



HALL PARK
Office Park

Comerica Center

Riders Field

Walmart Supercenter

Preston Village Shopping Center

Jessie Ma Riddle El School

SITE

132,707 VPD '24

121

JPMorgan Chase Corporate Office

Legacy West

TORY BURCH
Tommy Bahama
RALPH LAUREN
SEPHORA
lululemon
TIFFANY & Co.
west elm

Nike
J.CREW
ARITZIA
vuori
Starbucks
CAVA

HEADQUARTERS DR

Capital One Plano Conference Center

Shops at Legacy

BANK OF AMERICA
PNC
STARBUCKS
BENCHMARK BANK
DUNKIN'

Children's Medical Center Plano
72 Beds

For Sale - New Pricing

NEC SH 121 & Legacy Dr | Frisco, TX 75034

18.4± AC Available

Plaza at Spring Creek

SRS
Real Estate Partners



For Sale

NEC SH 121 & Legacy Dr
Frisco, TX 75034

Property Specifications

LOT SIZE

±18.4 AC

PRICE

\$29M

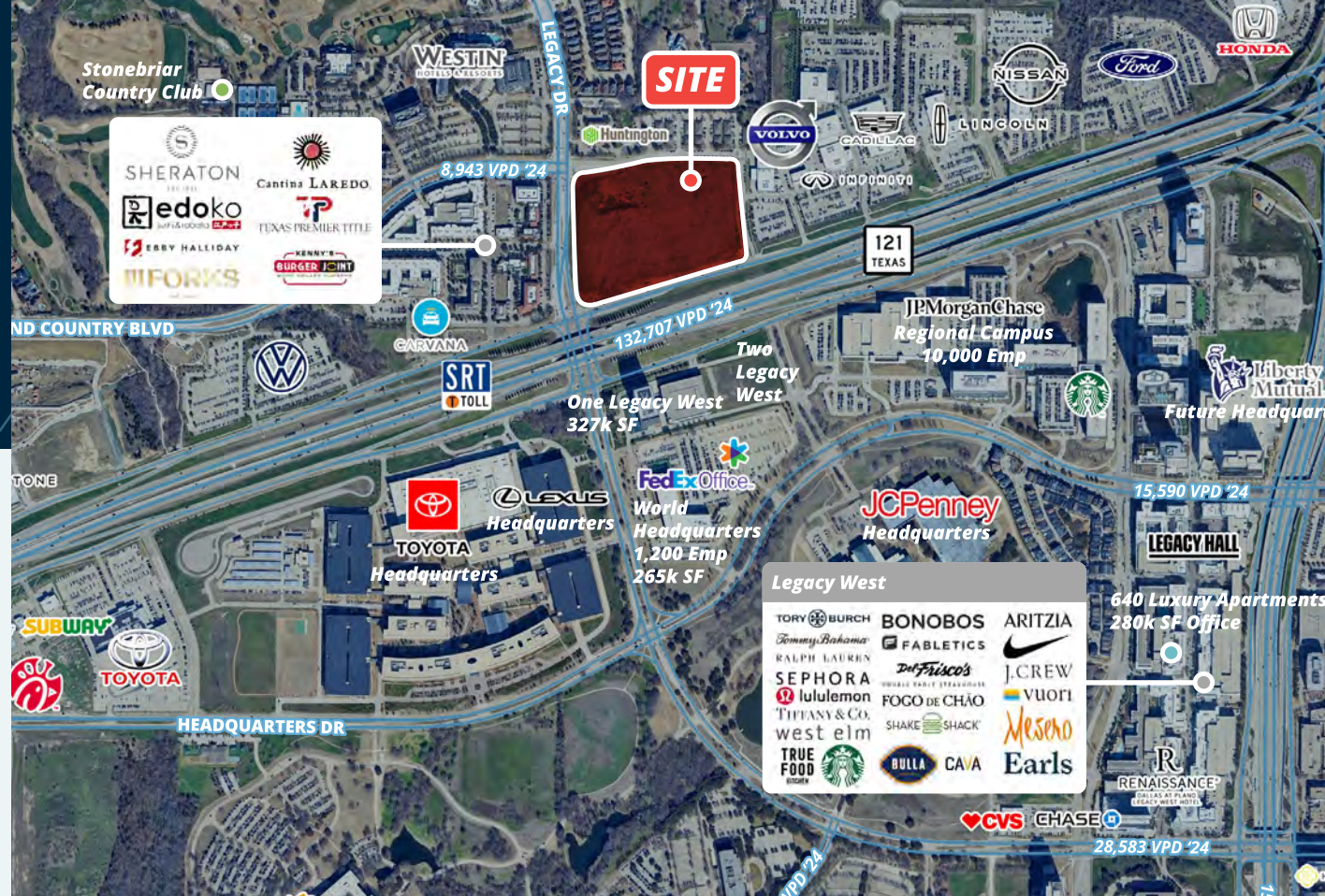
ZONING

**Planned Development District
for Commercial Use**

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MARK REEDER
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ELLEN GRISETTE
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About the Property

- Prime mixed-use development land available for sale
- 18.4 AC with ±1,100 feet of SH 121 frontage
- Located just south of Frisco Station; a 55-acre urban village and \$2B mixed-use development
- Corporate campuses in the immediate area include Toyota North American Headquarters, JPMorgan Chase & Co, JC Penney, FedEx Office, Liberty Mutual, Frito-Lay, Pizza Hut, Ericsson and the Future AT&T Headquarters
- Nearby retailers at Legacy West include Del Frisco's Double Eagle Steak House, Coach, Shake Shack, West Elm, Vuori, Bonobos, True Food Kitchen, Fogo de Chao, SuitSupply and Tommy Bahama

Traffic Counts

SH 121	132,707 VPD
DNT	153,586 VPD
Legacy Dr	22,511 VPD

Year: 2024 | Source: TxDOT

Area Traffic Generators



TX 121 & Legacy Dr

Frisco, TX



THE WESTIN
DALLAS STONEBRIAR
GOLF RESORT & SPA

Corvalla at Stonebriar
Total Units: 121

TOWN & COUNTRY BLVD

8,943 VPD '24

LEGACY DR

22,511 VPD '24

SITE

LEADERSHIP DR



172,685 VPD '24

121
TEXAS

121
TEXAS



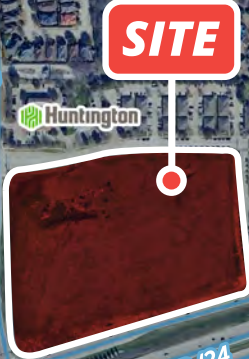
TX 121 & Legacy Dr

Frisco, TX



SHERATON
edoko
EBBY HALLIDAY
M FORKS

Cantina LAREDO
TEXAS PREMIER TITLE
KENNY'S BURGER JOINT



Legacy West

TORY BURCH
Tommy Bahama
RALPH LAUREN
SEPHORA
lululemon
TIFFANY & CO.
west elm
TRUE FOOD KITCHEN

