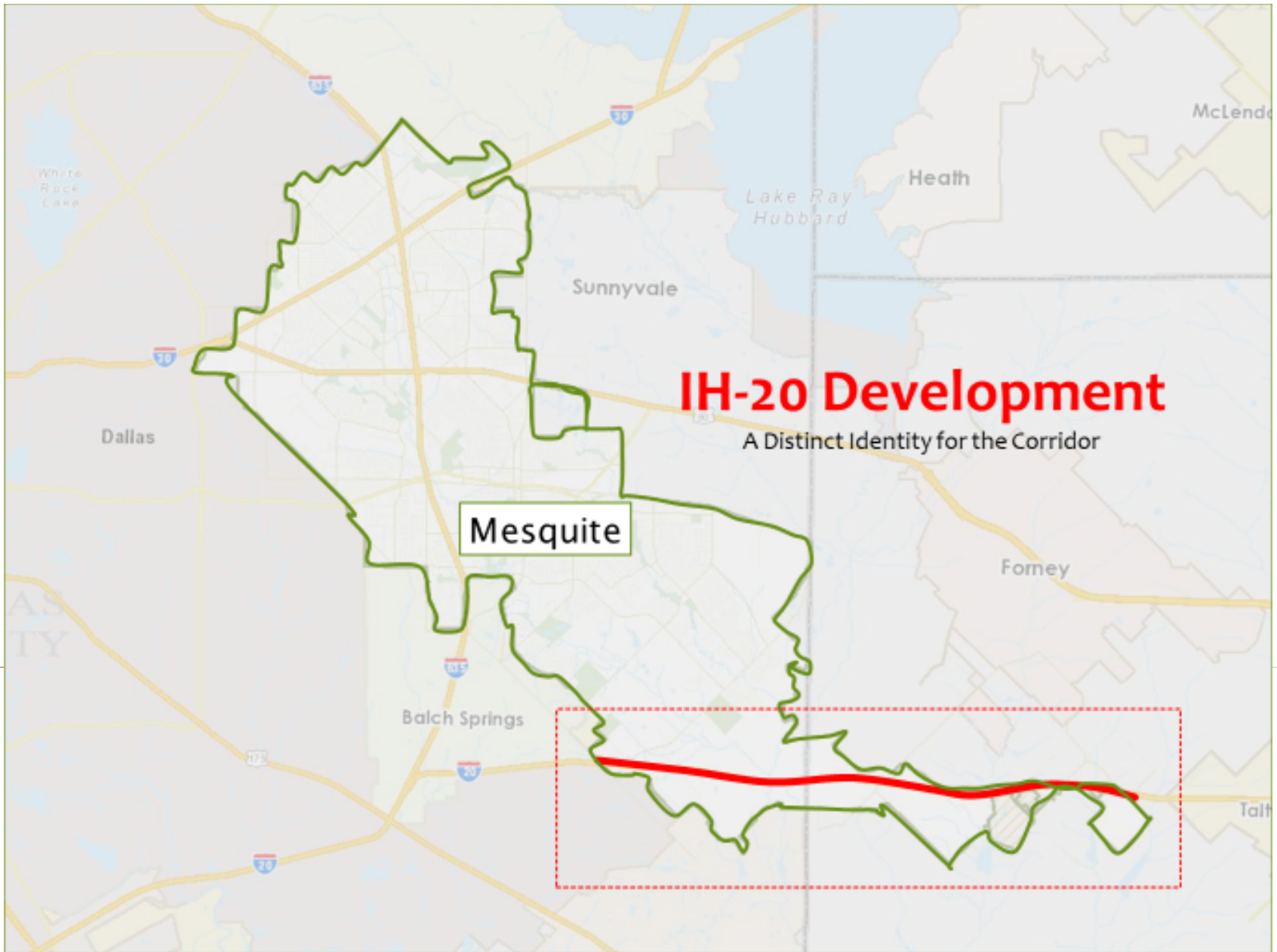


# IH-20 DEVELOPMENT UPDATE

NEIGHBORHOOD MEETING  
SEPTEMBER 18, 2018

Ted Chinn, Managing  
Director of Financial Services  
Kim Buttram, Assistant  
Director of Economic  
Development





