



Nationwide Sample Report - United States
Fuel Demand | Traffic Analysis | Site Evaluation



Prepared by: Falcon Data Service

Nationwide Feasibility & Site Assessment Experts
Gas Stations | Truck Stops | C-Stores | Real Estates

Proposed Gas Station

This gas station feasibility study provides a nationwide sample analysis for proposed fuel station developments across the United States. The report includes traffic-based demand modeling, competitive market evaluation, and projected fuel volume analysis to support informed investment and lending decisions.

**Prepared For:**

Client Name
123 Main St, City, TX75126

Prepared By:

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Aerial Site Video Link: https://youtu.be/9Ws5rzW_ho

Certification of Feasibility Study



This Feasibility Study has been prepared at the request of **[Client/Applicant Name]** for the proposed development/operation of a **[Gas Station & Convenience Store]** located at **[Property Address, City, State]**.

I hereby certify that:

1. This report has been prepared in accordance with accepted professional standards of feasibility analysis.
2. The data, projections, and conclusions are based on sources deemed reliable, including traffic counts, demographic statistics, competitive surveys, and industry benchmarks.
3. The financial projections represent my best professional judgment, subject to assumptions and market conditions described herein.
4. I have no financial interest in the subject property except for the fee paid for preparation of this study.

This certification is provided for the exclusive use of the client named above and their designated lenders, investors, or agencies. Reliance by any other parties is not intended or authorized.

Certified By:

Falcon Data Service (FDS)

Smart Decisions Start with Feasibility

By: _____

Name: _____

Title: Principal Consultant

Date: _____

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SECTION I – SCOPE AND PURPOSE

Scope

Falcon Data Service has been hired by Client Name to conduct a feasibility study for a proposed gas station and convenience store in Forney, TX. This report presents a broad analysis of local competition, the property's location and features, and the potential for sales in the surrounding area.

The purpose of this study is to provide insight into the area's demographics and economic conditions to determine the overall feasibility of a new gas station development. The data used in this report is based on the most current and reliable sources available at the time of writing. Falcon Data Service is not responsible for any updates or changes that may have occurred after the data was gathered.

This report also includes early assessments of the project's viability today, along with an outlook on how demand in the area may develop in the future.

Purpose

The Falcon Data Service feasibility study evaluates whether the proposed project is practical and examines its overall size and scope. It offers a summary of the project's potential to owners, investors, lenders, and other stakeholders, based on current market conditions. Please note, this report is for informational purposes only, and future economic changes—such as shifts in fuel prices or broader economic trends—could affect the outcome of the project.

The report also includes estimated fuel volume and sales forecasts, using current market performance and competitive analysis. It provides suggestions for the type and size of the property, as well as the services and features that should be offered. The proposed site is planned to include a gas station, convenience store, diesel and gas pumps, parking, and related amenities.

Falcon Data Service does not guarantee the success or profitability of the project. As such, it's strongly recommended that investors and developers use additional sources and conduct their own thorough research before making any financial decisions.

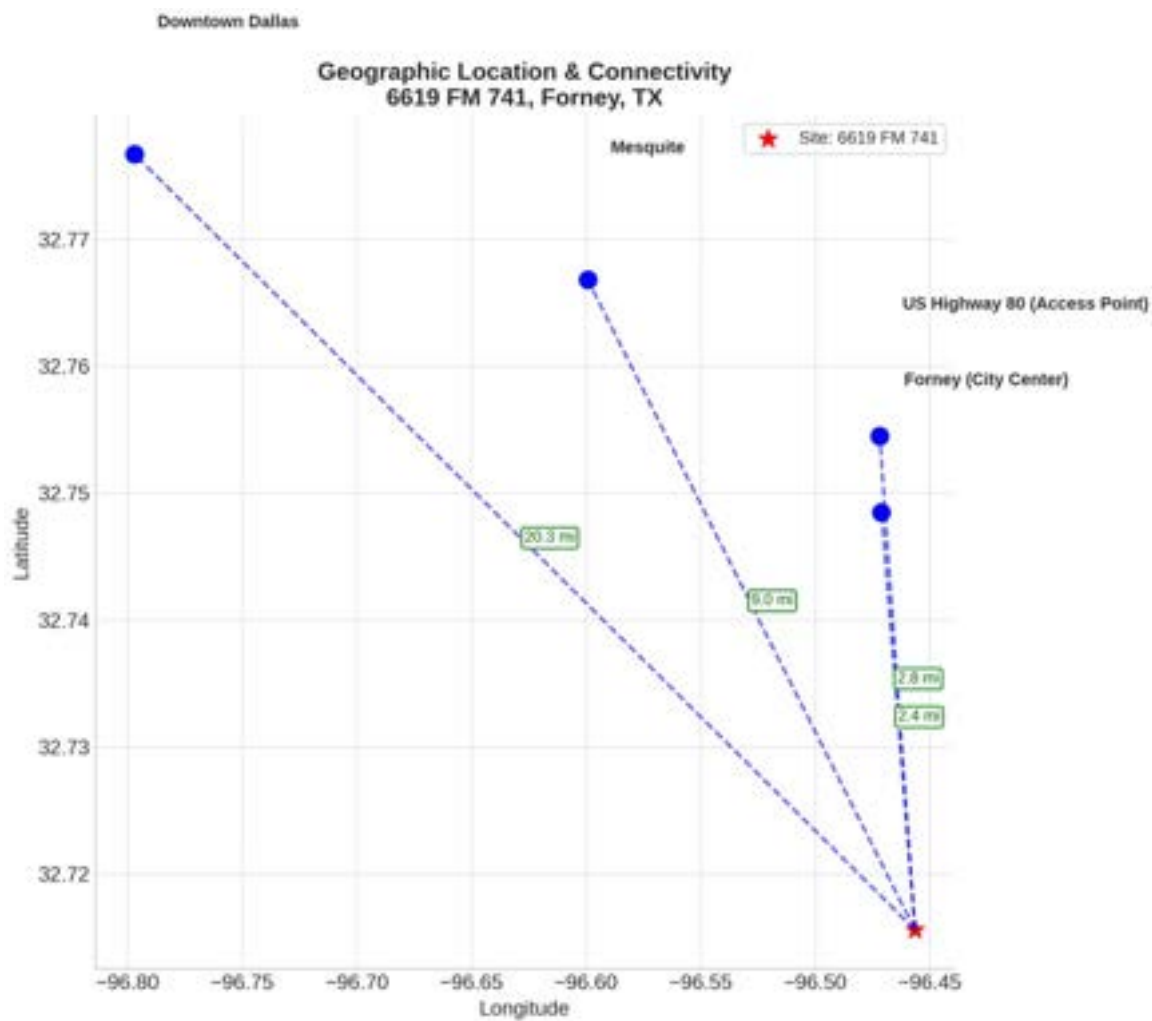
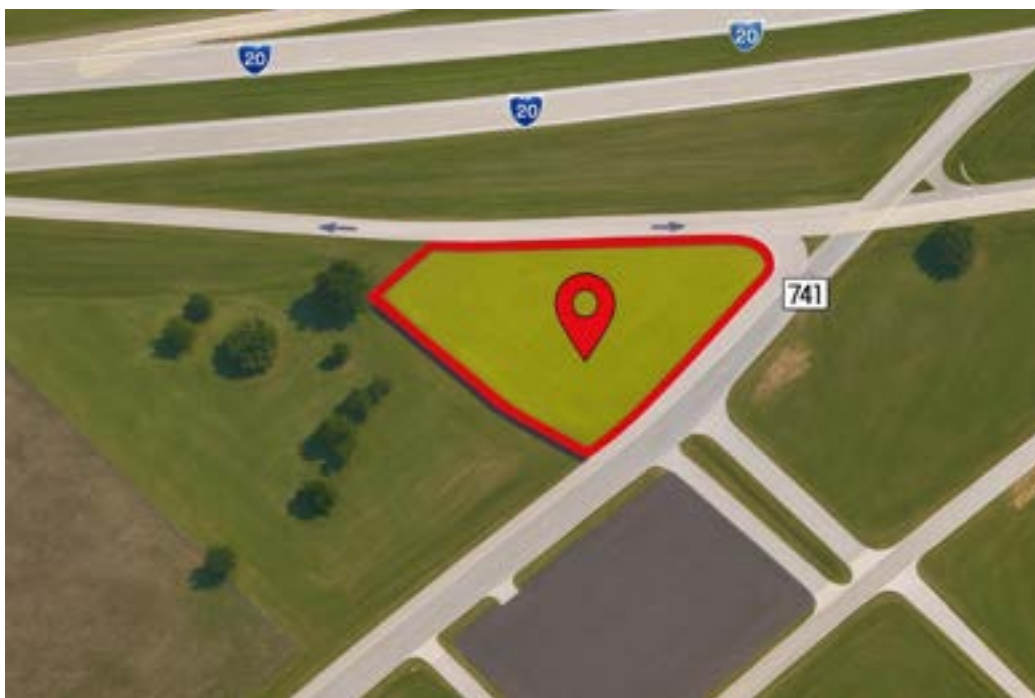
SECTION II – EXECUTIVE SUMMARY

The planned gas station development is located at **1234 FM 741 in Forney, Texas**, within Kaufman County. Kaufman County is among the fastest-growing counties in the Dallas–Fort Worth metropolitan area, driven by strong residential and commercial expansion. The city of Forney, often referred to as the “Antique Capital of Texas,” lies approximately **21 miles east of downtown Dallas**, providing excellent connectivity and visibility for regional commuters and residents.

