

# FOR SALE

## 288 AC Development Opportunity on the corner of Hwy 71 and 281

Hwy 71 and 281,  
Marble Falls



SCAN OR CLICK  
FOR VIDEO OF  
THE RANCH

**Marble Falls**

Thunder Rock  
Master Plan Community  
1,583 Lots - 1,034 AC

Hwy 281  
AADT - 23,180

Hwy 71  
AADT - 24,589

Legacy Crossing  
Commercial/Residential  
1,200 Lots - 537 AC

**Ross Colley**  
Vice President

214.208.6900  
RColley@asterra.com

**Reene Bradshaw**  
Mark Fox Co.

832.250.6211  
RBradshaw@markfoxco.com







# Listing Details

Sale Price:

Contact for Price

Property Type:

Prime Mixed Use Opportunity

Land Area:

288 AC

Proposed Use:

Master Plan Community

Topography:

Level

Zoning:

ETJ

Frontage:

+/- 3,840' on Hwy 71  
+/- 100' on Hwy 281

Utilities:

TBD

City:

Marble Falls

Drive Times:

45 Min to Austin  
6 Min to Marble Falls

# Executive Summary

This 288-acre site, strategically located at the corner of Highway 71 and 281, represents a prime development opportunity just outside Marble Falls, Texas. With its substantial size and ideal location, this property is perfectly positioned to capitalize on the region's growth and appeal.

Situated at the intersection of two major highways, this site offers excellent accessibility and visibility. Its proximity to Marble Falls, a vibrant community known for its scenic beauty and growing population, enhances its attractiveness for potential development.

The area boasts numerous attractions, including Lake LBJ, a popular destination for boating, fishing, and water sports that draws both tourists and residents. Additionally, multiple golf courses provide recreational opportunities, appealing to retirees and families. The historic downtown of Marble Falls, with its charming shops, restaurants, and cultural landmarks, attracts visitors year-round, further boosting the appeal of this location.

The site is also near several significant developments, underscoring the region's dynamic growth. Thunder Rock, a mixed-use development, contributes to economic growth and infrastructure improvements. Gregg Ranch, a large-scale residential community, reflects the strong demand for housing in the area. Legacy Crossing, a developing commercial hub, indicates robust commercial real estate activity and investment potential.

This 288-acre site offers a unique and compelling development opportunity, ideally located to benefit from Marble Falls' attractions and ongoing regional developments. Its strategic position at a key intersection, coupled with the area's natural beauty and thriving community, makes it an attractive investment for large-scale residential, commercial, or mixed-use projects.

DISCLAIMER: The information contained herein has been obtained from sources deemed reliable, but has not been verified and no guarantee, warranty, or representation, either express or implied, is made with respect said information. All information contained herein should be independently verified; Agent assumes no legal responsibility for the accuracy thereof. The offering is made subject to errors, omissions, change of price, prior sale or lease, or withdrawal without notice. In accordance with the law, this property is offered without regard to race, creed, national origin, disability or gender.

