

THE STAR

DISTRICT

BUILT. DIFFERENT.

The Star wrote the playbook for mixed-use development in Frisco. Since 2016, this first-of-its-kind destination has combined the Dallas Cowboys World Headquarters with office, residential, and entertainment along the Dallas North Tollway.





THE STAR DISTRICT

A thriving campus with demand already in place.

91-ACRE
Landmark Development

1.5M+ SF
Class A Office

4.4M
Annual Campus Visitors

35+
Restaurants and Retailers

300
Key Omni Hotel



1 Dallas Cowboys HQ
400K SF | PH 1

3 The Ford Center
12K Seats | Multi-Use

5 Baylor Scott & White
300K SF | Sports Therapy & Research Center

7 17 Cowboys Way
313,417 SF | Phase IV

2 Keurig Dr Pepper HQ
350K SF | Phase III
1,200+ employees

4 Omni Frisco Hotel
300 Keys

6 TIAA
500K SF | Phase V
2,000 employees

8 Twelve
160 Luxury Residences

IN THE HEART OF THE PLATINUM CORRIDOR

THE STAR DISTRICT

10-Min Drive Time Demographics

141,865
Total Population

251,738
Total Daytime Population

$179,506
Average Household Income

$9.53B
Consumer Spending

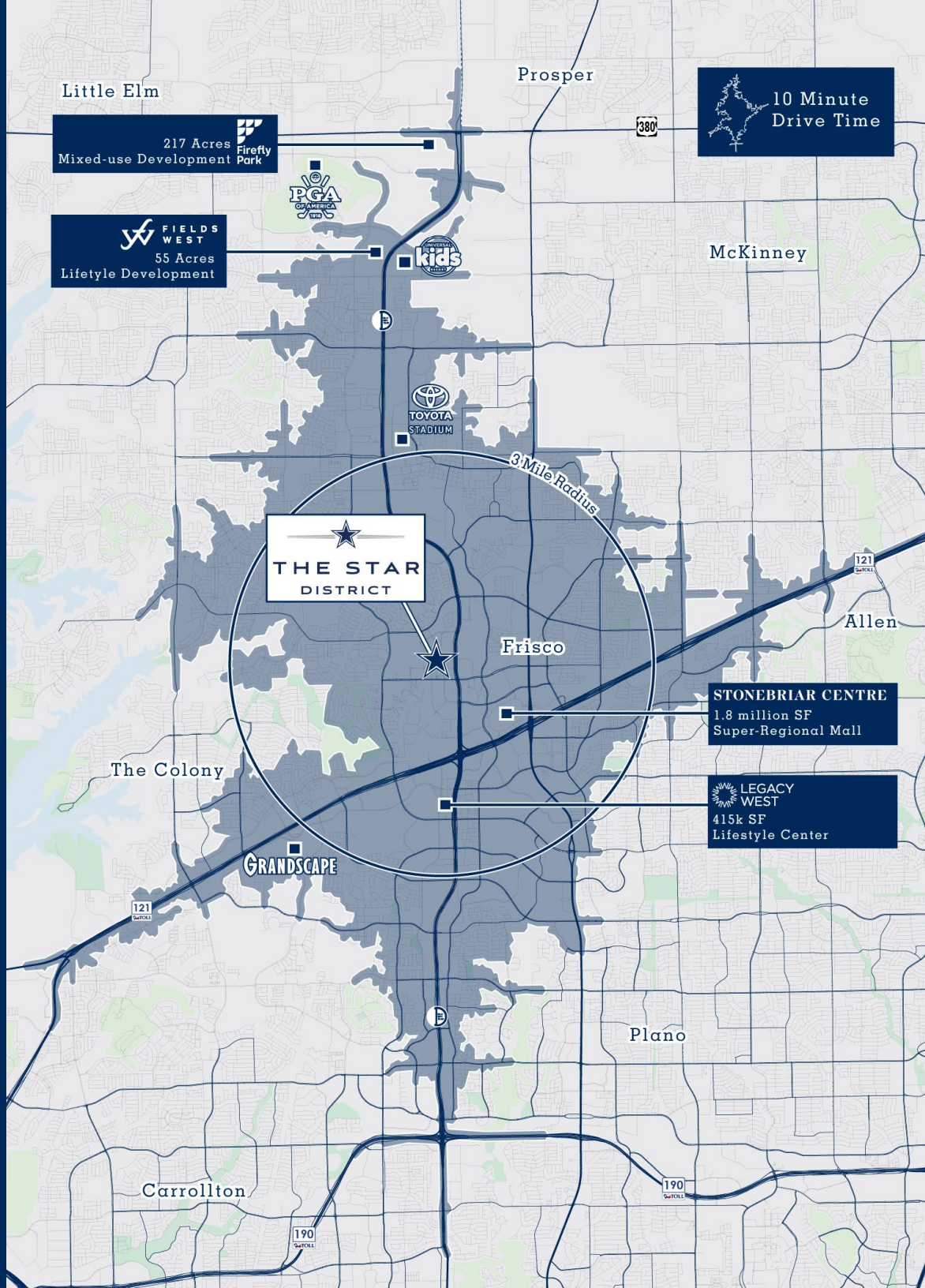
FRISCO

$637K
Median Home Value

250%
Population Growth Since 2000

68.4%
Bachelors Degree or Higher

#1
Best City for Business in Texas



