



OFFERING MEMORANDUM

Retail Development Site

1101 E BELTLINE ROAD, DESOTO TX 75115

# 1101 E Beltline Road

## CONTENTS

### 01 Executive Summary

Investment Summary

### 02 Location

Location Summary

Local Map

Regional Map

Aerial Map

Major Employers Map

Traffic Counts

Drive Times (Heat Map)

### 03 Property Description

Property Features

Property Images

### 04 Demographics

General Demographics

Race Demographics

*Exclusively Marketed by:*



#### **Michael Jones CCIM**

Franchise Real Estate Group

President, Broker

(800) 883-2571

michael@franchisereg.com



# 1101 E BELTLINE ROAD



01

Executive Summary

Investment Summary



## OFFERING SUMMARY

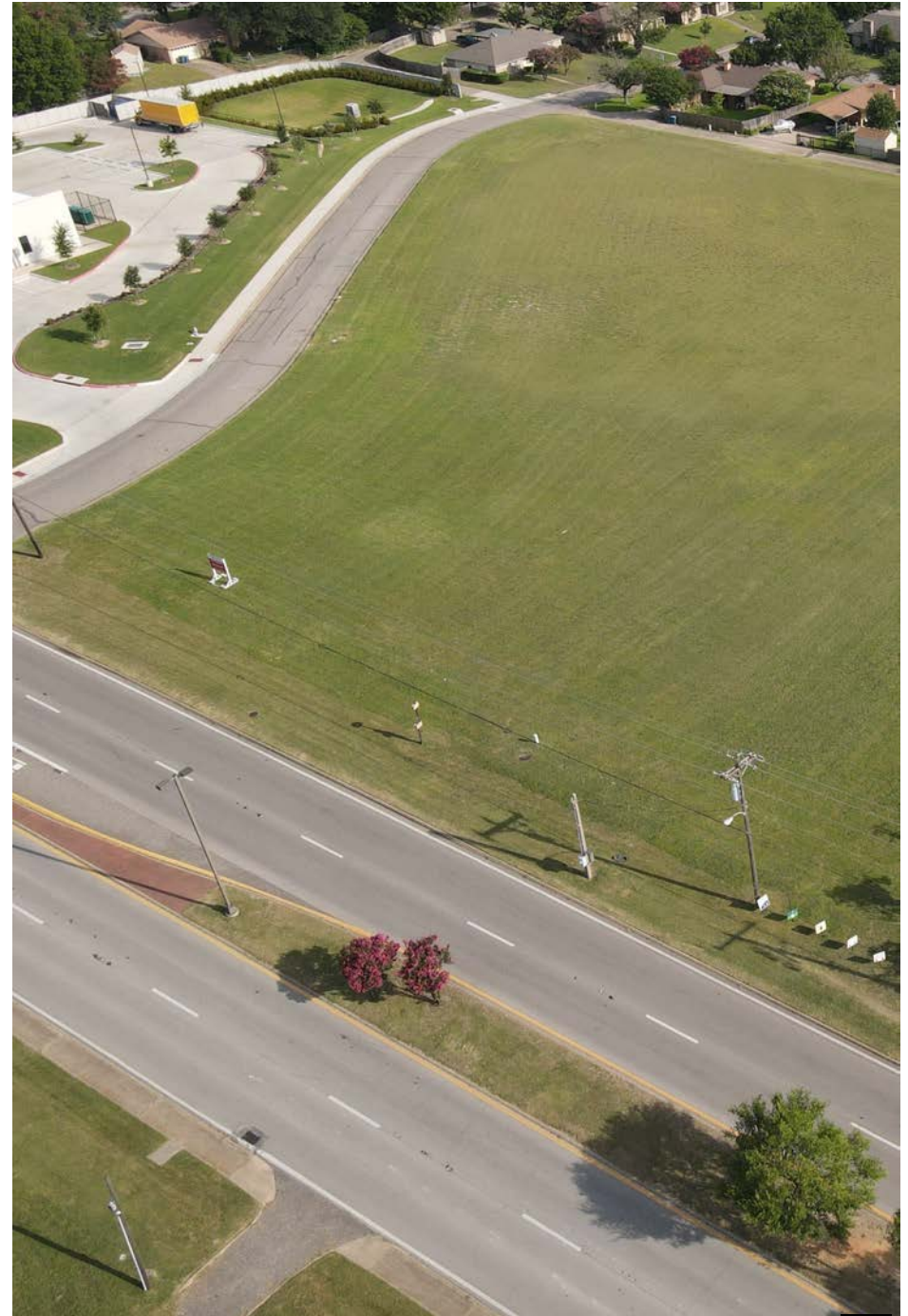
ADDRESS	1101 E Beltline Road Desoto TX 75115
COUNTY	Dallas
TRAFFIC COUNT	26,282
OFFERING PRICE	\$1,200,000
PRICE PSF	\$9.37
LAND SF	128,023 SF
LAND ACRES	2.93
ZONING TYPE	General Retail

DEMOGRAPHICS	1 MILE	3 MILE	5 MILE
2026 Population	6,162	69,177	166,543
2026 Median HH Income	\$101,965	\$81,313	\$83,754
2026 Average HH Income	\$110,175	\$100,670	\$104,340

- 1101 E. Belt Line Road presents a rare opportunity to acquire 2.93 acres of commercially zoned land in one of DeSoto's most active growth corridors. Zoned General Retail (GR), the property accommodates a broad range of retail, restaurant, medical, office, and service-oriented developments. The site is flat, development-ready, and has utilities nearby, reducing development costs and timelines. With approximately 26,282 vehicles passing the property daily and convenient access to I-35E, I-20, and US-67, this location offers exceptional visibility and accessibility for future commercial development.



- Strategically positioned in the heart of DeSoto, this commercial site offers investors access to one of Southern Dallas County's strongest consumer markets. The surrounding area features established neighborhoods, national retailers, schools, and continued commercial investment, supported by a median household income of approximately \$82,800. With General Retail zoning, high traffic counts of more than 26,000 vehicles per day, and excellent regional connectivity, the property is well suited for businesses seeking long-term growth and strong market exposure.
- This high-visibility commercial property offers the key fundamentals investors seek: prime frontage, flexible zoning, strong traffic counts, and an excellent location within the Dallas-Fort Worth Metroplex. The 2.93-acre General Retail (GR) site is ideally positioned for owner-users, developers, and investment groups looking to capitalize on DeSoto's expanding commercial corridor. Its level topography, nearby utilities, and proximity to major highways provide an outstanding foundation for a successful commercial project with long-term appreciation potential.

