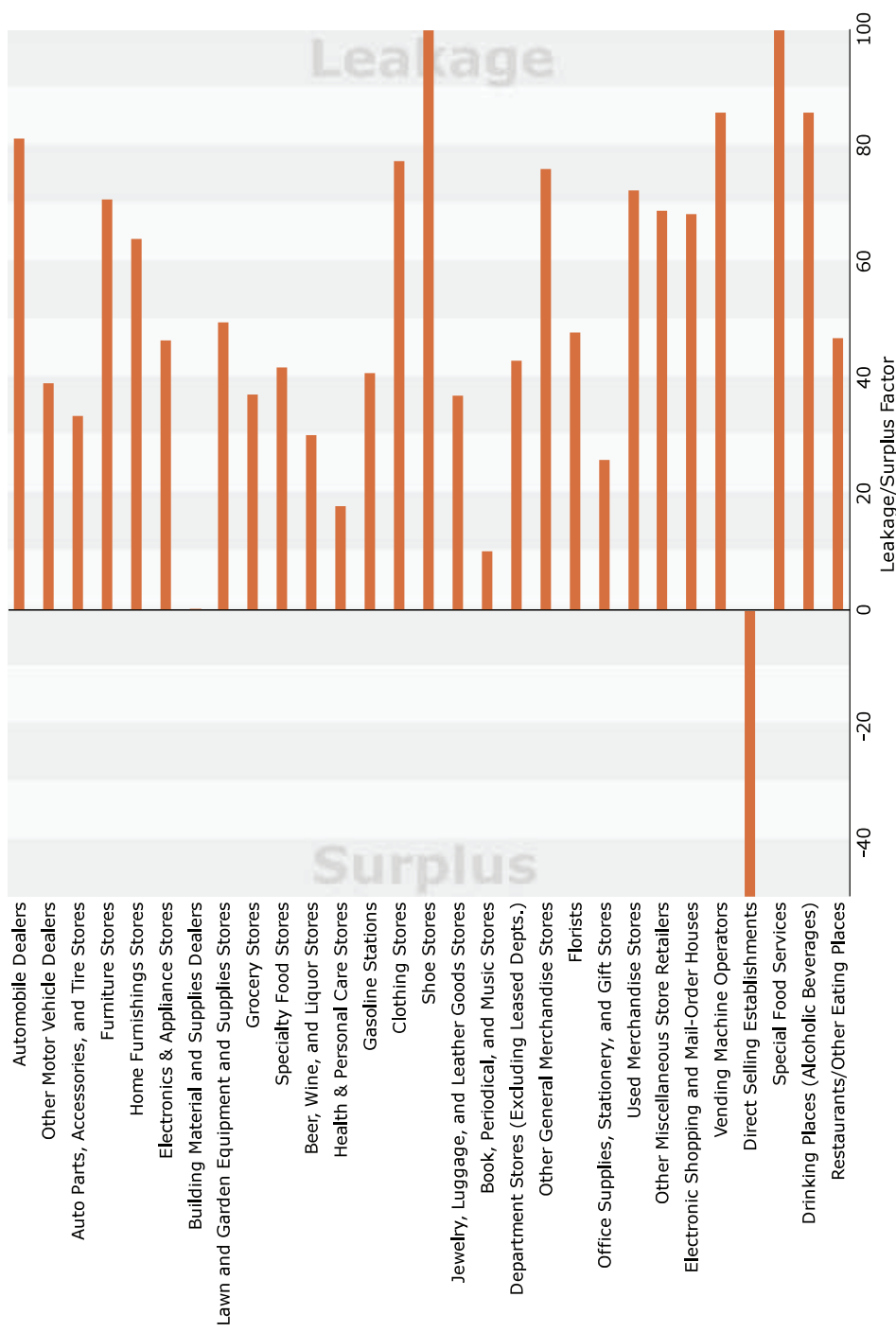
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2153-2263 Kauffman Loop, Georgetown, Texas, 78628  
Ring: 7 mile radius