BONOBOS
FABLETICS
Del Frisco's
FOCO DE CHÃO
SHAKE SHACK
BULLA

ARITZIA
NIKE
J. CREW
VUORI
Mesero
Earls

Shops at Legacy

CAIPOTE
STARBUCKS
BENIHANA
MEXICAN SUGAR
DUNKIN'
CAPITAL

640 Luxury Apartments
280k SF Office

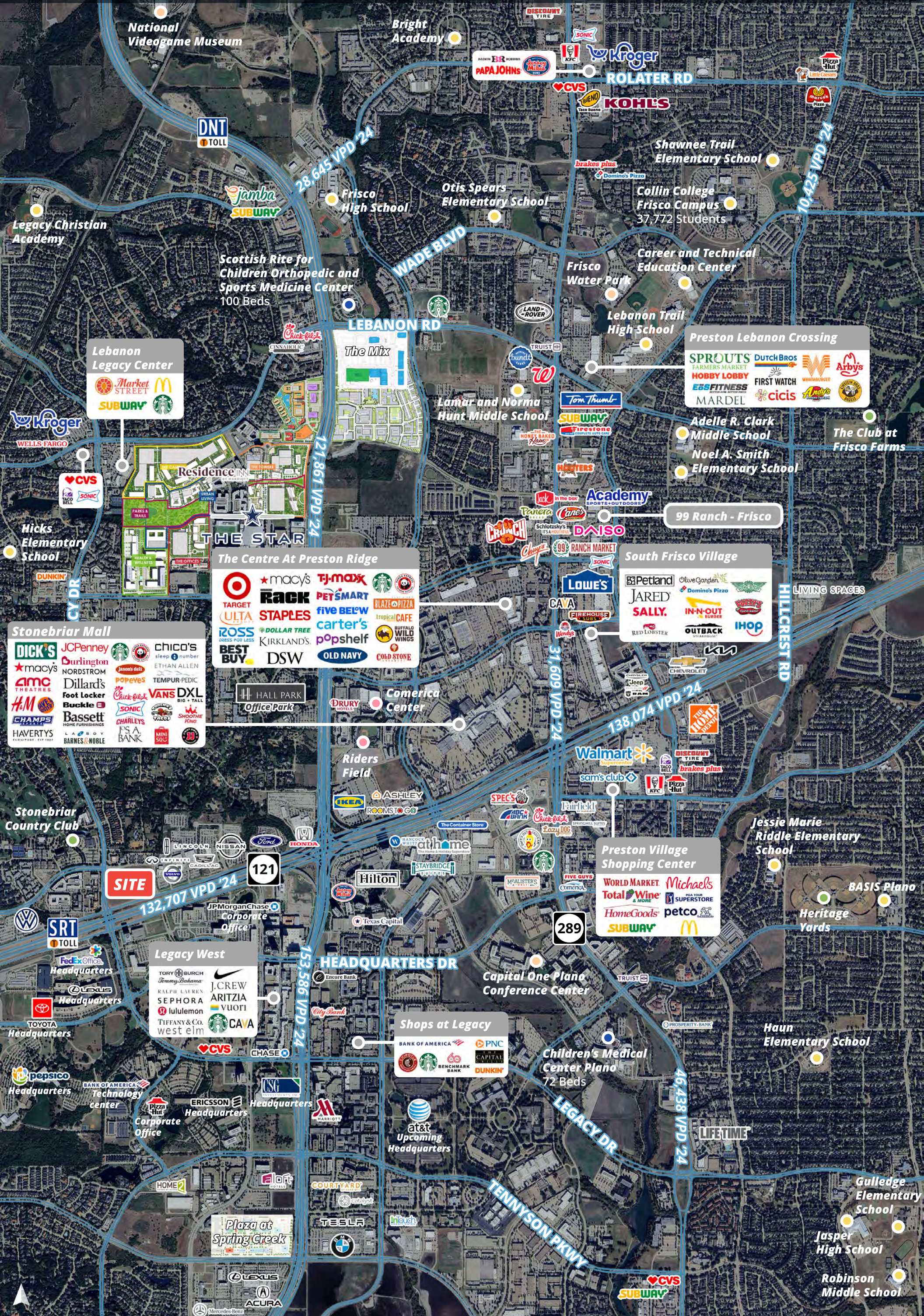
The Shops at Legacy East

Bob's
village burger bar

AT&T
Future Headquarters

Preston Rd & Sam Rayburn Tollway

Frisco, TX



National Videogame Museum

Bright Academy

Legacy Christian Academy

Frisco High School

Otis Spears Elementary School

Shawnee Trail Elementary School

Collin College Frisco Campus
37,772 Students

Scottish Rite for Children Orthopedic and Sports Medicine Center
100 Beds

LEBANON RD

Career and Technical Education Center

Frisco Water Park

Lebanon Trail High School

Preston Lebanon Crossing

- SPROUTS FARMERS MARKET
- DUTCH BROS
- Arby's
- HOBBY LOBBY
- FIRST WATCH
- WHATABurger
- ES FITNESS
- MARDEL
- cicis
- Arby's

Lebanon Legacy Center

- Market Street
- SUBWAY
- Starbucks

The Mix

Lamar and Norma Hunt Middle School

Tom Thumb

Adelle R. Clark Middle School

99 Ranch - Frisco

The Club at Frisco Farms

Hicks Elementary School

THE STAR

- RESIDENCE IN THE CLOUDS
- THE TOWERS
- URBAN LIVING
- PARKS & TRAILS
- HEALTH & WELLNESS
- THE OFFICES

The Centre At Preston Ridge

- Target
- macys
- TJ-MAXX
- Starbucks
- LAZE PIZZA
- RAK
- STAPLES
- PET SMART
- five BEL'W
- carter's
- ROSS DRESS FOR LESS
- DOLLAR TREE
- KIRKLAND'S
- popshelf
- OLD NAVY
- DSW
- BUFFALO WILD WINGS
- COLD STONE