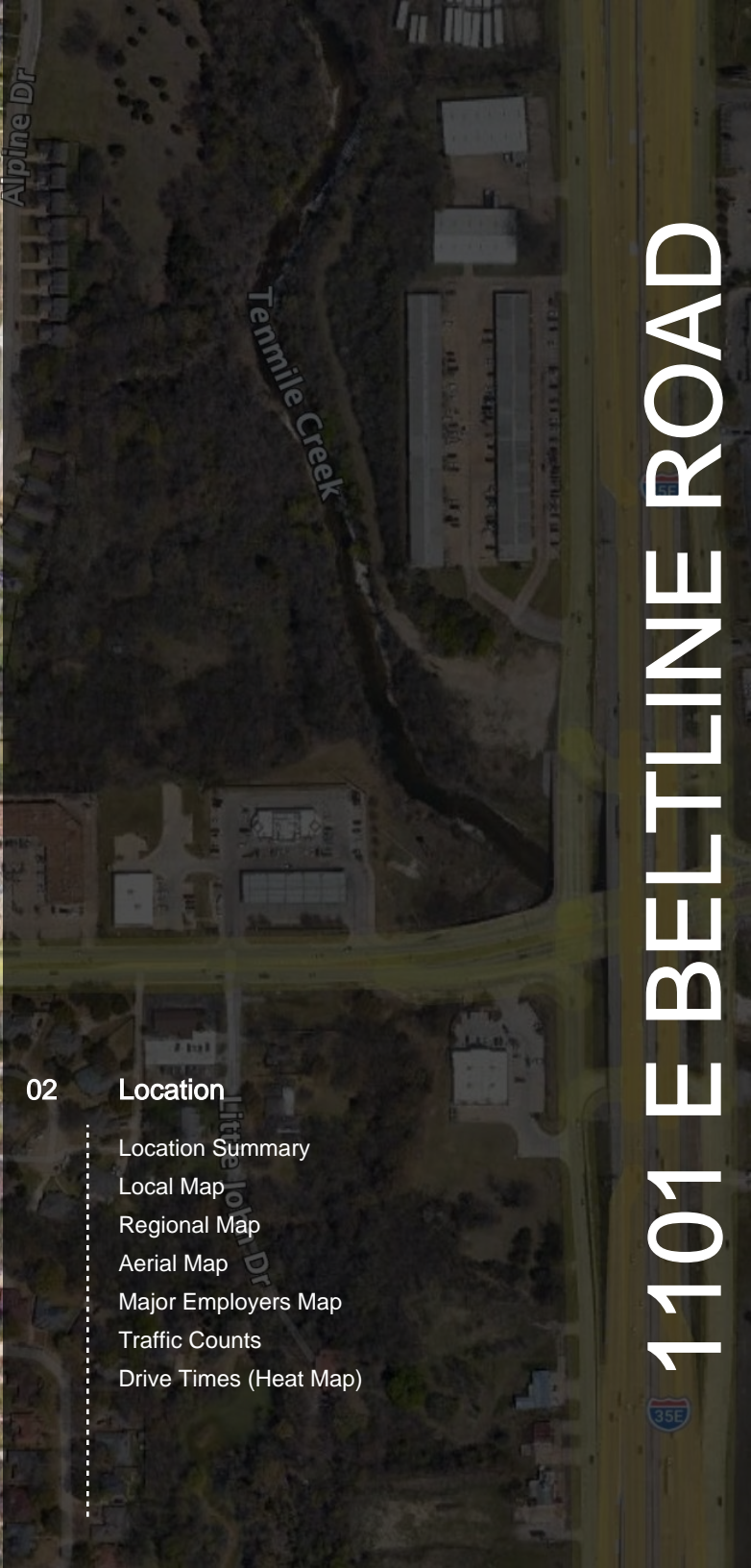




02

Location

- Location Summary
- Local Map
- Regional Map
- Aerial Map
- Major Employers Map
- Traffic Counts
- Drive Times (Heat Map)



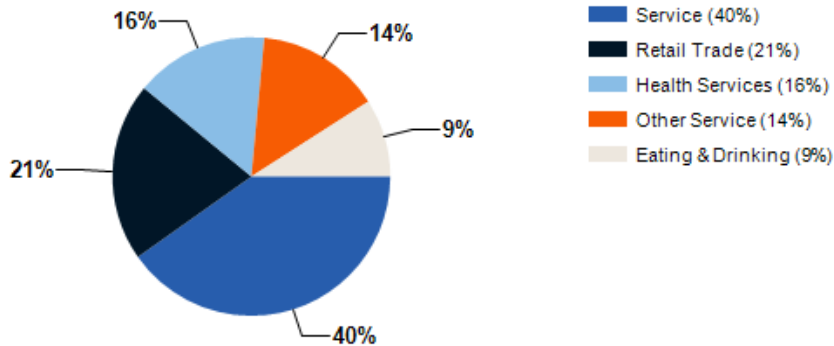
# 1101 E BELTLINE ROAD



- Located along the highly traveled E. Belt Line Road corridor, 1101 E. Belt Line Road offers exceptional visibility and accessibility in the heart of DeSoto, one of the fastest-growing communities in Southern Dallas County. With approximately 26,282 vehicles per day, the property benefits from strong traffic exposure and convenient access to Interstate 35E, Interstate 20, and U.S. Highway 67, providing quick connectivity throughout the Dallas-Fort Worth Metroplex.

The site is surrounded by established residential neighborhoods, national retailers, restaurants, schools, healthcare providers, and expanding commercial development, creating a strong customer base for a variety of commercial uses. DeSoto's continued investment in infrastructure, business growth, and commercial corridor revitalization has positioned the city as a desirable destination for retailers, service providers, medical users, and developers.

