

THE SHOPS

AT 98TH

Shop
Dine
Enjoy



Where Lubbock is Growing



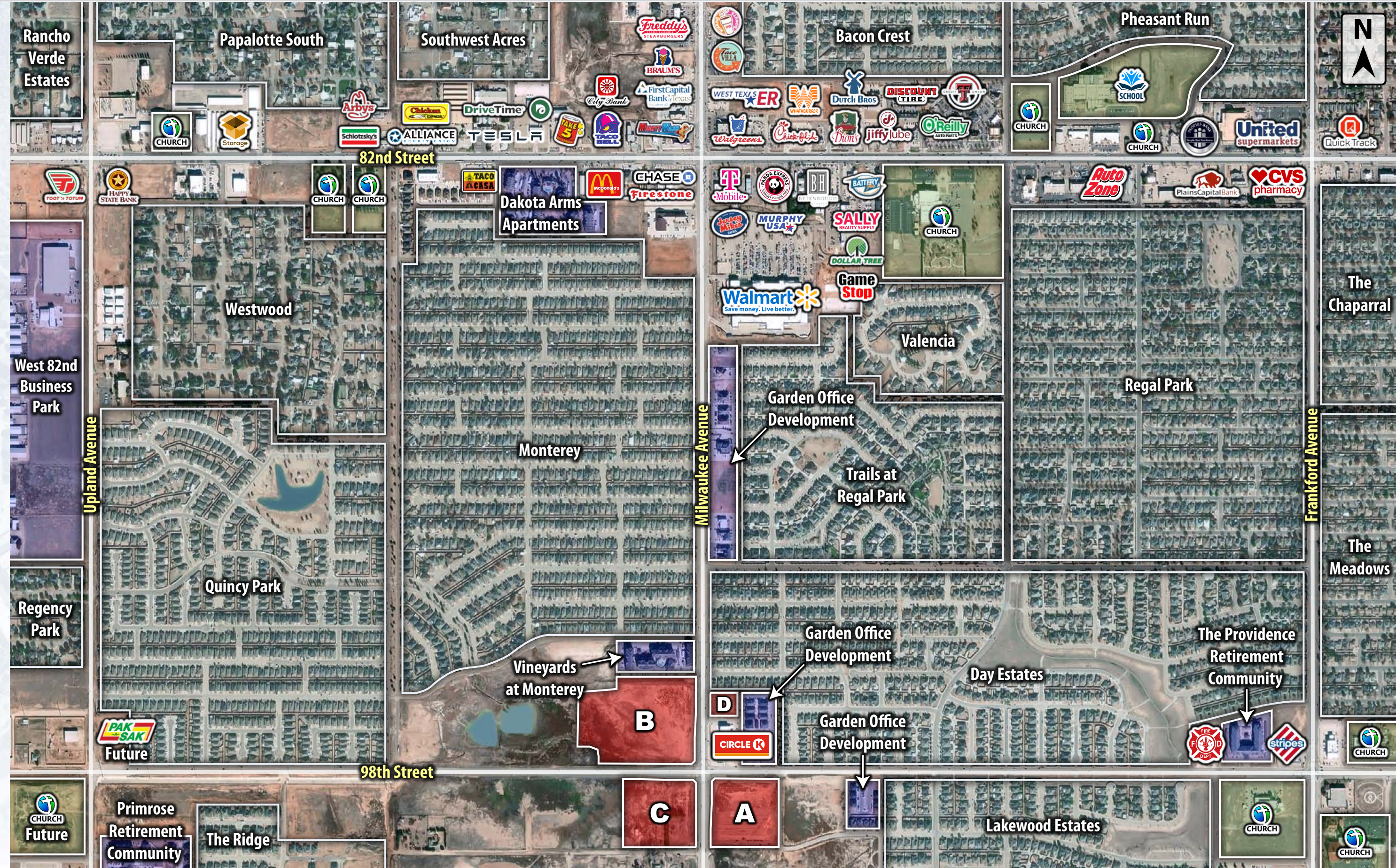
COLDWELL BANKER
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The Shops at 98th

