

# IMMANUEL & WELLS BRANCH

±10.342-ACRE GB-1 ZONED RETAIL SITE, LOCATED IN PFLUGERVILLE

← DOWNTOWN AUSTIN  
20 Minutes



THE DOMAIN  
14 Minutes



PARMER AUSTIN



JOVIE PFLUGERVILLE (SENIOR)  
182 Units  
2023 Vintage

BLUEBONNET PRESERVE  
330 Units  
2023 Vintage

JOURNEYMAN GROUP  
OWNED LAND; FUTURE  
7 PHASES OF MULTIFAMILY

IDEA CHARTER SCHOOL  
1,350 Students  
K-12

DESSAU ROAD

IMMANUEL ROAD

BRIO APARTMENTS  
336 Units  
2023 Vintage

WELLS BRANCH PARKWAY

IMMANUEL & WELLS BRANCH  
±10.342 AC

THE BOWER  
294 Units  
2025 Vintage

TAYLOR MORRISON  
SFH DEVELOPMENT

**JLL**  
OFFERING  
MEMORANDUM



# EXECUTIVE SUMMARY

JLL Capital Markets Group ("JLL") is pleased to exclusively offer qualified developers the opportunity to purchase the fee simple interest in Immanuel & Wells Branch ("The Property" or "The Site") in Pflugerville, TX, within the Austin MSA. This ±10.342-acre site is located along Wells Branch Parkway (1,000 Feet of frontage) and Immanuel Road (400 Feet of frontage). The Property features favorable GB1 zoning with a comprehensive plan for a multifamily community or a by-right retail development offering diverse development options.

The Site's strategic location provides access to Dessau Road, Pecan Street, Toll Road 130 and Interstate Highway 35, with proximate access to Highway 45 to the north and Loop 1 further to the west of the Interstate, connecting it seamlessly to the entire north side of the Austin MSA and all of Pflugerville.

# PROPERTY DESCRIPTION

<b>ADDRESS</b>	1018 E. Olympic Drive, Pflugerville, TX 78660
<b>INTERSECTION</b>	Immanuel Road & Wells Branch Parkway (NWC)
<b>MUNICIPALITY</b>	Pflugerville, Texas
<b>SITE AREA ACREAGE</b>	±10.342
<b>SITE AREA SF</b>	450,498
<b>PARCEL ID</b>	768166
<b>COUNTY/CITY/STATE</b>	Travis/Pflugerville/TX
<b>CURRENT ZONING</b>	GB1 (with allowance for a MF Development)
<b>CURRENT USE</b>	Raw Land
<b>POTENTIAL USES</b>	Retail, Multi-housing, Townhome/Duplex, Commercial



**45 CORRIDOR**  
 legalzoom™ NVIDIA Q2  
 StateFarm URS

**7700 PARMER**  
 ORACLE EA  
 Google eBay  
 Polycorn PayPal

**183 CORRIDOR**  
 CISCO Allergan  
 accenture  
 FLEXTRONICS VISA  
 Network Services

**NORTH MOPAC**  
 TIME WARNER CABLE bazaarvoice.  
 FORCEPOINT NATIONAL INSTRUMENTS

**IMMANUEL & WELLS BRANCH**

**THE DOMAIN**  
 indeed Expedia  
 Hanger wework

**CENTRAL BUSINESS DISTRICT**  
 WHOLE FOODS MARKET WELLS FARGO SILICON LABS  
 Expedia facebook Dropbox  
 Google CIRRUS LOGIC  
 PARSLEY Bank of America indeed  
 wework RetailMeNot JPMorganChase

# THE PROPERTY FEATURES FAVORABLE GB1 ZONING WITH A COMPREHENSIVE PLAN FOR A MULTIFAMILY COMMUNITY OR A BY-RIGHT RETAIL DEVELOPMENT OFFERING DIVERSE DEVELOPMENT OPTIONS.