# WORKSHOP PARTICIPANTS



- Ron Abraham**  
Planning and Zoning Commission member
- Donna Adams**  
Board of Adjustment member
- Debbie Anderson**  
Resident
- Mack Beam**  
I-20 corridor property owner
- Vivian Beltran**  
Resident
- Keith Biggs**  
Park and Recreation Board member
- Melinda Blair**  
Resident
- Mark Connell**  
I-20 corridor property owner
- Sarah Ehlers**  
Resident

- Jennifer Hammett**  
KMB Board member
- Robert Jolly**  
Crandall ISD Superintendent
- Pat Kelly**  
Resident
- Patrick Patterson**  
Housing Board member
- Todd Price**  
Resident
- Shirley Rapp**  
Resident
- Bennye Rice**  
MQOLC Board member
- Fernando Rojas**  
Board of Adjustment member
- Robert Seward**  
Mesquite ISD Board member

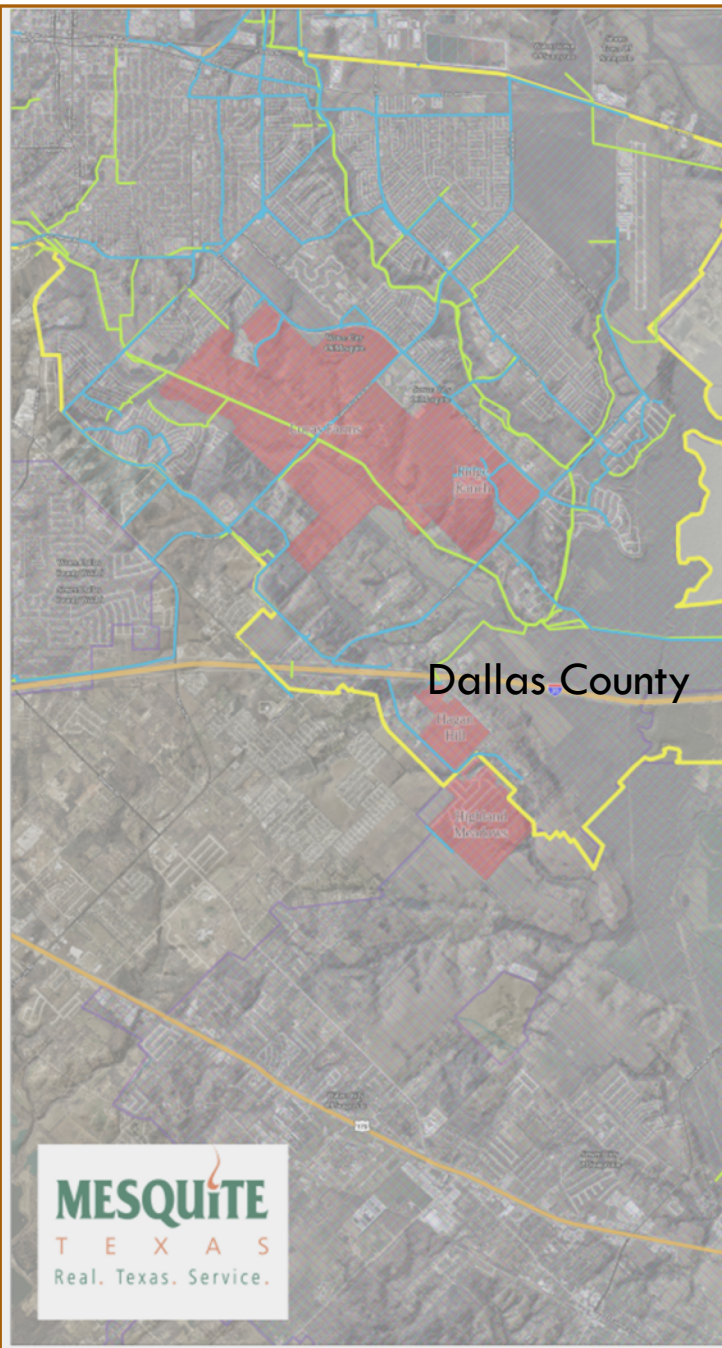
- Danny Shaw**  
I-20 corridor property owner
- Charley Spradley**  
I-20 corridor property owner
- Walter Spradley**  
I-20 corridor property owner
- Ron Ward**  
Resident
- Stuart West**  
I-20 corridor property owner
- Andrew West**  
I-20 corridor property owner
- Mike White**  
CFO Crandall ISD
- Roy Wilshire**  
Engineering consultant for I-20 corridor property owner
- Bruce Wood**  
Kaufman County Judge



