



401 UNIVERSITY

±4.4-Acre Development Site in Round Rock, TX



DOWNTOWN AUSTIN
24 MINUTE DRIVE

DOWNTOWN ROUND ROCK
9 MINUTE DRIVE

AFFINITY AT
ROUND ROCK MULTIFAMILY
(170 UNITS)

BaylorScott&White
HEALTH

HOME2
HOTELS

401
UNIVERSITY
±4.4 acres

SUNRISE ROAD

CYPRESS BLVD

UNIVERSITY BLVD

MAYS STREET

BaylorScott&White
HEALTH
Round Rock Medical Center

TERAVISTA PKWY



EXECUTIVE SUMMARY

Jones Lang LaSalle Capital Markets (“JLL”) has been exclusively retained to market for sale a ±4.4-acre development site at the hard corner of University Boulevard and Cypress Boulevard in Round Rock, Texas. This signalized intersection lies along University Boulevard—one of Round Rock’s primary east–west arterials—and places the Property immediately adjacent to two regional hospitals and three higher-education campuses. These surrounding medical institutions generate spending patterns that differ from traditional office corridors, with early-morning, late-evening, and weekend activity driven by shift changes, visiting hours, and emergency services. Additionally, traffic volumes exceeding 40,000 vehicles per day position University Boulevard among the most heavily traveled retail corridors in eastern Round Rock.

The site is located within a two-mile institutional cluster anchored by two full-service hospitals and three higher-education campuses – a concentration of employment and enrollment drivers rarely replicated in suburban submarkets.

The Property’s hard-corner location, by-right C-1a General Commercial zoning, and proximity to major institutional demand generators create a development opportunity ideal for retail pads, quick-service and fast-casual restaurants, convenience retail, financial services, and personal services.

PROPERTY ADDRESS	401 University Blvd, Round Rock, TX 78665
COUNTY	Williamson County
SITE SIZE	±4.4 Acres
CONFIGURATION	Hard corner at University Blvd & Cypress Blvd
PRIMARY FRONTAGE	University Blvd (North) – 44,816 ADT
SECONDARY FRONTAGE	Cypress Blvd (West) – 1,402 ADT
ADJACENT ROADWAY	Sunrise Rd (East) – 11,699 ADT
ZONING	C-1a (General Commercial)
MSA	Austin-Round Rock, TX



INVESTMENT HIGHLIGHTS



44,816 VEHICLES PER DAY ON A HARD CORNER.

The Site commands the intersection of University Boulevard and Cypress Boulevard, fronting one of eastern Round Rock's highest-traffic arterials. Cypress terminates perpendicularly into University, giving the parcel true hard-corner geometry with access from two directions – the kind of configuration and traffic volume that national and regional retailers actively target for pad site development.



POPULATION HAS TRIPLED SINCE 2000 AND CONTINUES TO ACCELERATE.

The 3-mile population has grown from 22,660 in 2000 to 68,059 in 2025 – a 3x increase over 25 years. This trade area has expanded at an average annual rate of 3.01% and is projected to approach 79,000 residents by 2030.



ADJACENT TO A 300-BED HOSPITAL EMPLOYING APPROXIMATELY 1,800 PEOPLE.

Baylor Scott & White Medical Center at 300 University Blvd sits immediately next to the Property and operates around the clock. Hospital employees, patients, and visitors generate consistent daily foot traffic and spending within walking distance of the Site, producing a daytime population within 1 mile that exceeds the residential count by 30%.



C-1A ZONING IN PLACE – NO REZONING REQUIRED.

The Property carries C-1a General Commercial zoning allowing retail, restaurant, office, and service uses by right.



**401
UNIVERSITY**
±4.4 acres



GEORGETOWN, TX

TEXAS CRUSHED STONE QUARRY

TECO-WESTINGHOUSE

401 TERAVISTA APARTMENTS
(320 UNITS)

BASS PRO DRIVE

LANTANA AT ROUND ROCK
APARTMENTS (336 UNITS)