◀ **DOWNTOWN AUSTIN**  
20 Minutes



**THE GODDARD SCHOOL OF PFLUGERVILLE**

**WIELAND ELEMENTARY SCHOOL**

**BASIS CHARTER SCHOOL K-12**

**PFLUGERVILLE WEST**  
AVG. HOME PRICE \$376K

**MOUNTAIN CREEK**  
AVG. HOME PRICE \$490K

**JOVIE PFLUGERVILLE (SENIOR)**  
182 Units  
2023 Vintage

**BROOKFIELD ESTATE**  
AVG. HOME PRICE \$330K

**WALGREENS**

**DESSAU ROAD**

**CAMBRIDGE ESTATES**  
AVG. HOME PRICE \$447K

**PFLUGERVILLE ESTATES**  
AVG. HOME PRICE \$360K

**DOLLAR TREE**

**WELLS BRANCH PARKWAY**

**BRIO APARTMENTS**  
336 Units  
2023 Vintage

**THE BOWER**  
294 Units  
2025 Vintage

**IDEA CHARTER SCHOOL**  
1,350 Students  
K-12



**BLUEBONNET PRESERVE**  
330 Units  
2023 Vintage

**IMMANUEL ROAD**

**NORTHEAST METROPOLITAN PARK**

**IMMANUEL & WELLS BRANCH**  
±10.342 AC

**TAYLOR MORRISON SFH DEVELOPMENT**

**JOURNEYMAN GROUP OWNED LAND; FUTURE 7 PHASES OF MULTIFAMILY**

# INVESTMENT HIGHLIGHTS

High-Traffic Exposure: 15,000+ daily vehicles at signalized intersection of two major Pflugerville arterials running north to south (Immanuel) and East to West (Wells Branch)

Strategic Positioning: Hard corner location with maximum visibility and easy access from multiple directions adjacent to neighborhoods and major employers (Dell, Apple, Amazon, Indeed)

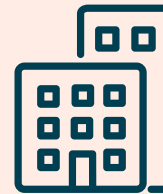
Growing Market: Located in Pflugerville's retail hub serving 85,000+ residents within 3 miles

Strong Demographics: Average HHI of \$75,000+ with young families and poised to benefit from Austin MSA's northward expansion, with increasing residential, commercial, and economic growth making it highly attractive to developers.

Convenient access to surrounding suburbs including Round Rock, Taylor, Hutto, Cedar Park, and Leander, enhancing its appeal for both residential and commercial development.

## DEVELOPMENT POTENTIAL

### Versatile Site



Ideal for multi-tenant retail, drive-through concepts, convenience retail, or mixed-use development

### Limited Competition



Underserved corridor with exceptional visibility in one of Austin's fastest-growing suburban markets

### Population Growth



15%+ growth over the past 5 years driven by excellent Pflugerville ISD schools

### Market Timing



Premier opportunity to capture market share in dynamic Central Texas growth market



**PARMER AUSTIN**



**THE DOMAIN**  
14 Minutes

**WIELAND ELEMENTARY SCHOOL**

**JOVIE PFLUGERVILLE (SENIOR)**  
182 Units  
2023 Vintage

**BROOKFIELD ESTATES**  
AVERAGE HOME PRICE \$335K

**BLUEBONNET PRESERVE**  
330 Units  
2023 Vintage

**WALGREENS**

**DOLLAR TREE**

**IDEA CHARTER SCHOOL**  
1,350 Students  
K-12

**JOURNEYMAN GROUP OWNED LAND; FUTURE 7 PHASES OF MULTIFAMILY**

**BRIO APARTMENTS**  
336 Units  
2023 Vintage

**IMMANUEL ROAD**  
10,367 VPN

**WELLS BRANCH PARKWAY**  
5,963 VPN

**IMMANUEL & WELLS BRANCH**  
±10.342 AC

**TAYLOR MORRISON SFH DEVELOPMENT**

# PFLUGERVILLE OVERVIEW



Located just 18 minutes northeast of Austin, offering a blend of small-town charm and urban amenities



Excellent schools, with the Pflugerville Independent School District consistently receiving high ratings and awards