South Frisco Village

- Petland
- JARED
- SALLY
- RED LOBSTER
- Olive Garden
- Dominos Pizza
- IN-N-OUT BURGER
- IHOP
- OUTBACK STEAKHOUSE

Stonebriar Mall

- DICK'S
- JCPenney
- Starbucks
- chico's
- macys
- Durlington
- NORDSTROM
- Foot Locker
- Buckle
- H.M.
- CHAMPS
- HAVERTYS
- Jason's Deli
- POPEYE'S
- Chick-fil-A
- VANS DXL
- SONIC
- CHARLEY'S
- J'S A BANK
- MINI SUB
- TEMPUR-PEDIC
- SMOOTHIE KING

HALL PARK Office Park

Comerica Center

Walmart

Sam's Club

Stonebriar Country Club

Legacy West

- TORY BURCH
- Tommy Bahama
- RALPH LAUREN
- SEPHORA
- lululemon
- TIFFANY & Co.
- west elm
- Nike
- J.CREW
- ARITZIA
- vuoti
- CAVA

HEADQUARTERS DR

Shops at Legacy

- BANK OF AMERICA
- PNC
- Starbucks
- BENCHMARK BANK
- DUNKIN'

Preston Village Shopping Center

- WORLD MARKET
- Total Wine & More
- HomeGoods
- SUBWAY
- Michaels
- petco
- McDonald's