ROUND ROCK
PREMIUM OUTLETS
A WALMART CENTER



TERAVISTA PKWY



MAYS STREET

UNIVERSITY BLVD

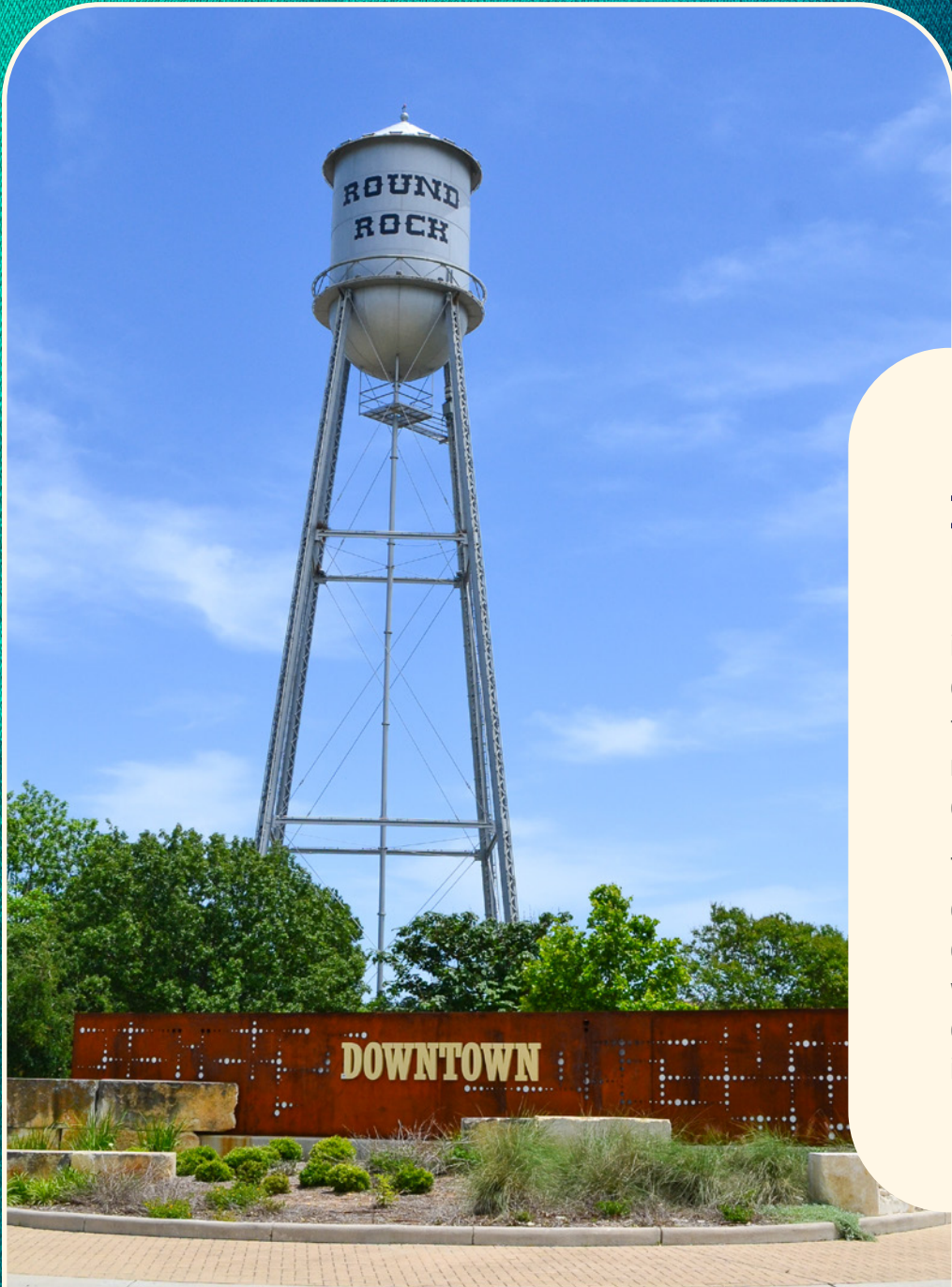


401 UNIVERSITY
±4.4 acres



SUNRISE ROAD





LOCATION OVERVIEW

ROUND ROCK, TEXAS

Round Rock is the second-largest city in the Austin-Round Rock metropolitan area and among the fastest-growing cities in Texas over the past two decades. As of December 2025, the city's population reached 142,053, a dramatic increase from fewer than 3,000 residents in 1970. The city has evolved into a major employment center anchored by Dell Technologies and a growing healthcare, education, and retail cluster.

The Property is situated along University Boulevard, a critical east-west arterial connecting major institutional and commercial destinations. University Boulevard was recently widened by Williamson County and Round Rock. The recently completed widening project underscores substantial public investment supporting the corridor's continued growth.

LOCATION OVERVIEW



REGIONAL CONNECTIVITY

The Site offers convenient access to major Central Texas transportation corridors. Interstate 35 lies approximately 0.5 miles west, and State Highway 130 is approximately 2 miles east, providing connectivity to Austin, Georgetown, Pflugerville, and Austin-Bergstrom International Airport.

UNIVERSITY BOULEVARD CORRIDOR

The corridor is anchored by Baylor Scott & White Medical Center, Ascension Seton Williamson Hospital, Texas State University – Round Rock, Austin Community College, and the Texas A&M Health Science Center – all within roughly 2 miles. The Teravista master-planned community, directly north of University Boulevard, includes more than 3,400 homes, a golf club, and extensive amenities.

DEMAND DRIVERS

The Site benefits from a concentration of institutional, commercial, and residential demand generators that few competing parcels in the submarket can replicate. The following table summarizes the primary demand drivers within the immediate trade area, identified through proximity analysis of the University Boulevard corridor.



