

FOR SALE
Icon Plaza
12901 Dallas Pkwy
Frisco, Texas 75033

Crest Commercial Real Estate
9330 Lyndon B. Johnson Fwy #1080, Dallas, TX 75243
Abe Arteaga
214.295.7523 - AArteaga@crestcommercial.com

PROPERTY SUMMARY

Icon Plaza
12901 Dallas Pkwy,
Frisco, TX 75033

PROPERTY HIGHLIGHTS

- **Available for Sale:** Buildings 3 & 4 (18,600 SF, two stories each)
- **Surrounding Developments:** Minutes from Universal Kids Resort, Fields West, Firefly Park & PGA Frisco
- **Strong Demographics:** High-growth residential corridor with $223K+ avg. HHI (1-mile)
- **Building Specs:** 28' building height, 18' clear ceilings & commercial-grade elevator
- **Site Amenities:** Fountain plaza, patios, balconies, & ample parking
- **Flexible Uses:** Ideal for retail, restaurant, office, medical/wellness & entertainment



OFFERING SUMMARY

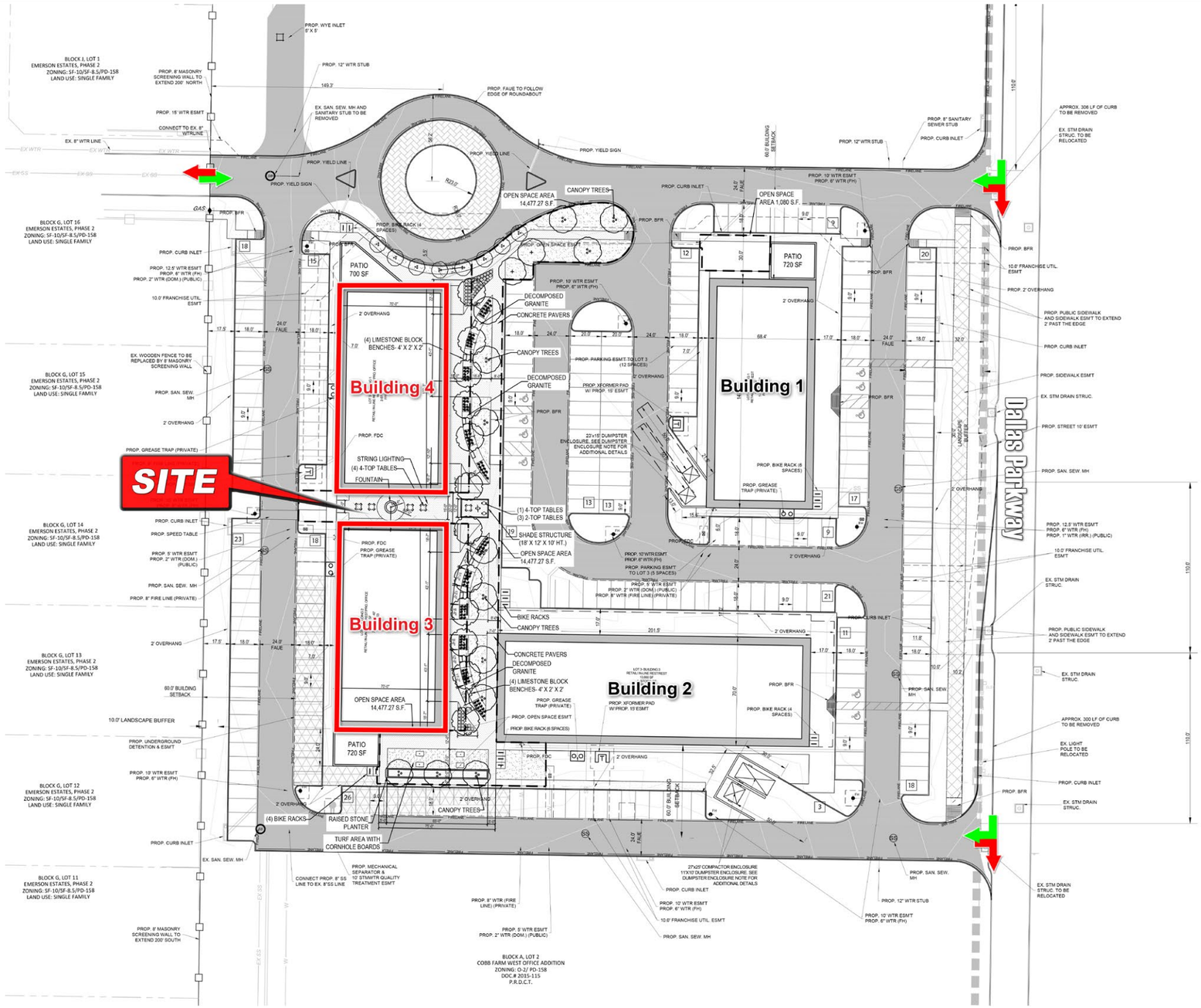
Offering:	For Sale (Contact Broker for Pricing)
Building 3 (18,600 SF):	1st Floor Retail: 9,300 SF 2nd Floor Office: 9,300 SF
Building 4 (18,600 SF):	1st Floor Retail: 9,300 SF 2nd Floor Office: 9,300 SF