This summary outlines the key geographic and market attributes of the site, including parcel details, planned developments, and proximity to nearby growth corridors, to evaluate the long-term viability of the project.

Geographic Location

- ☐ The property consists of **a single parcel of approximately 1.0 acre**, strategically located along FM 741, a well-traveled corridor in the Forney area.
- ☐ Development plans for the site include a **gas station with multiple fueling positions, a convenience store, and provisions for future retail expansion**.
- ☐ The gas station will serve both **residents and through-traffic**, offering gasoline, diesel, and a modern convenience store with food and beverage options.
- ☐ The site is approximately **2.5 miles south of U.S. Highway 80, 3.0 miles from central Forney, 12 miles east of Mesquite, and 21 miles east of downtown Dallas**, making it highly accessible to both local and regional markets.



Subject Site Evaluation

Zoning	The property is zoned for commercial use , suitable for fuel station and convenience retail development.
Accessibility	- The site has direct access from FM 741 and is strategically located adjacent to Interstate 20. - Easy ingress and egress for both local and regional traffic. - The location benefits from strong connectivity to the Dallas–Fort Worth metro area, making it convenient for commuters and commercial vehicles.
Visibility	- Positioned at a prime corner lot along FM 741 and I-20 frontage. - Highly visible to interstate traffic as well as local road users. - The strategic frontage ensures strong exposure to both residential communities and through-traffic.
Utilities	All major utilities are available, including electricity, water/sewer, telephone, and gas/propane .
Traffic	- Recent data from a comparable nearby corridor (FM 548 near U.S. 80 in Forney) shows average daily traffic volumes of 22,801 vehicles per day (vpd) on FM 548 and 73,821 vpd on U.S. Highway 80, indicating strong regional traffic. - While exact counts for FM 741 are not publicly available, the ongoing widening and improvements spearheaded by TXDOT for FM 741 suggest substantial traffic projections. These upgrades typically correlate with heavy roadway.
Topography	The land is mostly level with a triangular configuration, providing efficient design flexibility for site planning.
Competition	- There are very few directly adjacent fuel/convenience competitors, offering strong market entry potential. - Nearby anchor venues such as Taco Bell and 7-Eleven are in proximity, but minimal direct competition exists immediately next to the subject site—enhancing its opportunity to capture local and highway-based demand.

Proposed Use

- ❑ Development will include a **modern gas station** with both gasoline and diesel fueling positions, an air station, and designated parking for vehicles.
- ❑ The site will feature **branded fuel offerings**, ensuring consistency and quality for both local residents and interstate travelers.
- ❑ The fueling setup is expected to include **5 multi-product dispensers (MPDs)**, providing **10 gasoline hoses** and **4 diesel hoses** to accommodate high traffic volumes.
- ❑ A **convenience store of approximately 5,000 sq. ft.** is planned, offering a variety of services such as a full kitchen deli, a nationally recognized food franchise (e.g., Hunt Brothers Pizza), grab-and-go meal options, packaged snacks, beverages, and fresh produce.
- ❑ An adjacent **retail plaza** is proposed, with space allocated for **restaurants, small retail shops, and service businesses**, creating a local commercial hub.
- ❑ The project is designed with **scalability in mind**, offering strong potential for additional retail and commercial growth as the surrounding area continues to expand.
- ❑ The layout and architecture are intended to **complement nearby land uses** and integrate seamlessly into the growing Forney community while serving both commuter and neighborhood demand.

Economic Factors Driving Gas Station Demand

The number of private and commercial vehicles traveling through **Forney and the broader Dallas–Fort Worth (DFW) region** is a fundamental driver of gas station demand. The proposed site’s prime location at **FM 741 and Interstate 20 (I-20)** grants it prominent access to major transportation infrastructure and utilities at competitive costs. Given the region's robust growth trajectory, these factors bolster long-term demand for both fuel and convenience retail at the site.

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Forney, a city experiencing notable expansion, is home to approximately **23,455 residents as of the 2020 census**, and the population continues to climb rapidly. Being part of the booming DFW metroplex — among the most populous in the nation — ensures a constantly growing customer base.

Traffic Volume and Connectivity

- **I-20** is a major east–west corridor extending through DFW, connecting to key urban and freight routes, and supports substantial traffic flows across the region.
- **FM 741**, locally known as College Avenue, connects from Crandall to Forney via a two- to four-lane roadway, serving as a critical local connector and target for widening projects under TxDOT’s improvements. Although public average daily traffic (ADT) counts for FM 741 at the site are not immediately accessible, TxDOT traffic monitoring systems compile such data and can provide precise estimates upon request.

Population Trends and Demand Potential

Forney’s population growth is a strong signal for increased demand in fuel and convenience services. As more residential subdivisions are developed along FM 741 and adjacent I-20 corridors, the area will attract higher numbers of commuters and service-seeking travelers. This demographic trend enhances the long-term prospects for success of a gas station and convenience store at this location.

Overall demand for the site will be influenced by a convergence of factors: **traffic volume, local population expansion, regional economic activity, and freight movement along I-20**. Together, these dynamics establish the site as a highly favorable location for sustained service-oriented development.



SECTION III - SITE ANALYSIS

Evaluating the land's suitability for a **gas station and convenience store** is critical in determining the project's long-term economic potential and development value. Factors such as **lot size, terrain, access points, visibility, and available utilities** all contribute to how practical and marketable the site is for commercial use.

The property at **1234 FM 741** features a **triangular lot configuration** situated directly adjacent to **Interstate 20**. The site's shape and frontage make it highly functional for fuel canopy placement, convenience store access, and customer circulation. The **topography is predominantly level with only slight grade variations**, making it well-suited for construction, efficient drainage, and proper entry and exit points for both passenger vehicles and trucks.

The **strategic location** along FM 741 with immediate I-20 exposure enhances the site's competitive strength, ensuring high traffic visibility and strong market potential. Utilities such as electricity, water, sewer, and telecom are readily accessible, which simplifies development planning and reduces infrastructure costs.

The success of this project will largely depend on the **unique locational features of the site**—particularly its **prime highway exposure, easy accessibility, and adjacency to existing retail anchors** such as 7-Eleven and Taco Bell. A detailed analysis matrix has been prepared to highlight these features and demonstrate the site's potential for strong long-term commercial performance.

This site analysis covers the following key elements:

- Site Location
- Aerial Site Overview
- Geographic Information System (GIS) Overview
- Nearby Properties and Land Use
- Accessibility and Visibility
- Site Evaluation Matrix

Site Location

The subject property is located at **1234 FM 741, City, TX75126**, directly off **Interstate 20 (Exit 490)** and along **FM 741**, providing exceptional visibility and accessibility.



- ❑ **Strategic Highway Access** – Direct connectivity to Interstate 20 at Exit 490 provides seamless access for regional traffic, including both commuters and long-haul travelers.
- ❑ **Frontage Exposure** – The site offers clear visibility along FM 741, a heavily traveled corridor, ensuring maximum exposure to passing vehicles.
- ❑ **Ease of Entry & Exit** – Multiple approach routes and signalized intersections nearby enhance site accessibility and support smooth traffic flow for fuel and convenience store customers.

Aerial Site Overview

To provide additional context for stakeholders, the following aerial video highlights the subject parcel, adjacent roadways, and surrounding land uses. Review this footage alongside the demographic, traffic, and market sections for a complete view of the site's strengths.