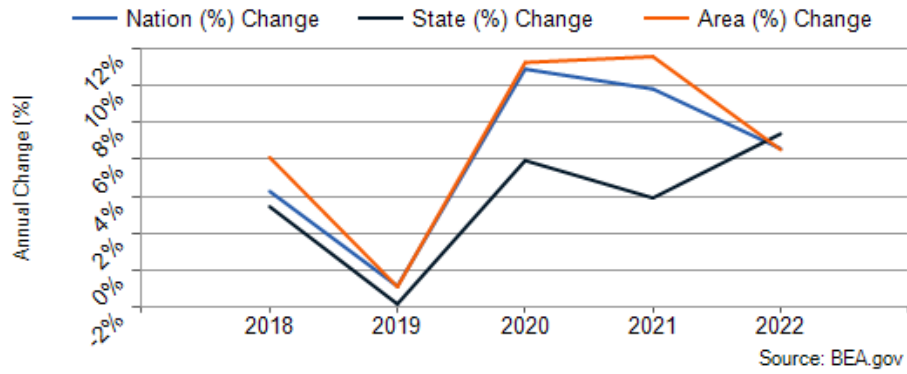
### Major Industries by Employee Count

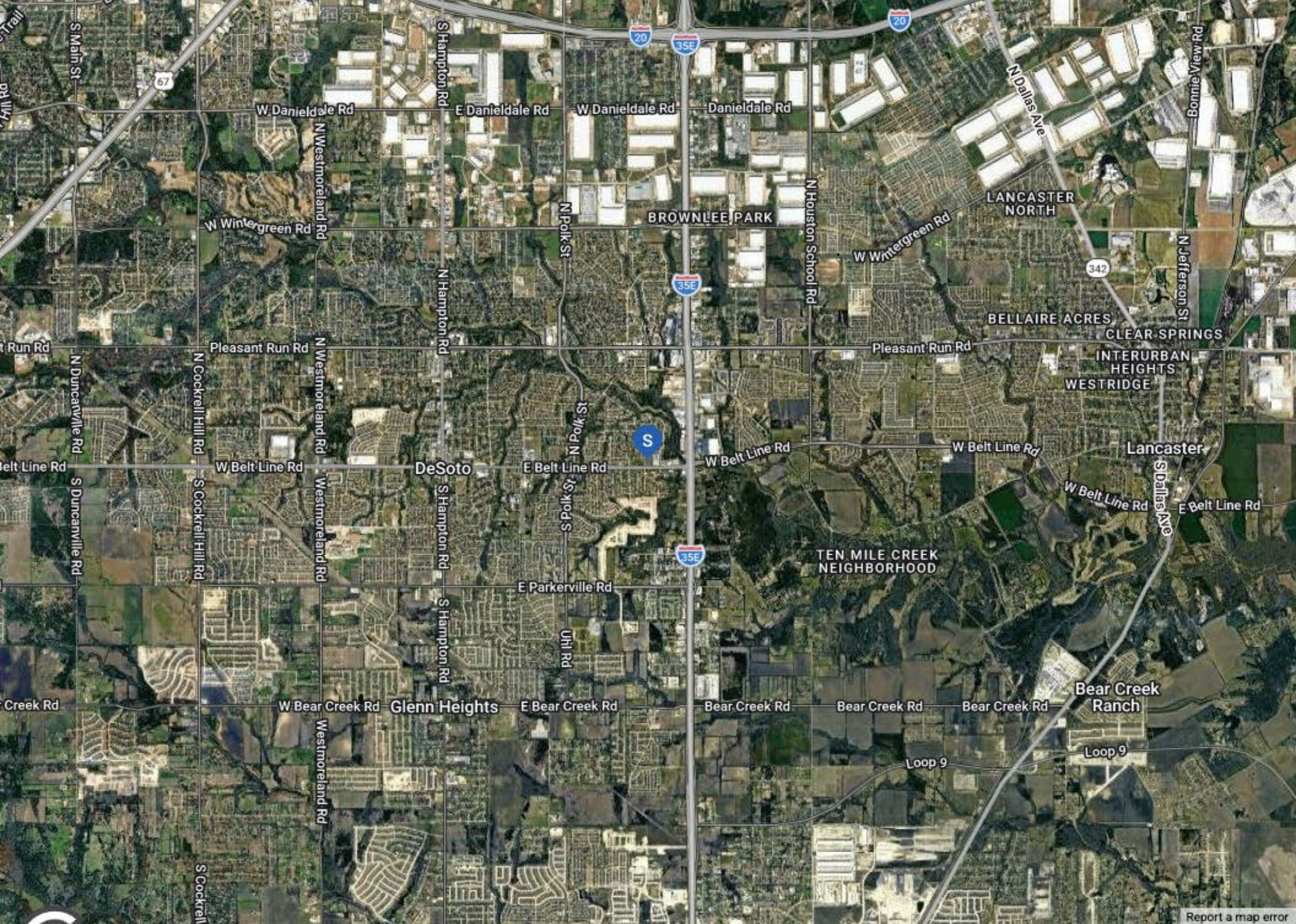


### Largest Employers

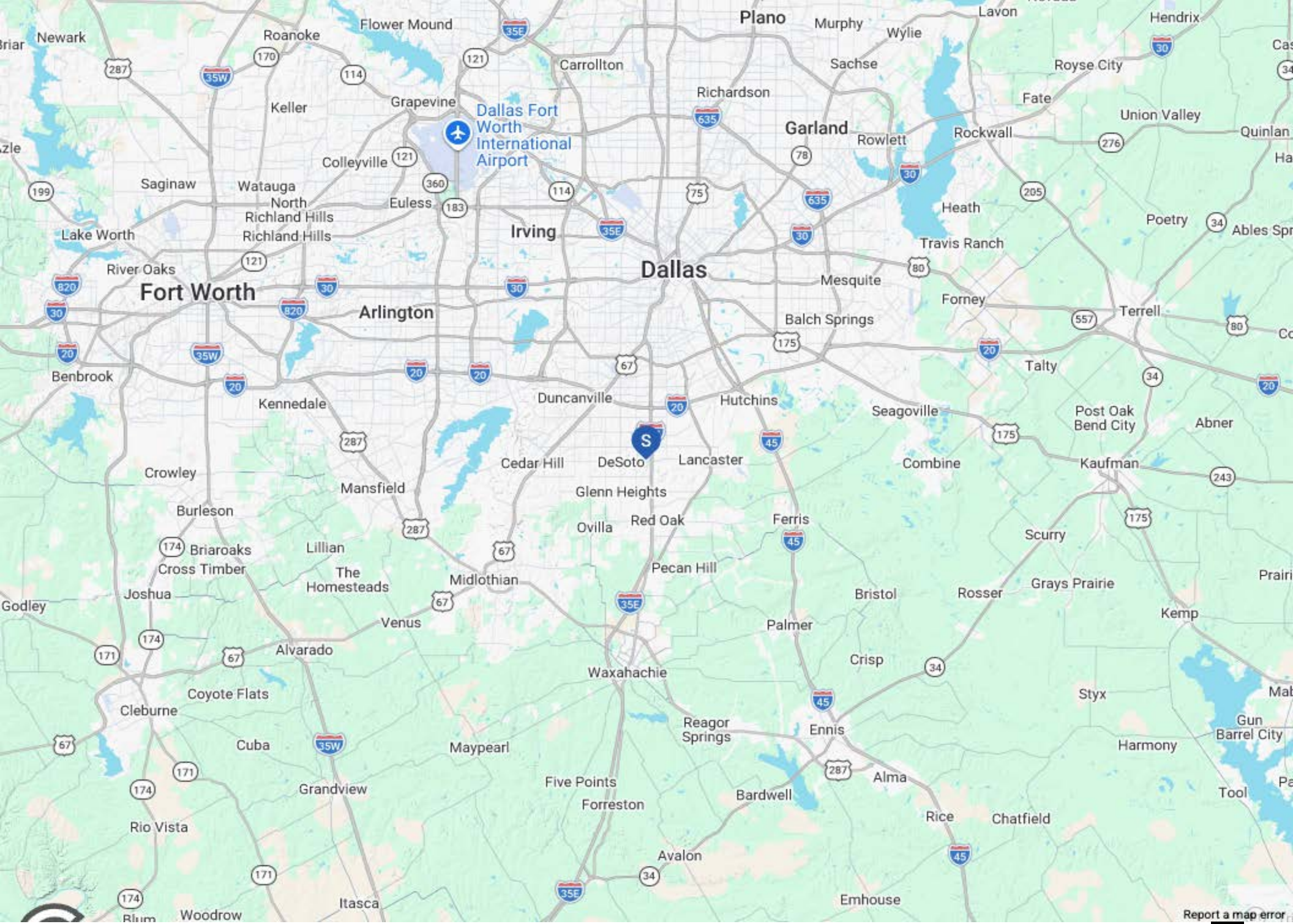
Thorn Manor Apartments	112 employees
Costco	Approximate number of employees not specified
Chick-fil-A	Approximate number of employees not specified
LA Fitness	Approximate number of employees not specified
