



weitzman®

LAKE SIDE

CROSSING

LAKE SIDE

CROSSING

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LAKE SIDE CROSSING

FLOWER MOUND



This Live-Work-Play, mixed-used development will provide a lifestyle experience of hotel, retail, office and restaurants designed to serve an affluent and growing trade area with an average annual household income of more than \$160,000 within a 1-mile radius. Located on the shores of Lake Grapevine, the property will benefit from its planned 134-room boutique hotel, whose roof-top lounge will overlook spectacular Lake Grapevine sunsets, as well as the more than 1,800 existing and future luxury condominiums, townhomes and apartments surrounding the property.

Lakeside Crossing is located just south of the Lakeside DFW development, which currently consists of 48 acres of single-family living, 21 acres of multi-family housing, 6 acres of mid-rise condominiums, and 26 acres of village-style mixed-use retail, office and restaurants.

Lakeside DFW hosts the popular Lakeside Music Series, a free, seasonal, Friday-night performance series.

Lakeside Village, a planned 35-acre mixed-use development, will sit just to the southeast and will bring additional hotel, office, retail, restaurants, single-family villa homes, residential towers and an open-air amphitheater.

Lakeside Crossing is just minutes north of the Grapevine Recreational Area, which offers recreational trails, parks and the Grapevine Golf Course, adding to the lifestyle experience. It is 10 minutes north of the D-FW Airport and easily accessible from major highways IH-635, SH-114 and SH-121.

LAKE SIDE CROSSING



HIGHLIGHTS



Mixed-use development at Lake Grapevine



134-key boutique hotel



Ground floor retail surrounding central plaza and green space



Three office pads



1,800 existing and future condos, townhomes and apartments, including senior living