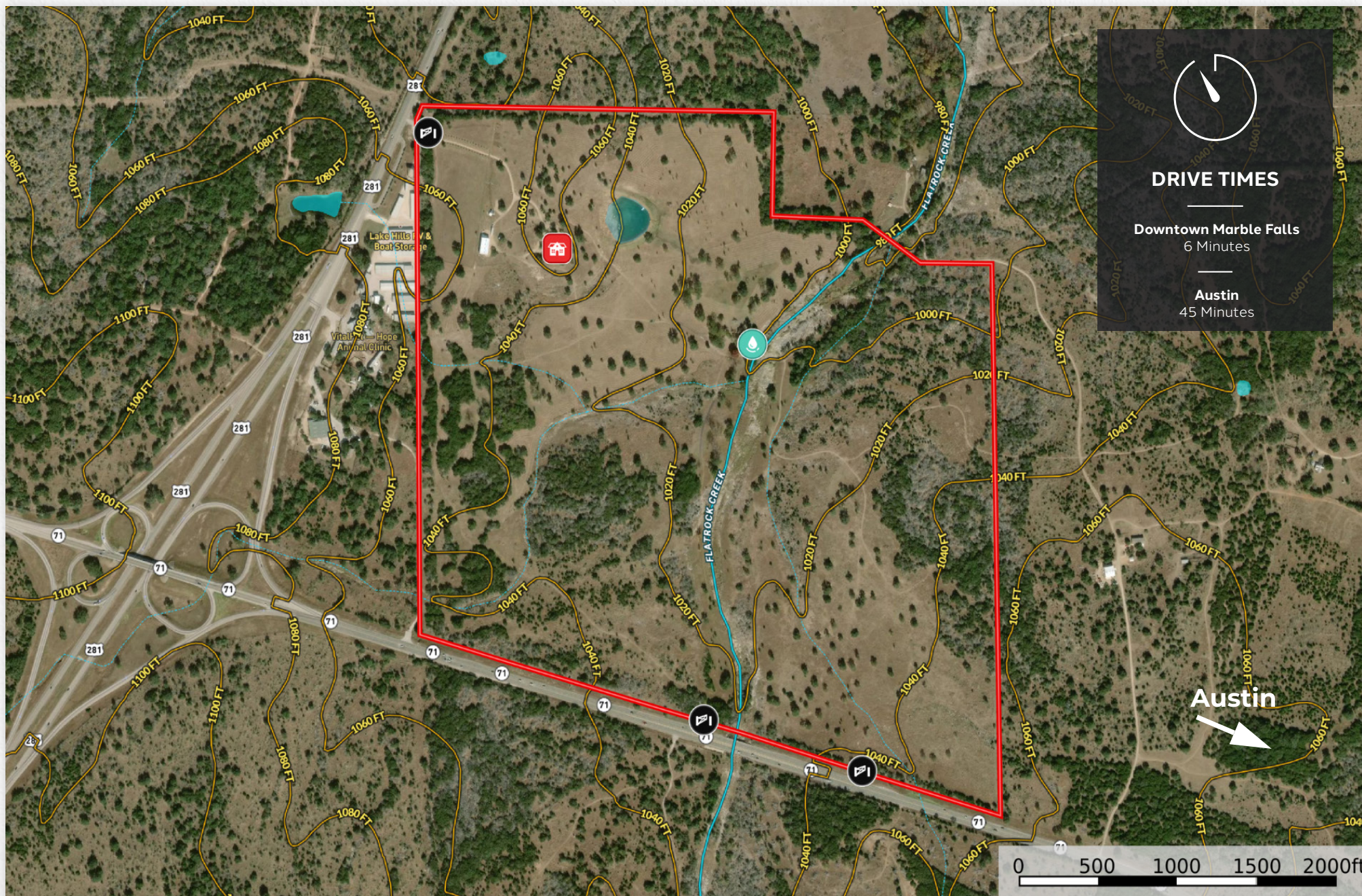





SCAN OR CLICK  
FOR VIDEO OF  
THE RANCH









**DRIVE TIMES**

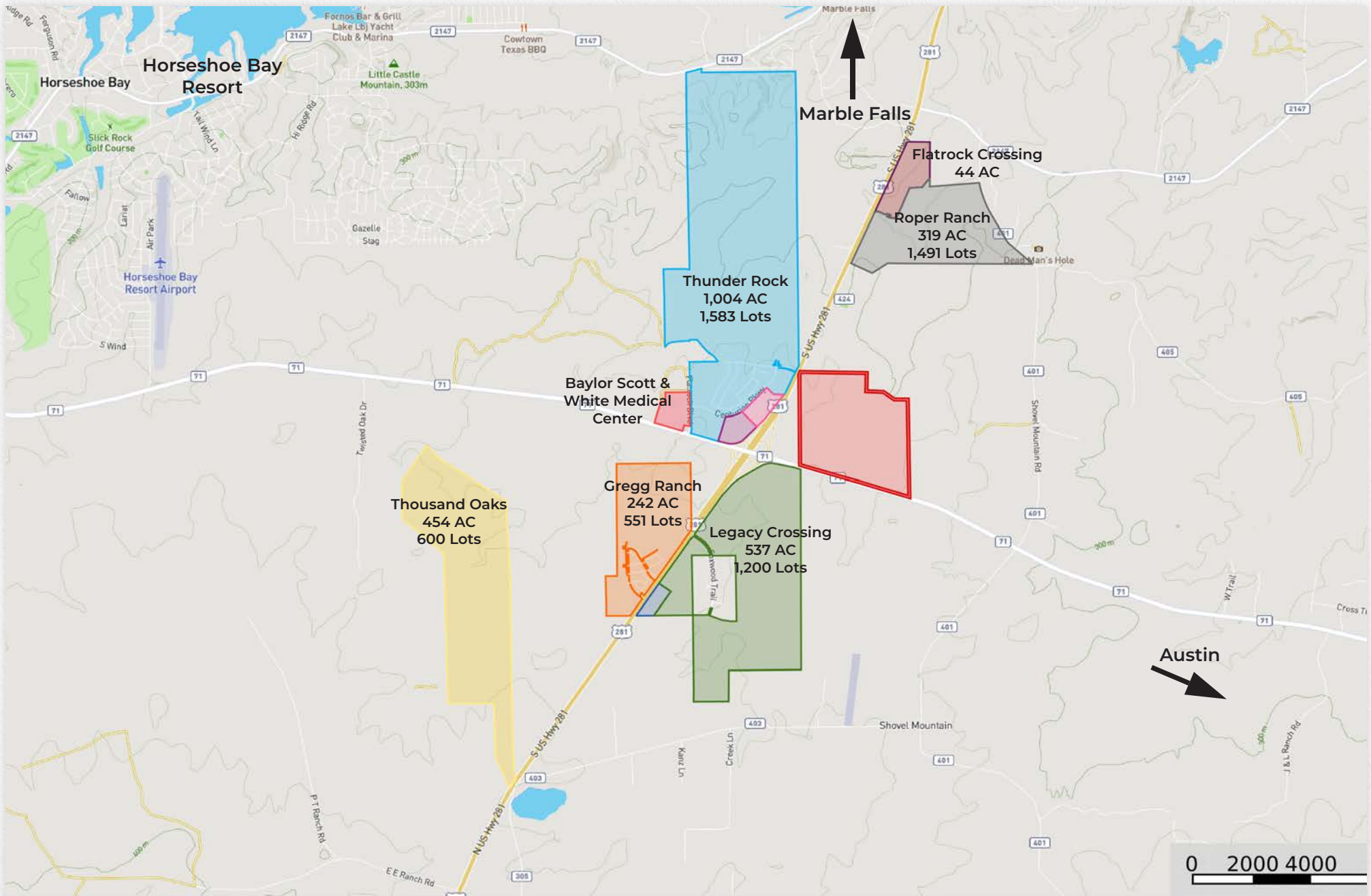
—

Downtown Marble Falls  
6 Minutes

—