FedEx Office Headquarters

Lexus Headquarters

Toyota Headquarters

PepsiCo Headquarters

Bank of America Technology Center

Ericsson Headquarters

Plaza at Spring Creek

JPMorgan Chase Corporate Office

CVS

CHASE

ERICSSON Headquarters

HOME2

LOFT

ACURA

Encore Bank

City Bank

ERISSON Headquarters

at&t Upcoming Headquarters

TESLA

inTouch

Mercedes-Benz

Hilton

at home

STAYBRIDGE SUITES

at&t Upcoming Headquarters

TESLA

inTouch

Mercedes-Benz

Capital One Plano Conference Center

Children's Medical Center Plano
72 Beds

LEGACY DR

TENNYSON PKWY

at&t Upcoming Headquarters

TESLA

inTouch

Walmart

Sam's Club

Walmart

Sam's Club

Walmart

Sam's Club

Walmart

Walmart

Sam's Club

Walmart

Sam's Club

Walmart

Sam's Club

Walmart

BASIS Plano

Heritage Yards

Haun Elementary School

Gulledge Elementary School

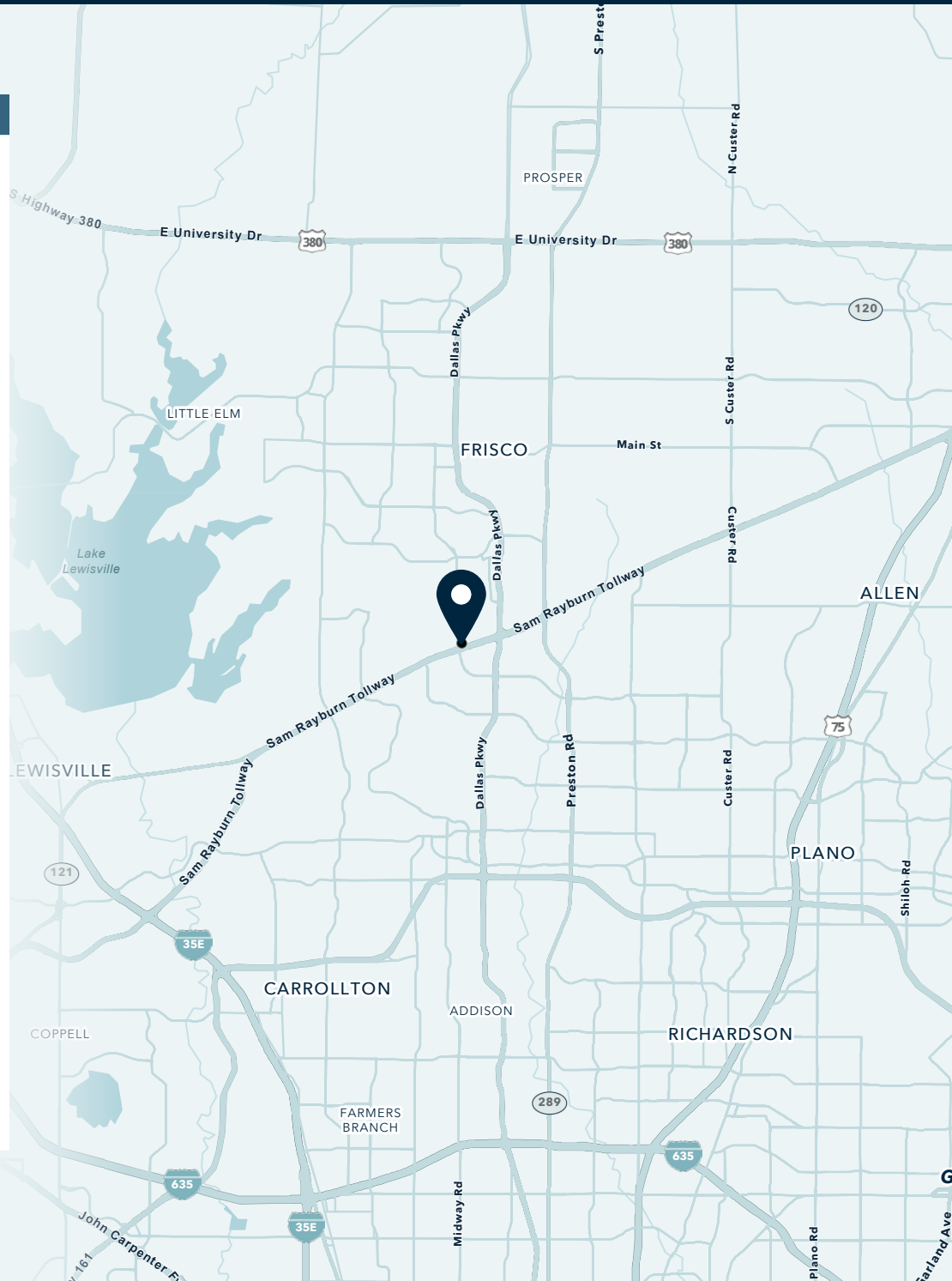
Jasper High School

Robinson Middle School



Area Snapshot

	1 MILE	3 MILES	5 MILES
Population			
2025 Estimated Population	6,240	99,117	296,806
2030 Projected Population	7,286	107,097	313,355
Proj. Annual Growth 2025 to 2030	3.15%	1.56%	1.09%
Daytime Population			
2025 Daytime Population	29,412	183,946	378,191
Workers	26,596	142,865	247,511
Residents	2,816	41,081	130,680
Income			
2025 Est. Average Household Income	\$171,573	\$157,602	\$175,800
2025 Est. Median Household Income	\$110,129	\$111,245	\$126,554
Households & Growth			
2025 Estimated Households	3,654	44,962	121,616
2030 Estimated Households	4,390	49,882	132,063
