

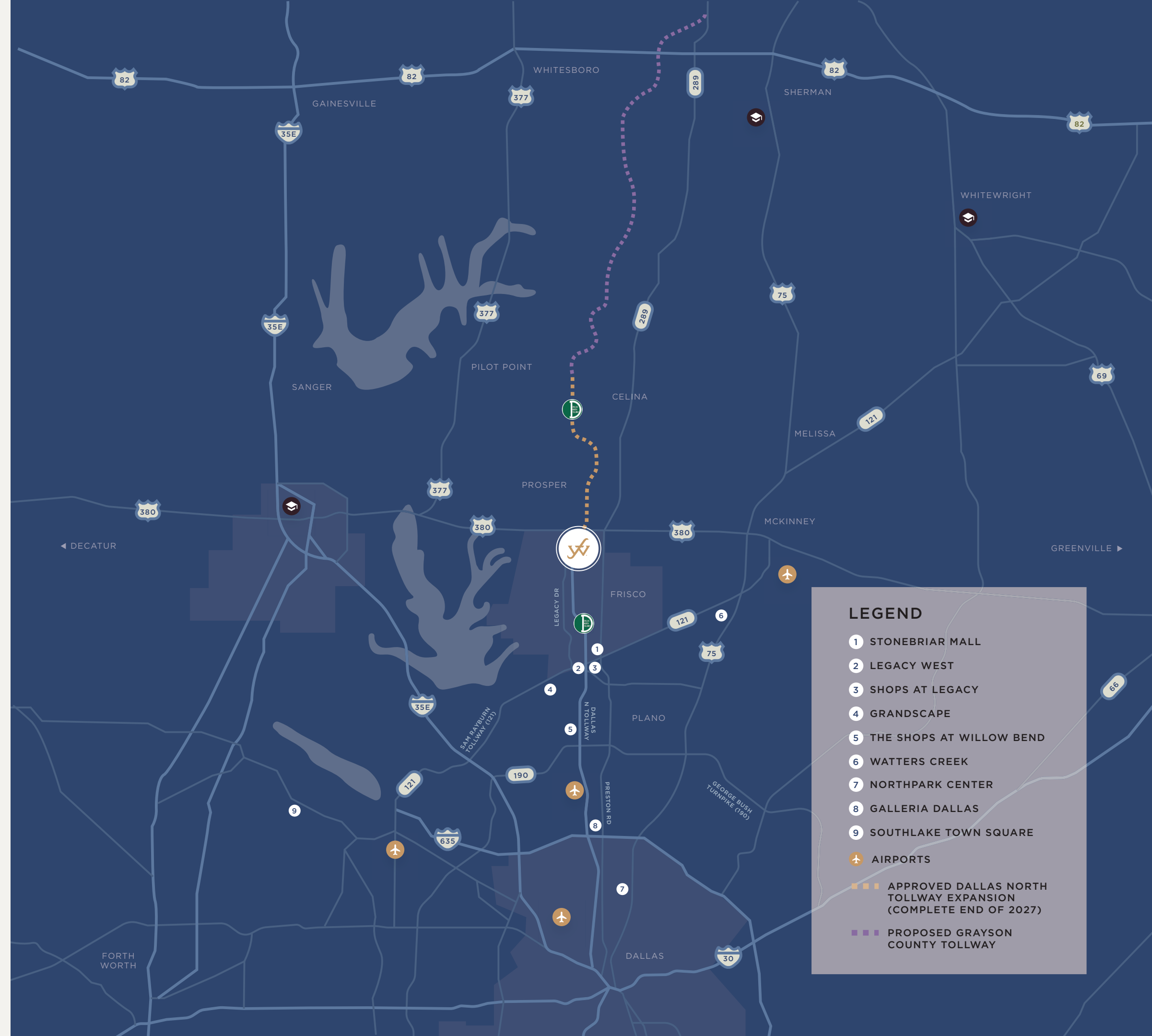


F I E L D S  
W E S T .



## Center Your Business in The Center of It All.

Fields is located in the center of Frisco, TX, one of the fastest-growing cities in the country. Fields' unparalleled natural beauty and topography paired with premium infrastructure make it a one-of-a-kind destination to live and work.