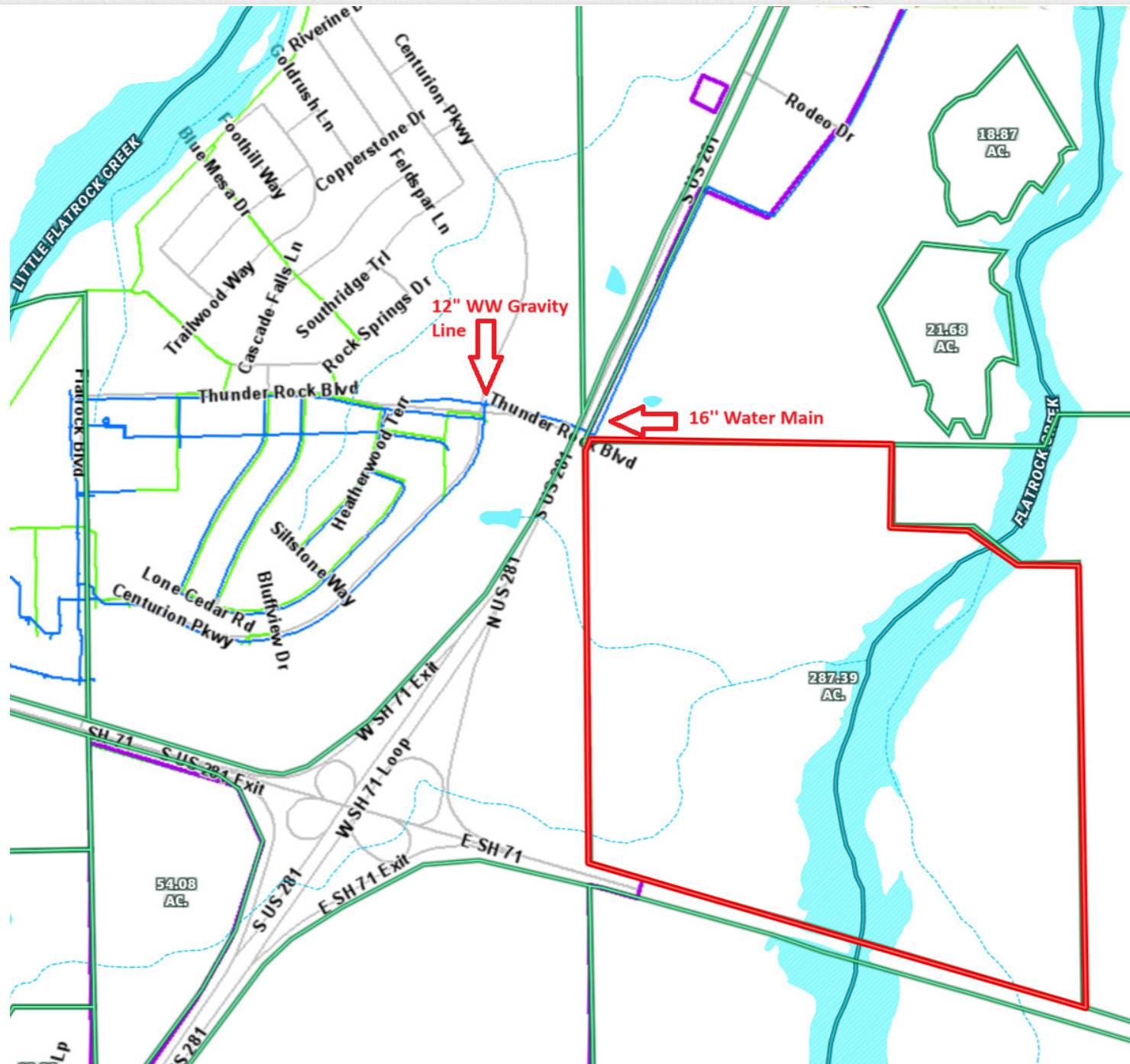
Austin  
45 Minutes

-  Gate
-  Main House
-  Spring
-  Pond / Tank
-  Boundary
-  Stream, Intermittent
-  River/Creek
-  Water Body