Numerous parks and trails, including Lake Pflugerville for outdoor activities like fishing, swimming, and kayaking



Relatively affordable cost of living compared to nearby Austin and other suburbs of Austin



Growing job market with major employers in technology and manufacturing sectors, plus easy access to opportunities in the greater Austin area



## DEMOGRAPHICS

### INCOME

VARIABLE	(1 mile)	(3 miles)	(5 miles)
2025 MEDIAN HOUSEHOLD INCOME	\$89,517	\$92,321	\$100,512
2025 AVERAGE HOUSEHOLD INCOME	\$108,994	\$114,317	\$123,372
2025 PER CAPITA INCOME	\$39,151	\$42,726	\$48,477

### KEY FACTS

VARIABLE	(1 mile)	(3 miles)	(5 miles)
2025 TOTAL POPULATION	8,967	89,075	230,690
2030 TOTAL POPULATION	10,316	99,685	248,999
2025-2030 GROWTH RATE: POPULATION	2.8%	2.3%	1.5%
2025 MEDIAN AGE	39.0	34.5	35.0
2025 TOTAL HOUSEHOLDS	3,278	33,374	90,344

### HOUSING STATS

VARIABLE	(1 mile)	(3 miles)	(5 miles)
2025 MEDIAN HOME VALUE	\$357,480	\$372,992	\$437,193
2025 AVG HOME VALUE	\$415,776	\$481,781	\$540,814
2024 OWNER OCCUPIED HUS %	63.0%	52.0%	51.0%
2024 RENTER OCCUPIED HUS %	37.0%	48.0%	49.0%

Source: This infographic contains data provided by Esri (2024, 2029), Esri-U.S. BLS (2024), ACS (2018-2022), Esri-Data Axle (2024).

# LOCATION OVERVIEW

## PFLUGERVILLE, TEXAS: A HUB OF GROWTH AND CONNECTIVITY

Pflugerville, Texas, stands out as a premier investment destination, strategically located at the epicenter of the Austin metropolitan area's explosive growth. The city offers a compelling blend of a thriving local economy, strong demographic tailwinds, and direct connectivity to Austin's world-class employment hubs and lifestyle amenities. For investors, Pflugerville presents a market with deep and sustained demand for multifamily housing, driven by an affluent, educated, and rapidly expanding population. Significant public and private investment, including major infrastructure and downtown revitalization projects, underscores the city's forward momentum and bright economic future.

### DRIVE TIMES

<b>DOWNTOWN PFLUGERVILLE</b>	4 Mins	2.0 Miles
<b>TOLL HIGHWAY 130</b>	4 Mins	2.6 Miles
<b>PARMER AUSTIN</b>	5 Mins	3.1 Miles
<b>INTERSTATE 35</b>	6 Mins	3.5 Miles
<b>SAMSUNG PARMER</b>	7 Mins	4.3 miles
<b>DELL CAMPUS</b>	12 Mins	7.1 Miles
<b>DOWNTOWN ROUND ROCK</b>	12 Mins	8.5 Miles
<b>APPLE CAMPUS</b>	14 Mins	8.7 Miles
<b>THE DOMAIN</b>	14 Mins	8.9 Miles
<b>ROUND ROCK PREMIUM OUTLETS</b>	16 Mins	14.3 Miles
<b>DOWNTOWN AUSTIN</b>	20 Mins	14.8 Miles
<b>TESLA GIGAFACTORY</b>	20 Mins	17.5 Miles
<b>SAMSUNG TAYLOR CAMPUS</b>	22 Mins	19.8 Miles
<b>AUSTIN BERGSTROM INTERNATIONAL (AUS)</b>	22 Mins	21.9 Miles

