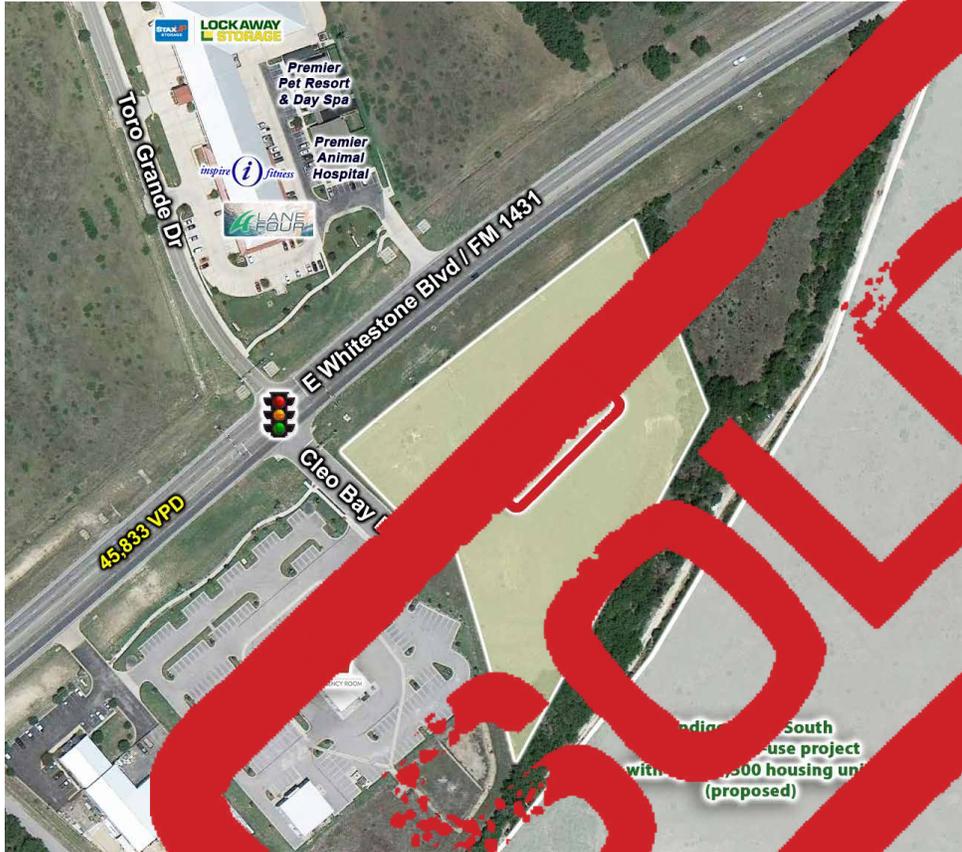


**CALL FOR MORE INFORMATION**



**AVAILABLE SPACE**

SOLD

**PROPERTY HIGHLIGHTS**

- Directly on signalized intersection
- 500+ feet of frontage on FM 1431 (Whitestone Blvd)
- Convenient to the Cedar Park Library Center
- All utilities on site
- FM 1431 is being widened in front of site

**TRAFFIC COUNT**

FM 1431 @ Whitestone Blvd: 33 VPD  
West of Parmer Ln: 37,000 VPD  
(April 2020)

**AREA TRADING GENERATORS**



**PROPERTY SNAPSHOT**



**59,500**  
2020 POPULATION  
3 MILE RADIUS



**26,067**  
DAYTIME POPULATION  
3 MILE RADIUS



**\$114,809**  
2020 AVERAGE INCOME  
3 MILE RADIUS



**45,833 VPD**  
FM 1431 (WHITESTONE BLVD)

The information contained herein was obtained from sources deemed reliable; however, RESOLUT RE makes no guaranties, warranties or representations to the completeness or accuracy thereof. The presentation of this real estate information is subject to errors; omissions; change of price; prior sale or lease; or withdrawal without notice. RESOLUT RE, which provides real estate brokerage services, is a division of Reliance Retail, LLC, a Texas Limited Liability Company.

