



# The RESERVE

Naturally Exclusive

HEATH • TEXAS

## DEFINITION: RESERVE

- TO RETAIN SOMETHING SPECIAL AND UNIQUE

- PREMIER DESTINATION FOR EXCLUSIVE UPSCALE DEVELOPMENT
- 50 UNDISTURBED ACRES OF NATURAL BEAUTY
- TOWNE CENTER AND TRAIL ACCESS
- AFFLUENT COMMUNITY FOR DISTINCTIVE DINING, SHOPPING AND RECREATION
- HIGHLY SOUGHT HEATH, TEXAS, DESTINATION
- RESIDENTS SPEND OVER \$26 MILLION DINING OUT EACH YEAR - *ESRI 2022*
- LEARN MORE AT [HEATHTXEDC.COM](http://HEATHTXEDC.COM)

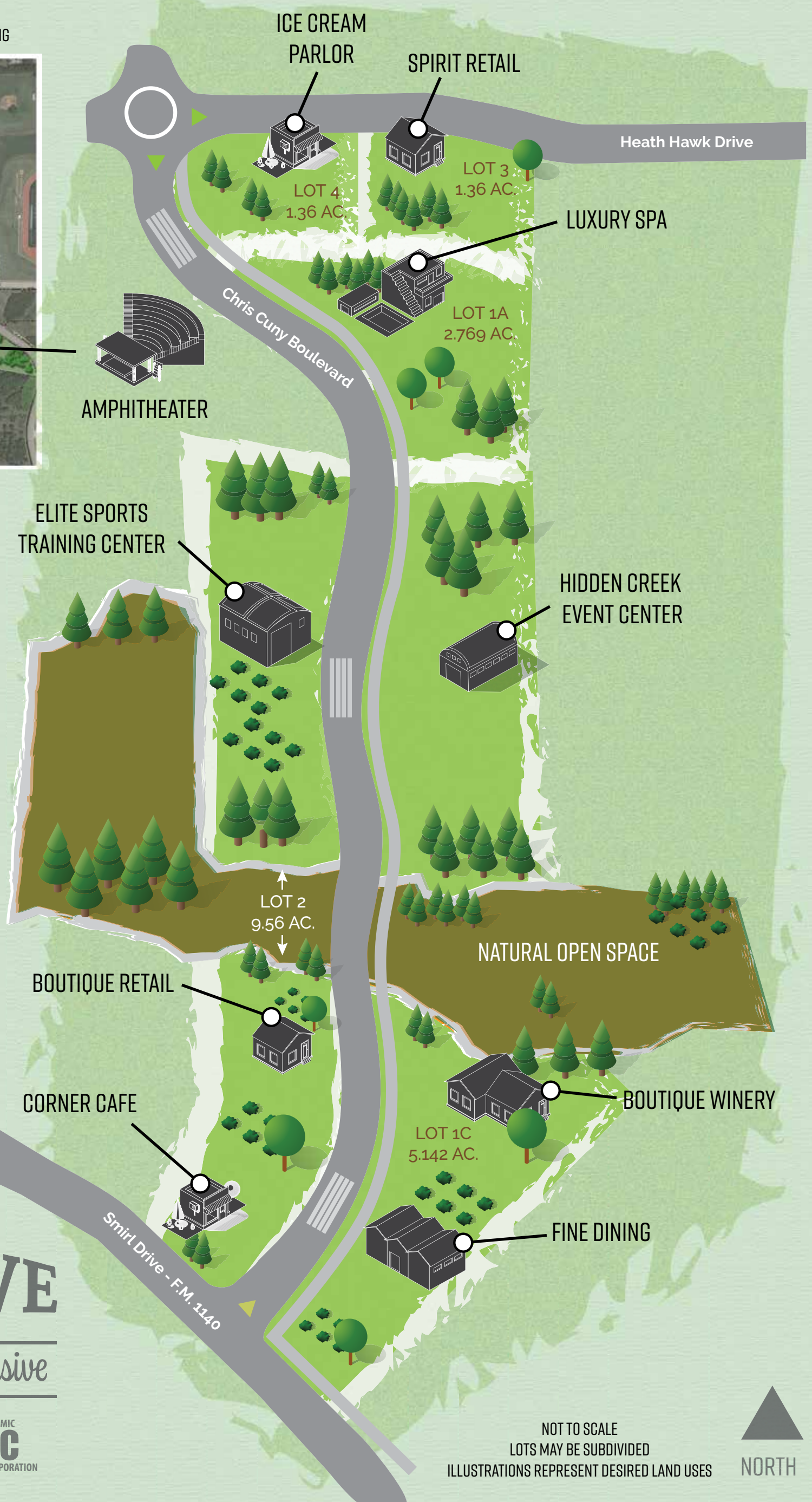
# RARE OPPORTUNITY FOR UPSCALE PEDESTRIAN-FRIENDLY DEVELOPMENT

BRINGING THE OUTDOORS, COMMUNITY AND GOOD TIMES TOGETHER

2018 MASTER PARK PLAN RENDERING



50 ACRES FOR  
PUBLIC PARK  
WITH HIKING  
TRAILS & PARKING



The  
**RESERVE**

Naturally Exclusive

HEATH MUNICIPAL  
**HMBC**  
BENEFITS CORPORATION

HEATH ECONOMIC  
**HEDC**  
DEVELOPMENT CORPORATION

NOT TO SCALE  
LOTS MAY BE SUBDIVIDED  
ILLUSTRATIONS REPRESENT DESIRED LAND USES





LAKE RAY HUBBARD

THE RESERVE/HIDDEN CREEK EVENT CENTER  
200 EVENTS/26,000 GUESTS ANNUALLY

50 ACRES OPEN/PARKLAND SPACE

ROCKWALL-HEATH HIGH SCHOOL  
560 EVENTS ANNUALLY WITH  
80,000 IN ATTENDANCE  
3,200 STUDENT/FACULTY  
DAILY TRAFFIC

TOM THUMB ANCHORED RETAIL CENTER

HIKE BIKE TRAIL CONNECTION

← TOWNE CENTER PARK/CITY HALL  
\$12 MILLION RENOVATION UNDERWAY

DAILY TRAFFIC COUNTS  
17,328 DAILY TRAFFIC (TXDOT)

CITY OF HEATH  
AVERAGE HOUSEHOLD INCOME 2022: \$203,360  
- Source: ESRI 2022

## WITHIN THE HEART OF HEATH LIES THE RESERVE

The Reserve encompasses 20 acres owned by the Heath Municipal Benefits Corporation. With an adjoining 50 City-owned acres intended for parkland, an exclusive opportunity awaits to create a unique, upscale business to serve citizens and daily visitors in a natural, pedestrian and bike friendly atmosphere. Expect a pro-business, supportive approach from a City Council and Economic Development leaders with the resources and mind set to make the desired type of land use a welcome part of the community. To learn more, scan the QR code or contact: Suzanne Brooke | sbrooke@heathtx.com | 972-658-0729.



LEARN MORE