# 2,545 Acre Master Plan



## A City Within A City

- Up to 11 million sq. ft. of corporate office space
- 1,000,000 sq. ft. in retail, restaurant, and entertainment space
- 5,000 entitled single family residences
  - 2,050 residential lots under construction
- 8,500 entitled urban living residences
  - 608 residences under construction
- 1,000 student residences

## Amenities

- Home to the first Universal Studios Kids Resort, opening in 2026
- PGA of America's HQ and two 18 championship golf courses (designed by Gil Hanse and Beau Welling, hosting PGA Championship 2027, 2034)
- 550 room Omni Resort, 127k sq. ft. convention meeting rooms
- 7 planned Marriott-branded hotels, including Ritz-Carlton, Autograph Collection, Westin, Element, AC by Marriott, JW Marriott, and Tribute Collection
- 25 miles of biking and hiking trails
- 250 acres of open space parks

## Access

- Premium access to the Dallas North Tollway, US-380, and major roadways
- 25 min. drive from DFW Airport, 30 min. from Dallas Love Field Airport



# 2,545 Acre Master Plan – Road Access & Timing



## Roads In Development

- 1 **Universal Drive (East of DNT)**  
January 2025 opening
- 2 **Fields West Tollway Interchange**  
Late 2025 opening
- 3 **Frisco Street**  
Complete end of 2024
- 4 **Panther Creek Parkway (East of DNT)**  
December 2025 opening
- 5 **Dallas North Tollway Widening Project**  
Late 2025 opening
- 6 **Dallas North Tollway Service Roads**  
Late 2025 opening





Success is on the Horizon.

350,000 sq. ft.

of retail, restaurant and entertainment space

325,000 sq. ft.

