

COMMERCIAL DEVELOPMENT OPPORTUNITY OFF PRESTON IN FRISCO

4600 PRESTON RD, FRISCO, TX



Tom Dosch, Principal
tom@dmre.com
214.206.9533

Trey McGhin, Principal
trey.mcghin@dmre.com
214.462.7393



INVESTMENT HIGHLIGHTS



PRESTON ROAD ACCESS

High-visibility location on Frisco's primary north-south commercial artery with exposure to over 59,000+ VPD.



FLEXIBLE C-1 ZONING

Approved for a wide array of high-value uses including medical office, retail, hospitality, and specialty entertainment.



REGIONAL DEMOGRAPHICS

Taps into Frisco's rapidly expanding, high-income population, which has seen nearly 35% growth in the northern sector alone over the last few years.



PROXIMITY TO BILLION-DOLLAR DEMAND ANCHORS

Located just south of the \$10B Fields development and the new PGA of America Headquarters, which are driving a massive influx of daytime employees and luxury residents.

SITE DETAILS



ADDRESS

4600 Preston Rd, Frisco, TX 75034



VEHICLES PER DAY (VPD)

±59,401 (Preston Road)



SIZE

±5.49 Acres



LAT., LONG.

33.116837556321315, -96.80450371232743



ZONING

C-1 Allowing for General Commercial & Retail Uses



PARCEL

R-4825-00A-0050-1



UTILITIES

Available to Site



TAX RATE

1.68%



SCHOOLS

Frisco ISD

Shawnee Trail Elementary School

Clark Middle School

Lebanon Trail High School



LEGAL

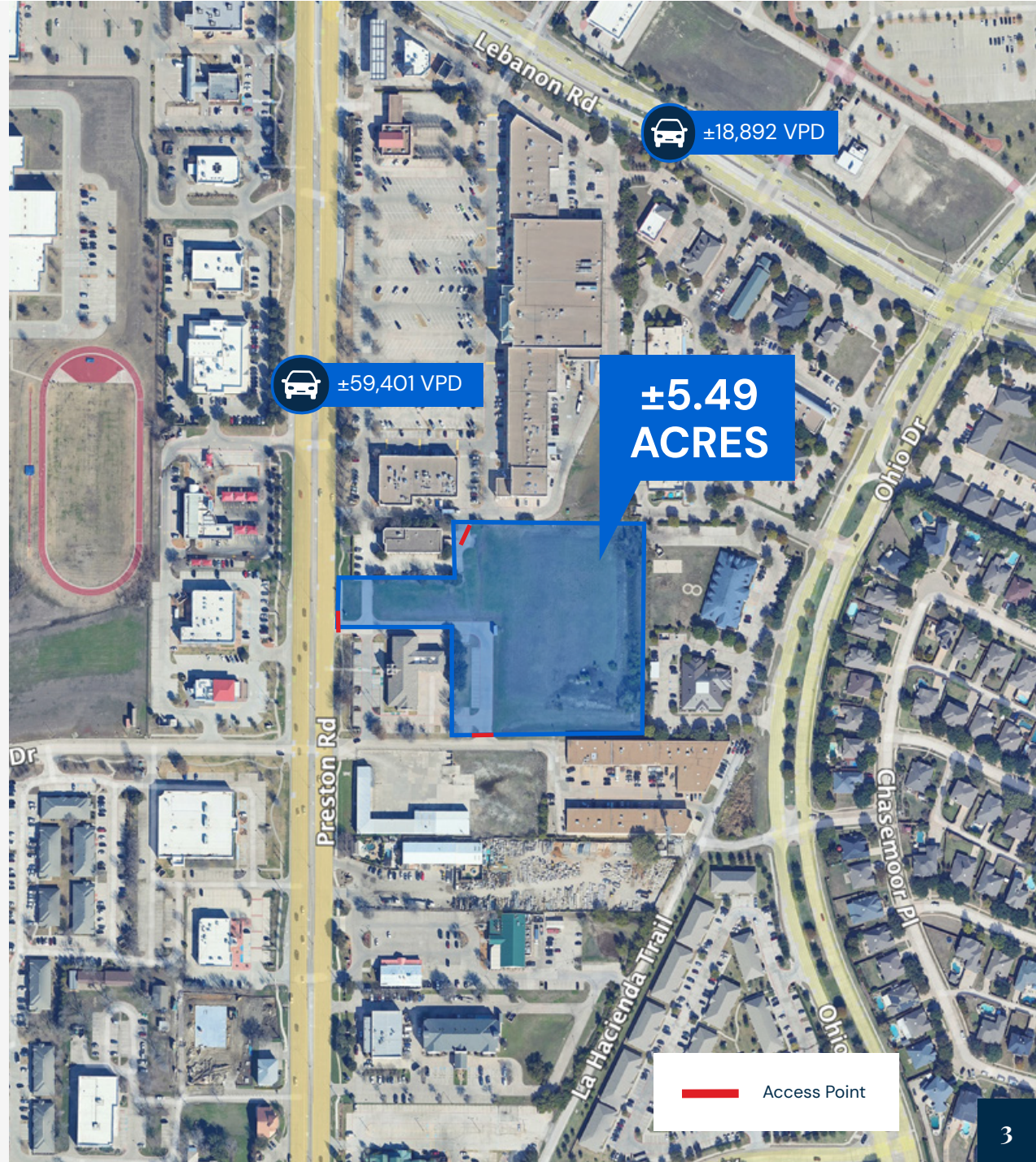
SWC OHIO / LEBANON ADDITION (CFR), BLK A, LOT 5;