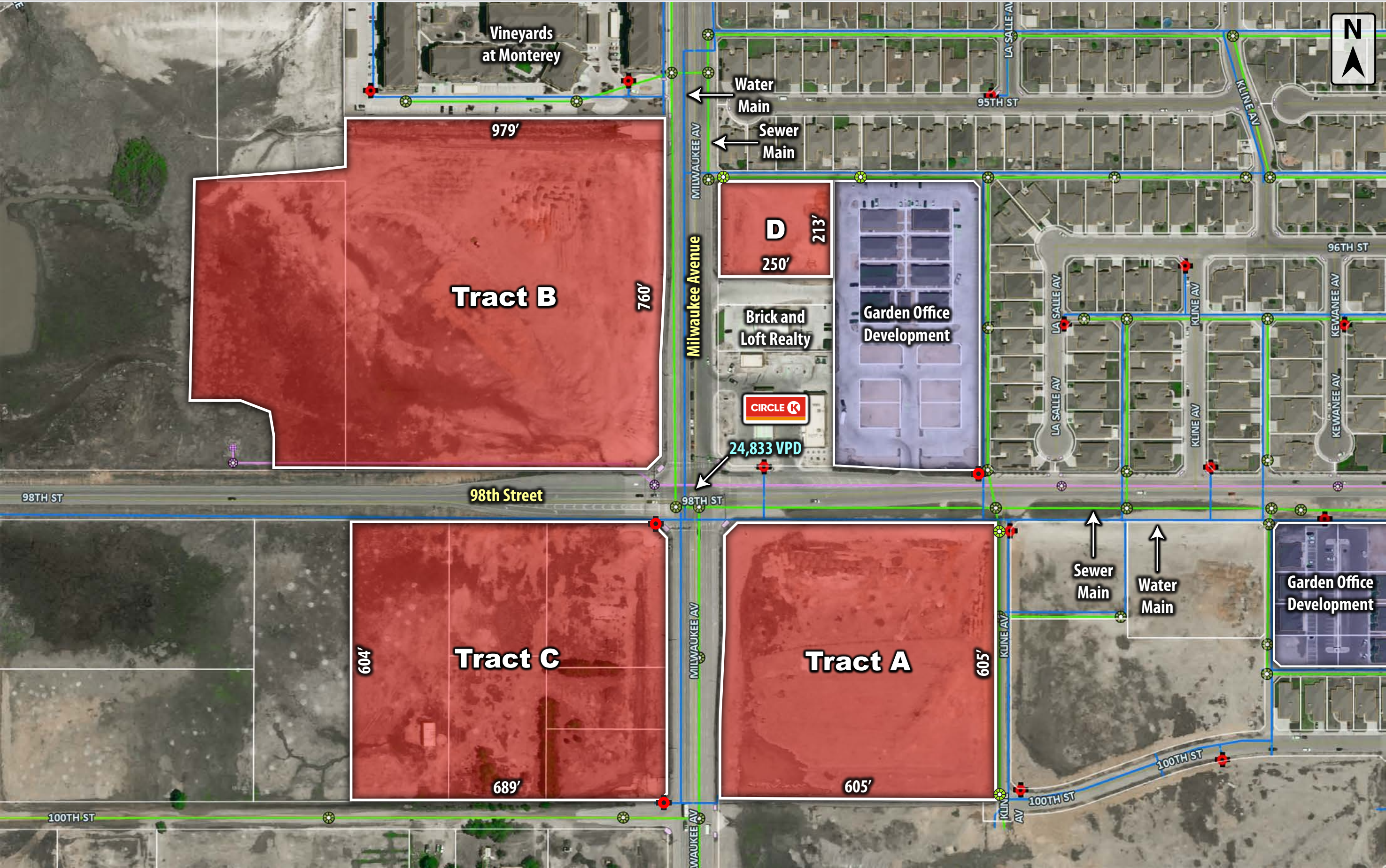
Unveil the premier lifestyle destination at The Shops at 98th, located in the vibrant Southwest region of Lubbock. This dynamic center is poised to offer an unparalleled blend of shopping, dining, and entertainment, complemented by vital everyday services to meet the needs of residents and professionals alike. Ideally positioned at the crossroads of 98th Street & Milwaukee Avenue, The Shops at 98th ensures easy access to prominent local attractions such as The South Plains Mall, West End, and Canyon West shopping centers. Situated within the bustling Milwaukee Corridor, home to over 100 businesses and retailers, this mixed-use development promises a rich assortment of retail, culinary, and leisure opportunities, redefining convenience and selection for the community.