of total office space

1,200

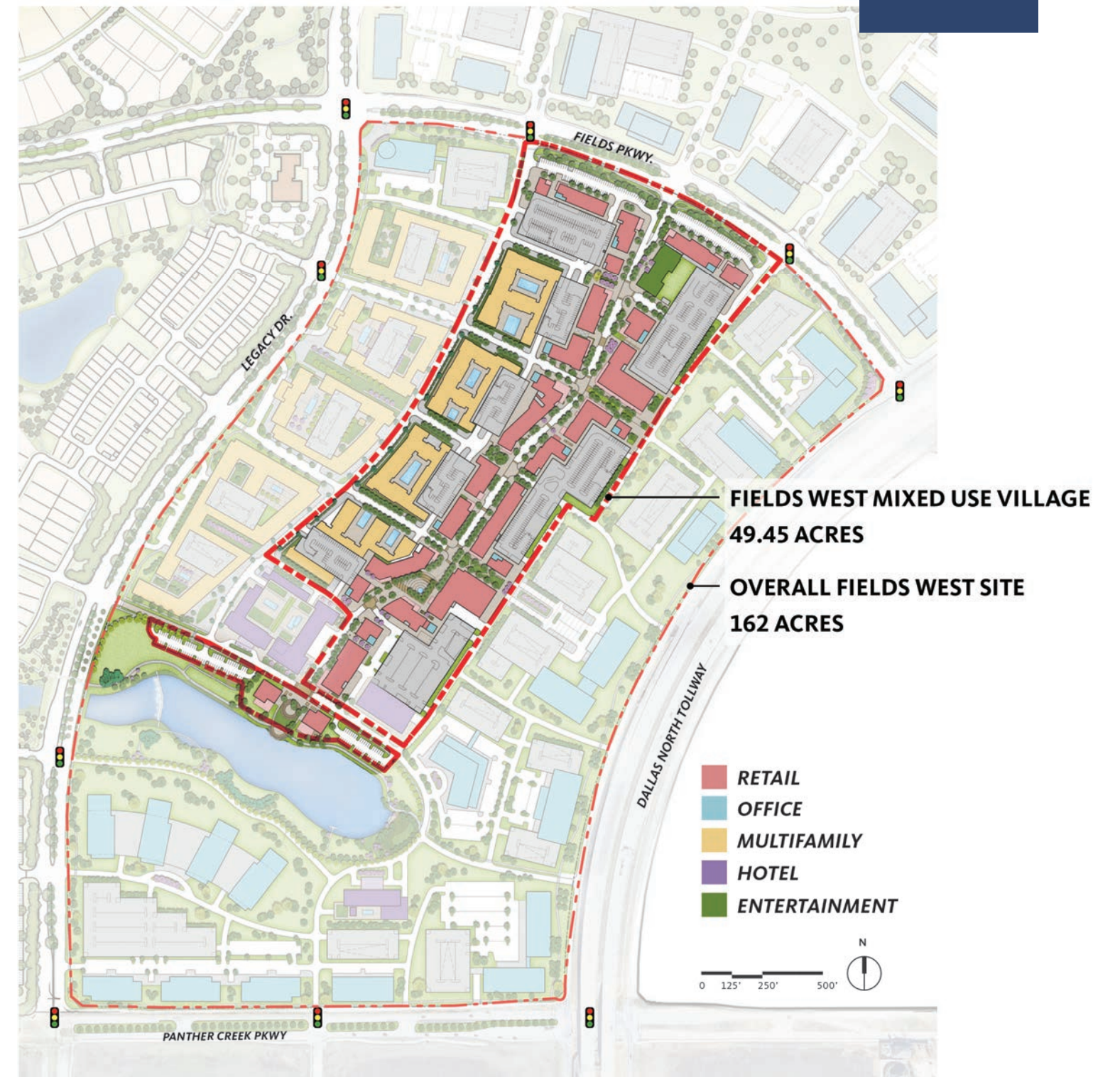
urban living residences

LIFESTYLE

# 55 Acres in The Heart of Fields.

Fields West lies in the center of Fields in Frisco, an upscale city bursting with culture, nightlife, fashion, parks and nature, music festivals, sporting events and much more.







## LOCATION

# Frisco's Unrivaled Facts

**#1 fastest growing city**  
in America

**#1 best place**  
to buy a house (2021)

**5<sup>th</sup> happiest city**  
in America (2022)

Located in **Collin** and **Denton** Counties  
**3<sup>rd</sup> and 4<sup>th</sup> fastest growing counties in US**

**Voted #1**  
safest city in the nation for two years in a row (2023)

**3<sup>rd</sup> wealthiest city**  
in America (2022)

**7<sup>th</sup> best school district**  
in Texas

## DEMOGRAPHIC

# Frisco's Robust Demographics

**79,228 households**  
41.9% are married with children

**\$2,514**  
median monthly mortgage

**\$130,118**  
median household income

**52%**  
of population possesses bachelor's degree and greater

**533%**  
population growth (2000–2022)

**223,979**  
population as of May 2023

**\$546,158**  
median single-family home value



# Demographic Comparison

20 min. drive radius

Center Name	2023 Est. Population	2023 Daytime Population	2028 Est. Population	Households \$100,000+	Households \$150,000+	Median Age of Residents	Median Household Income
FIELDS WEST Frisco, TX	853,830	785,309	942,388	20.70%	16.90%	35.4	\$115,577
AVALON Alpharetta, GA	518,846	655,838	528,527	19.50%	14.40%	38.6	\$120,261
DOMAIN NORTHSIDE Austin, TX	1,048,946	1,277,639	1,094,774	18.60%	11.30%	34	\$87,936
FENTON Cary, NC	876,293	1,025,728	927,614	18.70%	11.50%	35.8	\$92,469
EASTON TOWN CENTER Columbus, OH	895,339	1,072,404	914,840	16.70%	7.60%	35.2	\$65,959
SOUTHLAKE TOWN SQUARE Southlake, TX	861,509	1,032,450	875,060	18.70%	10.30%	36.3	\$89,154
SCOTTSDALE QUARTER Phoenix, AZ	673,754	855,764	681,718	19.10%	9.70%	43.6	\$92,090
LEGACY WEST Plano, TX	1,614,601	1,784,575	1,683,709	18.80%	11.80%	36.3	\$99,201
MARKET STREET The Woodlands, TX	577,745	599,750	608,298	17.60%	10.30%	35.5	\$87,262





DEVELOPERS



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