Aerial Video Link: https://youtu.be/9Ws5rzW_ho

What to look for in the video

- **Visual confirmation of site location:** Clear view of the triangular parcel near I-20 and FM 741, boundary lines, and approach routes.
- **Surrounding infrastructure & accessibility:** Visibility to through-traffic, turn lanes, and proximity to interchanges and collectors.
- **Land characteristics:** Overall topography, drainage patterns, developable area, and adjacent uses.
- **Connectivity & demand indicators:** Nearby neighborhoods, retail nodes, schools, and employers that support trip generation.

Note: This footage is a visual supplement to the feasibility analysis. Interpret in conjunction with the report's traffic counts, demographic trends, and market findings.

Site and Surroundings

The proposed development is located in a **prime, well-connected area** of Forney, TX, positioned directly off **FM 741 with immediate access to Interstate 20**. The surrounding area features a strong mix of **residential neighborhoods, retail businesses, schools, and community facilities**, making this site attractive for both local residents and regional traffic traveling along I-20. Its proximity to fast-growing residential subdivisions and established commercial anchors enhances its long-term development potential.

Location	Distance
7-Eleven	0.2 miles
Taco Bell	0.2 miles
Forney High School	2.3 miles
Walmart Supercenter (Forney, TX)	2.6 miles
Forney Community Park	3.2 miles
Downtown Forney	3.5 miles
Texas Health Presbyterian Hospital Rockwall	8.9 miles
Kaufman County Courthouse (Kaufman, TX)	13.5 miles
Town East Mall (Mesquite, TX)	14.9 miles
Downtown Dallas	23 miles

This combination of **residential, commercial, educational, and healthcare facilities**, along with **direct highway connectivity**, ensures the site will attract a consistent flow of both local customers and interstate travelers, supporting its strong potential as a retail and service hub.

Proposed Site and Surrounding Area Pictures

Proposed site topography



Interstate 20 (I-20)



Neighborhood



Accessibility and Visibility

The accessibility and visibility of the development site are key advantages that directly impact the potential utilization of the proposed gas station and convenience store. The site benefits from its location along **FM 741** with **direct frontage exposure to Interstate 20 (I-20)**, one of the busiest east–west corridors in North Texas. This ensures high visibility to both local commuters and regional travelers, including commercial freight traffic.

The proposed site provides **direct vehicular access from FM 741**, with entry and exit points designed for smooth traffic flow. Its adjacency to I-20 allows for **immediate connectivity to the Dallas–Fort Worth metroplex**, making it a prime stop for both local residents and highway users.

In addition, the site enjoys connectivity to a network of regional roadways, including **FM 548, US Highway 80, and FM 741’s planned widening improvements**, which will further enhance accessibility in the near future. This infrastructure network ensures the site can capture demand from both **local neighborhood traffic and interstate travelers**, strengthening its long-term commercial viability.

The combination of **direct highway frontage, strong traffic counts, and ease of access** makes the site highly attractive for fuel retail and convenience services, maximizing exposure and customer capture potential.



Assessment Matrix

The result of the assessment of the project site are summarized as follows:

Criteria	--	-	0	+	++
Visibility					☑
Accessibility					☑
Traffic Volume			☑		
Filling Station Supply			☑		
Appeal of the Site					☑
Quality / Appearance of Surrounding			☑		
Size and Potential Growth of Area					☑
Security					☑
Cleanliness					☑
Customer Attractiveness					☑
Income Level			☑		
Vehicle Ownership Ratio			☑		

- ☐ The site ranks **very strong (++) rating)** in **Visibility, Accessibility, Appeal, Growth Potential, Security, and Customer Attractiveness** due to its I-20 frontage and Forney's rapid expansion.
- ☐ **Traffic Volume, Income Levels, and Vehicle Ownership** are supportive (0 to +), reflecting steady commuter flow and rising suburban demographics.
- ☐ **Filling Station Supply** and **Surroundings** are moderate, with some existing competition (7-Eleven nearby) but limited saturation overall.

Conclusion

We have evaluated the proposed site at **1234 FM 741, City, TX** based on its location, parcel size, topography, accessibility, visibility, surrounding land use, and availability of utilities. The property is strategically positioned with **direct frontage on FM 741 and immediate access to Interstate 20**, ensuring excellent visibility and traffic exposure from both commuter and freight vehicles.

The site's level terrain and triangular configuration support efficient development for a gas station, convenience store, and future retail expansion. Its proximity to residential growth areas, established businesses, and regional transportation routes enhances its attractiveness.

Most notably, the immediate trade area shows **limited direct competition** for full-service branded fueling and convenience offerings, providing a strong market entry opportunity. These combined factors make the site highly suitable for long-term commercial development and investment success.

SECTION IV - MARKET ANALYSIS

A market analysis involves both quantitative and qualitative assessments to evaluate the project site's potential. It considers market size, customer segmentation, purchasing behavior, competition, and the broader economic landscape. In Forney, TX, the steady growth in both residential and commercial developments, combined with increasing commuter and freight traffic along **Interstate 20 and FM 741**, has driven demand for fuel stations and convenience retail. The proposed gas station is positioned to serve a target market composed of both local residents and regional traffic.

The size and density of the surrounding market area strongly influence demographic trends, demand forecasts, and competitive conditions. The primary goal of this analysis is to identify structural factors, market opportunities, and potential challenges that may impact the site's competitiveness, and to estimate the level of support for the proposed development. Falcon Data Service conducted a comprehensive market analysis of the site, evaluating the following components:

- ☐ **Industry Overview:** Assessment of current trends and projected growth in the fuel retail and convenience store sector across North Texas.
- ☐ **Target Customers:** Demographic profile of the Forney area, including population growth, commuter patterns, and residential expansion.
- ☐ **Competitors:** Review of nearby fuel stations and convenience outlets, including major branded and independent operators.
- ☐ **Volume and Sales Forecasts:** Projections of demand capture, fuel volume, and retail sales potential for the site.

The proposed site is strategically located in a **high-traffic central corridor** that features a growing concentration of residential neighborhoods, schools, and commercial activity. It benefits from both local commuter flows and regional connectivity via I-20, US Highway 80, and FM 548. The immediate area includes:

- ☐ **North:** Residential subdivisions, schools, and local retail.
- ☐ **East:** Additional housing developments, small businesses, and regional road links.
- ☐ **South:** Existing retail outlets, quick-service restaurants, and light commercial activity.
- ☐ **West:** Major access to I-20, commercial businesses, and growing residential expansion.

This corridor is part of the rapidly expanding **Dallas–Fort Worth metroplex**, which is one of the fastest-growing regions in the United States. Strong population inflows, suburban housing growth, and rising commuter traffic continue to support robust demand for fuel and convenience retail.

The dominant employment sectors in Kaufman County and the surrounding region include **Health Care & Social Assistance, Retail Trade, and Educational Services**, while **Construction, Professional & Technical Services, and Manufacturing** are among the highest-paying industries. These dynamics point toward strong long-term demand for both essential services and daily convenience offerings, reinforcing the viability of the proposed gas station and retail development.

Component	Key Insight
Industry Overview	Growth in fuel retail & convenience sector across North Texas.
Target Customers	Strong population growth, commuters, and new housing in Forney.
Competitors	Nearby branded & independent fuel stations with limited saturation.
Volume & Sales Forecasts	High traffic exposure supports strong fuel volume & retail sales.