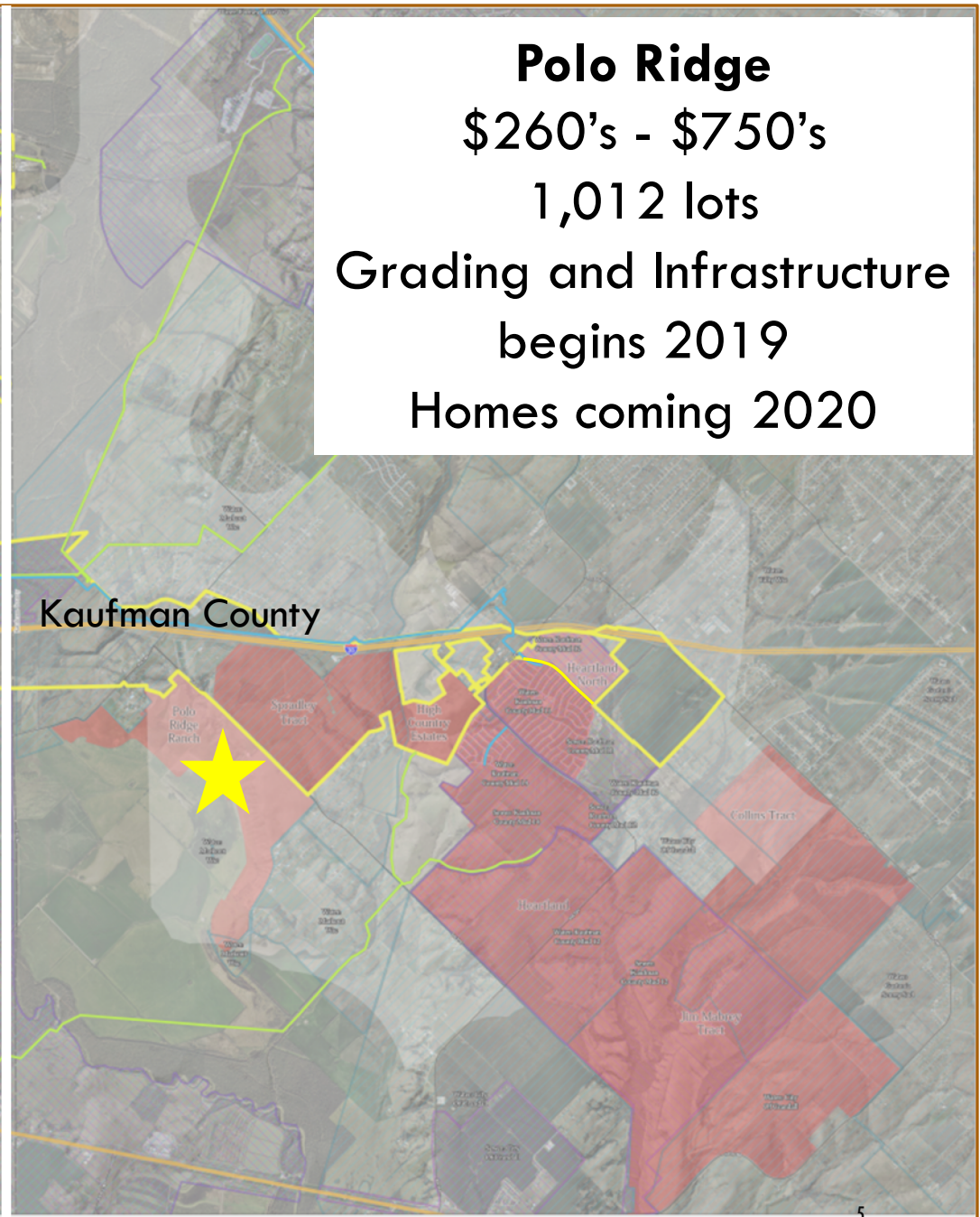
**April 2017  
Visioning  
Process**



TRINITY  
POINTE  
  