Alan Rust, CCIM  
[alan@resolutre.com](mailto:alan@resolutre.com)  
512.373.2814  
[www.resolutre.com](http://www.resolutre.com)

# FM 1431 and Cleo Bay Dr Land

SEC OF FM 1431 & CLEO BAY DR  
1/2 MILE EAST OF PARMER LN  
FM 1431 & CLEO BAY DRIVE | CEDAR PARK, TX 78613



Alan Rust, CCIM  
[alan@resolutre.com](mailto:alan@resolutre.com)  
512.373.2814  
[www.resolutre.com](http://www.resolutre.com)



The information contained herein was obtained from sources deemed reliable; however, RESOLUT RE makes no guaranties, warranties or representations to the completeness or accuracy thereof. The presentation of this real estate information is subject to errors; omissions; change of price; prior sale or lease; or withdrawal without notice. RESOLUT RE, which provides real estate brokerage services, is a division of Reliance Retail, LLC, a Texas Limited Liability Company.

# FM 1431 and Cleo Bay Dr Land

SEC OF FM 1431 & CLEO BAY DR  
1/2 MILE EAST OF PARMER LN  
FM 1431 & CLEO BAY DRIVE | CEDAR PARK, TX 78613



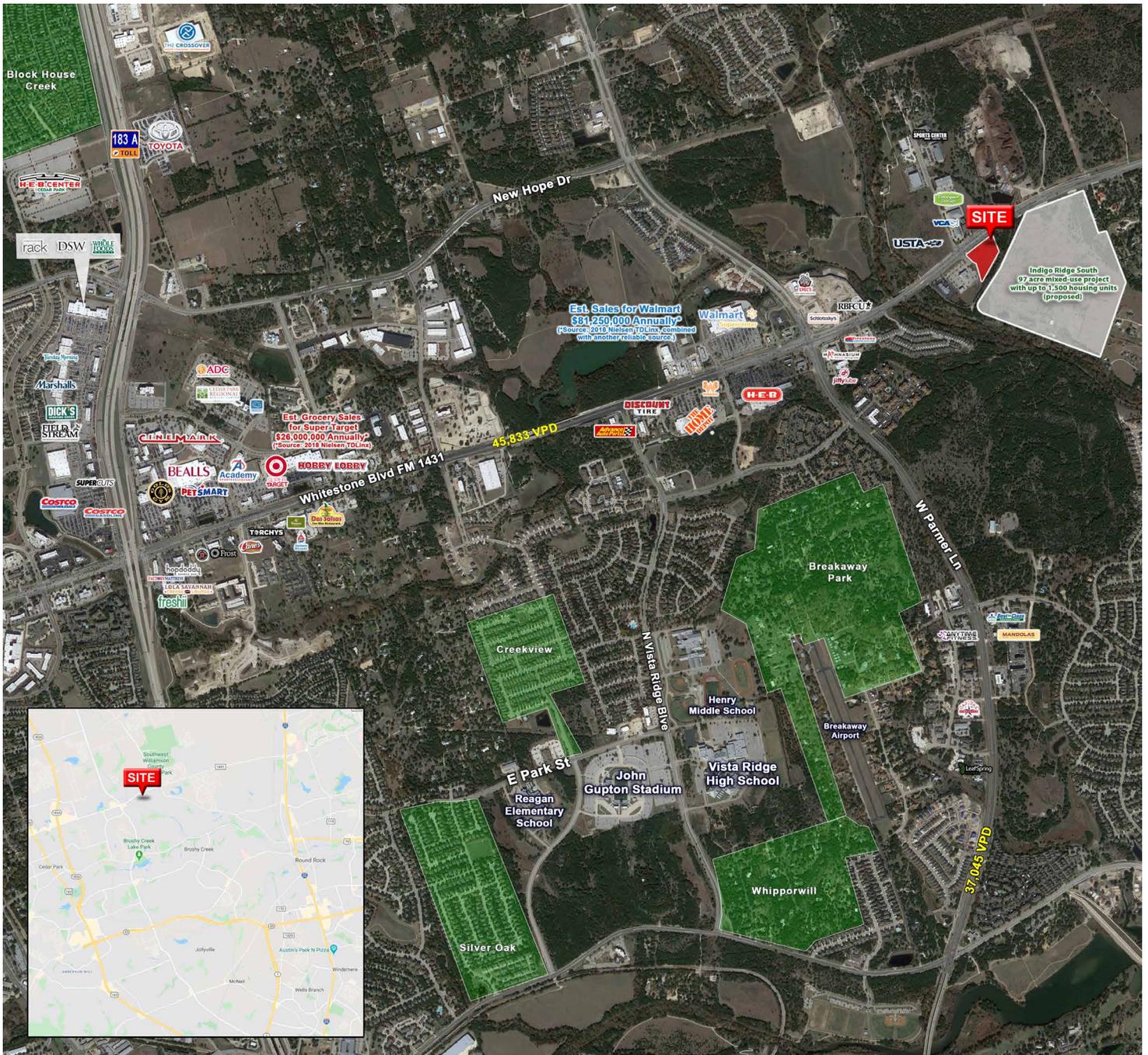
Alan Rust, CCIM  
[alan@resolutre.com](mailto:alan@resolutre.com)  
512.373.2814  
[www.resolutre.com](http://www.resolutre.com)



