

ROSE HILL 11 DEVELOPMENT



53-ACRE
MASTER PLANNED
DEVELOPMENT

MIXED-USE DEVELOPMENT OPPORTUNITY

Pad Sites • Ground Lease • Build-to-Suit • Grocery Anchor



TX-11 & ROSE HILL ROAD

Whitewright, Texas



GROCERY ANCHOR OPPORTUNITY



RESTAURANT DISTRICT



RETAIL VILLAGE



AUTOMOTIVE CORRIDOR



FINANCIAL SERVICES



RESIDENTIAL COMMUNITY

ROSE HILL ROAD



THE
ACUÑA
GROUP



WHITEWRIGHT DEVELOPMENT

MIXED-USE COMMERCIAL & RESIDENTIAL DEVELOPMENT

Whitewright Development is a **53-acre** master-planned mixed-use development strategically positioned along TX-11 and Rose Hill Road in Whitewright, Texas.

The project has been thoughtfully designed to create a dynamic commercial and residential destination that serves the growing Whitewright trade area while providing opportunities for national retailers, restaurants, service providers, residential developers, and investors.

Approximately 27.91 acres of commercial land and 25.09 acres designated for residential development. Planned commercial uses include a 55,000-square-foot grocery anchor, multiple quick-service restaurant pads, retail centers, automotive uses, a bank site, and fuel/convenience opportunities.

The residential component provides significant future density that will support long-term retail demand and create a sustainable mixed-use environment.

Whitewright Development offers a flexible menu of opportunities including fee-simple pad site sales, long-term ground leases, and landlord-sponsored build-to-suit options.



53

ACRES

TOTAL
DEVELOPMENT



~27.91

ACRES

COMMERCIAL
LAND



~25.09

ACRES

RESIDENTIAL
LAND



**GROWING
TRADE AREA**

STRONG DEMAND
DRIVERS

INVESTMENT HIGHLIGHTS

ROSE HILL 11 DEVELOPMENT

ONE LOCATION. UNLIMITED OPPORTUNITY.

Rose Hill 11 Development is a **53-acre** master-planned mixed-use community strategically located at the hard corner of TX-11 and Rose Hill Road in Whitewright, Texas. This high-visibility corridor offers exceptional access, strong demographics, and a growing trade area.

The project will be anchored by a high profile grocery and complemented by a curated mix of retail, restaurant, automotive, financial, and residential uses creating a vibrant destination that serves Whitewright and the surrounding communities.



PRIME LOCATION

- Hard corner at TX-11 and Rose Hill Road
- Excellent visibility and multiple access points



STRONG DEMOGRAPHICS

- Trade area population continues to grow
- Increased household incomes
- Excellent daytime population



DIVERSE USES

- Grocery anchor opportunity
- Restaurant district with QSR options
- Retail, automotive, financial, and service uses
- Residential development supporting long-term growth



MULTIPLE OWNERSHIP OPTIONS

- Fee simple pad site sales
- Ground lease opportunities
- Build-to-suit programs
- Flexible solutions tailored to tenant needs



RESIDENTIAL COMPONENT

- 25 acres dedicated to residential development
- Townhomes and single family opportunities
- Creates built-in customer base for retail



LONG-TERM VALUE

- Master-planned for sustainable growth
- Strong tenant mix drives traffic and synergy
- Excellent investment fundamentals

Marketed Exclusively By



CREATING A VIBRANT LIVE. WORK. PLAY.

A THOUGHTFUL MIX OF COMMERCIAL AND RESIDENTIAL USES

Whitewright Development is envisioned as a dynamic, master-planned community where residents, businesses, and visitors can thrive. By combining retail, service, dining, and residential neighborhoods, we are creating a destination that supports growth, enhances quality of life, and drives long-term value for all stakeholders.



BALANCED MIX

A diverse blend of commercial, retail, service, and residential uses.



COMMUNITY FOCUSED

Designed to enhance quality of life and support the local community.



LONG-TERM VALUE

Strategic planning today for a strong, sustainable future.



GROWTH DRIVEN

Positioned to capture future demand in a rapidly growing trade area.

PLANNED USES

RETAIL & SERVICE



- Daily needs retail
- Professional services
- Health & wellness services
- Personal & pet services

RESTAURANTS & DINING



- QSR & fast casual dining
- Full service restaurants
- Coffee & beverage concepts
- Drive-thru opportunities

SERVICE & AUTOMOTIVE



- Gas & convenience
- Car wash & auto service
- Quick lube & maintenance
- EV charging stations

RESIDENTIAL LIVING



- Townhomes
- Single family homes
- Rental communities
- Senior living options

DEVELOPMENT HIGHLIGHTS



MASTER-PLANNED COMMUNITY

53-acre master-planned development with a clear vision for growth.



STRATEGIC LOCATION

High-visibility site along TX-11 with strong regional access.



DIVERSE USES

Multiple commercial and residential opportunities to meet market demand.



FLEXIBLE DEVELOPMENT

Pad sites, ground leases, and build-to-suit solutions available.



COMMUNITY BENEFITS

Enhances local economy, creates jobs, and improves quality of life.



LONG-TERM GROWTH

Designed to adapt and grow with the community's needs.