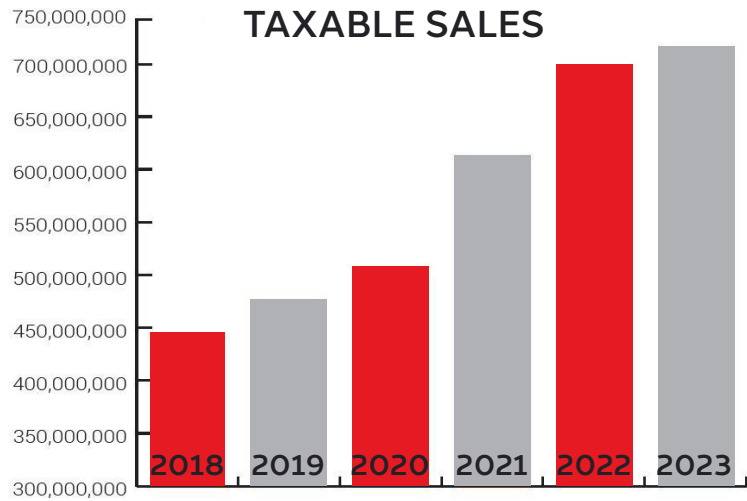
▮ Baylor Scott & White
 ▮ Flatrock Crossing
 ▮ Flatz 281
 ▮ Roper Ranch
 ▮ Empire
 ▮ Prose
 ▮ 288 AC - Sit
 ▮ Legacy Crossing
 ▮ Gregg Ranch
 ▮ Thousand Oaks
 ▮ Thunder Roc