7-Eleven	Approximate number of employees not specified
Agoddess Spa & Wellness	Approximate number of employees not specified
Planet Fitness	Approximate number of employees not specified
Farmer's Delite	Approximate number of employees not specified

## Dallas County GDP Trend

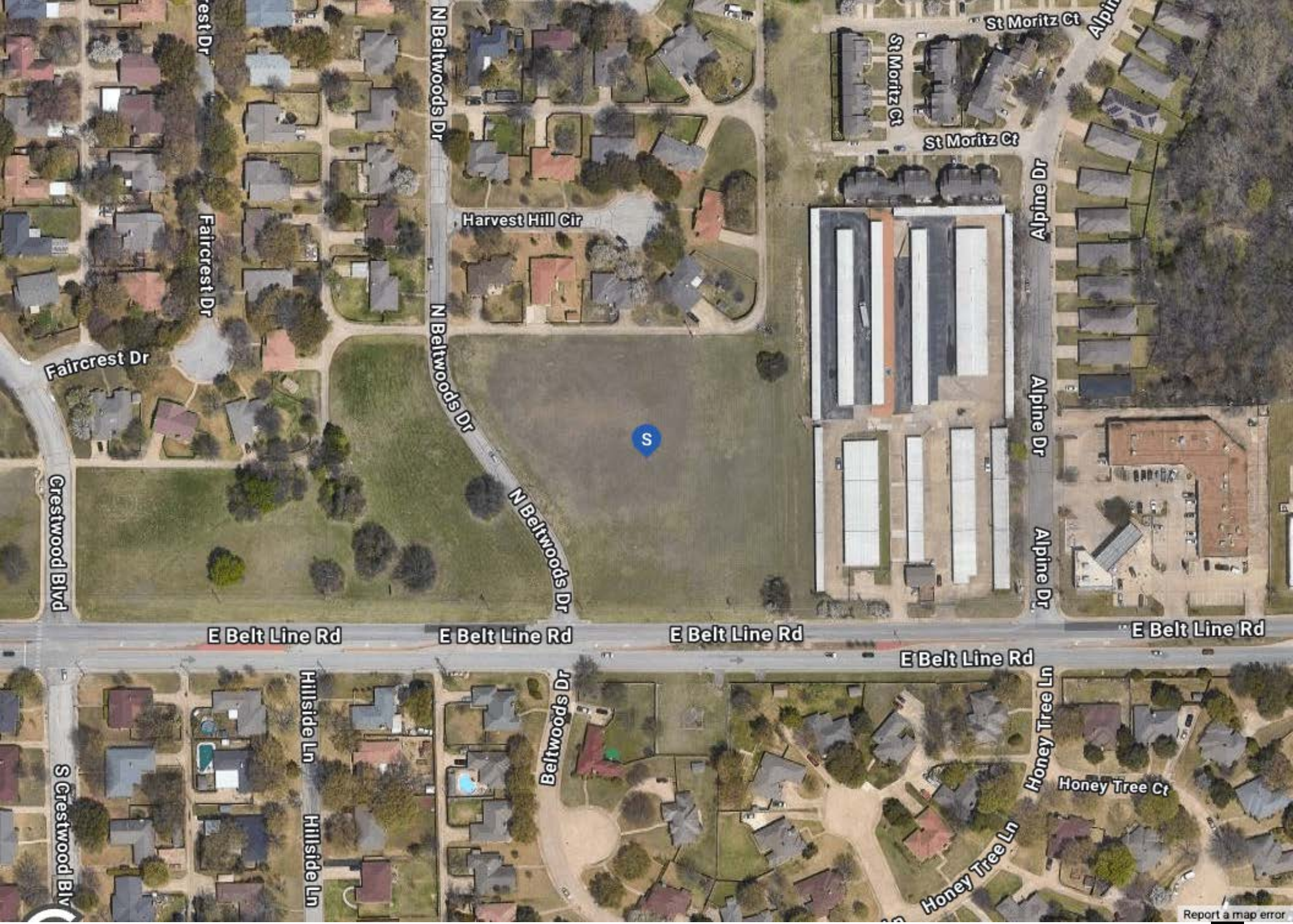




[Report a map error](#)