REVISED REVISED



PRICE

Call for Pricing: (214) 462-7393



Access Point

PERMITTED USES



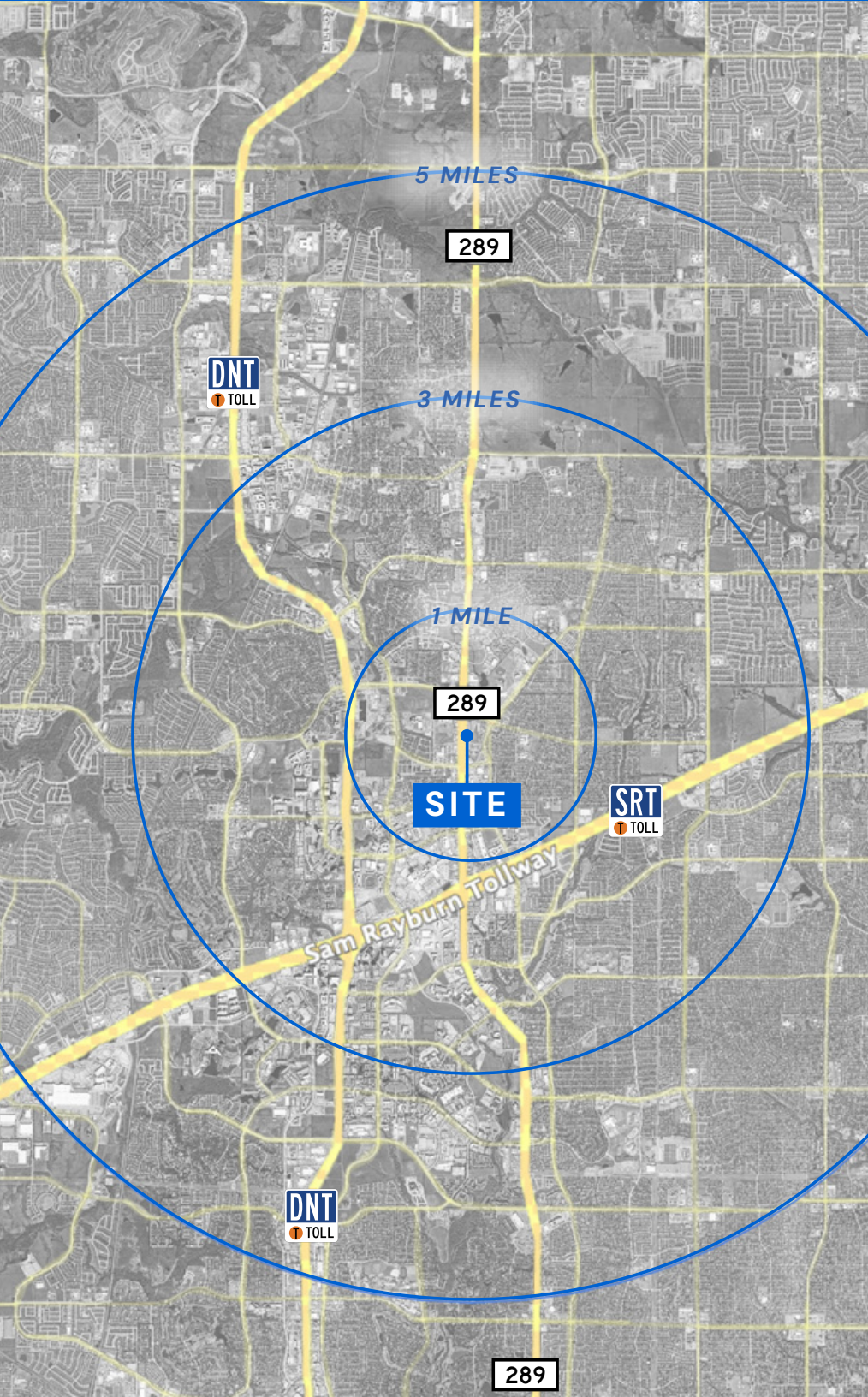
Zoning: C-1 — Commercial-1 District, subject to PRO (Preston Road Overlay Design District)