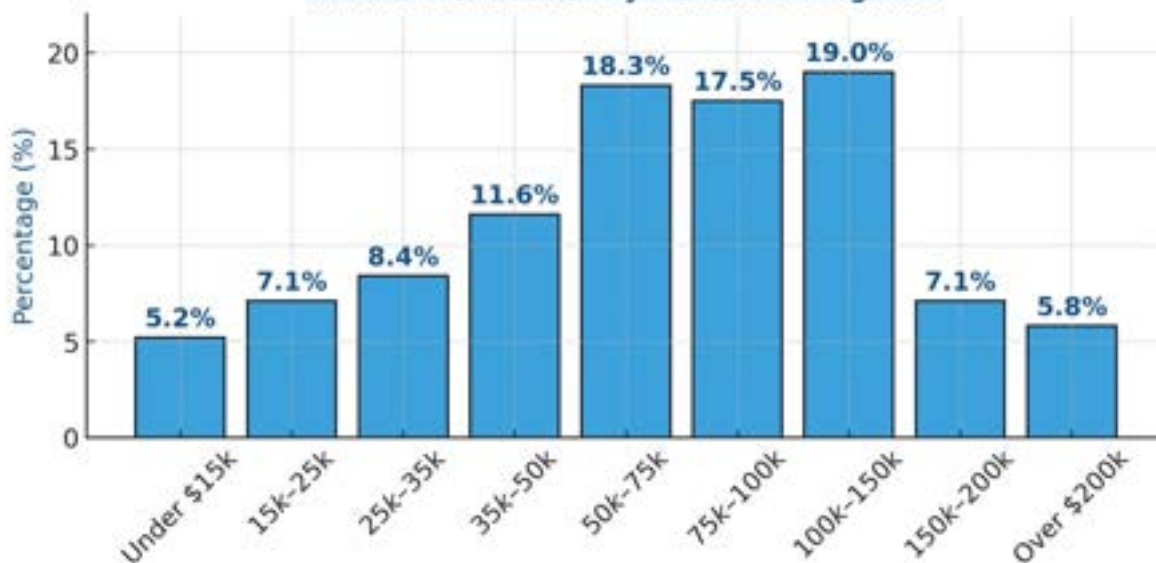
Economic Analysis

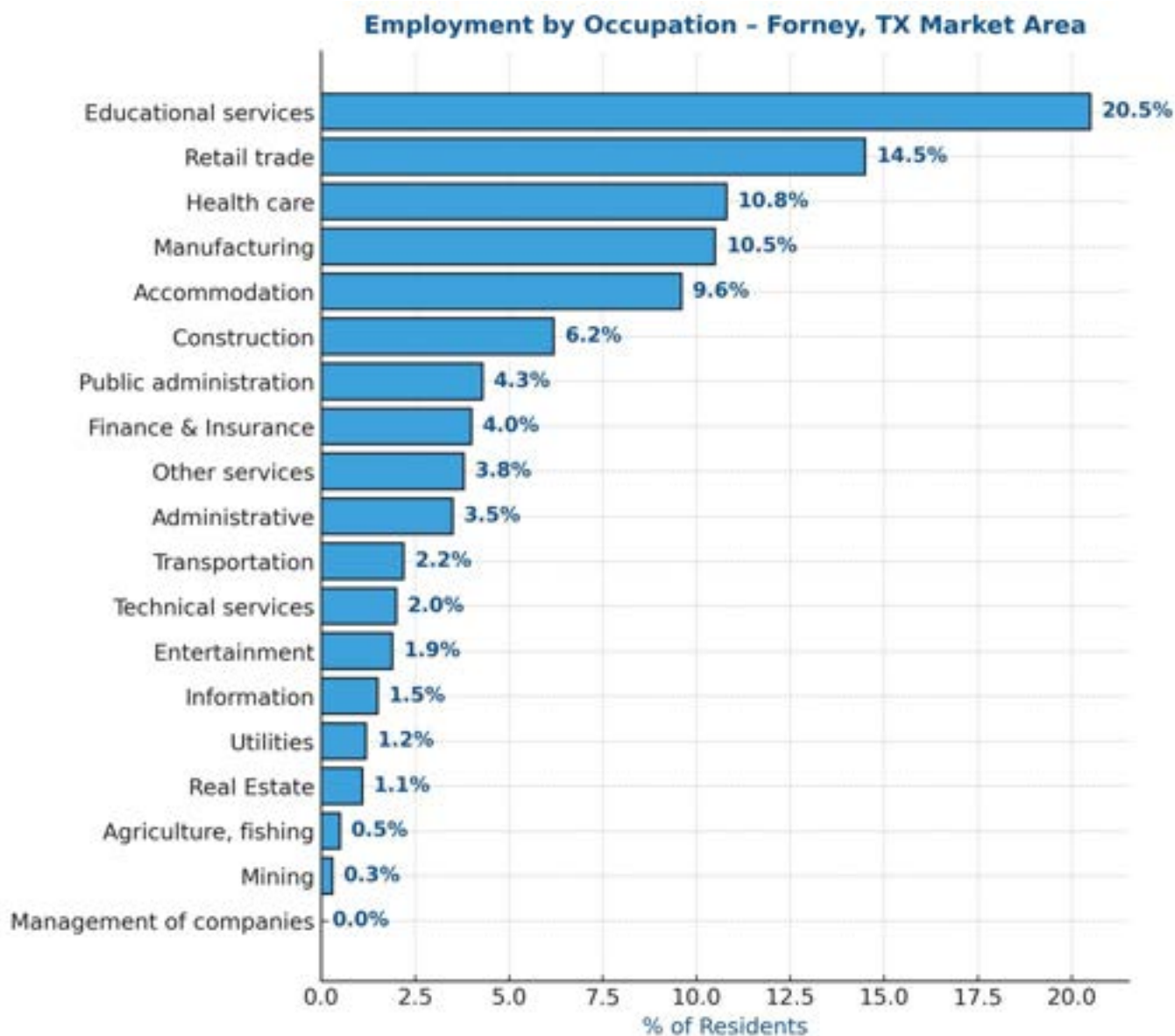
The economic analysis provides a clear overview of the current market climate in Forney, TX, and the surrounding Kaufman County area. Key indicators demonstrate strong long-term potential, supported by rapid population growth, expanding residential development, and a stable regional economy anchored by the Dallas–Fort Worth metroplex.

Economic Factors - Forney, TX Market Area

Economy	Value
Unemployment Rate	3.9%
Recent Job Growth	2.5%
Future Job Growth	45.0%
Sales Tax	8.25%
Income Tax	0.0%
Income per Capita	\$34,500
Median Household Income	\$89,000

Income Distribution by Household Segment





These metrics reflect a **diverse and growing economy**, with strong demand for essential services such as fuel and convenience retail. The **absence of a state income tax** and continued regional growth further enhance the economic appeal of this location.