Greater Retail Area



Tract Orientation



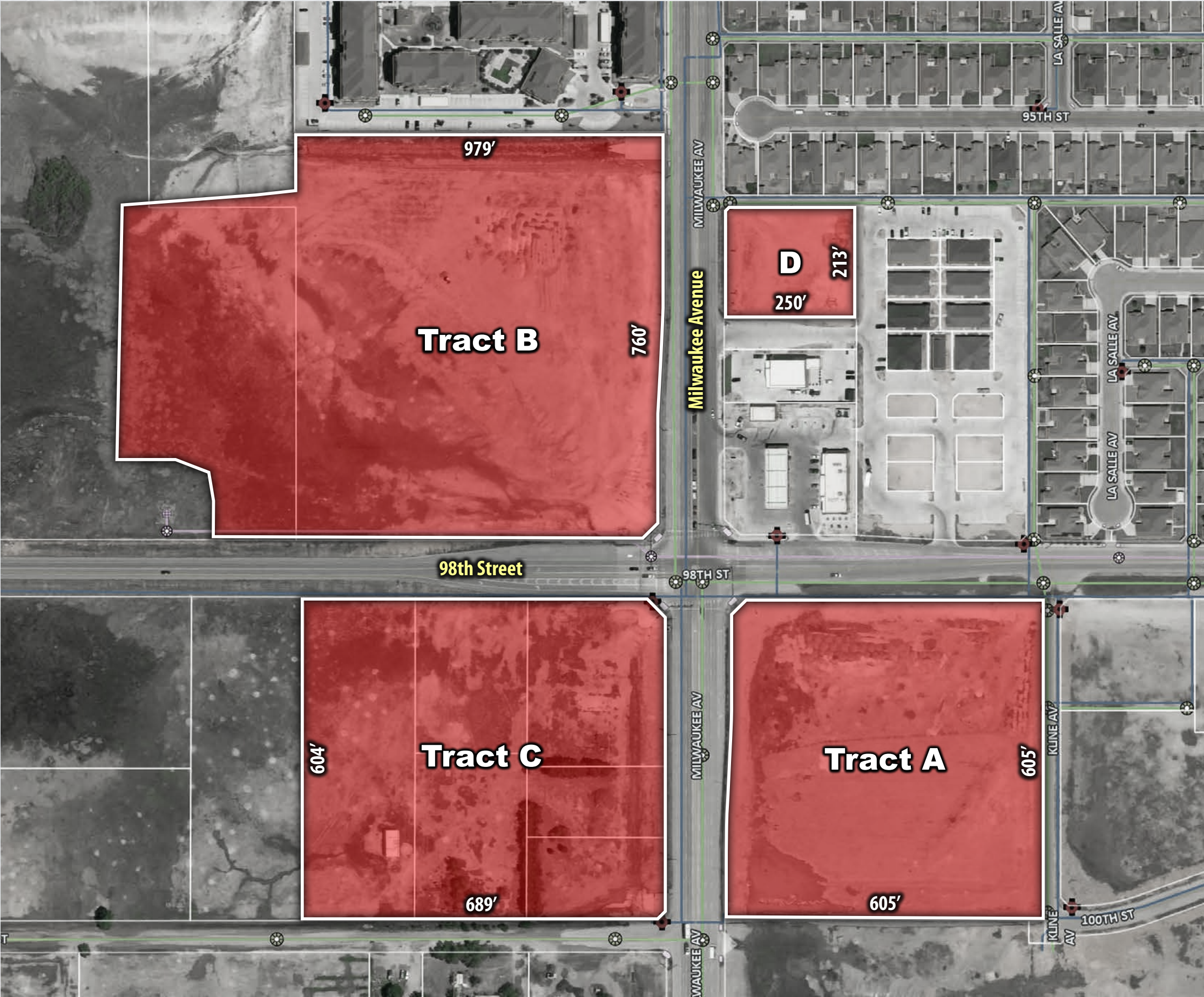
Availability

Tract A
• 8.40 Acres

Tract B
• 16.60 Acres

Tract C
• 9.55 Acres

Tract D
• 1.22 Acres



Development in Progress



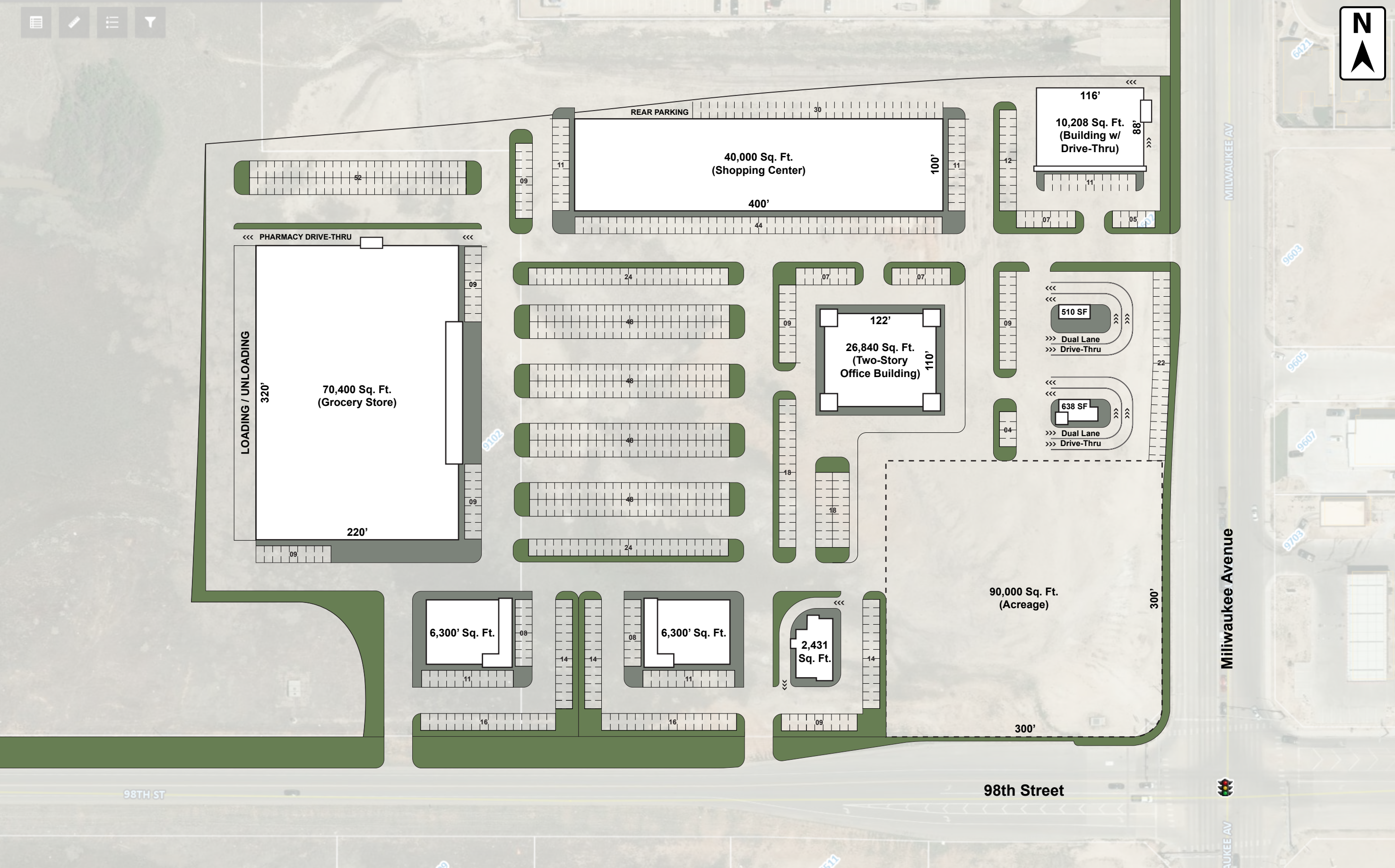
Development in Progress



Development Options



Development Options



Lubbock Demographics

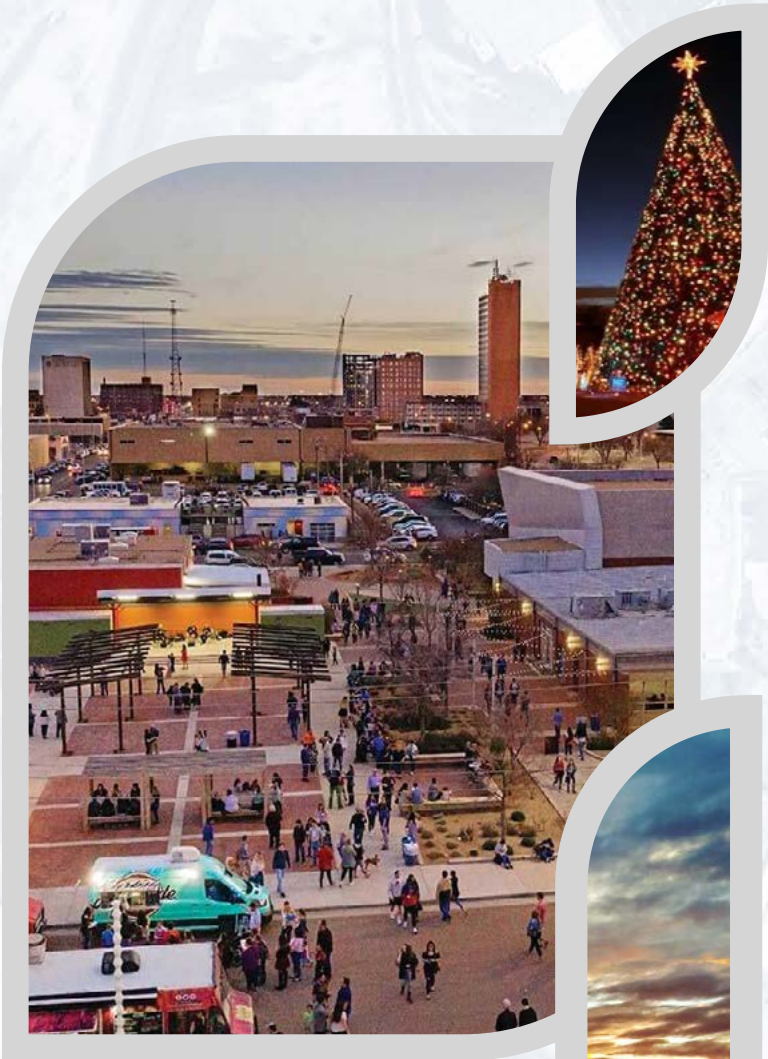
3-Mile Radius 2023 Estimation



POPULATION
47,891



ANNUAL POP GROWTH
1.44%



HOUSEHOLDS
20,700



UNEMPLOYMENT RATE
3.4%



AVG HOME VALUE
\$213,610



AVG HOUSEHOLD INCOME
\$76,381



San Angelo, TX Municipal Pool
Photo attribution: Larry D. Moore
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Lubbock, Texas

Situated in West Texas, Lubbock is a vibrant, cultural hub with over 250,000 residents. Known as the birthplace of rock 'n' roll legend Buddy Holly, the city boasts a rich musical heritage that spans genres from country to classical, showcased at venues like the Cactus Theater and the Buddy Holly Center. This center celebrates Holly's legacy and serves as a focal point for arts, with galleries and an amphitheater.

Lubbock's cultural scene thrives with events like the Lubbock Arts Festival, West Texas' largest arts festival, and the First Friday Art Trail, which highlights local art and music monthly. The city also values its natural spaces, with parks like Mackenzie Park offering green escapes and attractions like Prairie Dog Town showcasing local wildlife.