Proj. Annual Growth 2025 to 2030	3.74%	2.10%	1.66%
Race & Ethnicity			
2025 Est. White	57%	46%	45%
2025 Est. Black or African American	10%	10%	10%
2025 Est. Asian or Pacific Islander	21%	28%	30%
2025 Est. American Indian or Native Alaskan	0%	1%	0%
2025 Est. Other Races	12%	16%	15%
2025 Est. Hispanic (Any Race)	10%	14%	13%



Want more? Contact us for a complete demographic, foot-traffic, and mobile data insights report.



Growth Over the Years

Since the 1980s, corporate users have been attracted to Legacy's ample land for campus development, along with solid regional access and growing new housing options.

By 2020, the daytime workforce in the surrounding area had surpassed 100,000.

Now, jobs from announced corporate move-ins and the lease-up of multi-tenant space now in the development pipeline is projected to create an additional 31,000 jobs over the coming years.

About the Legacy District

Its position as a key business hub intensifies as companies relocate and expand. The Frisco/Plano Business District is one of North Texas' premier growth corridors, surrounded by major corporate campuses, affluent residential communities, and top-tier retail, dining, hospitality, and entertainment destinations.

Anchored by Plano's Legacy Business Area and Frisco's continued expansion, the area benefits from strong demographics, exceptional connectivity, and a deep employment base—making it an ideal location for commercial development and long-term investment.