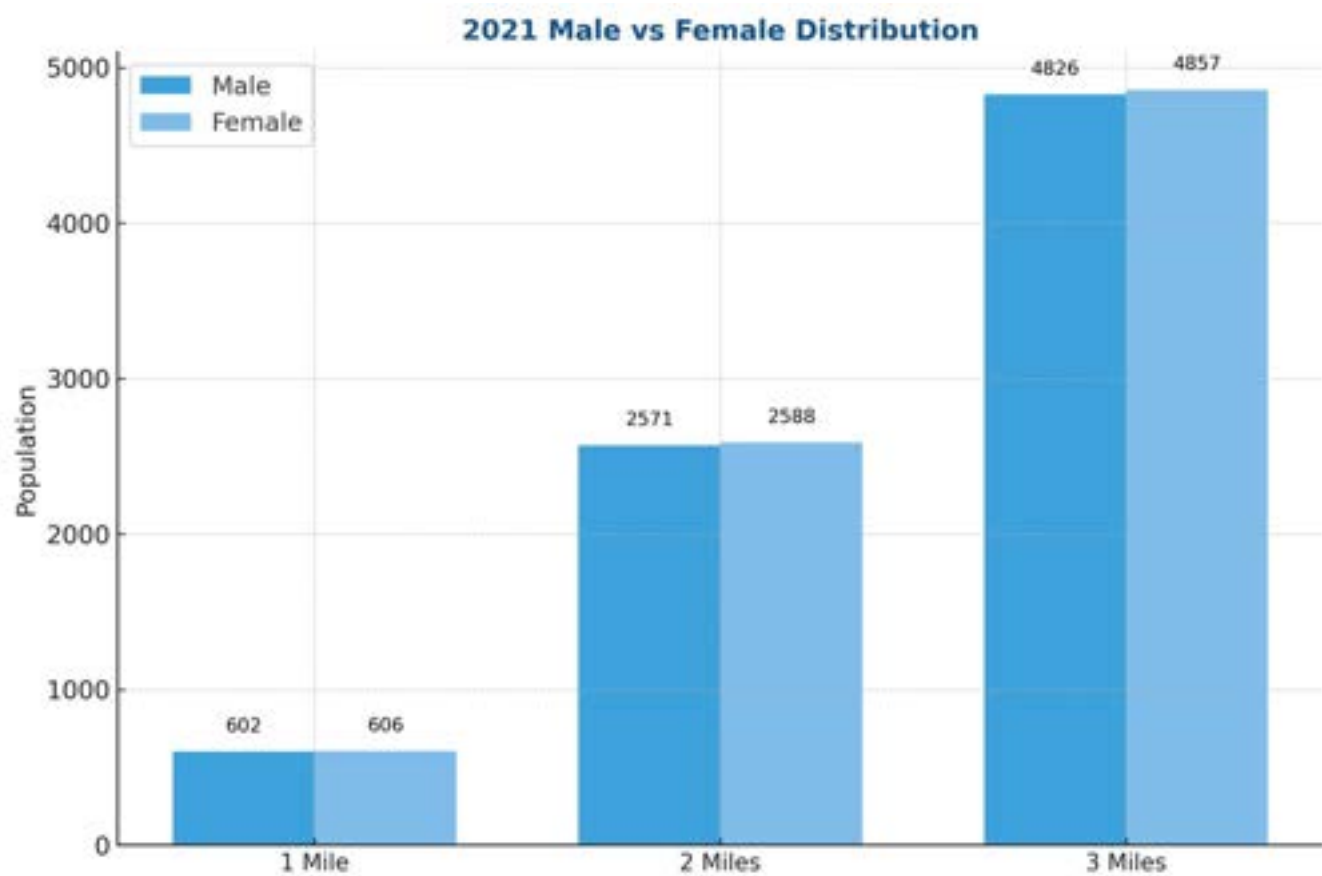
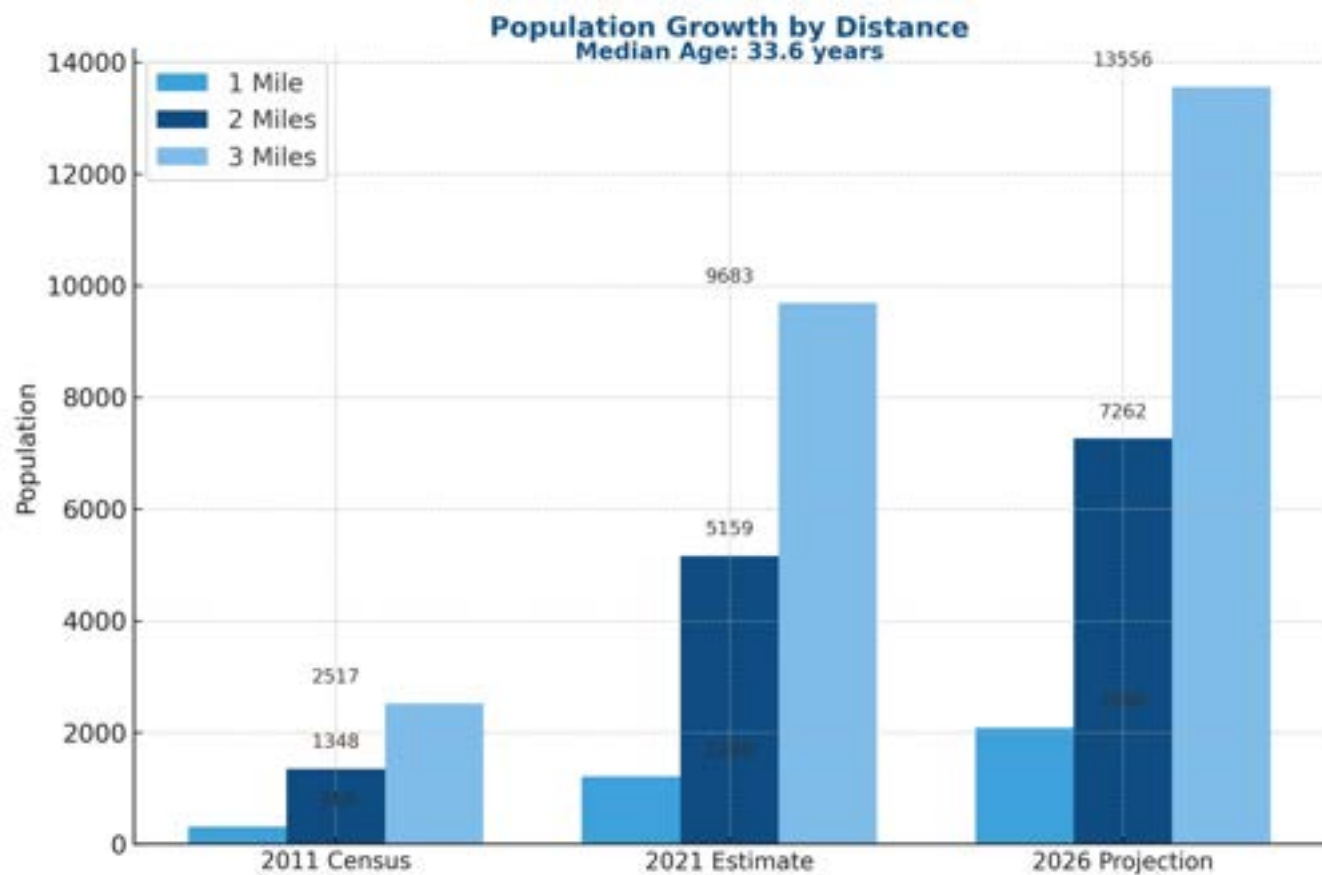
Demographic

The demographic analysis provides insight into the population characteristics of the market area surrounding **1234 FM 741, Forney, TX**. Key indicators such as population growth, household composition, and median age help determine the potential demand for retail, fuel, and convenience services.

Population Overview:

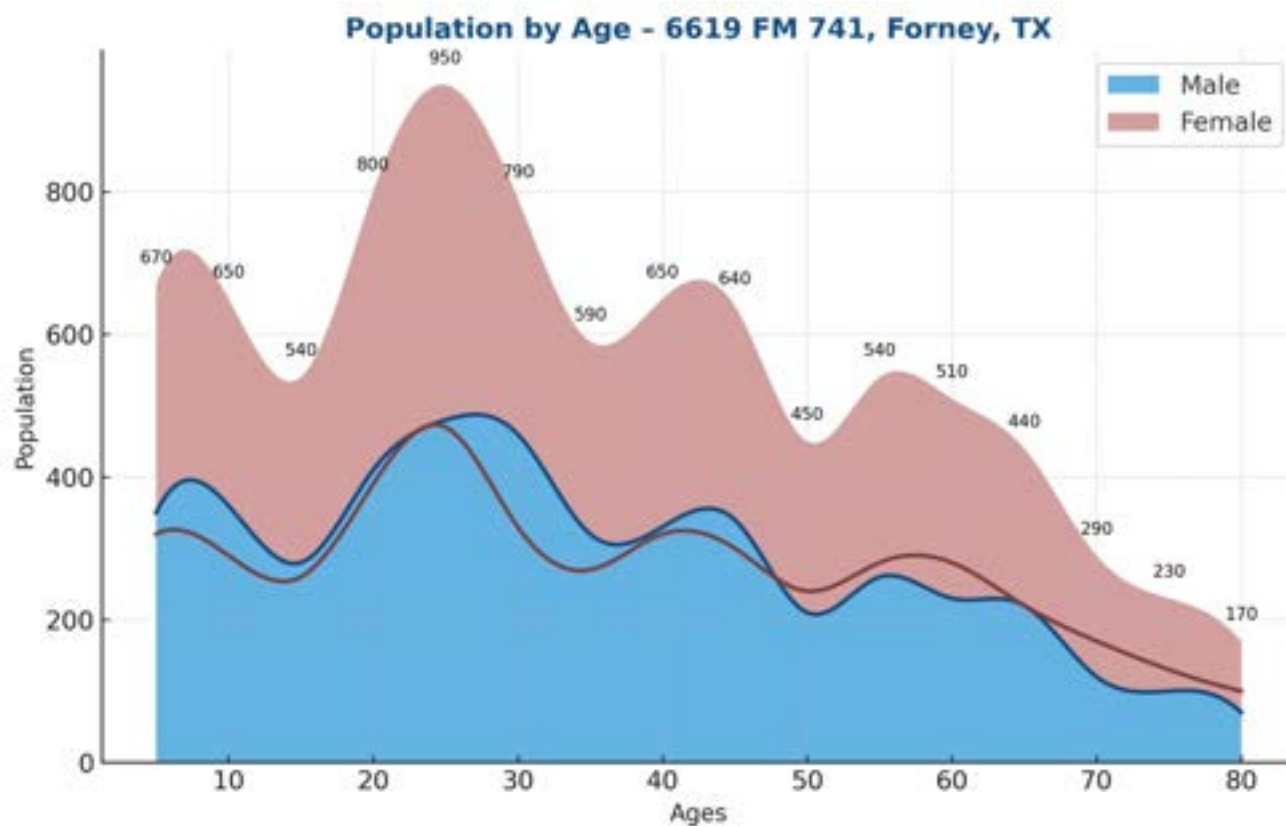
The site is located in a rapidly growing area within Kaufman County, part of the Dallas–Fort Worth metroplex. The market area demonstrates **strong residential growth** supported by continued suburban expansion, making the location highly attractive for long-term development. The population within a 3-mile radius has more than tripled since 2011, reflecting robust demand growth.