Permitted by right (representative list):

Retail stores, restaurants (including drive-thru), financial institutions, medical and dental offices, personal services, fitness centers, auto service (oil change, tire, repair), car washes, hotels, daycare facilities

Preston Road Overlay District note: The PRO applies to all property within 750 feet of Preston Road's centerline. Important: the PRO governs design standards only, building setbacks, façade materials, and landscaping. It does not restrict permitted C-1 uses. This ensures a consistent, high-quality built environment along the corridor.

Buyers should confirm specific use eligibility with the city of Frisco Planning Department.



2025 TAX RATES

CITY OF FRISCO	0.4255
FRISCO ISD	1.0194
COLLIN COUNTY	0.1493
COLLIN COLLEGE	0.0812
TOTAL	1.68

DEMOGRAPHICS

	1 MILE	3 MILES	5 MILES
2026 POPULATION ESTIMATE	14,054	118,152	321,203
FIVE-YEAR POPULATION PROJECTION	8%	6%	5%
AVERAGE HOUSEHOLD INCOME	\$152,423	\$174,806	\$192,637
MEDIAN VALUE OF OWNER OCCUPIED HOUSING UNITS	\$493,998	\$556,322	\$587,678

DISCOVER FRISCO



FRISCO ROUGHRIDERS



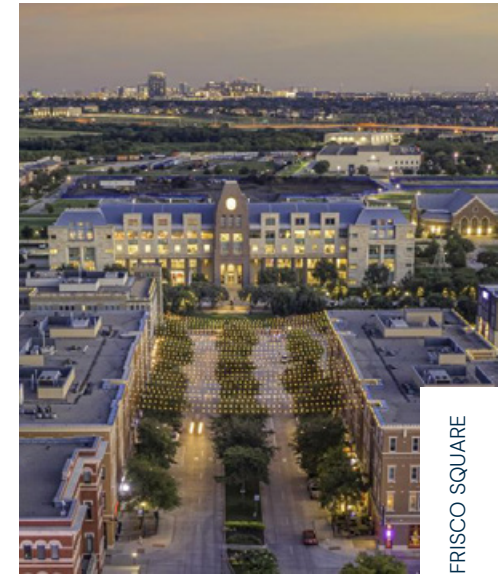
KALEIDOSCOPE PARK



FC DALLAS AT TOYOTA STADIUM



TOSTITOS CHAMPIONSHIP PLAZA



FRISCO SQUARE

Frisco is a powerhouse of the North Texas suburbs, having transformed from a quiet railway stop into one of the nation's fastest-growing and most affluent cities. Famously dubbed "Sports City USA," it hosts the world-class headquarters of the Dallas Cowboys at The Star and the sprawling new home of the

PGA of America, which features championship courses and the luxury Omni PGA Frisco Resort. Beyond the glitz of professional sports, the city is a magnet for families drawn to the exceptional Frisco Independent School District and its consistent ranking as one of the safest communities in America.