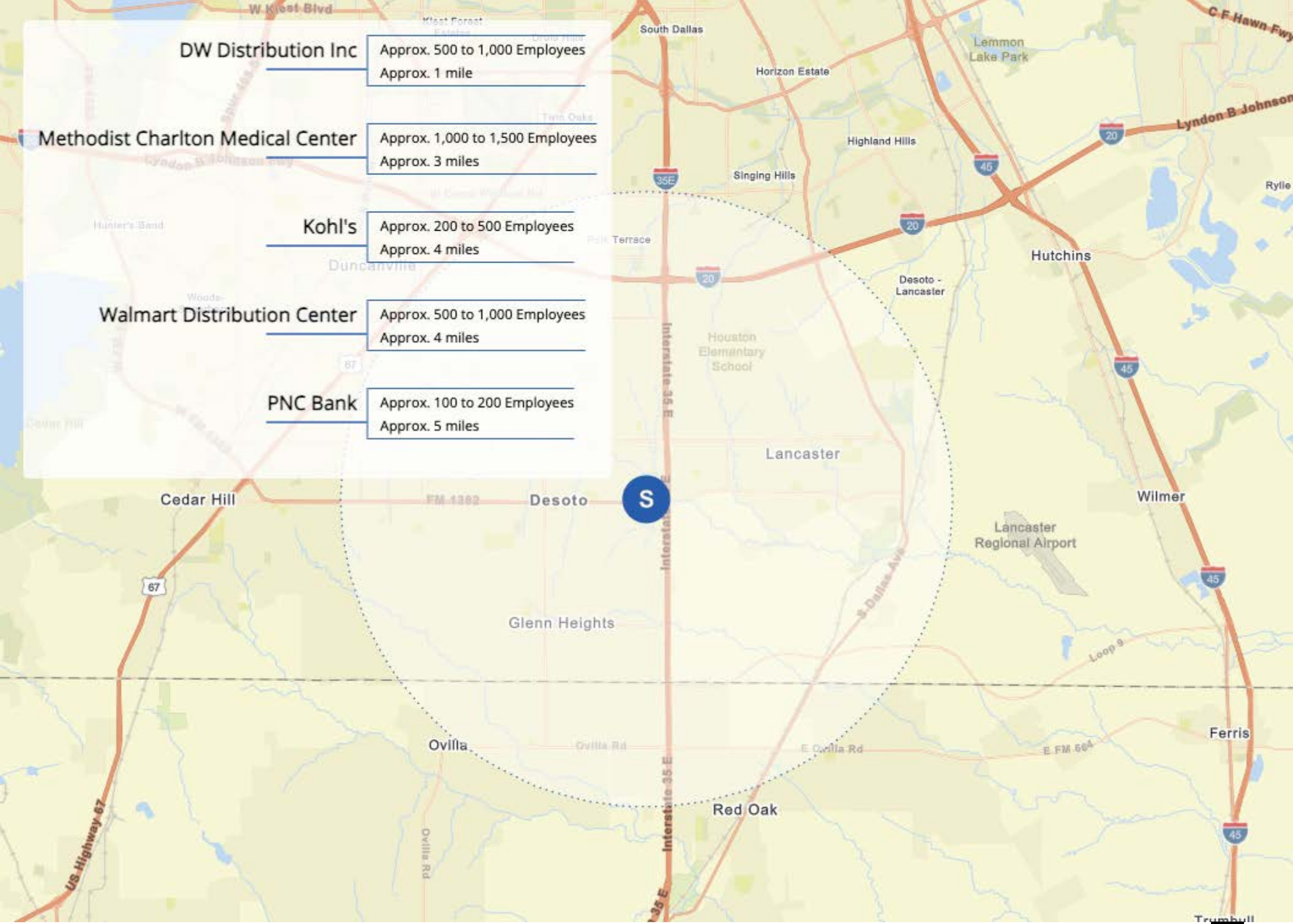


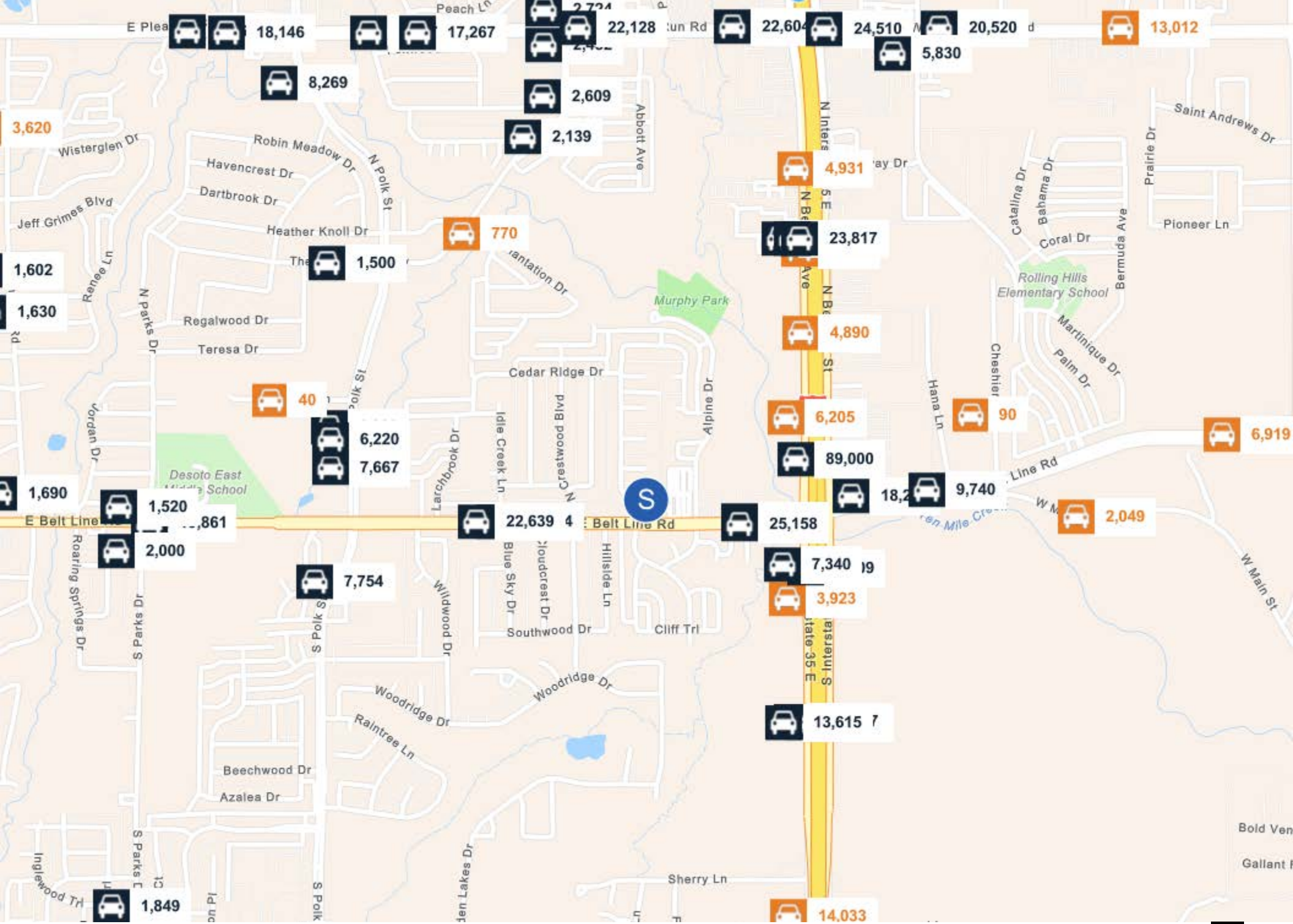
Report a map error

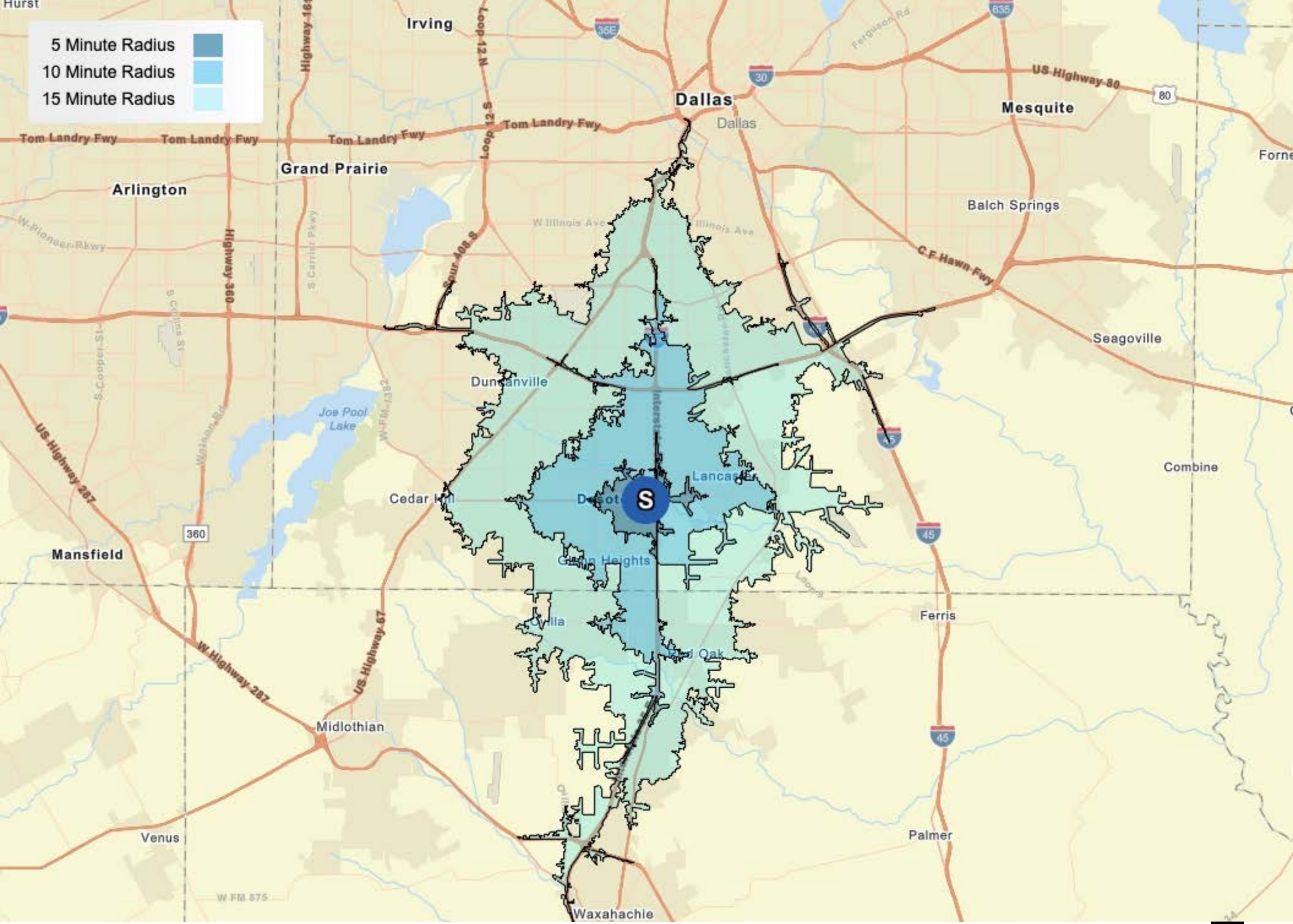
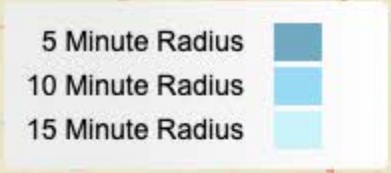


Report a map error

<b>DW Distribution Inc</b>	Approx. 500 to 1,000 Employees Approx. 1 mile
<b>Methodist Charlton Medical Center</b>	Approx. 1,000 to 1,500 Employees Approx. 3 miles
<b>Kohl's</b>	Approx. 200 to 500 Employees Approx. 4 miles
<b>Walmart Distribution Center</b>	Approx. 500 to 1,000 Employees Approx. 4 miles
<b>PNC Bank</b>	Approx. 100 to 200 Employees Approx. 5 miles