MESQUITE



Dallas County

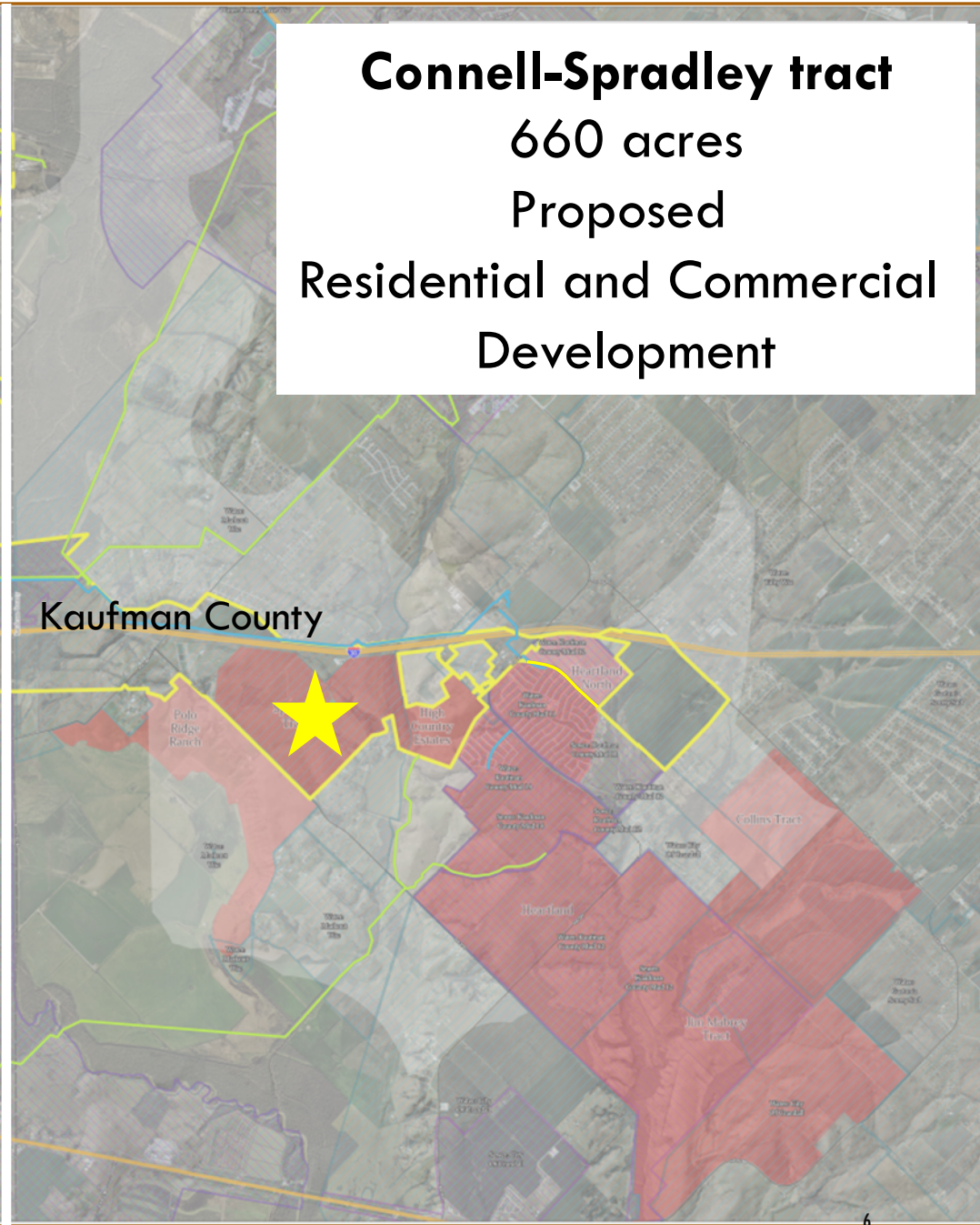
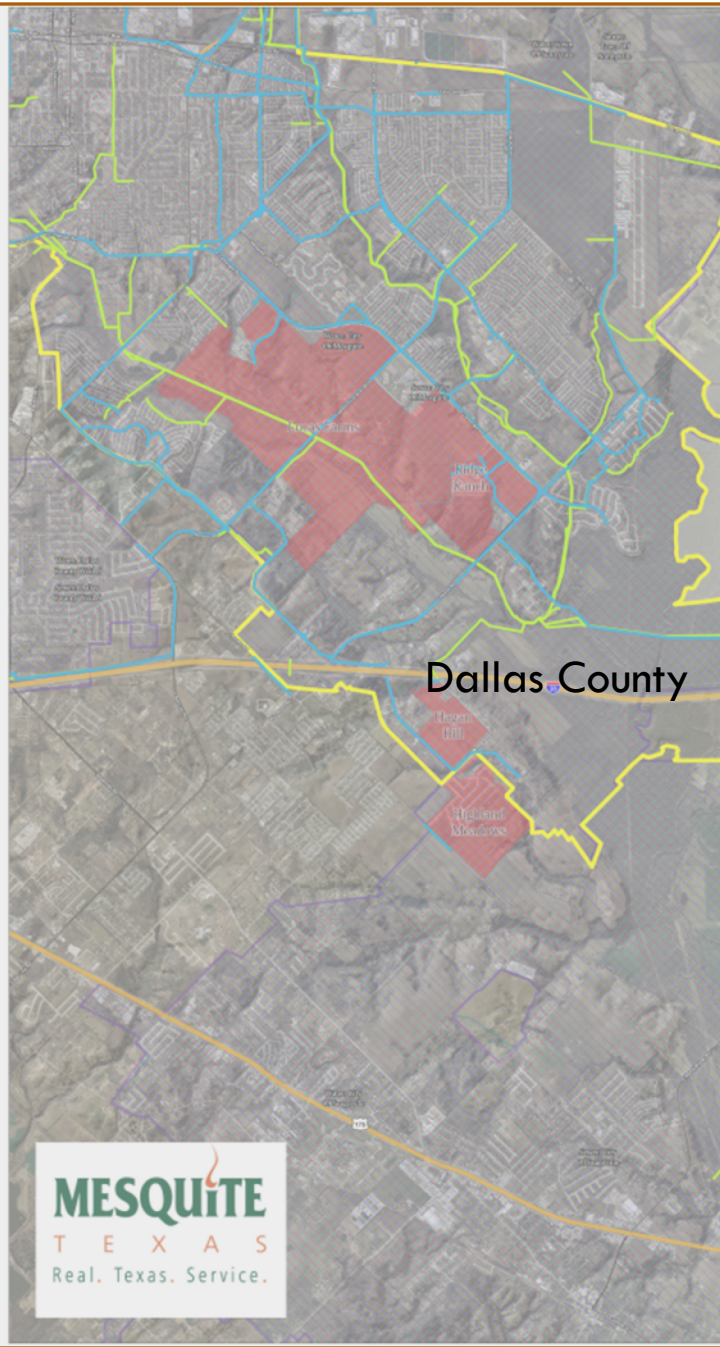