The information contained herein was obtained from sources deemed reliable; however, RESOLUT RE makes no guarantees, warranties or representations to the completeness or accuracy thereof. The presentation of this real estate information is subject to errors; omissions; change of price; prior sale or lease; or withdrawal without notice. RESOLUT RE, which provides real estate brokerage services, is a division of Reliance Retail, LLC, a Texas Limited Liability Company.

# FM 1431 and Cleo Bay Dr Land

SEC OF FM 1431 & CLEO BAY DR  
 1/2 MILE EAST OF PARMER LN  
 FM 1431 & CLEO BAY DRIVE | CEDAR PARK, TX 78613



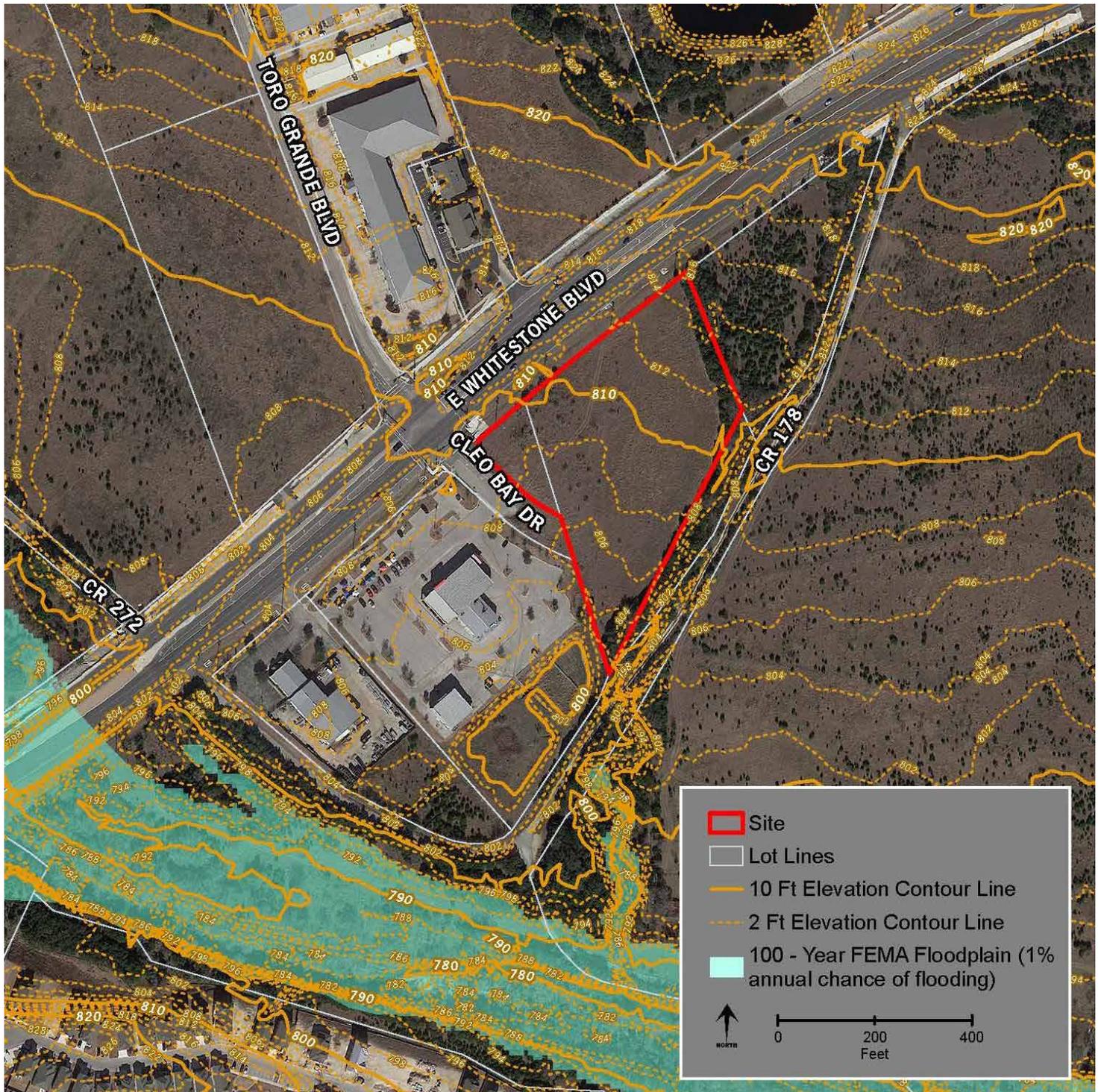
Alan Rust, CCIM  
[alan@resolutre.com](mailto:alan@resolutre.com)  
 512.373.2814  
[www.resolutre.com](http://www.resolutre.com)