NEARBY HIGHLIGHT: THE STAR



The Star in Frisco is a 91-acre campus serving as the World Headquarters and practice facility for the Dallas Cowboys.

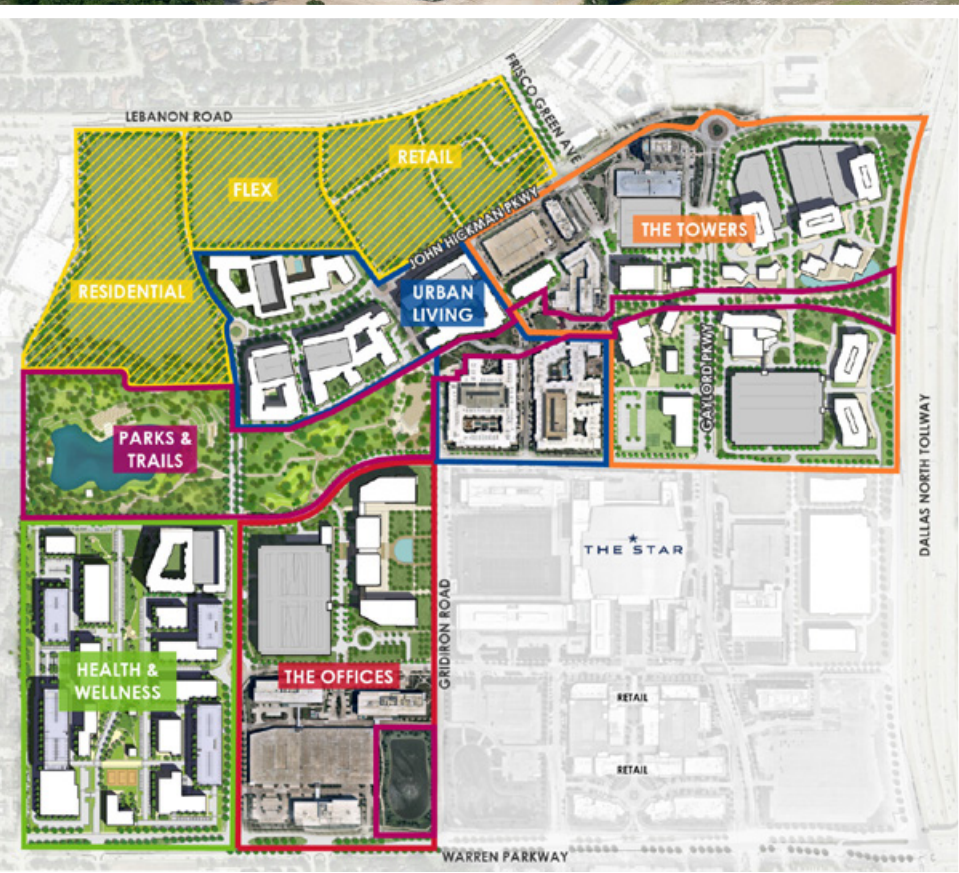
Developed through a partnership between the team and the City of Frisco, its centerpiece is the Ford Center, a 12,000-seat indoor stadium shared by the Cowboys and Frisco ISD for high school sports.

The district is a major entertainment destination, featuring over 35 restaurants and shops, the luxury Omni Frisco Hotel, and the fan-favorite Tostitos Championship Plaza turf field.

Visitors can also experience Guided VIP Tours to see the Super Bowl trophies and the team's "War Room."



NEARBY HIGHLIGHT: FRISCO STATION



Mixed-use, 242-acre development in the heart of Frisco's "North Platinum Corridor"

Home to one of the world's first vertiports to support Unmanned Aerial Vehicles (UAV), in 2018, it partnered in Texas' first pilot project to test autonomous vehicles on public roadways.