Kaufman County

**Polo Ridge**  
**\$260's - \$750's**  
**1,012 lots**  
**Grading and Infrastructure**  
**begins 2019**  
**Homes coming 2020**



**Connell-Spradley tract**  
660 acres  
Proposed  
Residential and Commercial  
Development



**Skymark Development**  
known as  
**High Country Estates**  
550 lots  
Coming 2020 - 2021

Dallas County

Kaufman County



# Heartland Town Center Trailwind

Average pricing  
\$215,000 and \$255,000

450 lots

Phase 1 - 2020

Dallas County

Kaufman County

**MESQUITE**  
TEXAS  
Real. Texas. Service.





PHOTO: ROCKWALL



PHOTO: ROCKWALL

GOLF IN ROCKWALL



HISTORIC HOUSE IN ROCKWALL



MESQUITE PRO RODEO

East DFW cities in 2022 = 98,045 households

EAST DALLAS AREA

# ROCKWALL | MESQUITE

Not to be confused with the East Dallas neighborhood of Dallas, the East Dallas region of DFW is about 14 miles east of Dallas and includes more than half a dozen communities. In the heart of the region lies **Lake Ray Hubbard**, one of the larger lakes in Texas. Seen together, the area is a mix of city conveniences and room to breathe.

**Rockwall** sprawls along the east side of the lake, and people who live here appreciate the swimming, boating, water skiing, and more that come with living close to the water. The fast-growing community claims a hometown feel with all of the amenities of a major city, and it draws people from all over to its summer evening concerts by the lake.

The city of **Mesquite** embraces its Texas flavor, but it's not just home to the Pro Rodeo—it's also the kind of place where kids can walk to school and families can focus on family, according to the mayor.