In Lubbock, tradition and innovation merge, creating a community deeply connected to West Texas heritage yet eagerly embracing the future. This dynamic city is a testament to creativity, community, and the enduring spirit of Texas.



Texas Tech University

A True Home-Grown Experience

Texas Tech University, situated in Lubbock, epitomizes educational excellence, innovation, and tradition in West Texas. Founded in 1923, it has blossomed into a distinguished institution, offering an expansive range of programs across various disciplines such as engineering, arts, business, and agriculture. Hosting over 40,000 students, Texas Tech fosters an environment of discovery, research, and creativity on its expansive campus.

The university is celebrated for its pioneering research, particularly at the National Wind Institute and the Edward E. Whitacre Jr. College of Engineering, which are at the forefront of technological advancements. The arts are equally vibrant, with the School of Music and the College of Visual & Performing Arts enriching the cultural landscape of the campus and beyond.

Texas Tech's dedication to community service and global engagement is reflected in its outreach initiatives and study abroad programs, enhancing its worldwide presence. The Red Raiders' athletic programs contribute to a spirited campus life, uniting students, alumni, and fans.

Key landmarks, including the Spanish Renaissance-inspired Administration Building and the historical Will Rogers Statue, add to the campus's beauty and heritage. Texas Tech is more than an educational institution; it's a community where tradition and innovation converge, preparing leaders for the future. It stands as a testament to the power of education to shape individuals and the broader community, making it a pivotal institution in the heart of Texas.



Comprehensive Academic Offerings

TTU offers over 150 undergraduate degree programs, 100 master's programs, and 50 doctoral programs across various fields, including engineering, business, arts and sciences, and agriculture.

High Research Activity

Classified among "R1: Doctoral Universities - Very high research activity" by the Carnegie Classification, reflecting its commitment to cutting-edge research and innovation.

Extensive Student Organizations

With over 450 registered student organizations, TTU provides numerous opportunities for student engagement, leadership development, and community involvement.



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