The information contained herein was obtained from sources deemed reliable; however, RESOLUT RE makes no guaranties, warranties or representations to the completeness or accuracy thereof. The presentation of this real estate information is subject to errors; omissions; change of price; prior sale or lease; or withdrawal without notice. RESOLUT RE, which provides real estate brokerage services, is a division of Reliance Retail, LLC, a Texas Limited Liability Company.

# FM 1431 and Cleo Bay Dr Land

SEC OF FM 1431 & CLEO BAY DR  
1/2 MILE EAST OF PARMER LN  
FM 1431 & CLEO BAY DRIVE | CEDAR PARK, TX 78613



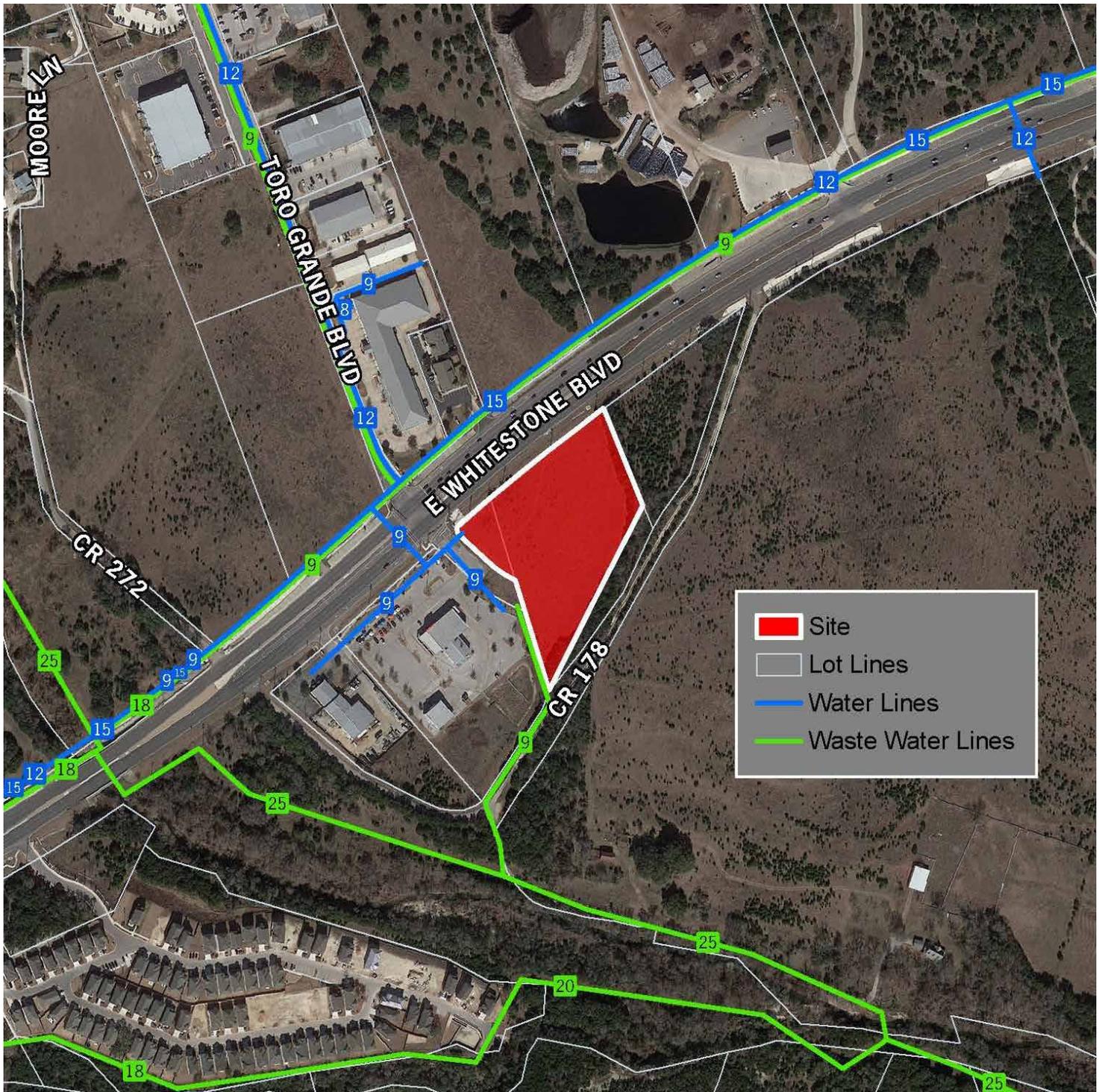
Alan Rust, CCIM  
[alan@resolutre.com](mailto:alan@resolutre.com)  
512.373.2814  
[www.resolutre.com](http://www.resolutre.com)