DOWNTOWN AUSTIN



**IMMANUEL & WELLS BRANCH**  
±10.342 AC



Pflugger Park



Northeast Metropolitan Park



Lake Pflugerville

CAMBRIDGE ESTATES  
AVG. HOME PRICE \$447K

TAYLOR MORRISON  
SFH DEVELOPMENT

IMMANUEL & WELLS BRANCH  
±10.342 AC

PURPLE MARTIN DR

IMMANUEL ROAD

WELLS BRANCH PARKWAY

IDEA CHARTER SCHOOL  
1,350 Students  
K-12

# POTENTIAL SITE RENDERINGS





GEORGETOWN

ROUND ROCK



PECAN DISTRICT  
FUTURE MIXED USE  
DEVELOPMENT

THE PFIELD

PFLUGERVILLE PARKWAY

PECAN STREET

PFLUGERVILLE  
HIGH SCHOOL



BASIS CHARTER SCHOOL  
K-12

THE BOWER  
294 Units  
2025 Vintage

DESSAU ROAD

BRIO APARTMENTS  
336 Units  
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WALGREENS

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BLUEBONNET PRESERVE  
330 Units  
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# THE AUSTIN STORY

## Leading The Nation In Everything

Named the #1 Market for Global Real Estate investment by AFIRE (2022), Austin has transformed from a quiet state capital into one of the fastest-growing metros in the country. Universally regarded for its thriving economy and prosperous employment opportunities, Austin's quality of life truly sets it apart from other cities. People are drawn to the city's cultural vitality, outdoor spaces, and vibrant food and entertainment scene. Known as the "Live Music Capital of the World", Austin boasts hundreds of music venues and is home to SXSW and ACL Music Festival, two of the largest media events in the nation. Austin is celebrated for its enchanting natural beauty and oasis of outdoor activities found in more than 300 parks, 20,000 acres of green space, and 227 miles of trails. Austinites enjoy a reasonable cost of living, no state income tax, and the highest per capita income in the state. With a unique diversity of lifestyles within its boundaries, it is not hard to see why many people love to call Austin home.

**30M**  
ANNUAL  
VISITORS

**24.3%**  
MILLENNIAL  
POPULATION

**1,450+**  
EXPANSIONS &  
RELOCATIONS  
*SINCE 2014*

**30%**  
POPULATION  
GROWTH  
*(2014-2024)*

**48%**  
EMPLOYMENT  
GROWTH  
*(2014-2024)*

**#11**  
**LARGEST  
U.S. CITIES**  
*(MAY 2024)*  
*AUSTIN AMERICAN  
STATESMAN*



# WHY AUSTIN

A Few Reasons...

**#1**

**BEST CITY FOR ENTREPRENEURS**

*(THE ZEBRA 2024)*

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**#1**

**BEST PERFORMING CITIES**

*(MILKEN INSTITUTE)*

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**#1**

**BEST CITY FOR STEM PROFESSIONALS**

*(WALLETHUB)*

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**#1**

**CITY TO START A BUSINESS**

*(USA TODAY)*





THE DOMAIN | 4.5M SF OFFICE, 2.1M SF RETAIL, 4,600+ MF UNITS



EAST AUSTIN | 50+ BARS, RESTAURANTS, VENUES

SIXTH STREET | 100+ BARS, RESTAURANTS, VENUES



RAINEY STREET | 20+ BARS, RESTAURANTS



# WHY AUSTIN

A Few Reasons...

SXSW:

**\$380.9M**

ANNUAL ECONOMIC IMPACT (2023)

Circuit of the Americas:

**\$7B**

ECONOMIC IMPACT SINCE 2013

ACL:

**\$499M**

ANNUAL ECONOMIC IMPACT (2023)





## 20,000+ ACRES OF GREEN SPACE

- ZILKER PARK
- AUDITORIUM SHORES
- BUTLER HIKE & BIKE TRAIL
- WALNUT CREEK PARK
- EMMA LONG PARK
- LADYBIRD LAKE
- LAKE AUSTIN
- LAKE TRAVIS