DEMAND DRIVER	Location / Distance	Description
BAYLOR SCOTT & WHITE MEDICAL CENTER	300 University Blvd (Adjacent)	300-bed hospital, ~1,800 employees, 24/7 operations
ASCENSION SETON WILLIAMSON HOSPITAL	201 Seton Pkwy (~1.5 mi east)	Full-service hospital with emergency dept.
TEXAS STATE UNIVERSITY – ROUND ROCK	1555 University Blvd (~1.5 mi east)	3,000+ students, 18 undergrad & 11 graduate programs
AUSTIN COMMUNITY COLLEGE – ROUND ROCK	4400 College Park Dr (~1.5 mi east)	Major community college campus
TEXAS A&M HEALTH SCIENCE CENTER	3950 N A.W. Grimes Blvd (~2 mi east)	Medical education & clinical care facility
ROUND ROCK PREMIUM OUTLETS	4401 I-35 Frontage Rd (~0.5 mi west)	125+ stores, 12,000+ Google reviews, regional draw
IKEA / UNIVERSITY OAKS SHOPPING CTR	201 University Oaks Blvd (~0.5 mi west)	IKEA anchor plus JCPenney, Ross, Five Below, national tenants
TERAVISTA MASTER-PLANNED COMMUNITY	North of University Blvd (Adjacent)	3,400+ homes, golf club, community amenities
H-E-B GROCERY	250 University Blvd (~0.1 mi east)	Major grocery anchor, 4,700+ reviews, 4.6 rating



DOWNTOWN AUSTIN
24 MINUTE DRIVE

DOWNTOWN ROUND ROCK
9 MINUTE DRIVE



Few remaining parcels in eastern Round Rock combine hospital adjacency, university enrollment, and master-planned residential density within a 1-2 mile radius. A 300-bed hospital operating 24 hours a day generates foot traffic at times when most retail corridors are quiet. Three university campuses within 2 miles add thousands of students and faculty cycling through the area on class schedules that differ from typical office hours. The Teravista community's 3,400+ households provide a stable residential base of families and professionals with median incomes well above \$100,000. And the Premium Outlets and IKEA draw regional visitors who might otherwise never pass through the corridor – extending the site's effective trade area well beyond its immediate geography.

Within a 1-mile radius of the site, there are 35+ operating retail businesses including national QSR brands (Chick-fil-A, Raising Canes, Whataburger), fast-casual concepts (Mighty Fine Burgers, MOOYAH, Urban Bird), full-service restaurants, coffee shops, and pharmacy/convenience retailers. The density of operating national brands indicates strong tenant acceptance and sustained consumer demand in the corridor.

DEMOGRAPHICS

POPULATION	1 MILE	3 MILES	5 MILES
2000 TOTAL POPULATION	1,610	22,660	75,786
2010 TOTAL POPULATION	6,594	43,258	121,748
2025 TOTAL POPULATION	11,140	68,059	183,734
2030 TOTAL POPULATION (PROJ.)	12,534	78,936	210,094
2019-2024 ANNUAL GROWTH RATE	2.39%	3.01%	2.72%

INCOME	1 MILE	3 MILES	5 MILES
2025 MEDIAN HH INCOME	\$96,848	\$103,582	\$113,731
2030 MEDIAN HH INCOME (PROJ.)	\$104,236	\$114,766	\$125,904
2025 AVG. HH INCOME	\$132,825	\$134,675	\$143,449
2030 AVG. HH INCOME (PROJ.)	\$142,629	\$146,446	\$155,219
2025 PER CAPITA INCOME	\$52,793	\$50,416	\$52,344

HOUSING	1 MILE	3 MILES	5 MILES
TOTAL HOUSEHOLDS	4,438	25,363	67,168
OWNER OCCUPIED %	31%	49%	63%
RENTER OCCUPIED %	69%	51%	37%
MEDIAN HOME VALUE	\$470,064	\$487,745	\$479,732
AVERAGE HOME VALUE	\$499,853	\$533,464	\$527,911

POPULATION GROWTH

Population has increased dramatically across the 1-, 3-, and 5-mile radii since 2000, with the 3-mile population projected to reach nearly 79,000 by 2030.

HOUSEHOLD INCOME

Household incomes across all trade area radii significantly exceed national averages. The 5-mile average household income of \$143,449 is approximately 45% above the current U.S. median household income, reflecting the affluent, professional character of the surrounding residential communities. Income growth is projected to continue at approximately 2% annually through 2030.

HOUSING SUMMARY

The 1-mile area skews renter-occupied due to multifamily density, while the 5-mile area is majority owner-occupied, driven by Teravista and surrounding single-family neighborhoods. Median home values range from \$470,000 to \$490,000.

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