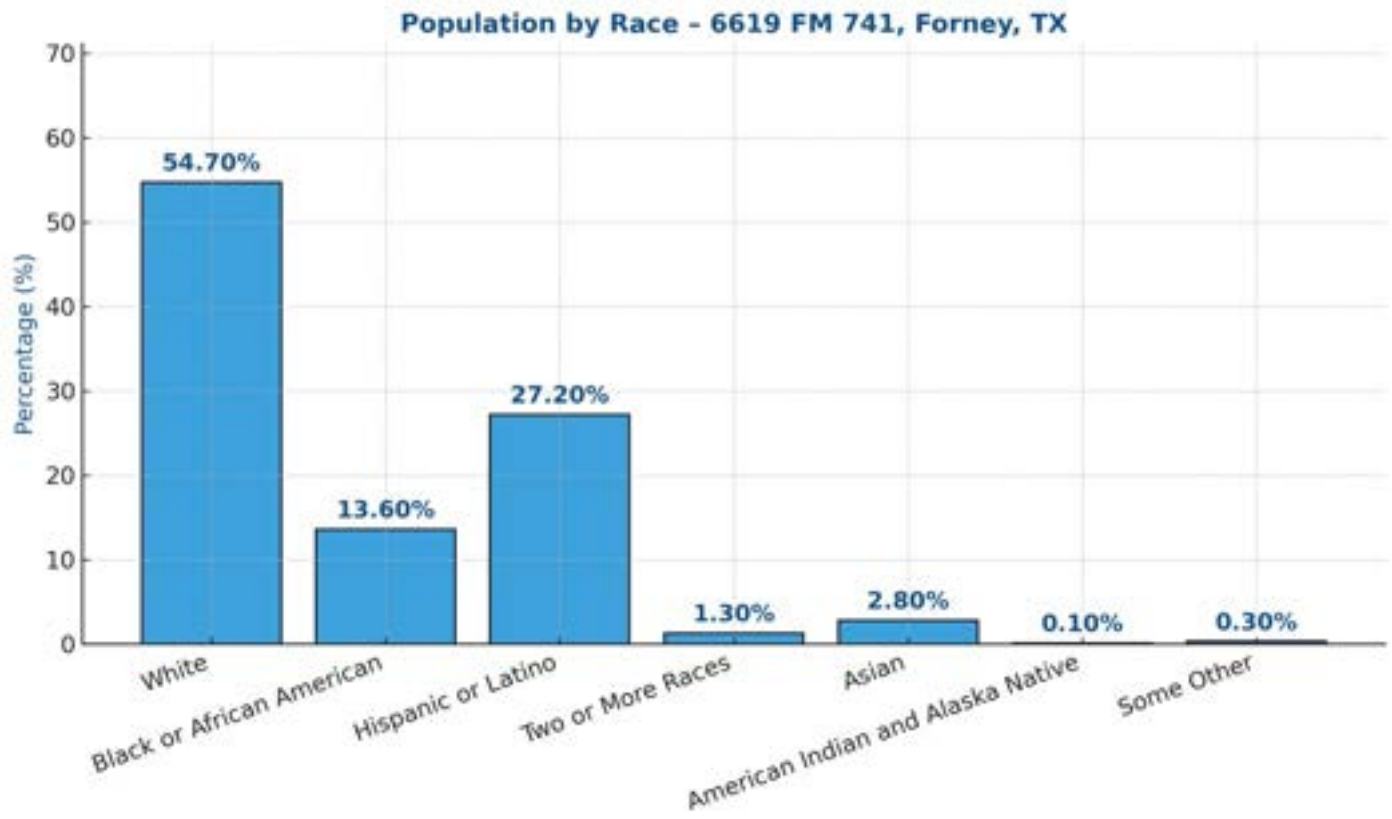
- ❑ **Total Market Population (3-mile radius):** ~9,700 (2021 Estimate)
- ❑ **Median Age:** 33.6 years
- ❑ **Projected Growth:** Population expected to increase significantly through 2026, driven by new residential subdivisions and migration from Dallas and Mesquite.



Key Insights:

- The market area is experiencing **rapid population growth**, particularly within 2–3 miles of the site.
- A balanced **gender distribution** supports strong retail and service demand across demographics.
- The influx of **young families and working-age adults** reflects long-term sustainability for retail and convenience services.