# Water and Wastewater Lines

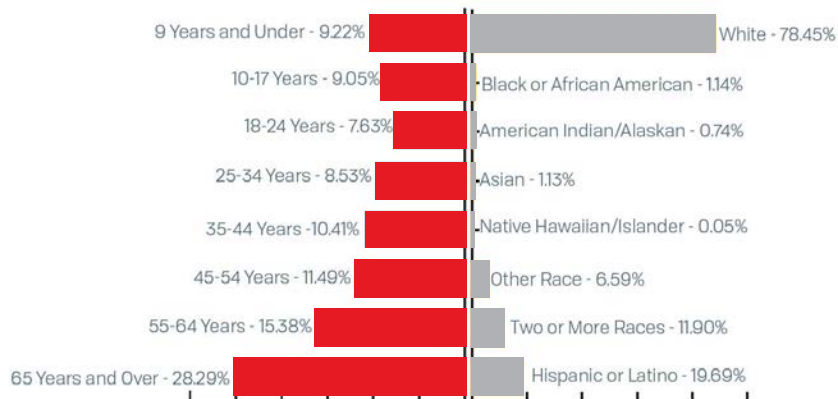


# Location Demographics

## Marble Falls



### AGE DISTRIBUTION AND RACE



Population

**121,487**

2024 Estimated Retail Trade Area Population



Household  
Income

Average	Median	Per Capita
\$123,476	\$86,481	\$50,362

**Radius**                      **1 Mile**                      **3 Miles**                      **5 Miles**

Annual Consumer  
Spending (\$000s)

Apparel	\$20	\$954	\$7,094
Entertainment	\$71	\$3,106	\$22,750
Food & Alcohol	\$108	\$5,185	\$39,419
Household	\$76	\$3,281	\$23,497
Transportation	\$113	\$5,192	\$36,057
Health Care	\$24	\$1,077	\$8,267
Education/Day Care	\$29	\$1,104	\$7,795

# About Marble Falls

Marble Falls, Texas, nestled in the Highland Lakes area, combines natural beauty with vibrant urban life. Known for its stunning lakes like Buchanan, Inks, LBJ, and Marble Falls, the town is a haven for outdoor enthusiasts and water lovers. Visitors can enjoy fishing, boating, and hiking, all while taking in the scenic views of these picturesque waters. The town's lakeside location and tranquil atmosphere make it an ideal destination for those seeking both relaxation and adventure.

The community is buzzing with new developments, including expanding residential neighborhoods, infrastructure improvements, and a revitalized downtown. Dining and retail options are growing, thanks to the Downtown Revitalization Project, which has enhanced the local shopping and culinary scenes. The area's ongoing transformation is attracting new residents and businesses, with projects like the Ophelia Hotel and Conference Center serving as community hubs. Surrounding communities like Horseshoe Bay, Meadowlakes, and Kingsland add to the appeal, offering diverse atmospheres, golf courses, and amenities.

Marble Falls hosts a variety of events and festivals that bring the community to life year-round. Highlights include the Lakefest Drag Boat Races, Mayfest, and the Walkway of Lights, where the town's Lakeside Park is transformed into a festive holiday display. Music and food enthusiasts flock to the Bluegrass, Blues & BBQ Festival, while Market Day on Main offers a monthly showcase of local artisans and vendors. These events contribute to the town's lively cultural scene and provide entertainment for both residents and visitors.

With ongoing efforts to boost tourism and promote the natural beauty of the Highland Lakes region, Marble Falls continues to thrive as a beacon of charm and community spirit. Whether exploring the serene lakes, playing on award-winning golf courses, or immersing in the town's vibrant festivals, Marble Falls promises a perfect blend of tranquility and excitement. Discover the magic of this growing community, where every visit captivates and invites you to return.