Affluent average household income of \$160,000+ within 1-mile radius



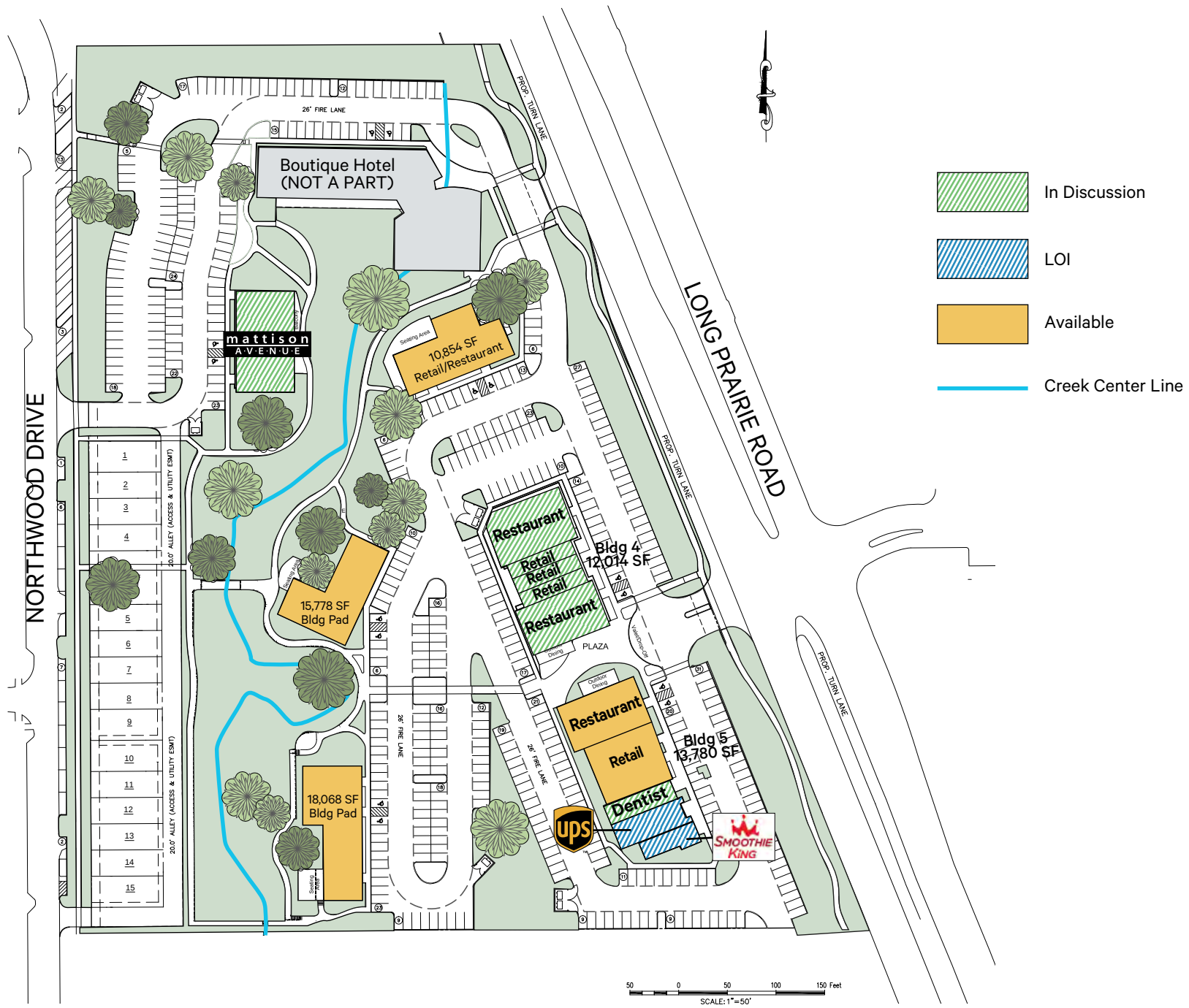
LAKESIDE CROSSING | RENDERINGS



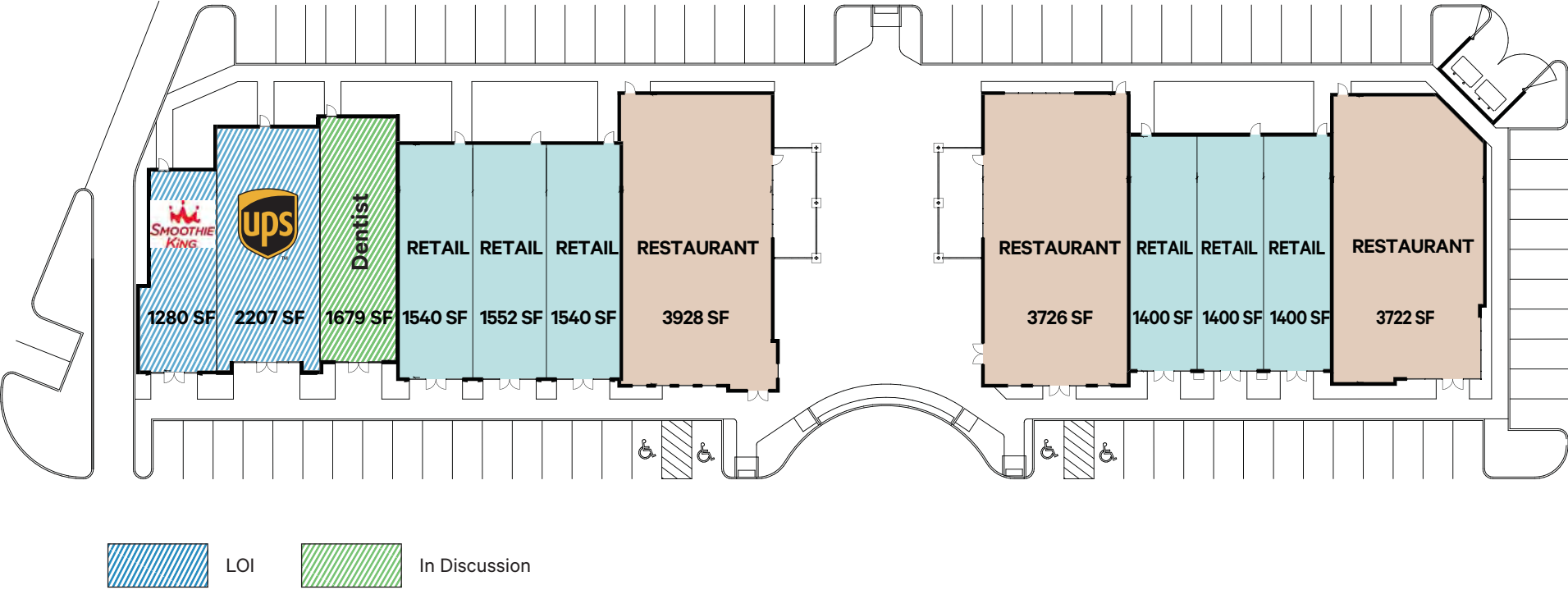
LAKESIDE CROSSING | RENDERINGS



LAKESIDE CROSSING | SITE PLAN



LAKESIDE CROSSING BLDGS 4 & 5



LAKE SIDE CROSSING

500 INTERNATIONAL PKWY, FLOWER MOUND, TEXAS

Lakeside Crossing, adjacent to Lake Grapevine, and more than 1,800 multi-family units, including senior living, luxury townhomes and the first of 3 luxury condominium towers, will include a hotel, retail, office space and restaurants in a village-like atmosphere.