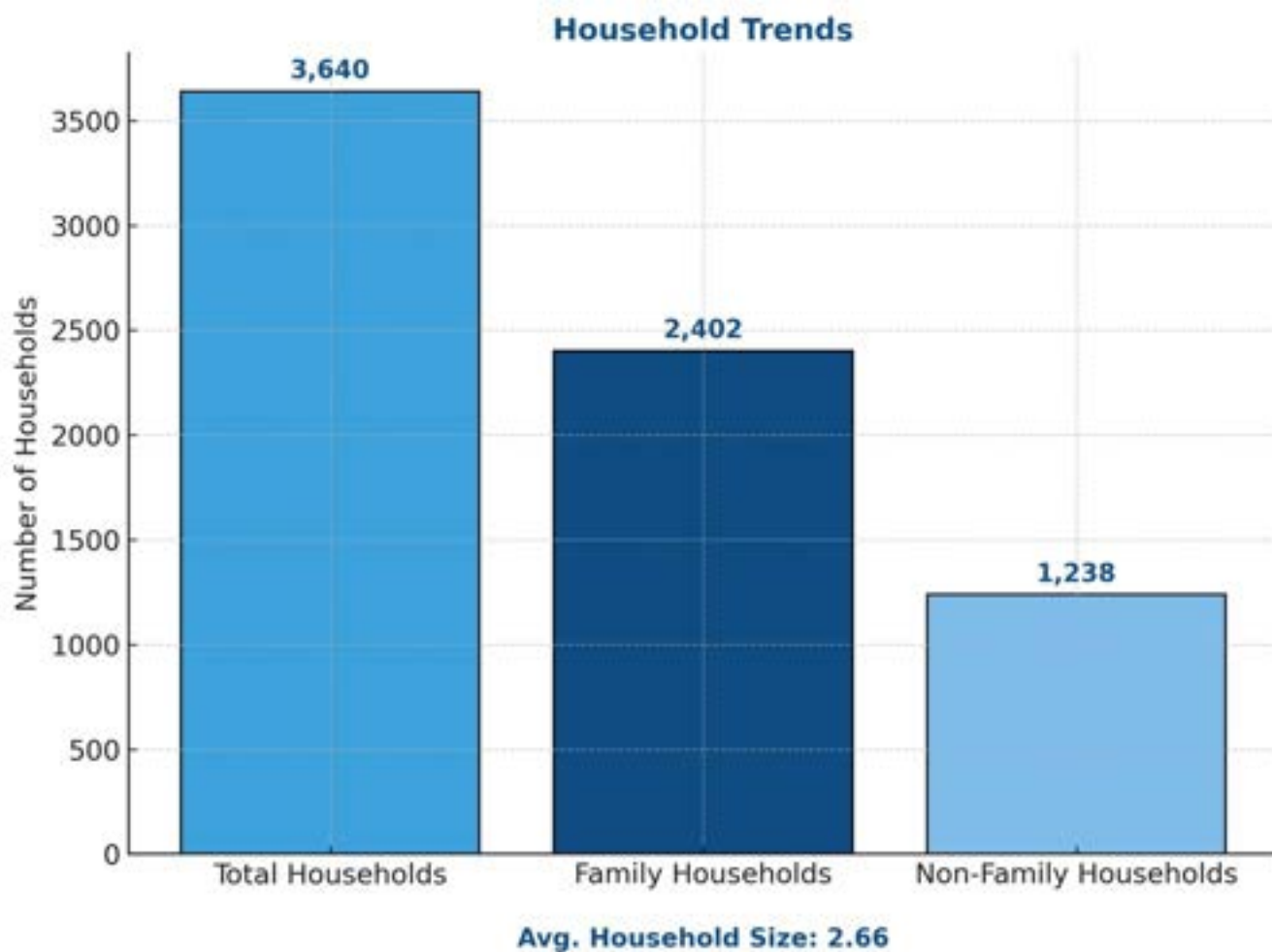




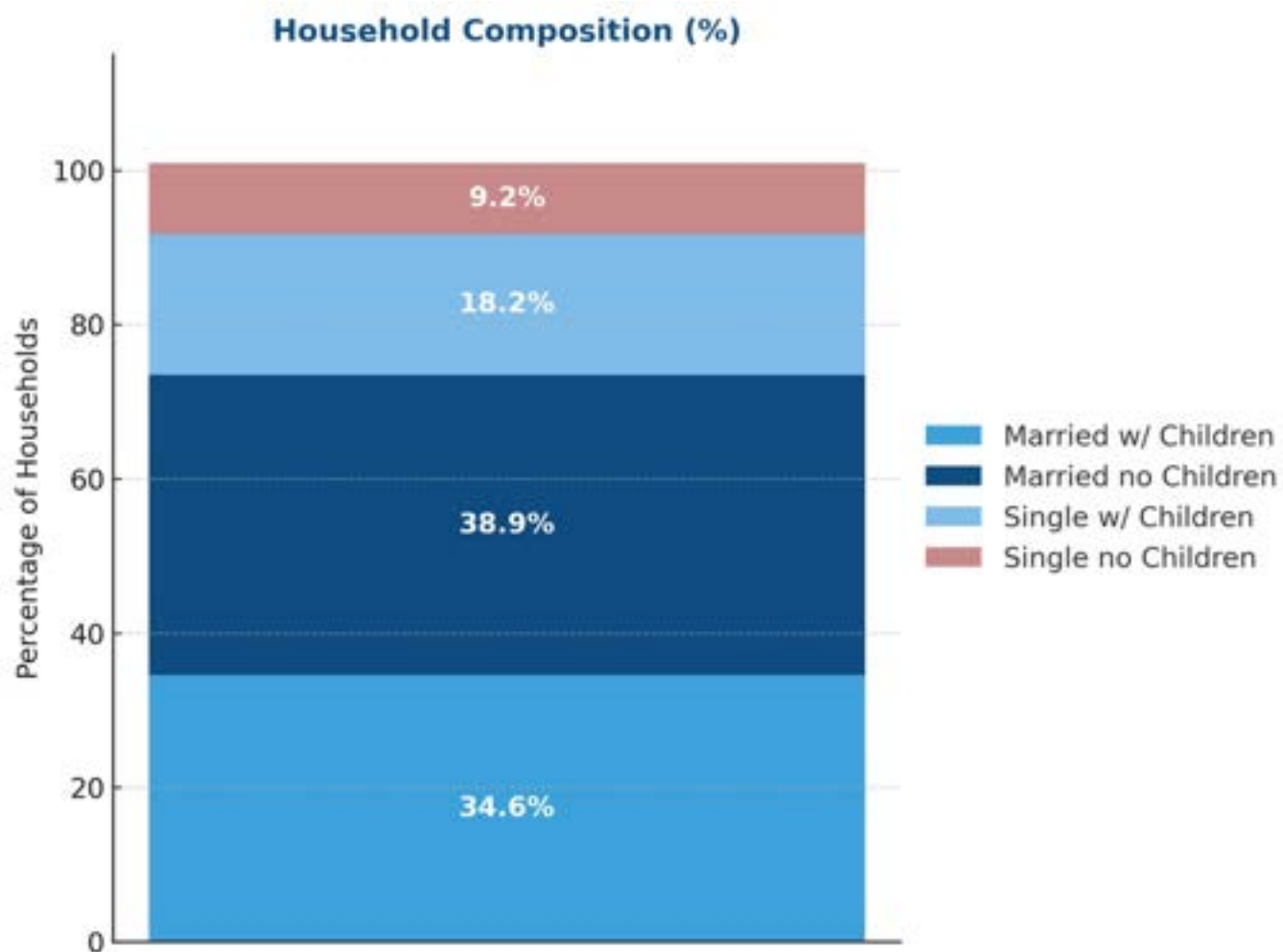
Households and Families:

Households & Families - 6619 FM 741, Forney, TX

Category	Value
Household Size	2.66
Total Households	3,640
Family Households	2,402
Married w/ Children	34.6%
Married no Children	38.9%
Non-Family Households	1,238
Single w/ Children	18.2%
Single no Children	9.2%

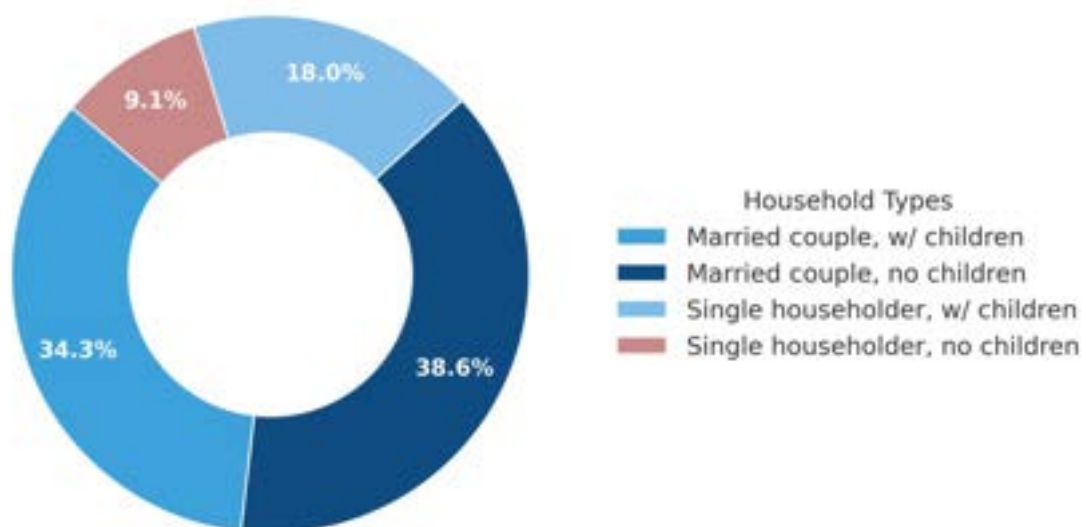


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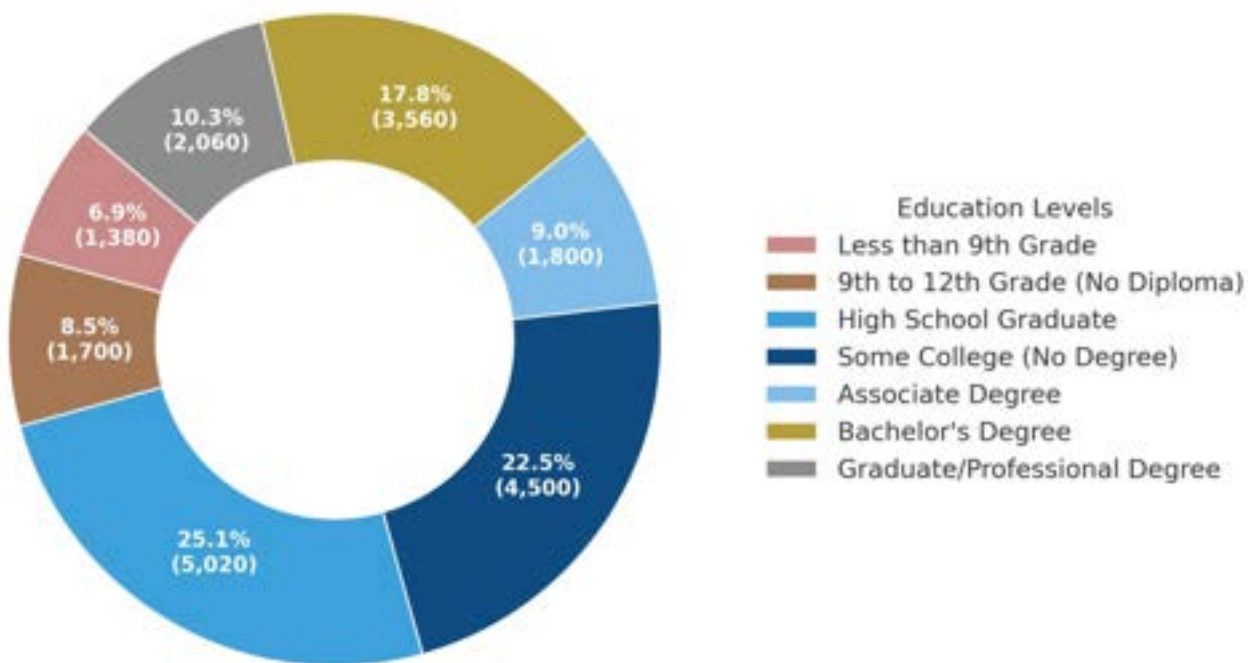
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Household Composition (%) - 6619 FM 741, Forney, TX



