THE CROSSROADS AT TERRELL
TERRELL, TEXAS
Terrell’s primary trade area consists of 216,019 people with a household income of $78,679 in Kaufman County, southern Rockwall and Hunt Counties, and western Van Zandt County, all of which have little to no retail supporting their large population base.

The Crossroads at Terrell is well positioned to capture the trade area since the majority of traffic will travel east/west via I-20 and US Highway 80 and north/south via FM 148 and SH 34. Once a concentration of retail is developed at the intersection, Terrell is likely to become the primary retail and commercial hub for the region.

The next major retail concentration to the east is the City of Tyler, which is 70 miles east of Terrell along I-20.

When leaving the Metroplex, Terrell is the last “wet” town (selling beer, wine, and alcohol) until Longview, which is 97 miles to the east along I-20.

Based on a license plate study performed at the Tanger Outlet Mall in Terrell, the primary and secondary trade areas consists of 558,000 people. The Outlets are positioned along I-20 and illustrate the accessibility and draw from a wide trade area along I-20 extending from Mesquite on the edge of Dallas to Lindale north of Tyler. The super-regional destination qualities demonstrated by the Tanger Outlet Mall shows the expanded trade area potential that a new large retail concentration would have if developed at the convergence of I-20 and US 80 in Terrell.
THE CROSSROADS AT TERRELL

The larger 255-acre regional development tract at the I-20 and US 80 intersection is called The Crossroads at Terrell. Positioned on the west side of FM 148, the property will be developed in phases with the first phase potentially opening in late 2015. The development is envisioned to be a million square foot plus power center retail regional destination along with mixed uses including office, hotel, service uses and apartments.
Oakridge Investments and Baylor Health Care own the 89-acre development tract on the east side of FM 148 directly opposite of the 255 acre development tract. Baylor owns 52 acres and Oakridge Investments owns 36 acres, collectively called Terrell Market Center at which a 70,000 SF Buc-ee’s Travel Plaza is planned to be the major Anchor.
TOWN EAST MALL
Owner: General Growth Properties, Inc.
1,250,000 sf       s/sf $390
Dillard's; Sears; JC Penney; Macy's

Tanger Outlets
47,500 VPD

Drive Distance Drive Time
Rockwall Retail 18 Miles 30 Min.
Town East Retail 21 Miles 28 Min.
Tyler Mall 74 Miles 1.5 Hrs.
The nearby Terrell Tanger Outlets positioned along I-20, illustrates the accessibility and draws from a wide primary trade area along I-20 extending from Mesquite on the edge of Dallas to Lindale in Smith County north of Tyler. The super-regional destination qualities demonstrated by the Tanger outlet mall shows the expanded trade area potential that a new large retail concentration would have if developed at the convergence of I-20 and US 80 in Terrell. This expanded trade area is 558,000 people.
Baylor Health Care System is North Texas’s largest network of hospitals and is one of the largest private-sector employers in the Dallas/Fort Worth Metroplex with over 16,000 employees.

Baylor strategically plans the site to be its eastern DFW regional medical concentration, making Baylor the dominant health care provider for the Kaufman County and the East Texas region west of Tyler.

Baylor plans to start construction the first facility in 2015, and ultimately the site will be anchored with surrounding medical offices and ancillary hospital facilities. Baylor concentration will further establish the intersection as the regional destination for the eastern side of the DFW Metroplex.
THE CANTON TRADE DAYS

The small town of Canton is located 25 miles east of Terrell on I-20. Canton hosts the world famous First Monday Trade Days each month bringing hundreds thousands of people past the Terrell site during this event.

The 450-acre Canton Trade Days is the largest open air market in the USA with over 7,000 vendors and brings in 3 million visitors annually (200,000 to 300,000 people during the 4-day event each month). Through the First Monday Trade Days event, $186 million in annual retail sales are generated in Canton which is a small town whose population is only 4,000.

Many DFW shoppers pass by the I-20/US 80 junction in Terrell on the way to Canton for this event. A Terrell retail destination on I-20 is well positioned to capture this shopper traffic.
Buc-EE's Travel Plaza is the destination travel stop between the major cities of Texas. The 1st Flagship Buc-ee’s opened in Luling, Texas between Houston & San Antonio in 2000 and established a dominant destination brand and travel plaza experience. Buc-ee’s has subsequently opened or planned Texas flagship locations at New Braunfels, Madisonville, Bastrop, Texas City, Temple and Waller. No commercial 18-wheelers are allowed and the locations have become de facto shopping/entertainment stop for families traveling on interstates between the major cities of Texas. Buc-ee’s is planning to build a 60,000 SF, 19.5 acre Travel Center with 84 gas pumps in Terrell, which is scheduled to open in Fall 2014.
TERRELL IS THE “WEATHERFORD” OF THE EASTERN SIDE OF THE DFW METROPLEX

Terrell’s gateway location and extended trade area mirrors the dynamics of Weatherford which has been established as the I-20 retail gateway for the western side of the DFW Metroplex. Each has significant spacing to the next major retail concentration (approximately 100 mile spacing) while they are both spaced far enough away from the existing DFW Metroplex retail concentrations (approximately 20 miles spacing). From 2004 to 2009, Weatherford’s retail base grew from a Wal-Mart SuperCenter and Home Depot to a concentration of several million square feet including Target, JC Penny, Kohl’s, Belk, Lowe’s, Best Buy and Ross. Terrell has the same potential. Terrell’s trade area is 216,000 people with a $78,679 average household income versus Weatherford’s extended trade area of 186,096 people with a $75,195 average household income.