03

### Property Description

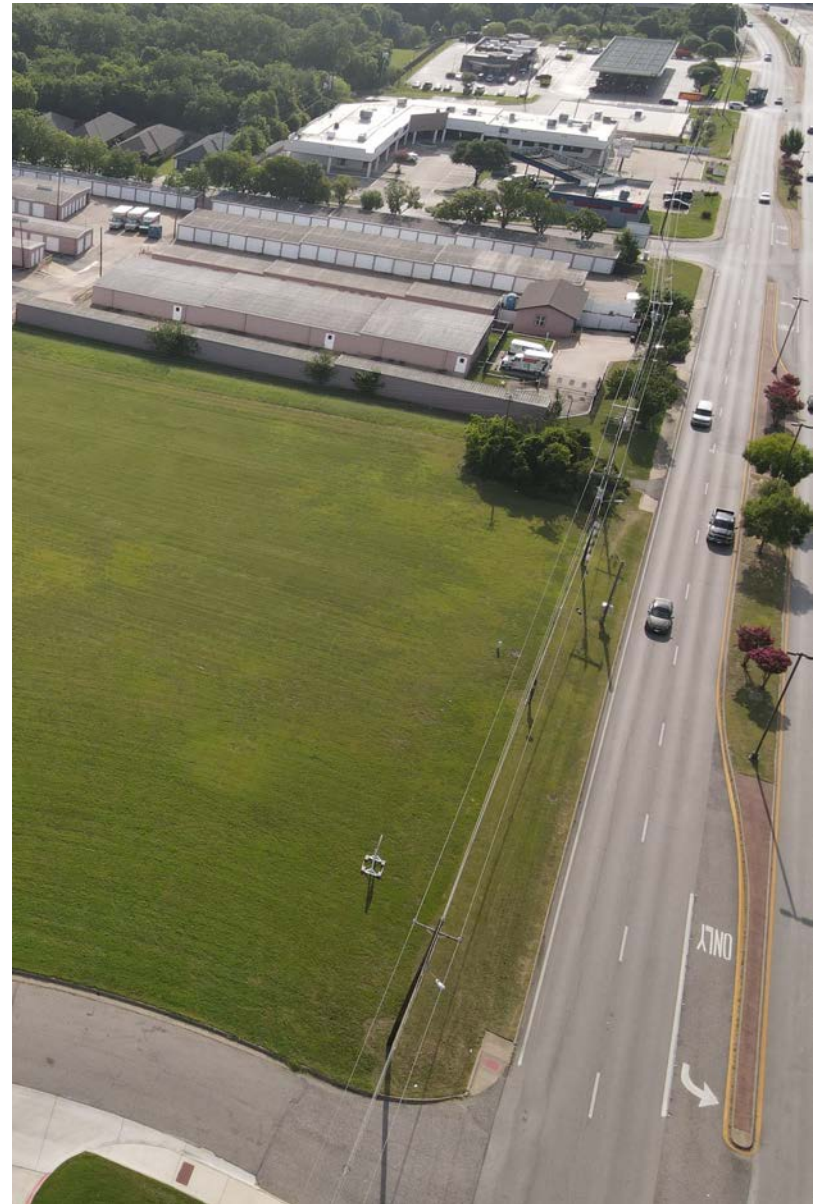
Property Features

Property Images

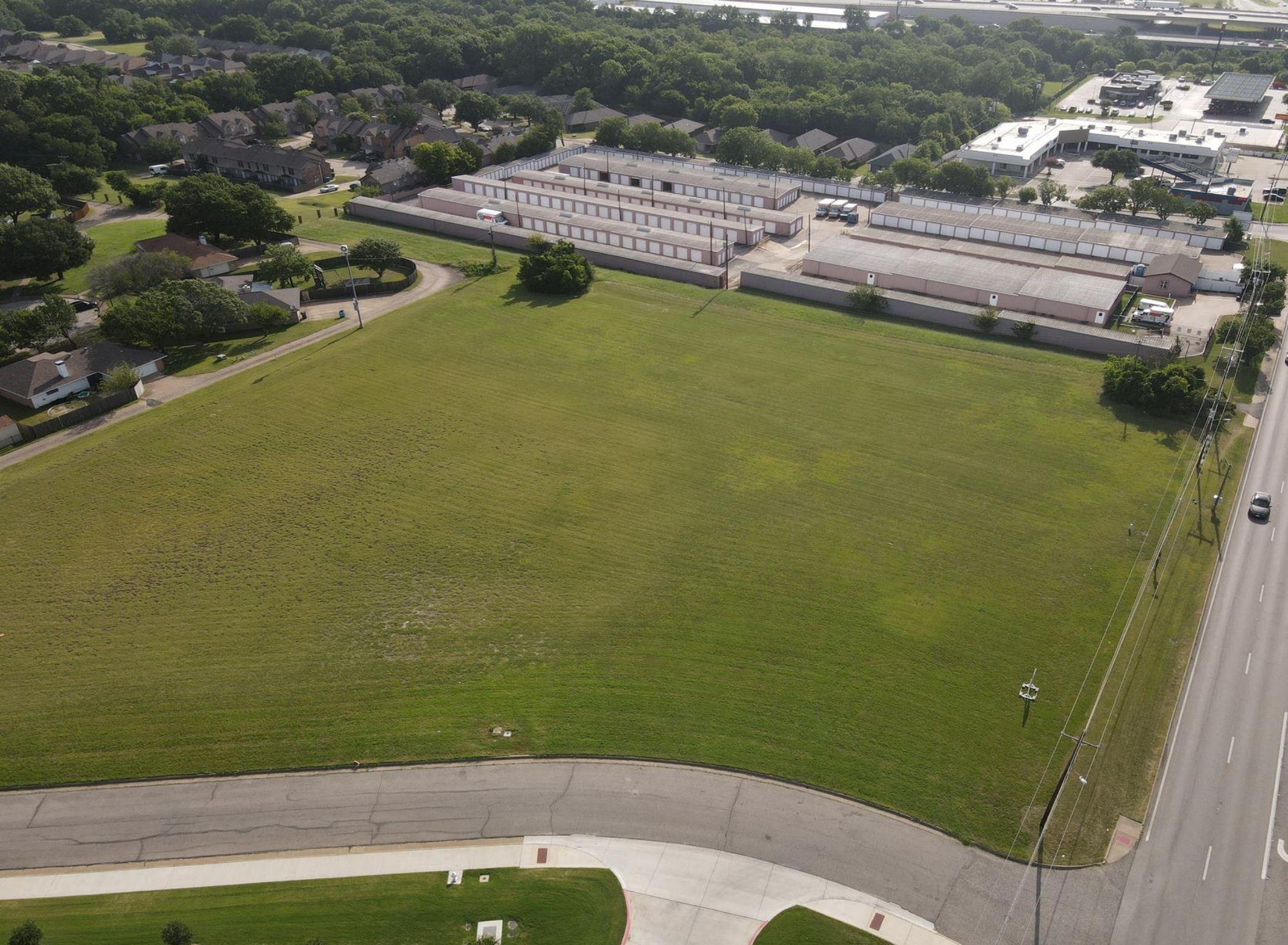
1101 E BELTLINE ROAD

## PROPERTY FEATURES

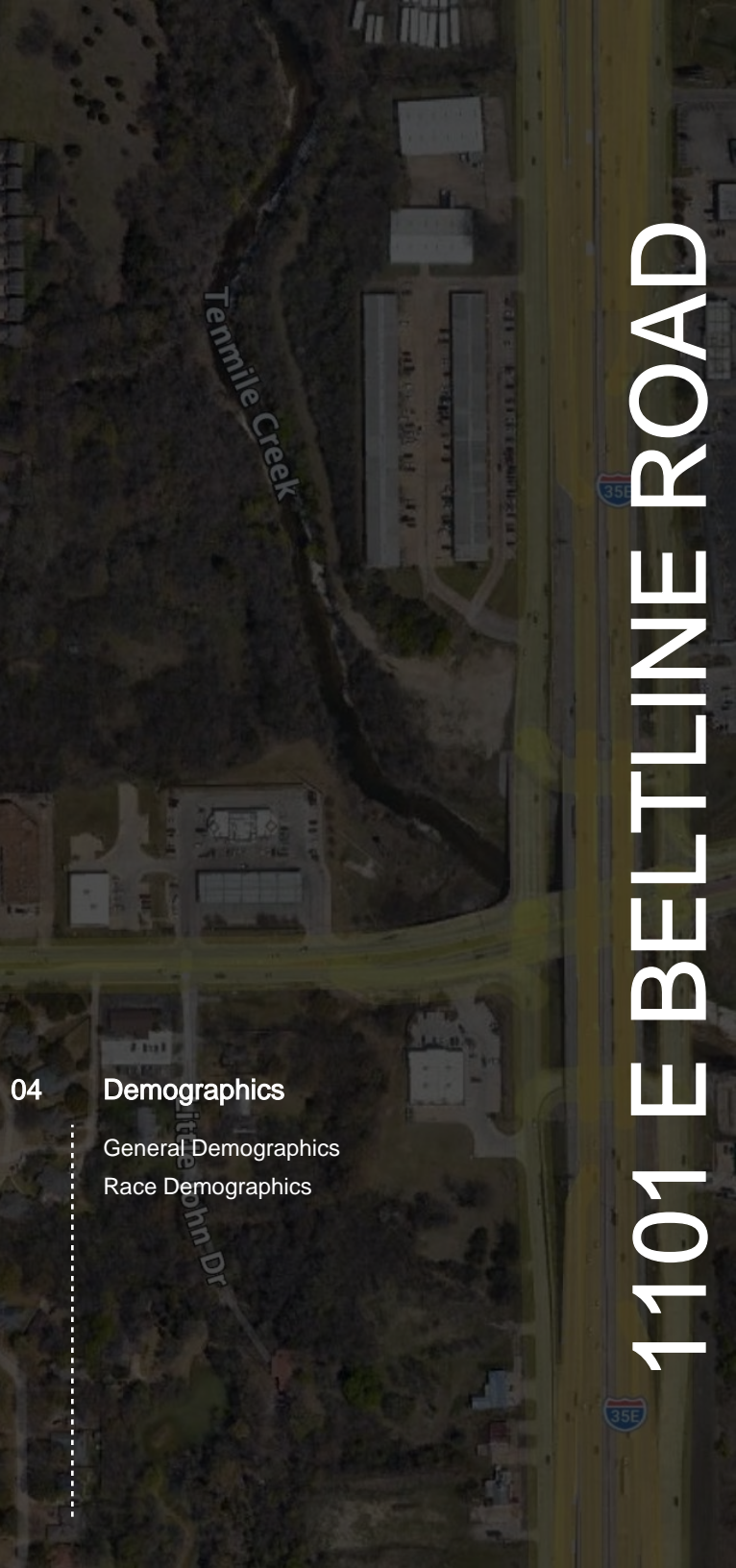
LAND SF	128,023
LAND ACRES	2.93
ZONING TYPE	General Retail
TOPOGRAPHY	Flat
TRAFFIC COUNTS	26,282