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OVERALL SITE PLAN

Icon Plaza
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SITE AERIAL

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MARKET AERIAL

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DEMOGRAPHICS MAP & REPORT

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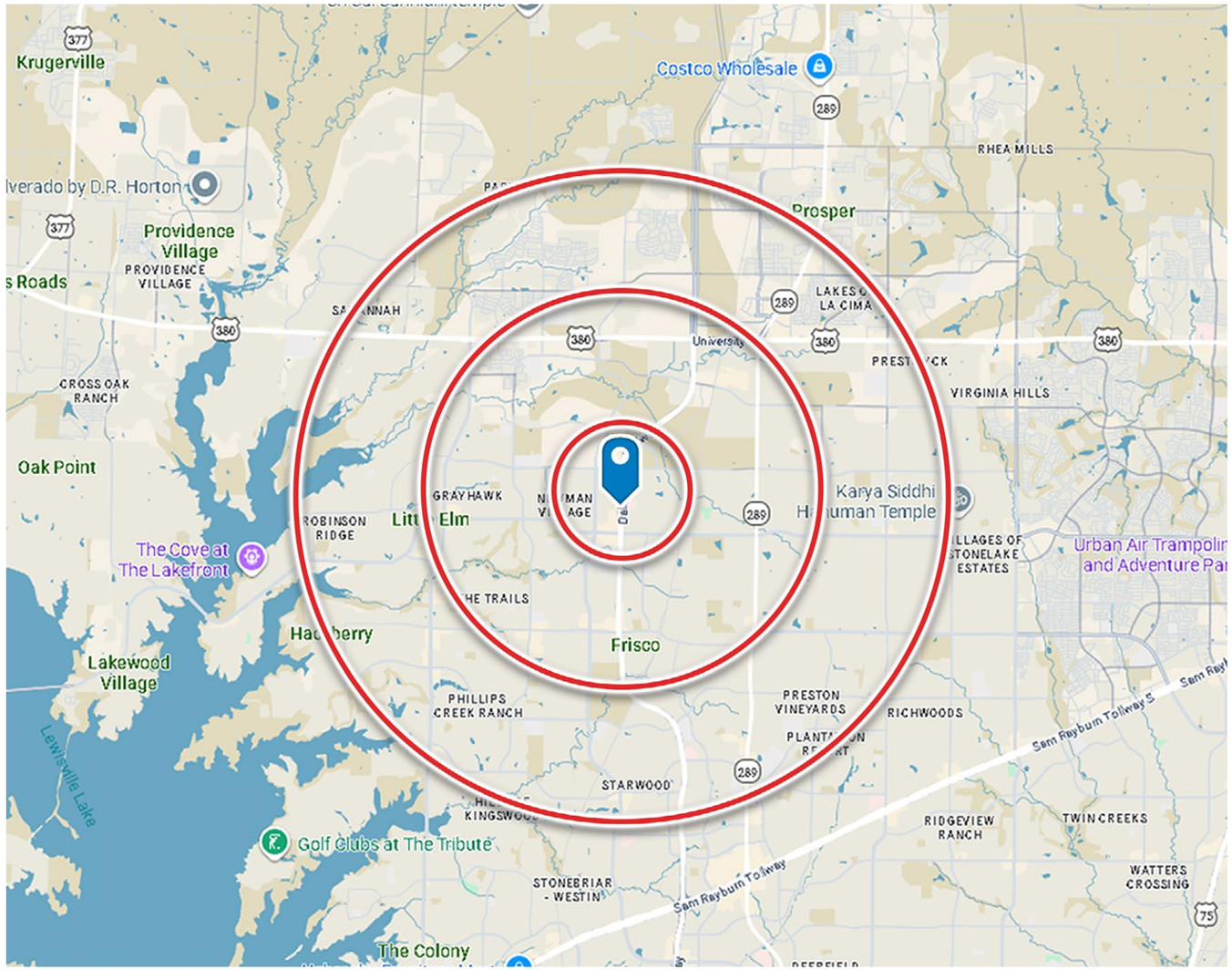
2026 DEMOGRAPHICS