Prepared by Esri  
Latitude: 30.64174  
Longitude: -97.82276

### 2017 Leakage/Surplus Factor by Industry Subsector



### 2017 Leakage/Surplus Factor by Industry Group



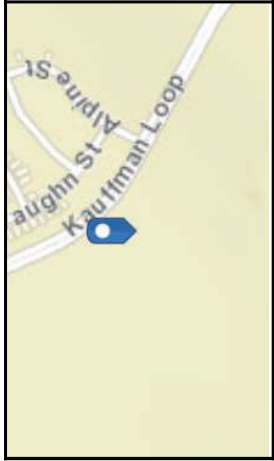




Traffic Count Map

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Rings: 3, 5, 7 mile radii

Prepared by Esri  
Latitude: 30.64174  
Longitude: -97.82276



**Average Daily Traffic Volume**  
▲ Up to 6,000 vehicles per day  
▲ 6,001 - 15,000  
▲ 15,001 - 30,000  
▲ 30,001 - 50,000  
▲ 50,001 - 100,000  
▲ More than 100,000 per day



Source: ©2018 Kallibrate Technologies (Q2 2018).





## INFORMATION ABOUT BROKERAGE SERVICES

Texas law requires all real estate license holders to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords.

### 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.

**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.

**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;
- May, with the parties' written consent, appoint a different license holder associated with the broker to each party (owner and buyer) to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction.
- Must not, unless specifically authorized in writing to do so by the party, disclose:
  - that the owner will accept a price less than the written asking price;
  - that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
  - any confidential information or any other information that a party specifically instructs the broker in writing not to disclose, unless required to do so by law.

**AS SUBAGENT:** A license holder acts as a subagent when aiding a buyer in a transaction without an agreement to represent the buyer. A subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first.

### 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.
- Who will pay the broker for services provided to you, when payment will be made and how the payment will be calculated.

**LICENSE HOLDER CONTACT INFORMATION:** This notice is being provided for information purposes. It does not create an obligation for you to use the broker's services. Please acknowledge receipt of this notice below and retain a copy for your records.

#### Land Advisors Organization

Licensed Broker/Broker Firm Name or Primary Assumed Business Name	License No.	Email	Phone
-------------------------------------------------------------------	-------------	-------	-------

Kirk Laguarda	60656241	klaguarda@landadvisors.com	
Designated Broker of Firm	License No.	Email	Phone

Licensed Supervisor of Sales Agent/ Associate	License No.	Email	Phone
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Hal Guggolz	628645	hguggolz@landadvisors.com	210-416-6276
Sales Agent/Associate's Name	License No.	Email	Phone

Buyer/Tenant/Seller/Landlord Initials

Date

THE TEXAS REAL ESTATE COMMISSION (TREC) REGULATES REAL ESTATE BROKERS AND SALES AGENTS, REAL ESTATE INSPECTORS, HOME WARRANTY COMPANIES, EASEMENT AND RIGHT-OF-WAY AGENTS, AND TIMESHARE INTEREST PROVIDERS

YOU CAN FIND MORE INFORMATION AND CHECK THE STATUS OF A LICENSE HOLDER AT [WWW.TREC.TEXAS.GOV](http://WWW.TREC.TEXAS.GOV)

YOU CAN SEND A COMPLAINT AGAINST A LICENSE HOLDER TO TREC - A COMPLAINT FORM IS AVAILABLE ON THE TREC WEBSITE

TREC ADMINISTERS TWO RECOVERY FUNDS WHICH MAY BE USED TO SATISFY A CIVIL COURT JUDGMENT AGAINST A BROKER, SALES AGENT, REAL ESTATE INSPECTOR, OR EASEMENT OR RIGHT-OF-WAY AGENT, IF CERTAIN REQUIREMENTS ARE MET

IF YOU HAVE QUESTIONS OR ISSUES ABOUT THE ACTIVITIES OF A LICENSE HOLDER, THE COMPLAINT PROCESS OR THE RECOVERY FUNDS, PLEASE VISIT THE WEBSITE OR CONTACT TREC AT:

TEXAS REAL ESTATE COMMISSION  
P.O. BOX 12188  
AUSTIN, TEXAS 78711-2188  
(512) 936-3000