# 1101 E BELTLINE ROAD

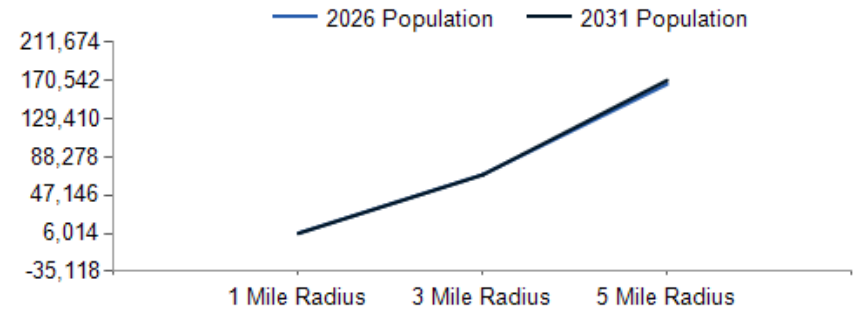
04

## Demographics

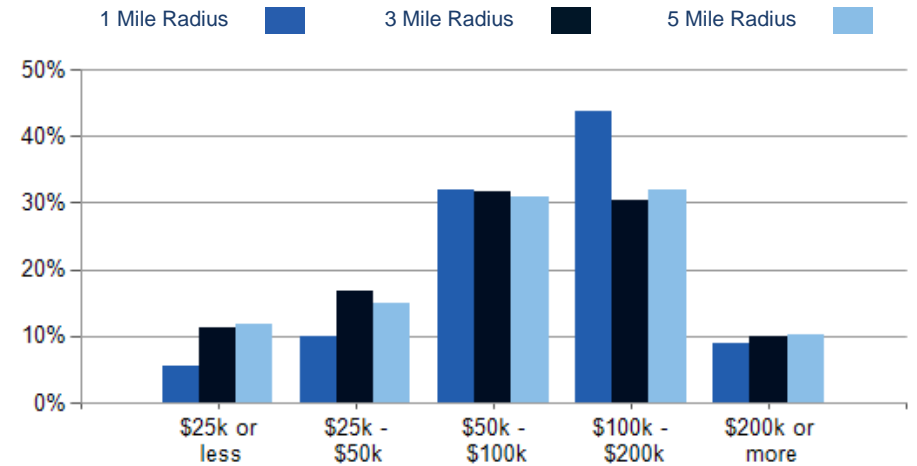
- General Demographics
- Race Demographics

POPULATION	1 MILE	3 MILE	5 MILE
2000 Population	4,947	46,713	95,872
2010 Population	5,953	60,501	132,984
2026 Population	6,162	69,177	166,543
2031 Population	6,014	68,987	170,542
2026 African American	4,340	46,578	102,957
2026 American Indian	49	519	1,303
2026 Asian	50	449	1,232
2026 Hispanic	1,123	15,356	42,213
2026 Other Race	477	7,077	19,450
2026 White	684	8,153	24,314
2026 Multiracial	559	6,373	17,233
2026-2031: Population: Growth Rate	-2.45%	-0.25%	2.40%

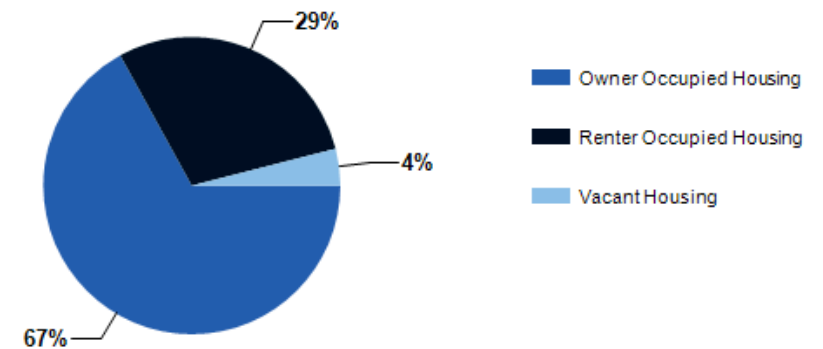
2026 HOUSEHOLD INCOME	1 MILE	3 MILE	5 MILE
less than \$15,000	81	1,777	4,349
\$15,000-\$24,999	38	1,023	2,463
\$25,000-\$34,999	86	1,294	3,180
\$35,000-\$49,999	134	2,841	5,515
\$50,000-\$74,999	286	4,433	10,257
\$75,000-\$99,999	417	3,437	7,718
\$100,000-\$149,999	775	5,204	11,533
\$150,000-\$199,999	188	2,381	7,019
\$200,000 or greater	198	2,485	5,922
Median HH Income	\$101,965	\$81,313	\$83,754
Average HH Income	\$110,175	\$100,670	\$104,340



### 2026 Household Income



### 2026 Own vs. Rent - 1 Mile Radius

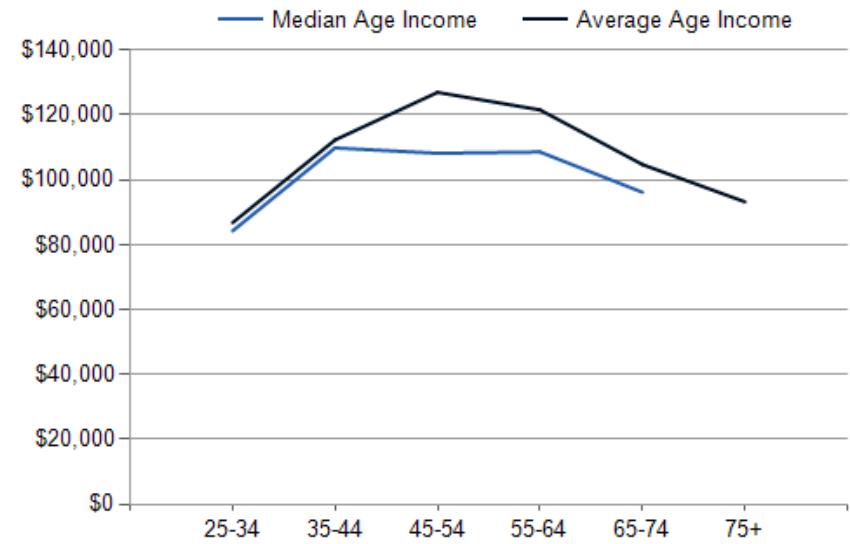
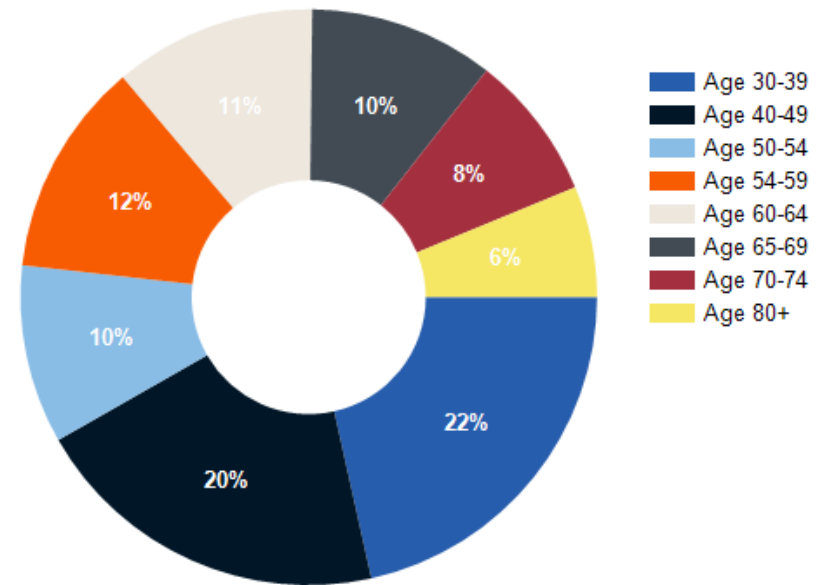