EAST DALLAS AREA COMMUNITIES

- Belch Springs
- Fate
- Forney
- Heath
- Heath
- Mesquite
- Rockwall
- Seagoville
- Sunnyvale

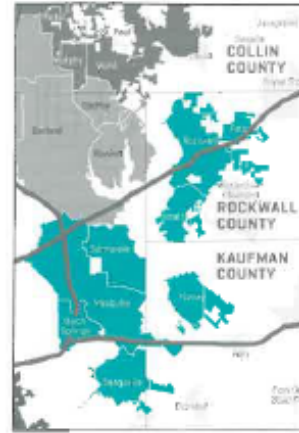
EAST DALLAS REGION BY THE NUMBERS

	2017	2022
Population	278,762	287,258
Households	98,854	98,045
Average Household Size	2.87	2.93
Median Age	33.7	36.9
Median Household Income	\$98,932	\$95,425
Average Household Income	\$72,492	\$69,120
Per Capita Income	\$26,093	\$25,000

RACE (AND HISPANIC)	2017	PERCENT	2022	PERCENT
White Alone	178,170	62.50%	181,803	61.55%
Black Alone	48,790	17.00%	55,126	17.30%
American Indian/Alone	2,262	0.80%	2,540	0.90%
Asian Alone	10,389	3.70%	13,007	4.20%
Pacific Islander Alone	889	0.30%	292	0.10%
Some Other Race Alone	33,053	11.80%	38,166	12.9%
Two or More Races	9,217	3.30%	11,808	3.90%
Hispanic (of any race)	87,271	31.30%	101,658	35.30%

2022 HOUSEHOLD EXPENDITURES (Average Annual Expenditure, 2017-21)	2017
TOTAL EXPENDITURES	\$70,001
Food	\$8,595
Housing	\$11,533
Apparel and Services	\$2,240
Transportation	\$6,320
Travel	\$2,003
Health care	\$5,158
Entertainment and Recreation	\$3,124
Personal Care Products/Services	\$889
Education	\$1,432

EDUCATIONAL ATTAINMENT (Population 25+)	2017
TOTAL	376,724
Less Than 9th Grade	7.2%
9th-12th Grade, No Diploma	0.5%
High School Graduate	22.5%
GED/Alternative Credential	4.3%
Some College, No Degree	24.1%
Associate Degree	7.0%
Bachelor's Degree	15.5%
Graduate/Professional Degree	7.9%



LIVING IN THE DALLAS REGION

# HOUSING

FIND A HOME FOR YOUR FAMILY

HOME SALES COMPARISONS | HOUSING COSTS  
WHAT YOUR MONEY BUYS | SUBDIVISIONS  
UTILITY RATES | INSURANCE | RATES  
HOMEBUILDERS | APARTMENT RENT RATES  
SENIOR LIVING | LIVE-WORK-PLAY

**Dallas #8 in the nation at \$317,177 average home sale**



PHOTO COURTESY EBERHARDT



PHOTO: GUY LAWRENCE/GETTY IMAGES

My Dallas Story

"EVERYTHING WE NEED IS WITHIN 15 MINUTES DRIVING."

MONICA DENAVARRO

### MONICA DENAVARRO

**CITY:** Frisco  
**NEIGHBORHOOD:** The Arbors at Willow Bay  
**COMPANY/TITLE:** Hilti, Senior Manager

**When did you move here?** May 2015, from Tulsa, Oklahoma

**Where else have you lived?** Leon, Mexico (born and raised), LA, San Diego, Aliso Viejo, CA, Tulsa

### What made you decide to choose Dallas?

There are many reasons why my husband and I jumped at the opportunity to move to the Dallas area when our company headquarters relocated to Plano. Affordable housing, safe neighborhoods, great schools and universities, a diverse population, and a variety of entertainment options are among some of the reasons. We also love the great restaurants, from local

farm-to-table concepts to international ethnic cuisine. We enjoy the local breweries, parks, manageable traffic, plus two major airports that provide easy connections to the rest of the world.