The information contained herein was obtained from sources deemed reliable; however, RESOLUT RE makes no guaranties, warranties or representations to the completeness or accuracy thereof. The presentation of this real estate information is subject to errors; omissions; change of price; prior sale or lease; or withdrawal without notice. RESOLUT RE, which provides real estate brokerage services, is a division of Reliance Retail, LLC, a Texas Limited Liability Company.

# FM 1431 and Cleo Bay Dr Land

SEC OF FM 1431 & CLEO BAY DR  
1/2 MILE EAST OF PARMER LN  
FM 1431 & CLEO BAY DRIVE | CEDAR PARK, TX 78613

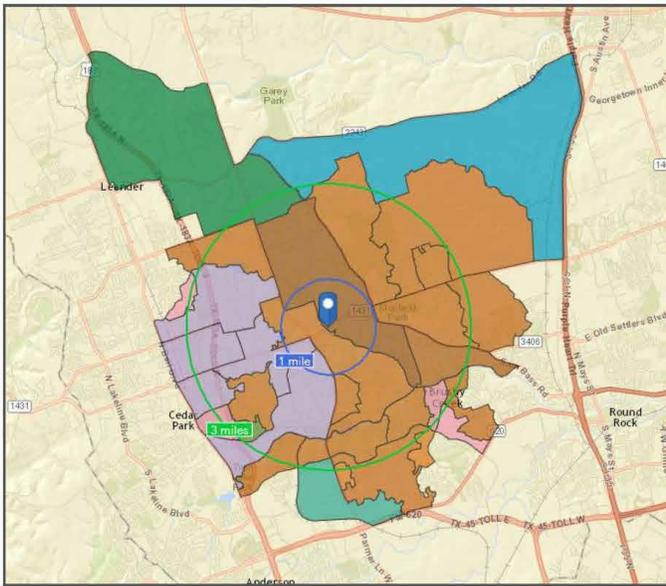


Alan Rust, CCIM  
[alan@resolutre.com](mailto:alan@resolutre.com)  
512.373.2814  
[www.resolutre.com](http://www.resolutre.com)