**DISCLAIMER:** The information contained herein has been obtained from sources deemed reliable, but has not been verified and no guarantee, warranty, or representation, either express or implied, is made with respect said information. All information contained herein should be independently verified; Agent assumes no legal responsibility for the accuracy thereof. The offering is made subject to errors, omissions, change of price, prior sale or lease, or withdrawal without notice. In accordance with the law, this property is offered without regard to race, creed, national origin, disability or gender.



# AUSTIN'S 2024 RANKINGS

- |                                                                |                                                                    |                                                             |                                                      |
|----------------------------------------------------------------|--------------------------------------------------------------------|-------------------------------------------------------------|------------------------------------------------------|
| <b>#1</b> FASTEST GROWING<br>MAJOR METRO<br>U.S. CENSUS BUREAU | <b>#1</b> BEST PLACE TO START<br>A BUSINESS<br>CNBC                | <b>#2</b> BEST METRO FOR<br>STEM PROFESSIONALS<br>WALLETHUB | <b>#5</b> COLLEGE EDUCATED<br>ADULTS<br>CITYLAB      |
| <b>#1</b> PEOPLE WANTING<br>TO RELOCATE<br>MONEY.CO.UK         | <b>#1</b> BEST PERFORMING<br>LARGE CITY IN THE US<br>BUSINESS WIRE | <b>#2</b> BEST MARKET FOR<br>REAL ESTATE<br>WALLETHUB       | <b>#7</b> MOST FUN CITY IN<br>THE US<br>WALLETHUB    |
| <b>#1</b> BEST JOB<br>MARKET<br>WALL STREET JOURNAL            | <b>#2</b> BEST CITY FOR YOUNG<br>PROFESSIONALS<br>ROCKET HOMES     | <b>#5</b> MOST RECESSION<br>RESISTANT CITY<br>SMARTASSET    | <b>#9</b> BEST EDUCATED<br>MAJOR METRO<br>WALLETHUB  |
| <b>#1</b> BEST STATE CAPITAL<br>TO LIVE IN<br>WALLETHUB        | <b>#2</b> BEST CITY FOR JOB<br>OPPORTUNITIES<br>BUSINESS INSIDER   | <b>#6</b> SAFEST LARGE<br>CITY IN U.S.<br>SAFEWISE          | <b>#7</b> HEALTHIEST CITY<br>IN AMERICA<br>WALLETHUB |

DISCLAIMER: The information contained herein has been obtained from sources deemed reliable, but has not been verified and no guarantee, warranty, or representation, either express or implied, is made with respect said information. All information contained herein should be independently verified; Agent assumes no legal responsibility for the accuracy thereof. The offering is made subject to errors, omissions, change of price, prior sale or lease, or withdrawal without notice. In accordance with the law, this property is offered without regard to race, creed, national origin, disability or gender.

# Contact



**Ross Colley**  
Vice President

713.449.1024  
RColley@asterra.com



**Reene Bradshaw**  
Mark Fox Co.

832.250.6211  
RBradshaw@markfoxco.com

Asterra is co-brokering with Mark Fox Co. Real Estate.

Asterra Properties is a full-service real estate brokerage firm, providing professional services throughout Central Texas. Our team of highly knowledgeable and experienced brokers, attorneys, property managers, building engineers, accountants, and construction managers offers a wide range of valuable services to both the commercial and residential real estate sectors. Every day, our professionals provide sound and insightful advice, craft solutions to unique and complex challenges, and deliver goal-oriented results—all while serving the best interests of our clients in an honest and professional manner.

We are passionate about what we do.

With over 50 years of doing business in the area, Mark Fox Co. Real Estate has an in-depth understanding of the real estate market in Marble Falls, Highland Lakes, and the surrounding Texas Hill Country. The Mark Fox team takes pride in providing an unrivaled level of service, marketing, and expertise for our clients with an emphasis on investment and operating with integrity.