THE STAR
DISTRICT

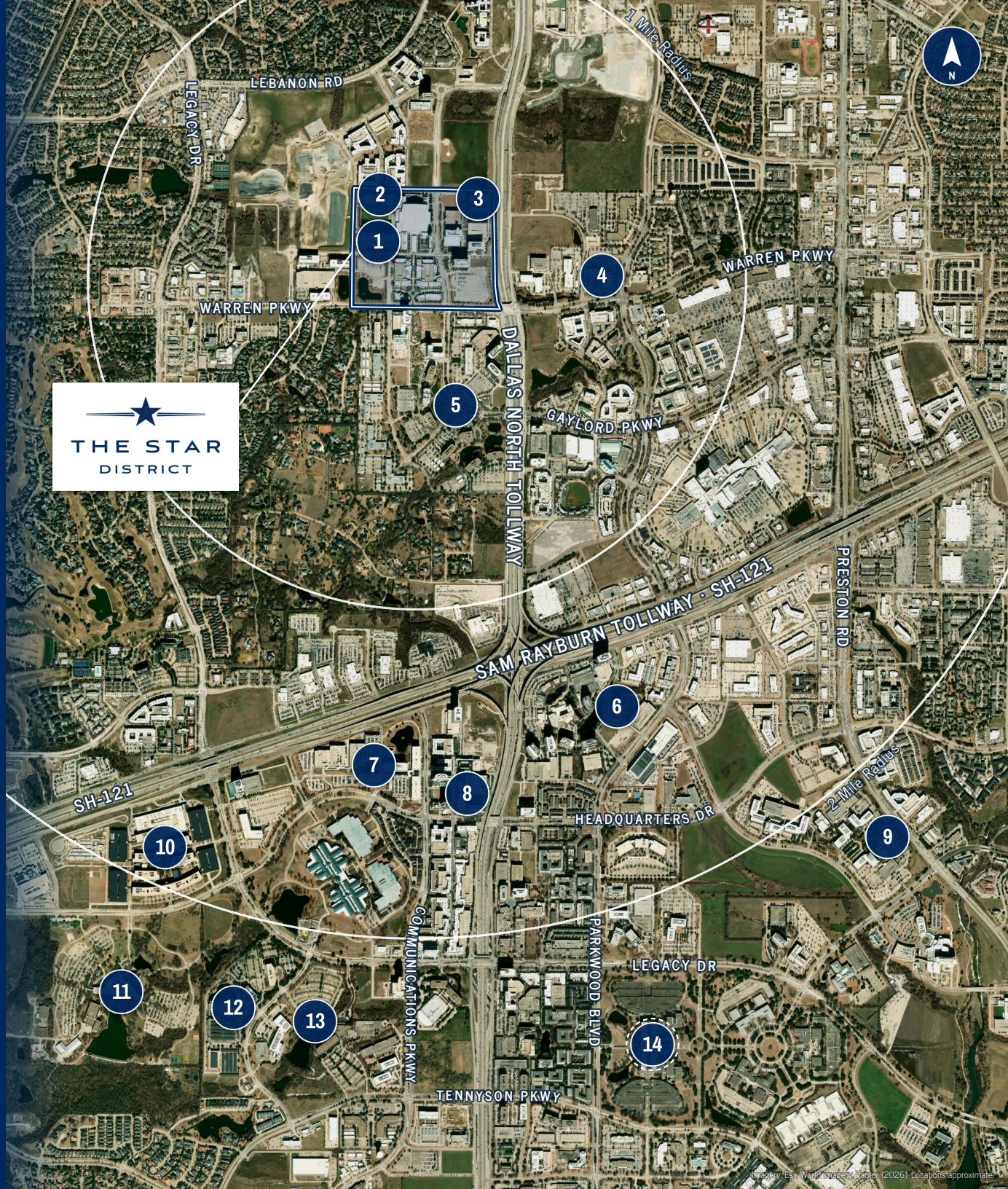
WHERE NORTH TEXAS GOES TO WORK

Corporate headquarters and major employer campuses surround The Star along the Platinum Corridor.

1. **Dallas Cowboys**
   World Headquarters
   500+ Employees
2. **Keurig Dr Pepper**
   Frisco Headquarters
   1,200+ Employees
3. **TIAA**
   Regional Office
   2,000 Employees
4. **T-Mobile**
   Regional HQ
   1,000 Employees
5. **HALL Park**
   Office Park | 200+ Companies
   10,000 Employees
6. **Fannie Mae**
   Plano Office
   2,000 Employees
7. **JPMorgan Chase**
   Legacy West Campus
   11,100+ Employees
8. **Liberty Mutual**
   Regional Hub
   2,000+ Employees
9. **Capital One**
   Plano Campus
   6,200+ Employees
10. **Toyota**
    Motor North America HQ
    5,100+ Employees
11. **PepsiCo / Frito-Lay**
    Foods North America HQ
    3,700+ Employees
12. **Bank of America**
    Plano Campus
    7,200+ Employees
13. **Ericsson**
    North America HQ
    3,300+ Employees
14. **AT&T**
    Future Global HQ | 2028
    6,000 Employees (Planned)

251,738
Total Daytime Population
(10-Min Drive Time)

1.5M+ SF
Class A Office
at The Star



THE STAR SHOPPER

A customer base no other project can replicate.