378,191

DAYTIME POPULATION

2025 | 5-MILE RADIUS

247,511

TOTAL EMPLOYEES

2025 | 5-MILE RADIUS

IN THE NEWS

[AT&T is planning a roughly \\$1.3B-\\$1.35B headquarters campus including a major office campus and a 280-foot landmark tower, with initial occupancy expected in 2028.](#)

Local Shopping, Dining, & Entertainment



A Destination for Corporate Life

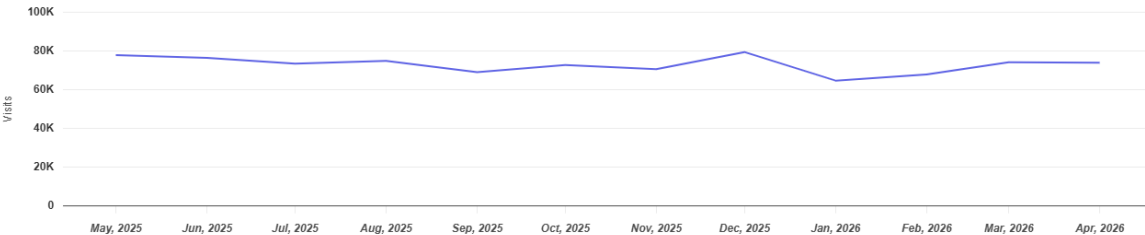




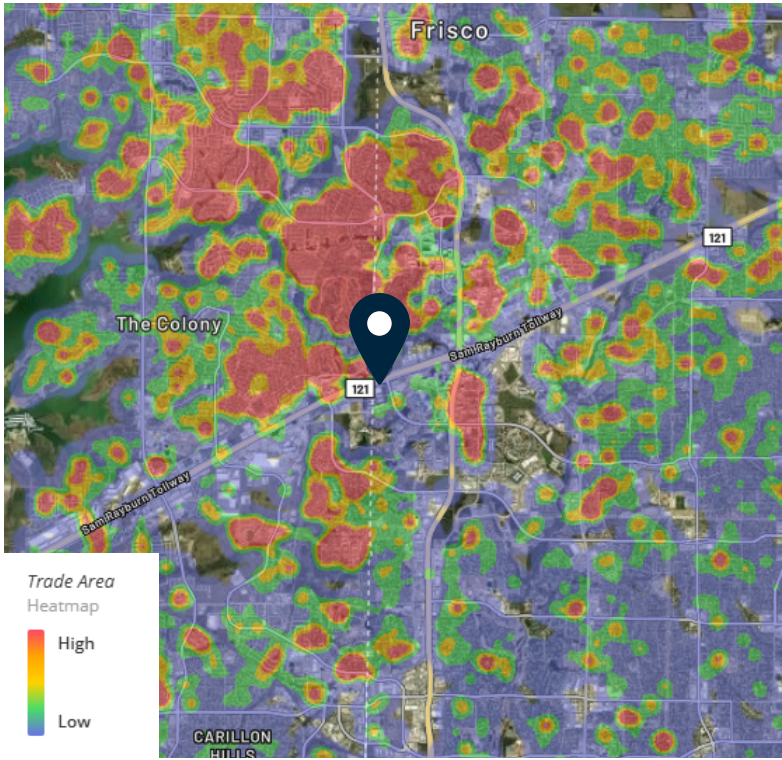
Data for 05/01/2025 - 04/30/2026



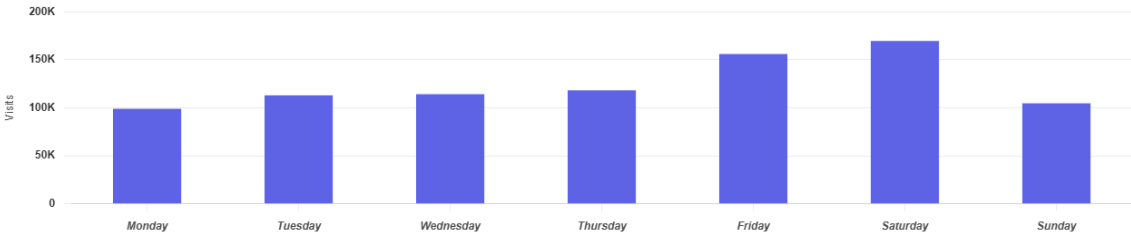
VISITS TREND



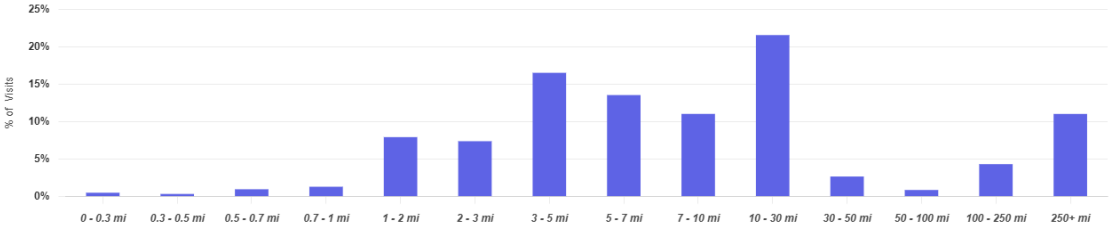
TRADE AREA



DAILY VISITS



TRADE AREA COVERAGE BY DISTANCE



Want more? Contact us for a complete demographic, foot-traffic, and mobile data insights report.



Information About Brokerage Services

Texas Real Estate Commission (2-10-2025)



Texas law requires all real estate license holders to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords.

TYPES OF REAL ESTATE LICENSE HOLDERS:

- A **BROKER** is responsible for all brokerage activities, including acts performed by sales agents sponsored by the broker.
- A **SALES AGENT** must be sponsored by a broker and works with clients on behalf of the broker.

A LICENSE HOLDER CAN REPRESENT A PARTY IN A REAL ESTATE TRANSACTION.

AS AGENT FOR OWNER (SELLER/LANDLORD): The broker becomes the property owner’s agent through an agreement with the owner, usually in a written listing to sell or property management agreement. An owner’s agent must perform the broker’s minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, including information disclosed to the agent or subagent by the buyer or buyer’s agent. An owner’s agent fees are not set by law and are fully negotiable.

AS AGENT FOR BUYER/TENANT: The broker becomes the buyer/tenant’s agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer’s agent must perform the broker’s minimum duties above and must inform the buyer of any material information about the property or transaction known by the agent, including information disclosed to the agent by the seller or seller’s agent. A buyer/tenant’s agent fees are not set by law and are fully negotiable.

