

Tyler 274 Project

21824 US Highway 69 S, Tyler, TX 75703

Purchase Price: \$16,750,000

TSD Realty, Inc. is pleased to offer a ±274-acre land development opportunity with frontage along US Highway 69 between Tyler and Bullard, Texas.

The site lies within the ETJ of Tyler, offering zoning flexibility and full utility access from the City of Bullard.



West Tract: ±34 acres | \$5,950,000 (\$175,000/acre)
Commercial frontage with rear access via CR 145. Not divisible.

East Tract: ±240 acres | \$10,800,000 (\$45,000/acre)
Prime residential development land. Not divisible.

This dual-parcel offering is strategically positioned for a mixed-use master plan combining residential, retail, and office uses to serve the region's continued growth.



[Google Earth Link \(2025\)](#)

Executive Summary

INVESTMENT THESIS

Tyler 274 offers an exceptionally rare opportunity to acquire large-scale, dual-sided highway 69 frontage land in a high-growth submarket of East Texas. The scale, price basis, and bifurcated land use potential position it for:

- Immediate vertical development
- Longer-term land banking or phased buildout
- JV or disposition to merchant builders (DR Horton, Lennar, etc.)

Residential developers can capitalize on strong local absorption and favorable price points below replacement cost for competing subdivisions in South Tyler and Bullard. Commercial developers can monetize the high-visibility west-side pad frontage through build-to-suit or ground leases targeting service retail, QSRs, or healthcare tenants.

DEMOGRAPHIC HIGHLIGHTS (5-MILE RADIUS)

- Population: 27,560
- Avg. Household Income: \$105,000+
- Household Growth (Past 10 Yrs): 21.3%
- Median Home Value: \$355,000
- Zoning: ETJ (flexible entitlement path)
- Utilities: On-site electric; water at street; sewer nearby (subject to extension)

Investment Highlights East Tract

EAST TRACT

Size: ±240 acres

Price: \$45,000 per acre

Land Use: Targeted for residential development

Topography: Rolling, cleared pasture with gentle slopes

Highest & Best Use:

Single-family subdivision

Build-for-rent community

Master-planned neighborhood

Access: Frontage on US-69, with multiple access points via county road network

Utilities: Power & water available at the road

Visibility: Excellent exposure along highway with over 0.5 mile of frontage

Surrounding Uses: Luxury residential, bed and breakfasts, and golf course immediately north

Investment Highlights West Tract

WEST TRACT

Size: ±34 acres

Price: \$175,000 per acre

Land Use: Commercial or mixed-use development

Highest & Best Use:

Retail strip or highway commercial

Medical/office pads

Hotel or event center

Access: Direct US-69 frontage and secondary access via County Road 145

Visibility: Hard corner location with exceptional exposure to northbound and southbound traffic

Traffic Control: Two dedicated U-turn bays on US-69

Strategic Location & Institutional Anchors

Tyler, Texas Demographics

- Metro Population: 234,667
- Population Growth (2022–2027): +1.4%
- Households: 81,286
- Household Growth (2022–2027): -0.11%
- Median Age: 37.2 (U.S. Median: 38.5)
- Median Household Income: \$69,053 (U.S. Median: \$75,149)

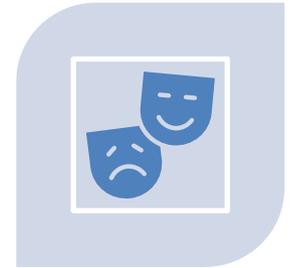
Quality of Life

- Affordable cost of living
- Safe, family-friendly neighborhoods
- Diverse housing stock and expanding amenities
- Strong healthcare and education infrastructure



EDUCATION

- UNIVERSITY OF TEXAS AT TYLER
- TYLER JUNIOR COLLEGE
- TEXAS COLLEGE
 - UT HEALTH SCIENCE CENTER AT TYLER



ARTS & ENTERTAINMENT

- CALDWELL ZOO
- TYLER CIVIC THEATRE CENTER
- LIBERTY HALL
- BROADWAY SQUARE MALL

Market Overview

MARKET POSITIONING

Location Context:

- 5 miles south of Loop 323 in Tyler proper
- Within Bullard ISD and Whitehouse ISD, one of the fastest-growing submarkets in Smith County
- Directly in the path of Tyler's southern growth corridor

Economic Anchors Nearby:

- Brook Hill School
- Emerald Bay Golf Club
- Kiepersol Winery & Distillery
- Bullard Crossing Commercial Center
- Proximity to major employers in Tyler: UT Health, Trane Technologies, Brookshire Grocery Co.

Access & Infrastructure:

- Major highway frontage on US-69 with planned TXDOT improvements
- Less than 15 minutes to Downtown Tyler
- Quick access to Loop 49 and Hwy 155

Tyler Market Overview

TYLER, TEXAS - DEMOGRAPHIC HIGHLIGHTS (CITYWIDE / MSA LEVEL)

Population:

City of Tyler: ±110,000

Tyler MSA (Smith County): ±240,000

10-Year Growth Rate: +10.4% (2013–2023)

Median Household Income: \$63,354

Top Quintile (20% of households): \$100,000+

Educational Attainment:

Bachelor's Degree or Higher: 30.5%

High School or Higher: 89.9%

Median Age: 35.8

Skews younger due to university, medical, and service employment base

Owner-Occupied Housing: 53%

Renter-Occupied Housing: 47%

Labor Force Participation: 60.9%

Unemployment Rate: 3.5% (as of Q2 2025)

Zoning & Entitlements:

Within city: governed by Tyler Unified Development Code

ETJ and County: flexible, case-by-case basis with Smith County review

Utility Information



Contact Information & Legal Disclaimer

Disclaimer:

Information contained herein is believed to be reliable but is not guaranteed. Buyers must independently verify all facts and conduct their own due diligence. This material is for informational purposes only and not a substitute for legal, financial, or tax advice. No warranties, representations, or guarantees of performance are expressed or implied. *Do not contact tenants or visit the property without written permission.*

Tom Dyer | 214-912-1907

Tom.Dyer@TSDRealtyServices.com

www.tsdrealtyervices.com