# CORPORATE DESTINATION



**248**

**COMPANIES  
RELOCATED TO AUSTIN  
(SINCE 2020)**



**372**

**COMPANIES  
EXPANDED IN AUSTIN  
(SINCE 2020)**



TESLA

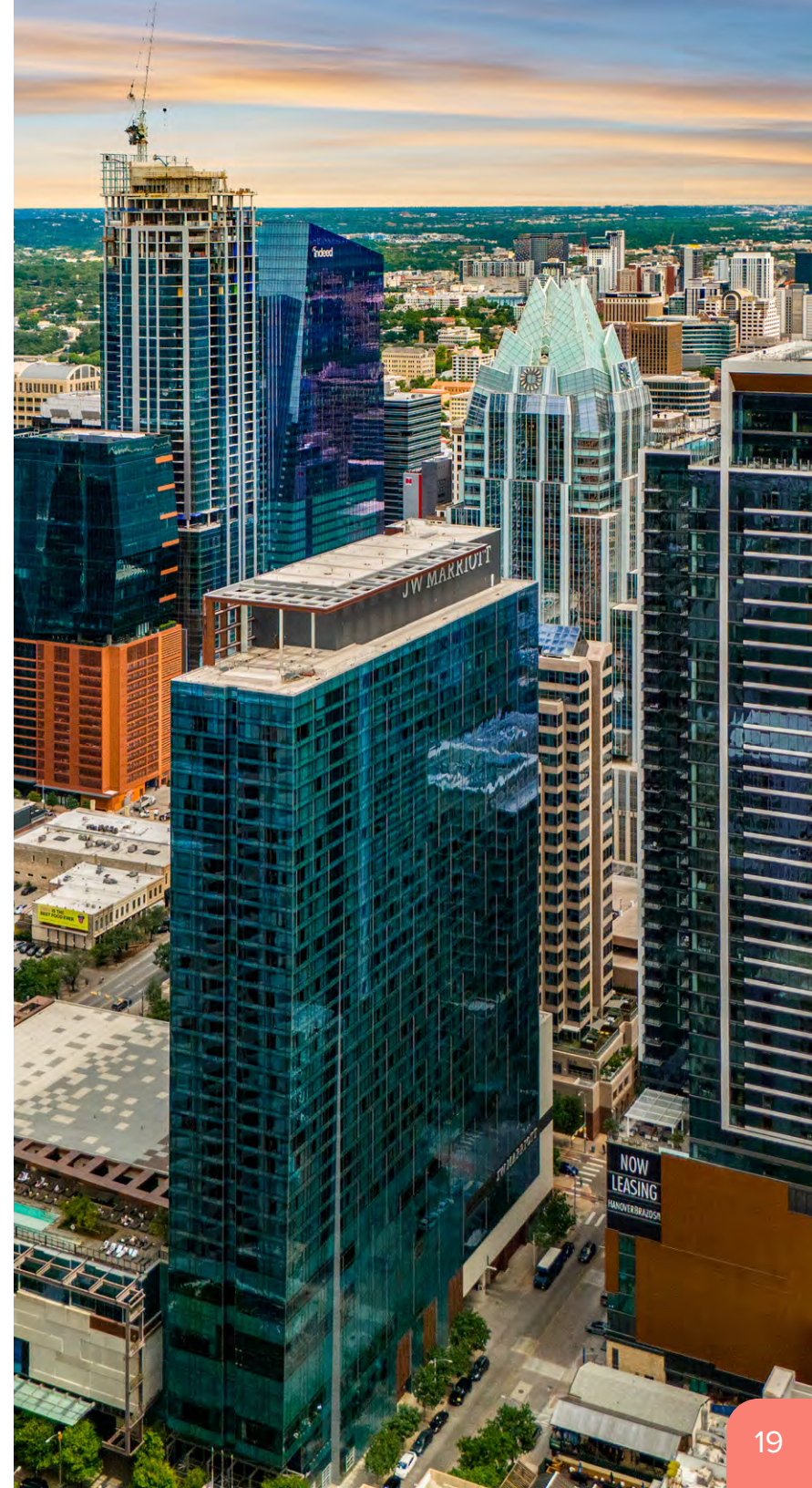
**\$10 BILLION  
INVESTMENT**

**20,000+  
DIRECT JOBS**



**\$45 BILLION  
INVESTMENT**

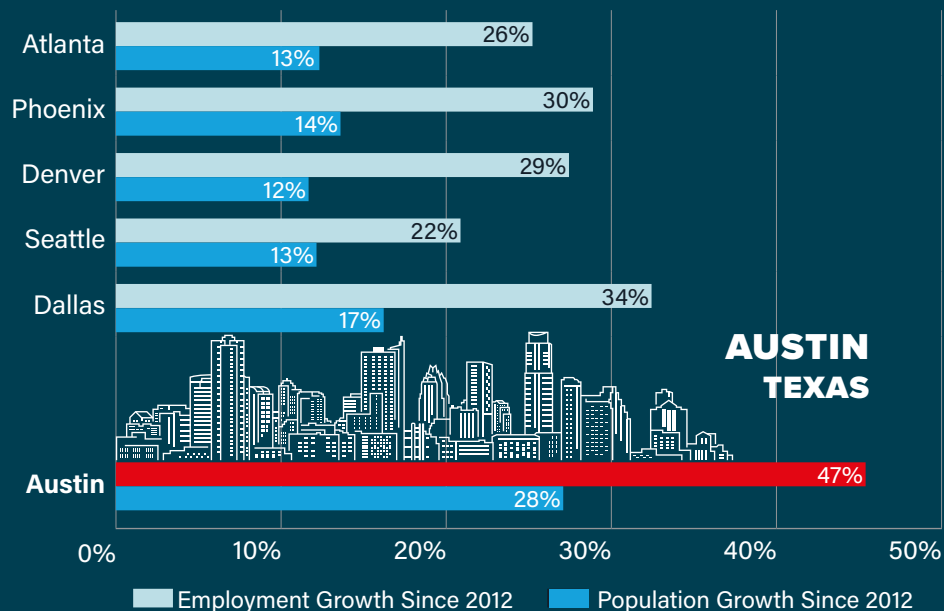
**2,000+  
DIRECT JOBS**





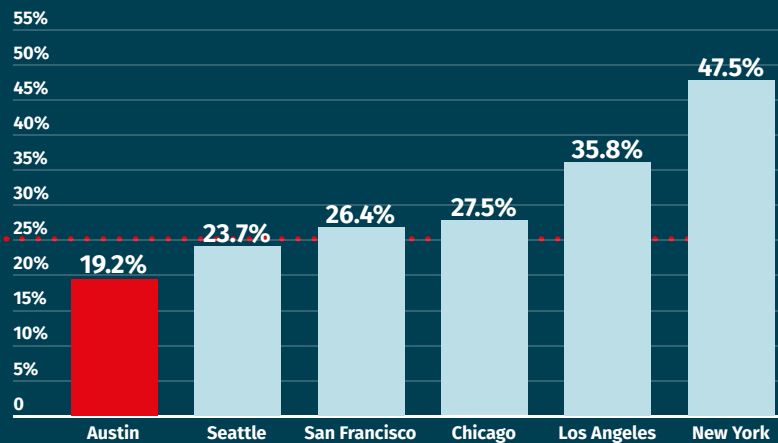
## Prolific Population & Employment Growth

### EMPLOYMENT & POPULATION GROWTH



## Still Affordable, Despite Rumors That Say Otherwise

### RENT-TO-INCOME RATIO %



# DEAL CONTACTS

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### About JLL

For over 200 years, JLL (NYSE: JLL), a leading global commercial real estate and investment management company, has helped clients buy, build, occupy, manage and invest in a variety of commercial, industrial, hotel, residential and retail properties. A Fortune 500 company with annual revenue of \$20.8 billion and operations in over 80 countries around the world, our more than 111,000 employees bring the power of a global platform combined with local expertise. Driven by our purpose to shape the future of real estate for a better world, we help our clients, people and communities SEE A BRIGHTER WAY<sup>SM</sup>. JLL is the brand name, and a registered trademark, of Jones Lang LaSalle Incorporated. For further information, visit [jll.com](http://jll.com).