## ***IMPORTANT DISCLOSURES, DISCLAIMERS AND NOTICES:***

THE INFORMATION CONTAINED IN THESE MARKETING MATERIALS (THE “MATERIALS”) HAS BEEN OBTAINED FROM SOURCES DEEMED RELIABLE. HOWEVER, NEITHER ASTERRA NOR ITS PRINCIPALS, BROKERS, AGENTS, OR EMPLOYEES (COLLECTIVELY “ASTERRA”) HAS VERIFIED, NOR WILL IT VERIFY, ANY OF THE INFORMATION CONTAINED HEREIN. ASTERRA MAKES NO GUARANTEE, WARRANTY, OR REPRESENTATION WHATSOEVER, EITHER EXPRESS OR IMPLIED, WITH RESPECT TO THE ACCURACY OR COMPLETENESS OF THE MATERIALS OR AS TO THE CONDITION OF THE SUBJECT PROPERTY. ASTERRA SPECIFICALLY DISCLAIMS ANY RESPONSIBILITY FOR THE ACCURACY OF THE MATERIALS. BY ACCEPTING, READING, REVIEWING, OR SHARING THE INFORMATION CONTAINED THE MATERIALS, THE USER ACKNOWLEDGES AND ACCEPTS ASTERRA’S DISCLAIMERS AND WAIVES ANY CLAIMS AGAINST ASTERRA FOR DAMAGE OR LOSS CAUSED BY THE USE OF THE MATERIALS. ANY INTERPRETATIONS, ASSUMPTIONS, OR RELIANCE ON THE CONTENT OF THE MATERIALS IS DONE SOLELY AT YOUR OWN RISK.

ANY INTERESTED PARTY SHOULD TAKE APPROPRIATE STEPS TO INDEPENDENTLY VERIFY ALL OF THE INFORMATION IN THE MATERIALS. ASTERRA STRONGLY ADVISES ALL INTERESTED PARTIES TO CONDUCT A THOROUGH INVESTIGATION OF THE PROPERTY AND TO SEEK ALL QUALIFIED EXPERT OPINIONS THEY DEEM NECESSARY. ASTERRA DOES NOT AND WILL NOT CONDUCT DUE DILIGENCE ON BEHALF OF ANY PROSPECTIVE BUYER OR TENANT. THE MATERIALS ARE NOT A SUBSTITUTE FOR A THOROUGH DUE DILIGENCE INVESTIGATION. ALL INTERESTED PARTIES ARE STRONGLY ADVISED TO RETAIN PROFESSIONALS IN LEGAL, ENVIRONMENTAL, ENGINEERING, ARCHITECTURE, BUILDING SCIENCE, TAX, REGULATORY, FINANCIAL, AND/OR ACCOUNTING TO INVESTIGATE AND ADDRESS ANY QUESTIONS CONCERNING THE CONDITION, DEVELOPABILITY, FINANCIAL VIABILITY, AND/OR PERFORMANCE OF THE SUBJECT PROPERTY.

THE OFFERING IS MADE SUBJECT TO ERRORS, OMISSIONS, CHANGE OF PRICE, PRIOR SALE OR LEASE, OR WITHDRAWAL WITHOUT NOTICE. IN ACCORDANCE WITH THE LAW, THIS PROPERTY IS ALSO OFFERED WITHOUT REGARD TO RACE, COLOR, RELIGION, FAMILIAL STATUS, CREED, NATIONAL ORIGIN, DISABILITY, OR GENDER IDENTITY.

**NON-ENDORSEMENT NOTICE** – Asterra is not affiliated with, sponsored by, or endorsed by any business or enterprise identified in these marketing materials. The use of any logo or business name in these materials does not indicate or imply any affiliation, endorsement, or sponsorship between Asterra and the business identified. The use of any business name or logo is used solely for the purpose of relaying information about business or tenants adjacent or related to the subject property.

**AFFILIATED BUSINESS DISCLOSURE** – Asterra consists of three related and sperate legal entities (each an “Affiliate”) with each doing business as “Asterra” and engaging in a range of real estate services including, but not limited to, brokerage, property and facilities management, and investment. It is possible for different Affiliates to represent clients with competing interests in the same property. Your receipt of these materials (and disclosures) constitutes your acknowledgment of this possibility and your agreement that neither Affiliate has an obligation to disclose to you such Affiliates’ representation of another in the sale or purchase of the Property. However, each Affiliate will always act in the best interest of its respective client(s), at arms’ length, and not in concert or in a way harmful to a third party. Further, each Affiliate will always conduct its respective business in pursuant to the law and will maintain the fiduciary duties owed to its respective client(s).