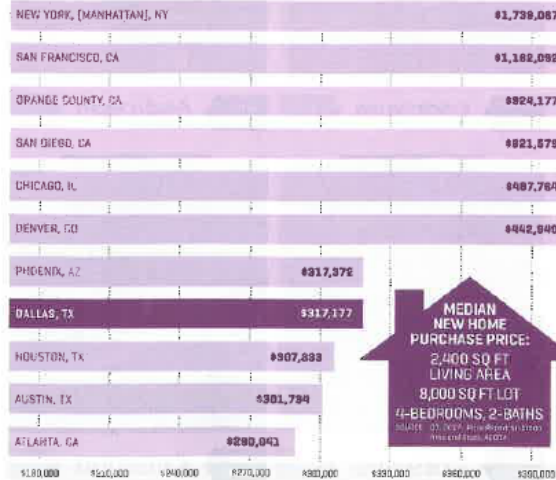
### How did you choose which part of town to live in?

Proximity to work, a great school district, new homes, and neighborhood safety were our main criteria.

### Tell us about your city/neighborhood. What do you like best? What makes it different?

Everything we need is within 15 minutes driving. I'm close to my favorite grocery stores, and there are a lot of restaurants and things to do close by McKinney, Plano and Allen are really close. We are not far from the main airports, Downtown Dallas museums and Dallas restaurants.

## HOME SALES COMPARISONS



**HOUSING**

With certified and trained relocation agents all across Dallas / Fort Worth we are ready to assist you in finding your dream home.

**BETTERDFW.COM**  
(800) 836-4374

**Better Homes and Gardens REAL ESTATE**

**WINANS**



## HEARTLAND HAS IT ALL JUST EAST OF DOWNTOWN DALLAS — AMAZING AMENITIES, LIFESTYLE PROGRAMS, AND HOMES FROM THE \$190S TO \$300S

Just twenty-five miles east of downtown Dallas, Heartland is a 2,000-acre Master Planned Community built to serve the needs of an active family and a variety of lifestyles with affordable home prices. With over 400 acres of parks and picnic areas including a stocked lake, sports fields, pools and schools connected by a trail and bridge system—families can spend more time together and less time in the car. Perfectly located off of Highway 20—Heartland features a direct commute into downtown Dallas and convenient access to all major Dallas-Fort Worth thoroughfares and attractions.

Heartland has the amenities for all ages. New hometown-inspired amenities are making their way to Heartland this year, but the existing resident amenities are plenty and awe-inspiring. Baseball and soccer fields, Junior-Olympic-sized lap and swimming pool, Pirate's Cove playground, fishing pier, basketball courts, hiking and biking trails, and beautiful lakes and fountains are just some of the impressive amenities that can be found in Heartland.

Heartland has the home of your dreams. Award-winning homebuilders like Bloomfield Homes, History Maker Homes, Lennar and the newest additions to Heartland, Highland Homes and Impression Homes, give new residents an impressive menu of refreshing and affordable new home designs starting from the \$190s to low \$300s.

Heartland has the lifestyle you want. A



resident's quality of life is of the utmost importance at Heartland, and is certainly evident by the abundance of fun activities for family and friends. Heartland's on-site HOA plans and hosts resident events for adults and children of all ages. Residents can enjoy community-hosted events held at Heartland Hall or request the event venue for personal use. Heartland kids can meet lifelong neighborhood friends while they attend the on-site

Barbara Walker Elementary, or Hollis T. Dietz Elementary schools and for the youngest kids, plenty of daytime activities at the amenity center.

There is always something going on at Heartland. Bring your family and friends out for a visit; take a stroll along the stocked pond or pull up a chair on the fishing pier and see firsthand the many reasons you should make Heartland your hometown.



# Heartland **A11** Has It

Homes From the  
\$190s to \$300s



## Heartland

MY HOMETOWN

Get it all at Heartland with a variety of home designs from award-winning builders, one-of-a-kind amenities that keep growing, on-site schools, and best of all, lasting value in a friendly, convenient community.

Just 25 miles from downtown Dallas, Heartland is a 2,000-acre master planned community designed for active families. With over 400 acres of parks, picnic areas, sports fields, and pools, Heartland truly has something for every age.

The heart of the community rests along the 35-acre stocked lake with a picturesque fishing pier, complete with a winding trail system and pedestrian bridges that connect homes to all the exciting amenities.



[HeartlandTexas.com](http://HeartlandTexas.com)



BLOOMFIELD HOMES  
HIGHLAND HOMES  
HISTORYMAKER HOMES  
IMPRESSION HOMES  
LENNAR



# SUMMARY

**3,000 + LOTS**  
**10,000 NEW RESIDENTS**