OUR VISION IS TO CREATE A DESTINATION THAT BRINGS VALUE TODAY AND FOR GENERATIONS TO COME.

Whitewright Development is more than just a collection of properties—it's a community where businesses flourish, residents feel at home, and opportunities are endless.

A MENU OF FLEXIBLE OWNERSHIP & LEASE OPTIONS

DESIGNED TO MEET A VARIETY OF TENANT & INVESTOR NEEDS

Whitewright Development offers a comprehensive menu of opportunities to accommodate national retailers, restaurants, service providers, developers, and investors.

Choose the structure that best aligns with your business model and long-term objectives.



PRIME LOCATIONS

Pad sites strategically positioned for maximum visibility and access.



FLEXIBLE STRUCTURES

Fee simple, ground lease, or build-to-suit solutions available.



PARTNER FOCUSED

Our team works with you to deliver a successful outcome.



LONG-TERM VALUE

Designed to support strong performance and future growth.



1

PAD SITE SALE

RAW LAND (FEE SIMPLE OWNERSHIP)



- Fee simple ownership of the land
- Build what you want, when you want
- Full control of design, construction & operations
- Ideal for owner-users and investors

2

GROUND LEASE

DEVELOPER RETAINS OWNERSHIP



- Long-term ground lease (20–30 years)
- Lower upfront capital requirement
- NNN lease structure
- Ideal for national credit tenants & franchisees

3

LANDLORD BUILD-TO-SUIT

DELIVERED TO YOUR SPECIFICATIONS



- Landlord develops building to agreed specifications
- Tenant improvement allowance available
- Move-in ready upon completion
- Ideal for retail, medical, office & service users



WE PARTNER WITH YOU EVERY STEP OF THE WAY.

Our experienced team is committed to delivering a high-quality development experience from concept to completion.

STRATEGICALLY LOCATED

IN A GROWING NORTH TEXAS CORRIDOR

Whitewright sits at the intersection of TX-11 and Rose Hill Road, offering excellent regional connectivity, strong visibility, and immediate access to key North Texas markets.



PREMIER ACCESS

Located at the intersection of TX-11 and Rose Hill Road with excellent frontage and visibility.



REGIONAL CONNECTIVITY

Easy access to US-69, FM-697, US-75, and the greater North Texas transportation network.



GROWING MARKETS

Positioned between major population centers experiencing significant growth and development.



STRONG TRADE AREA

Serves Whitewright and surrounding communities with a growing residential base and retail demand.



FUTURE POTENTIAL

Located in a path of growth with continued investment in infrastructure, residential, and commercial development.



MASTER-PLANNED FOR SUCCESS

A BALANCED MIX OF COMMERCIAL & RESIDENTIAL USES

Whitewright Development is a thoughtfully designed **53-acre** mixed-use community that brings together retail, restaurant, service, and residential uses in a cohesive, accessible and highly visible location.

The development plan creates a strong synergy between commercial and residential components, driving long-term value for tenants, residents, and investors.



53 ACRES

Master-planned mixed-use development



~27.91 ACRES

Commercial land with diverse retail and service opportunities



~25.09 ACRES

Residential land providing long-term support for retail



PRIME VISIBILITY

Excellent frontage along TX-11 and Rose Hill Road



- \$10/SF – Front Corner Commercial Lots
- \$6/SF – Front Commercial Lots
- \$4/SF – Inside Commercial Lots
- \$3/SF – Apartments / Town Homes

PAD SITE PRICING OVERVIEW

FLEXIBLE OPPORTUNITIES FOR RETAIL, RESTAURANTS, SERVICE & MORE

A variety of commercial pad sites are available for sale, ground lease, or build-to-suit.
Pricing is based on location and land use.

#	USE	ACRES	BUILDING SF	LAND VALUE (\$/SF)	LOT TYPE
1	Gas Station (14 Pumps)	2.262	9,000	\$10/SF	Front Corner Commercial
2	Auto Service	1.002	5,600	\$6/SF	Front Commercial
3	Car Wash	1.236	5,400	\$6/SF	Front Commercial
4	Fast Food A	1.104	2,400	\$10/SF	Front Corner Commercial
5	Dine-In Restaurant	1.281	5,625	\$6/SF	Front Commercial
6	Retail Complex A	1.534	12,194	\$6/SF	Front Commercial
7	Fast Food D	1.007	7,500	\$4/SF	Inside Commercial
8	Bank	1.102	5,625	\$4/SF	Inside Commercial
9	Retail Complex B	1.534	12,194	\$6/SF	Front Commercial
10	Fast Food B	1.020	2,850	\$10/SF	Front Corner Commercial
11	Fast Food C	1.001	6,750	\$10/SF	Front Corner Commercial
-	National Grocery / Anchor	6.172	55,000	\$4/SF	Inside Commercial
-	Townhomes / Single Family Residential	22.09	-	\$3/SF	Residential Land



PRICING SUMMARY (LAND VALUE PER SF)

- \$10/SF – Front Corner Commercial Lots
- \$6/SF – Front Commercial Lots
- \$4/SF – Inside Commercial Lots
- \$3/SF – Apartments / Town Homes



DISCLAIMER

IMPORTANT INFORMATION

This brochure is for general information only and does not constitute an offer to sell or lease any property. All information is subject to change without notice.

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