POPULATION	1 MI	3 MI	5 MI
Total Population	8,310	76,700	269,154
Median Age	35.7	36.4	36.3
Median Age (M)	35.3	35.7	35.6
Median Age (F)	36.1	37.0	37.0

HOUSEHOLDS & INCOME	1 MI	3 MI	5 MI
Total Households	2,917	26,920	91,551
# of Persons per HH	2.78	2.84	2.93
Average HH Income	$223,939	$214,298	$209,431
Average Home Value	$744,962	$631,065	$602,619

TRAFFIC COUNTS

- Dallas North Tollway: 124,862 VPD (TXDOT 2025)
- Panther Creek Pkwy: 21,471 VPD (TXDOT 2025)
- Eldorado Pkwy: 47,340 VPD (TXDOT 2025)



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11-03-2025

Information About Brokerage Services

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

EQUAL HOUSING OPPORTUNITY

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.

WRITTEN AGREEMENTS ARE REQUIRED IN CERTAIN SITUATIONS: A license holder who performs brokerage activity for a prospective buyer of residential property must enter into a written agreement with the buyer before showing any residential property to the buyer or if no residential property will be shown, before presenting an offer on behalf of the buyer. This written agreement must contain specific information required by Texas law. For more information on these requirements, see section 1101.563 of the Texas Occupations Code. **Even if a written agreement is not required, to avoid disputes, all agreements between you and a broker should be in writing and clearly establish: (i) the broker's duties and responsibilities to you and your obligations under the agreement; and (ii) the amount or rate of compensation the broker will receive and how this amount is determined.**

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 by the buyer or buyer's agent. **An owner's agent fees are not set by law and are fully negotiable.**

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. **A buyer/tenant's agent fees are not set by law and are fully negotiable.**

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' written 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.

A LICENSE HOLDER CAN SHOW PROPERTY TO A BUYER/TENANT WITHOUT REPRESENTING THE BUYER/TENANT IF:

- The broker has not agreed with the buyer/tenant, either orally or in writing, to represent the buyer/tenant;
- The broker is not otherwise acting as the buyer/tenant's agent at the time of showing the property;
- The broker does not provide the buyer/tenant opinions or advice regarding the property or real estate transactions generally; and
- The broker does not perform any other act of real estate brokerage for the buyer/tenant.

Before showing a residential property to an unrepresented prospective buyer, a license holder must enter into a written agreement that contains the information required by section 1101.563 of the Texas Occupations Code. The agreement may not be exclusive and must be limited to no more than 14 days.

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.

Crest Commercial RE	0412595	erik@crestcommercial.com	214.696.6677
Name of Sponsoring Broker (Licensed Individual or Business Entity)	License No.	Email	Phone
Erik K. Fulkerson	0325490	erik@crestcommercial.com	214.696.6677
Name of Designated Broker of Licensed Business Entity, if applicable	License No.	Email	Phone
Name of Licensed Supervisor of Sales Agent/Associate, if applicable	License No.	Email	Phone
Abraham Arteaga	0721506	aarteaga@crestcommercial.com	214.696.6677
Name of Sales Agent/Associate	License No.	Email	Phone

Buyer/Tenant/Seller/Landlord Initials _____ _____ Date _____