Affluent Families

Frisco, Plano, and North Dallas households



The Fans

Cowboys, Ford Center, and sports-driven visitors



The Weekenders

Dining and entertainment traffic



The 9-to-5

Executives and employees along the Dallas North Tollway



The Out-of-Towners

Omni guests, tourists, and regional visitors

36.7
Average Age

$172K
Average Household Income

44%
More Than 12 Miles Away

1 IN 3
Visitors Stay 2+ Hours



IN GOOD TASTE

MOXIES

Mi Cocina

DEE LINCOLN PRIME

BLACK TAP CRAFT BURGERS & SHAKES

Lombardi CUCINA ITALIANA

wabi house

CANE ROSSO

THE GLEN RESTAURANT & BAR

Rachel's KITCHEN®

SIDECAR SOCIAL

ascension COFFEE ROASTERS

The COMMON TABLE

Musume

Fast Casual | Cocktails | Upscale



THE STAR EDIT

FLEA
STYLE

LUCCHESE®
BOOTMAKER

THE GENTS PLACE

(hiatus)

LUXE
EYEWEAR

CRAVCO.

Formula
Wellness

J.HILBURN

YEAR-ROUND EVENTS.

Cowboys Christmas Extravaganza

Nexo Dallas Open

Movie Nights

Draft Weekend

Cowboys Night

Frisco ISD High School Football

Sip & Strolls

Flea Style Market

Training Camp

DCC Cheerleaders



THE STAR DISTRICT | SITE PLAN



MORE THAN A DESTINATION.
A YEAR-ROUND STAGE.





THE STAR DISTRICT

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