**CONFIDENTIALITY AGREEMENT** – Your receipt of the Materials constitutes your acknowledgment that: (1) the Materials are confidential and made available solely for your limited use in determining your interest in the subject Property; (2) You agree not disclose any of the information contained in the Materials without the prior written consent and authorization from Asterra or the Property owner(s), (3) you will not use any part of the Materials in any manner detrimental to Asterra, its agents, Brokers, or the Property and its owner(s); and (4) you hereby acknowledge and accept all of the waivers and disclaimers contained herein. Asterra and the Asterra logo are trademarks of Asterra, Inc. in the United States. All other marks displayed on this document are the property of their respective owners. Photos herein are the property of Asterra; use of these images without the prior express written consent of Asterra and/or the owner is prohibited. Copyright Notice © 2022 Asterra Commercial d/b/a Asterra. All Rights Reserved.



## Information About Brokerage Services

*Texas law requires all real estate licensees to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords*

### TYPES OF REAL ESTATE LICENSE HOLDERS:

- **A BROKER** is responsible for all brokerage activities, including acts performed by sales agents sponsored by the broker.
- **A SALES AGENT** must be sponsored by a broker and works with clients on behalf of the broker.

### A BROKER'S MINIMUM DUTIES REQUIRED BY LAW (A client is the person or party that the broker represents):

- Put the interests of the client above all others, including the broker's own interests;
- Inform the client of any material information about the property or transaction received by the broker;
- Answer the client's questions and present any offer to or counter-offer from the client; and
- Treat all parties to a real estate transaction honestly and fairly.

### A LICENSE HOLDER CAN REPRESENT A PARTY IN A REAL ESTATE TRANSACTION:

**AS AGENT FOR OWNER (SELLER/LANDLORD):** The broker becomes the property owner's agent through an agreement with the owner, usually in a written listing to sell or property management agreement. An owner's agent must perform the broker's minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, including information disclosed to the agent or subagent by the buyer or buyer's agent.

**AS AGENT FOR BUYER/TENANT:** The broker becomes the buyer/tenant's agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer's agent must perform the broker's minimum duties above and must inform the buyer of any material information about the property or transaction known by the agent, including information disclosed to the agent by the seller or seller's agent.

**AS AGENT FOR BOTH – INTERMEDIARY:** To act as an intermediary between the parties the broker must first obtain the written agreement of each party to the transaction. The written agreement must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. A broker who acts as an intermediary:

- Must treat all parties to the transaction impartially and fairly;
- May, with the parties' consent, appoint a different license holder associated with the broker to each party (owner and buyer) to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction.
- Must not, unless specifically authorized in writing to do so by the party, disclose:
- that the owner will accept a price less than the written asking price;
- that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
- any confidential information or any other information that a party specifically instructs the broker in writing not to disclose, unless required to do so by law.

**AS SUBAGENT:** A license holder acts as a subagent when aiding a buyer in a transaction without an agreement to represent the buyer. A subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first.

### TO AVOID DISPUTES, ALL AGREEMENTS BETWEEN YOU AND A BROKER SHOULD BE IN WRITING AND CLEARLY ESTABLISH:

- The broker's duties and responsibilities to you, and your obligations under the representation agreement.
- Who will pay the broker for services provided to you, when payment will be made and how the payment will be calculated.

**LICENSE HOLDER CONTACT INFORMATION:** This notice is being provided for information purposes. It does not create an obligation for you to use the broker's services. Please acknowledge receipt of this notice below and retain a copy for your records.

Asterra Commercial d/b/a Asterra Properties	90000901	info@asterra.com	512.231.2000
Licensed Broker / Broker Firm Name or Primary Assumed Business Name	License No.	Email	Phone

Lucian Morehead	437479	lmorehead@asterra.com	512.231.2000 x 300
Licensed Broker / Broker Firm Name	License No.	Email	Phone

Lucian Morehead	437479	lmorehead@asterra.com	512.231.2000 x 300
Licensed Supervisor of Sales Agent/Associate	License No.	Email	Phone

Sales Agent/Associate's Name	License No.	Email	Phone
------------------------------	-------------	-------	-------