The Towers: Class A high-rise office, build-to-suit hotel, dining, and entertainment; 48 acres | 3 million SF

Urban Living: Modern, amenitized, connected living; 27 acres | 2,400+ residences

Health & Wellness: Integrated Medical Office and Life Sciences; 26 acres | 600,000 SF

The Offices: Creative, entrepreneurial office space now leasing

Parks & Trails: Programmed trails and open space; 30 acres | 15-acre park

Residential & Retail: Single-family living & retail opportunity; 42 acres | 1 million SF

IN: \\ALL-FILED\LANCP\JAN\44-20\PRESTON-SAC-82.dwg, 1/31/2008 11:25:04 AM



DALLAS-FORT WORTH

Dallas-Fort Worth Metroplex is in the heart of the most resilient and fastest-growing economy in the United States. As the nation's fourth-largest metropolitan area, DFW offers a unique "multiengine" economic structure that provides unmatched stability.

For businesses and investors, the region's central location is a logistical advantage, anchored by DFW International Airport, which places any major North American city within a four-hour flight. This connectivity, combined with a pro-business climate and the absence of state income tax, continues to draw diverse talent and corporate relocations.

DFW offers a high-quality lifestyle that successfully blends cosmopolitan sophistication with deep-rooted Texas heritage. From the sprawling Dallas Arts District and the historic Fort Worth Stockyards to championship-winning sports teams and elite educational institutions, the region provides a rich cultural fabric for families and young professionals alike.

As the Metroplex continues its trajectory to become the third-largest metro in the country by 2030, choosing DFW isn't just a move for today, it's a strategic investment in a future defined by growth, innovation, and opportunity.



DFW NUMBERS

#1

REAL ESTATE MARKET
TO WATCH (2026)

#1

TECH HUB IN
NORTH AMERICA (2026)

8.3M

POPULATION

\$22B

VISITOR SPENDING

27M

ANNUAL VISITORS

INFORMATION ABOUT BROKERAGE SERVICES

Approved by the Texas Real Estate Commission for voluntary use.
Texas law requires all real estate licensees to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords.

Before working with a real estate broker, you should know that the duties of a broker depend on whom the broker represents. If you are a prospective seller or landlord (owner) or a prospective buyer or tenant (buyer), you should know that the broker who lists the property for sale or lease is the owner's agent. A broker who acts as a subagent represents the owner in cooperation with the listing broker. A broker who acts as a buyer's agent represents the buyer. A broker may act as an intermediary between the parties if the parties consent in writing. A broker can assist you in locating a property, preparing a contract or lease, or obtaining financing without representing you. A broker is obligated by law to treat you honestly.

IF THE BROKER REPRESENTS THE OWNER:

The broker becomes the owner's agent by entering into an agreement with the owner, usually through a written - listing agreement, or by agreeing to act as a subagent by accepting an offer of subagency from the listing broker. A subagent may work in a different real estate office. A listing broker or subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first. The buyer should not tell the owner's agent anything the buyer would not want the owner to know because an owner's agent must disclose to the owner any material information known to the agent.

IF THE BROKER REPRESENTS THE BUYER:

The broker becomes the buyer's agent by entering into an agreement to represent the buyer, usually through a written buyer representation agreement. A buyer's agent can assist the owner but does not represent the owner and must place the interests of the buyer first. The owner should not tell a buyer's agent anything the owner would not want the buyer to know because a buyer's agent must disclose to the buyer any material information known to the agent.

IF THE BROKER ACTS AS AN INTERMEDIARY:

A broker may act as an intermediary between the parties if the broker complies with The Texas Real Estate License Act. The broker must obtain the written consent of each party to

the transaction to act as an intermediary. The written consent must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. The broker is required to treat each party honestly and fairly and to comply with The Texas Real Estate License Act.

A broker who acts as an intermediary in a transaction:

1. shall treat all parties honestly;
2. may not disclose that the owner will accept a price less than the asking price unless authorized in writing to do so by the owner;
3. may not disclose that the buyer will pay a price greater than the price submitted in a written offer unless authorized in writing to do so by the buyer; and
4. may not disclose any confidential information or any information that a party specifically instructs the broker in writing not to disclose unless authorized in writing to disclose the information or required to do so by The Texas Real Estate License Act or a court order or if the information materially relates to the condition of the property.

With the parties' consent, a broker acting as an intermediary between the parties may appoint a person who is licensed under The Texas Real Estate License Act and associated with the broker to communicate with and carry out instructions of one party and another person who is licensed under that Act and associated with the broker to communicate with and carry out instructions of the other party.