The information contained herein was obtained from sources deemed reliable; however, RESOLUT RE makes no guaranties, warranties or representations to the completeness or accuracy thereof. The presentation of this real estate information is subject to errors; omissions; change of price; prior sale or lease; or withdrawal without notice. RESOLUT RE, which provides real estate brokerage services, is a division of Reliance Retail, LLC, a Texas Limited Liability Company.

## WHITESTONE PADS TAPESTRY SEGMENTATION



### DOMINANT TAPESTRY SEGMENTATION

#### 1 MILE RADIUS

TAPESTRY SEGMENT	PERCENT (%)	CUMULATIVE PERCENT (%)
Up and Coming Families	59.8%	59.8%
Boomburbs	31.4%	91.2%

#### 3 MILE RADIUS

TAPESTRY SEGMENT	PERCENT (%)	CUMULATIVE PERCENT (%)
Boomburbs	64.7%	64.7%
Up and Coming Families	19.6%	84.3%

**7A Up and Coming Families**

**Household**  
Married Couples  
31.2%

**Housing**  
Single Family  
\$68k

**Prof/Svs**  
College Degree  
White

- Visit theme parks, zoos
- Hold student loans, mortgages
- Contract for home and landscaping services
- Go online to shop, bank, for entertainment
- Own late model compact car, SUV

Households: 2,706,528

**1C Boomburbs**

**Household**  
Married Couples  
33.7%

**Housing**  
Single Family  
\$111k

**Prof/Mgmt**  
College Degree  
White

- Hold gym membership, own home equipment
- Have home mortgage
- Prioritize physical fitness
- Own, use latest devices
- Prefer SUVs, luxury cars, minivans

Households: 1,822,658

## Indigo Ridge South may bring businesses, housing for thousands to Cedar Park

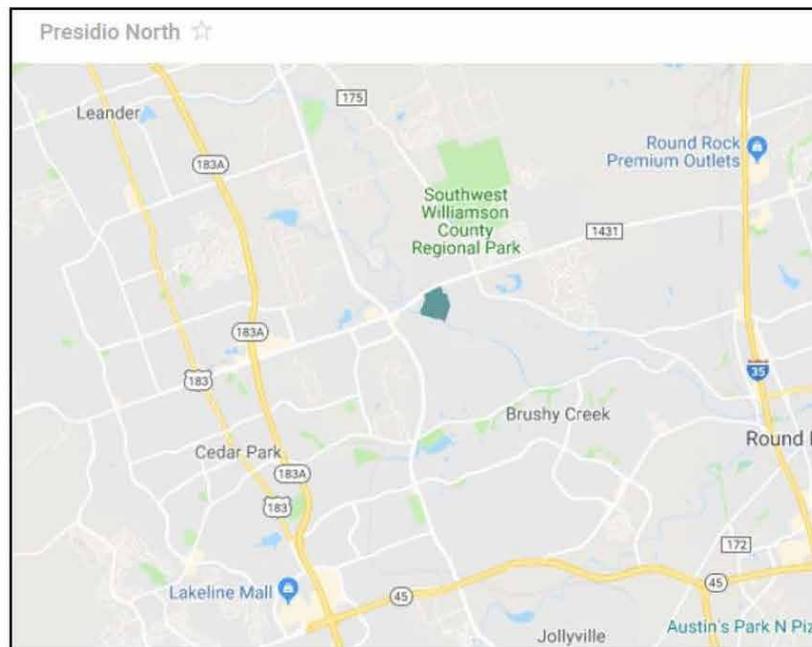
Site north of Austin was once destined to be a Schlitterbahn water park

Sep 20, 2018, 7:54am CDT Updated: Sep 20, 2018, 9:22am CDT

Another mixed-use project could be on the way in Cedar Park — with an influx of up to 1,500 housing units.