AS AGENT FOR BOTH - INTERMEDIARY: To act as an intermediary between the parties the broker must first obtain the written agreement of each party to the transaction. The written agreement must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker’s obligations as an intermediary. A broker who acts as an intermediary:

- Must treat all parties to the transaction impartially and fairly;
- May, with the parties’ written consent, appoint a different license holder associated with the broker to each party (owner and buyer) to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction.
- Must not, unless specifically authorized in writing to do so by the party, disclose:
 - that the owner will accept a price less than the written asking price;
 - that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
 - any confidential information or any other information that a party specifically instructs the broker in writing not to disclose, unless required to do so by law.

AS SUBAGENT: A license holder acts as a subagent when aiding a buyer in a transaction without an agreement to represent the buyer. A subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first.

TO AVOID DISPUTES, ALL AGREEMENTS BETWEEN YOU AND A BROKER SHOULD BE IN WRITING AND CLEARLY ESTABLISH:

- The broker’s duties and responsibilities to you, and your obligations under the representation agreement.
- Who will pay the broker for services provided to you, when payment will be made and how the payment will be calculated.

LICENSE HOLDER CONTACT INFORMATION: This notice is being provided for information purposes. It does not create an obligation for you to use the broker’s services. Please acknowledge receipt of this notice below and retain a copy for your records.

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<i>Designated Broker of Firm</i>	<i>License No.</i>	<i>Email</i>	<i>Phone</i>

Ryan Andrews Johnson	525292-B	ryan.johnson@srsre.com	214.560.3285	
<i>Licensed Supervisor of Sales Agent/Associate</i>	<i>License No.</i>	<i>Email</i>	<i>Phone</i>	
Mark B. Reeder	318755	mark.reeder@srsre.com	214.560.3145	
<i>Sales Agent/Associate’s Name</i>	<i>License No.</i>	<i>Email</i>	<i>Phone</i>	
<i>Buyer Initials</i>	<i>Tenant Initials</i>	<i>Seller Initials</i>	<i>Landlord Initials</i>	<i>Date</i>



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