If you choose to have a broker represent you, you should enter into a written agreement with the broker that clearly establishes the broker's obligations and your obligations. The agreement should state how and by whom the broker will be paid. You have the right to choose the type of representation, if any, you wish to receive. Your payment of a fee to a broker does not necessarily establish that the broker represents you. If you have any questions regarding the duties and responsibilities of the broker, you should resolve those questions before proceeding.

Real estate licensee asks that you acknowledge receipt of this information about brokerage services for the licensee's records.

BROKER FIRST NAME	LICENSE NO.	EMAIL	PHONE
BUYER, SELLER, LANDLORD OR TENANT		BUYER, SELLER, LANDLORD OR TENANT	

DISCLAIMER

Prospective purchasers are hereby advised the Owners (“Owner”) of the Property are soliciting offers through Dosch Marshall Real Estate (“DMRE”), which may be accepted or rejected by the Owners at the Owners’ sole discretion.

Any solicitation of an offer for the Properties offered hereunder will be governed by this Offering, as it may be modified or supplemented. Prospective purchasers are advised that as part of the offer process, the Owners will be evaluating several factors including the experience and financial qualifications of the purchasing entity.

The Owners shall have no obligation to accept any offer from any prospective purchaser. The Owners reserve the right to withdraw the Properties from consideration at any time prior to final execution of a Purchase Agreement.

This Offering document is furnished to prospective purchasers for the purpose of determining whether to invest in the Properties offered hereby. The information contained herein, or any other related information provided by the Owners, may not be reproduced, redistributed or used in whole or in part without the prior written consent of the Owners.

No person has been authorized to give any information or make any representation or warranty, either expressed or implied and, if given or made, such information or representation must not be relied upon.

While the Owners and DMRE have no reason to believe that the information provided herein or in subsequent information updates delivered to potential purchasers hereunder contains any material inaccuracies, neither the Owners nor DMRE nor any of the Owners’ or DMRE’s respective subsidiaries, affiliates, companies, or the officers, directors, employees, agents and representatives of any such entities, etc., make any representations or warranties, expressed or implied, as to the validity, accuracy or completeness of the information provided or to be provided, and nothing herein shall be deemed to constitute a representation, warranty or promise by any such parties as to the future performance of the Properties or any other matters set forth herein.

Any obligations to prospective purchasers that the Owners may have with respect to the Properties are limited to those expressly set forth in a fully executed Purchase Agreement between the parties. Prospective purchaser’s sole and exclusive rights against the Owners, with respect to this prospective transaction, the Properties, or information provided herein or subsequently, shall be limited to those remedies expressly provided in an executed Purchase Agreement, which shall not survive the closing. Further, in no event shall prospective purchasers have any claims against the Owners, DMRE, or any of their respective affiliates for any damages, liability, or causes of action relating to the Purchase Agreement.

Prospective purchasers are not to construe the contents of this Offering or any prior or subsequent information communications from the Owners or any of their respective officers, employees or agents as legal, tax or other advice. Prior to purchasing, prospective purchasers should consult with their own legal counsel and personal and tax advisors to determine the consequences of an investment in the Property and arrive at an independent evaluation of such investment.

No commission or finder’s fee shall be payable to any party by the Owners nor any affiliate or agent thereof in connection with the sale of the Properties unless otherwise agreed to by the Owners in writing.

Acquisition of properties such as the these offered hereunder involves a high degree of risk and are suitable only for persons and entities of substantial financial means.





TOM DOSCH

PRINCIPAL

tom@dmre.com | 713.557.4455



TREY MCGHIN

PRINCIPAL

trey.mcghin@dmre.com | 214.462.7393

LET'S
CONNECT





DALLAS-FORT WORTH

14951 N Dallas Pkwy
Suite 400
Dallas, TX 75254
214.206.4154

CENTRAL TEXAS

901 S Mopac Expressway
Bldg 3, Suite 120
Austin, TX 78746
254.913.1931

HOUSTON

777 Post Oak Blvd
Suite 255
Houston, TX 77056
713.955.3120



TEXAS LAND GUYS

The Art of Real Estate Dealmaking

WITH TIM AND TOM DOSCH