Source: esri

2026 POPULATION BY AGE	1 MILE	3 MILE	5 MILE
2026 Population Age 30-34	396	4,425	10,728
2026 Population Age 35-39	408	4,393	10,570
2026 Population Age 40-44	385	4,483	10,730
2026 Population Age 45-49	371	4,362	10,439
2026 Population Age 50-54	375	4,446	10,896
2026 Population Age 55-59	451	4,413	10,078
2026 Population Age 60-64	424	4,057	9,484
2026 Population Age 65-69	388	3,758	8,998
2026 Population Age 70-74	306	2,971	6,697
2026 Population Age 75-79	233	2,237	5,307
2026 Population Age 80-84	122	1,183	2,773
2026 Population Age 85+	77	745	1,773
2026 Population Age 18+	4,884	53,509	127,599
2026 Median Age	41	38	37
2031 Median Age	42	39	38

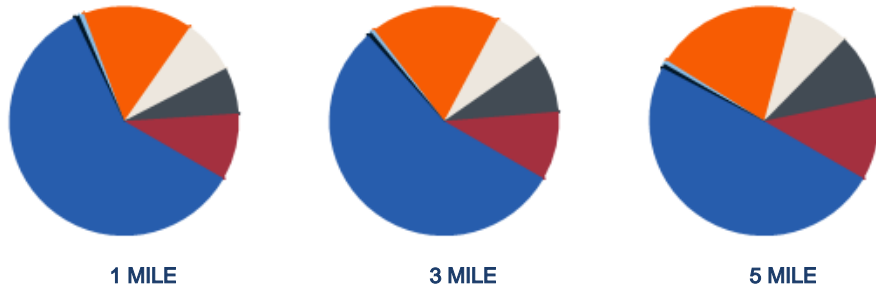
2026 INCOME BY AGE	1 MILE	3 MILE	5 MILE
Median Household Income 25-34	\$84,242	\$57,900	\$71,984
Average Household Income 25-34	\$86,792	\$78,583	\$86,722
Median Household Income 35-44	\$109,862	\$85,060	\$89,723
Average Household Income 35-44	\$112,331	\$95,807	\$102,217
Median Household Income 45-54	\$108,200	\$106,017	\$103,807
Average Household Income 45-54	\$126,977	\$132,503	\$127,852
Median Household Income 55-64	\$108,609	\$96,467	\$100,557
Average Household Income 55-64	\$121,590	\$115,102	\$120,254
Median Household Income 65-74	\$96,154	\$77,979	\$80,156
Average Household Income 65-74	\$104,711	\$87,357	\$95,592
Average Household Income 75+	\$93,211	\$76,273	\$79,285

Population By Age



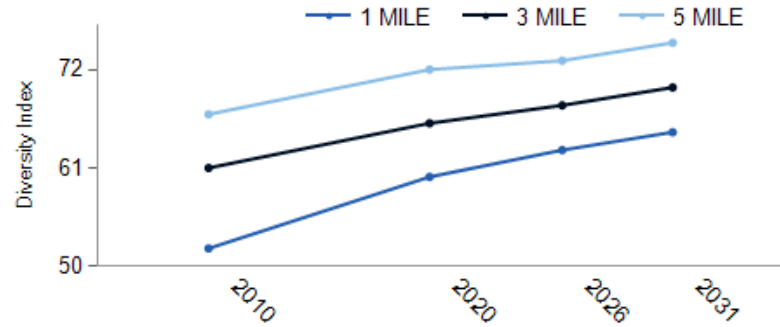
<b>DIVERSITY INDEX</b>	<b>1 MILE</b>	<b>3 MILE</b>	<b>5 MILE</b>
Diversity Index (+5 years)	65	70	75
Diversity Index (current year)	63	68	73
Diversity Index (2020)	60	66	72
Diversity Index (2010)	52	61	67

**POPULATION BY RACE**



<b>2026 POPULATION BY RACE</b>	<b>1 MILE</b>	<b>3 MILE</b>	<b>5 MILE</b>
African American	60%	55%	49%
American Indian	1%	1%	1%
Asian	1%	1%	1%
Hispanic	15%	18%	20%
Multiracial	8%	8%	8%
Other Race	7%	8%	9%
White	9%	10%	12%

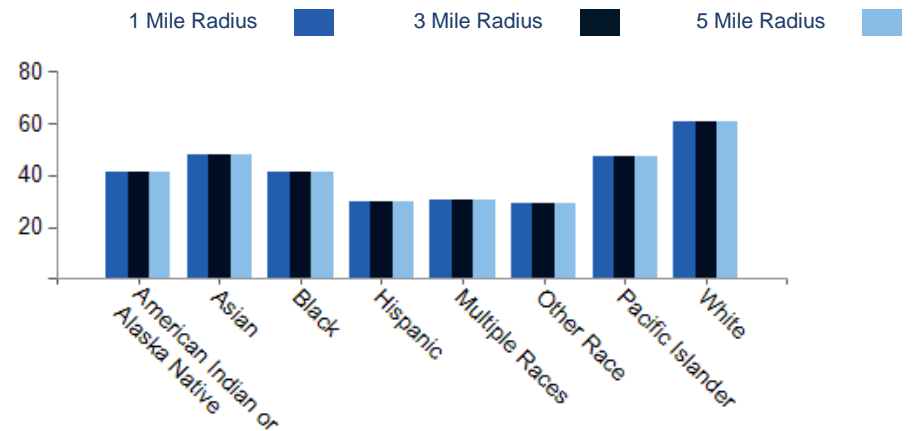
**POPULATION DIVERSITY**



**2026 MEDIAN AGE BY RACE**

	<b>1 MILE</b>	<b>3 MILE</b>	<b>5 MILE</b>
Median American Indian/Alaska Native Age	41	34	31
Median Asian Age	48	48	46
Median Black Age	41	39	39
Median Hispanic Age	30	28	28
Median Multiple Races Age	30	30	29
Median Other Race Age	29	29	29
Median Pacific Islander Age	48	44	43
Median White Age	61	50	47

**2026 MEDIAN AGE BY RACE**



1101 E Beltline Road

## CONFIDENTIALITY and DISCLAIMER

The information contained in the following offering memorandum is proprietary and strictly confidential. It is intended to be reviewed only by the party receiving it from Franchise Real Estate Group and it should not be made available to any other person or entity without the written consent of Franchise Real Estate Group.

By taking possession of and reviewing the information contained herein the recipient agrees to hold and treat all such information in the strictest confidence. The recipient further agrees that recipient will not photocopy or duplicate any part of the offering memorandum. If you have no interest in the subject property, please promptly return this offering memorandum to Franchise Real Estate Group. This offering memorandum has been prepared to provide summary, unverified financial and physical information to prospective purchasers, and to establish only a preliminary level of interest in the subject property.

The information contained herein is not a substitute for a thorough due diligence investigation. Franchise Real Estate Group has not made any investigation, and makes no warranty or representation with respect to the income or expenses for the subject property, the future projected financial performance of the property, the size and square footage of the property and improvements, the presence or absence of contaminating substances, PCBs or asbestos, the compliance with local, state and federal regulations, the physical condition of the improvements thereon, or financial condition or business prospects of any tenant, or any tenant's plans or intentions to continue its occupancy of the subject property.

The information contained in this offering memorandum has been obtained from sources we believe reliable; however, Franchise Real Estate Group has not verified, and will not verify, any of the information contained herein, nor has Franchise Real Estate Group conducted any investigation regarding these matters and makes no warranty or representation whatsoever regarding the accuracy or completeness of the information provided. All potential buyers must take appropriate measures to verify all of the information set forth herein. Prospective buyers shall be responsible for their costs and expenses of investigating the subject property.

*Exclusively Marketed by:*



**Michael Jones CCIM**

Franchise Real Estate Group  
President, Broker  
(800) 883-2571  
michael@franchisereg.com