LAKE SIDE CROSSING



LAKE SIDE RANCH INDUSTRIAL PARK
3,111 EMPLOYEES

Stacy

2499

COWBOYS
Golf Club

Mercedes-Benz
Learning & Performance
Center

U.S. Headquarters

121
TEXAS

LAKESIDE CROSSING DEMOGRAPHICS

10-MINUTE DRIVE TIME

38.8

Median age

\$134,622

Average household
income

52,043

Population

14.6%

5-year growth
2017-2022



LAKESIDE CROSSING

PSYCHOGRAPHICS (10 MIN DRIVE TIME)

	Professional Pride	37.3%
	Soccer Moms	22.6%
	Home Improvement	7.9%
	Metro Renters	7.5%
	Boomburbs	6.4%
	Up & Coming Families	5.7%
	Bright Young Professionals	3.3%
	Front Porches	0.9%
	Top Tier	1.1%
	Metro Fusion	0.9%
	Old & Newcomers	0.8%
	Young & Restless	0.8%
	American Dreamers	0.5%

Lakeside Crossing's trade area* is generally dominated by affluent families with children. The predominant life group segments within the trade area are mapped here. LifeMode groups are comprised of households that share common traits. The groups are then further divided into segments that are similar in terms of household demographics. Data is from ESRI's Tapestry psychographic profiles (ESRI 2017).

* Trade area defined as 10-minute drive time

PSYCHOGRAPHIC PROFILES



PROFESSIONAL PRIDE*

37.3%

MEDIAN AGE	40.8 years
MEDIAN H.H. INCOME:	\$138,100
MEDIAN HOME VALUE:	\$433,400
HOME OWNERSHIP:	91.6%



SOCCER MOMS*

22.6%

MEDIAN AGE	37.0 years
MEDIAN H.H. INCOME:	\$90,500
MEDIAN HOME VALUE:	\$257,400
HOME OWNERSHIP:	84.9%



HOME IMPROVEMENT

7.9%

MEDIAN AGE	37.7 years
MEDIAN H.H. INCOME:	\$72,100
MEDIAN HOME VALUE:	\$192,600
HOME OWNERSHIP:	79.4%



METRO RENTERS

7.5%

MEDIAN AGE	32.5 years
MEDIAN H.H. INCOME:	\$67,000
AVERAGE RENT:	\$1,430
HOME OWNERSHIP:	20.2%



BOOMBURBS

6.4%

MEDIAN AGE	34.0 years
MEDIAN H.H. INCOME:	\$113,400
MEDIAN HOME VALUE:	\$350,000
HOME OWNERSHIP:	84.0%

*THE TOP TWO TAPESTRY LIFE MODE SEGMENTS ARE DESCRIBED ON THE FOLLOWING PAGES.

PROFESSIONAL PRIDE



37.3%
OF TRADE AREA

\$138,100
MED HH INCOME

\$433,400
MED HOME VALUE

These families are well-educated professionals in newer suburban neighborhoods. Mostly married couples with school-age children, they spend on their homes and on professional services to maintain them. They own three or more vehicles, and indulge in the latest technology.

- Well educated
- Financially savvy
- Belong to gyms, use home services and remodel their homes
- Spend on entertainment and recreation

SOCCER MOMS



22.6%
OF TRADE AREA

\$90,500
MED HH INCOME

\$257,400
MED HOME VALUE

These families are affluent, family-oriented consumers in suburban neighborhoods. Mostly married couples with children, they have long commutes to their jobs. They own two or more vehicles, and spend on children's apparel and toys, electronics and recreational activities.

- Enjoy outdoor activities and sports
- They invest in stocks and bonds, but carry mortgages and car loans
- Use home services but also maintain gardens and lawns and spend on the tools for upkeep

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