The proposed development on about 97 acres in eastern Cedar Park calls for offices, retail, light manufacturing and high-density residential development.

Plans are in motion to rezone the land into a "planned development" called Indigo Ridge South. It is located near the intersection of East Whitestone Boulevard and West Parmer Lane on the eastern fringe of Cedar Park. It's south of an Austin Wood Recycling location and west of single-family homes in Round Rock's periphery.



The land was once destined to become a Schlitterbahn waterpark before that project stalled earlier this decade.

The developer appears to be Austin-based Riverside Resources, according to Cedar Park spokeswoman Jennie Huerta. Company representatives couldn't immediately be reached for comment.

Mark Bombek, a senior planner with the city of Cedar Park, said the site is currently zoned development reserve, which acts as a "holding zone" for properties after annexation, and planned development. The current planned development district on the site was geared toward the proposed waterpark.

Alan Rust, CCIM  
alan@resolutre.com  
512.373.2814  
www.resolutre.com



The information contained herein was obtained from sources deemed reliable; however, RESOLUT RE makes no guaranties, warranties or representations to the completeness or accuracy thereof. The presentation of this real estate information is subject to errors; omissions; change of price; prior sale or lease; or withdrawal without notice. RESOLUT RE, which provides real estate brokerage services, is a division of Reliance Retail, LLC, a Texas Limited Liability Company.

The proposal now before Cedar Park officials would rezone the property into a new planned development, which would allow general business and mixed-use development instead.

Twenty acres of mixed-use development would be allowed on the southwest corner of the property, while the remaining 76 acres would allow general business use including light manufacturing.

[Amanda Swor](#), the Drenner Group PC's director of entitlements and policy who is representing the developer, said the rezoning would bring the property up to current mixed-use and general business standards and "doesn't keep anything from the old [planned development] in place."

The new planned development could allow up to 1,500 apartments on the mixed-use part of the property.

"Anything over that would require a special-use permit," Swor said.

Swor declined to name the developer when Austin Business Journal asked.

Cedar Park's Planning and Zoning Commission on Tuesday recommended the rezoning request for approval, with a few updates related to tree protections and landscape buffers, a wall and height limits on the eastern end of the property.

Cedar Park City Council would need to hold a public hearing on the request and approve it on two readings; those are tentatively scheduled for Sept. 27 and Oct. 4, according to city documents.

It's not the only major mixed-use project planned on the eastern flank of the booming Williamson County suburb.

Indigo Ridge North, a Thompson Morris Real Estate Development project that won zoning approval last month, is planned to include retail, hotel, office and residential components, according to [Community Impact](#). With office buildings up to 10 stories tall and up to 3,000 residential units, Indigo Ridge North [has drawn comparisons to The Domain](#) in North Austin.

As the names would suggest, Indigo Ridge South [lies across](#) East Whitestone Boulevard, also known as FM 1431, to the south of Indigo Ridge North.

If the developer is Riverside Resources, it will add to the company's growing portfolio of projects in the suburbs northwest of Austin. The company is behind [the Presidio mixed-use development in Cedar Park](#), which has [landed Alamo Drafthouse Cinema as a tenant](#). Meanwhile in the urban core it has partnered with others to build [the 300 Colorado skyscraper](#).

**Daniel Salazar**, Staff Writer  
*Austin Business Journal*

Alan Rust, CCIM  
[alan@resolutre.com](mailto:alan@resolutre.com)  
512.373.2814  
[www.resolutre.com](http://www.resolutre.com)



The information contained herein was obtained from sources deemed reliable; however, RESOLUT RE makes no guaranties, warranties or representations to the completeness or accuracy thereof. The presentation of this real estate information is subject to errors; omissions; change of price; prior sale or lease; or withdrawal without notice. RESOLUT RE, which provides real estate brokerage services, is a division of Reliance Retail, LLC, a Texas Limited Liability Company.