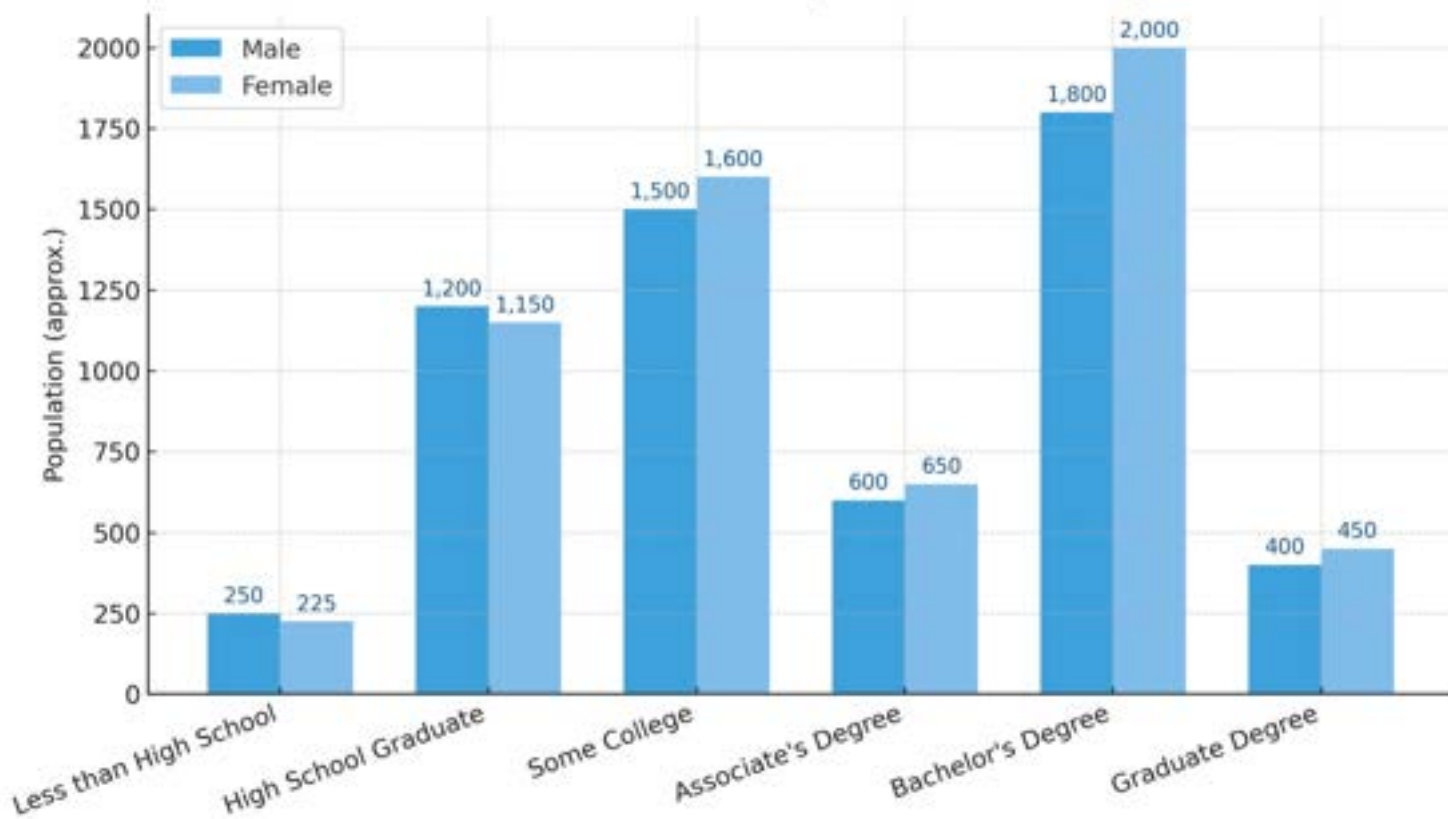
Education:

Educational Attainment - Forney, TX (ACS 2019-2023)

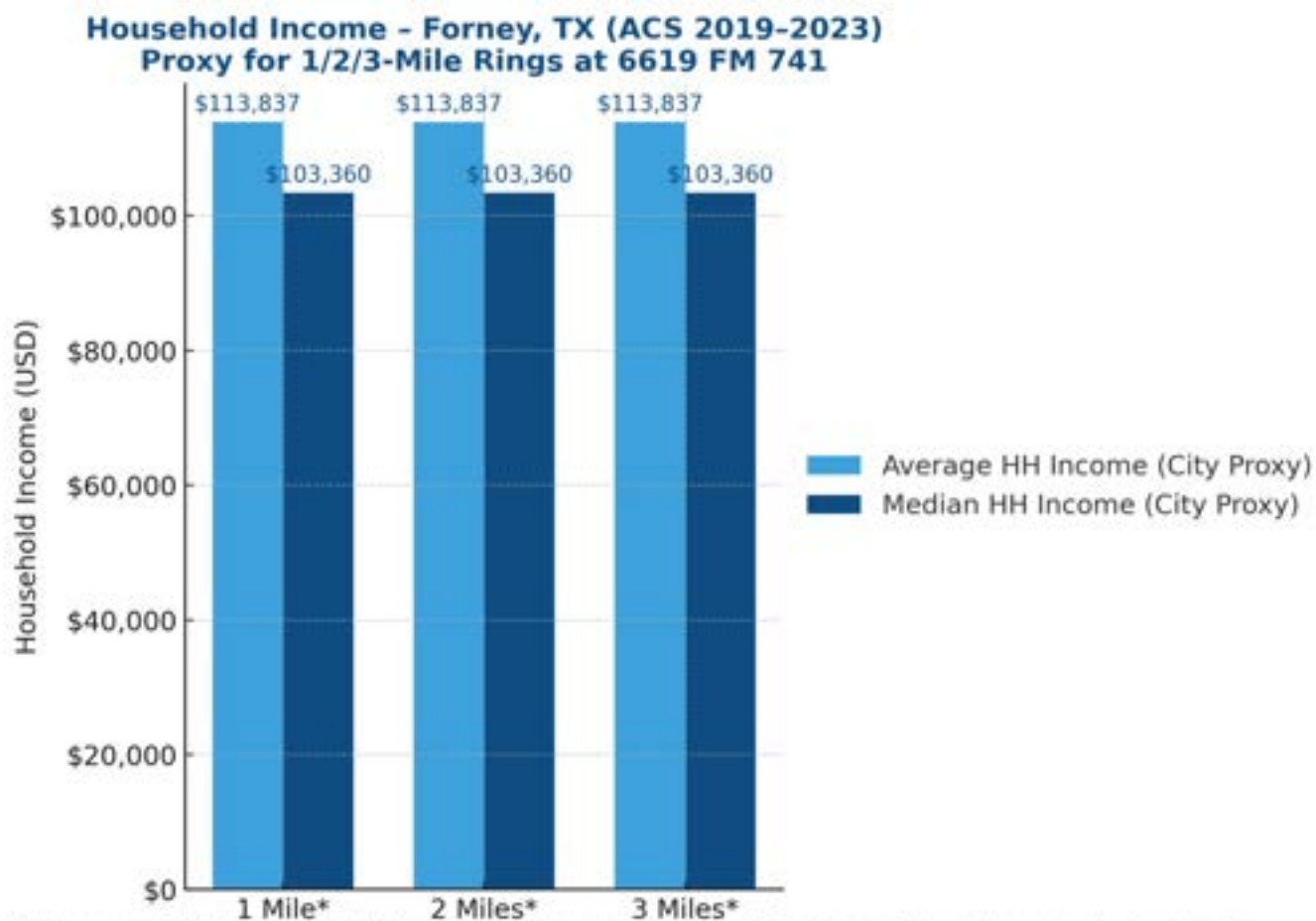


Education Level	Percentage	Count
Less than 9th Grade	6.9%	1,380
9th to 12th Grade (No Diploma)	8.5%	1,700
High School Graduate	25.1%	5,020
Some College (No Degree)	22.5%	4,500
Associate Degree	9.0%	1,800
Bachelor's Degree	17.8%	3,560
Graduate/Professional Degree	10.3%	2,060

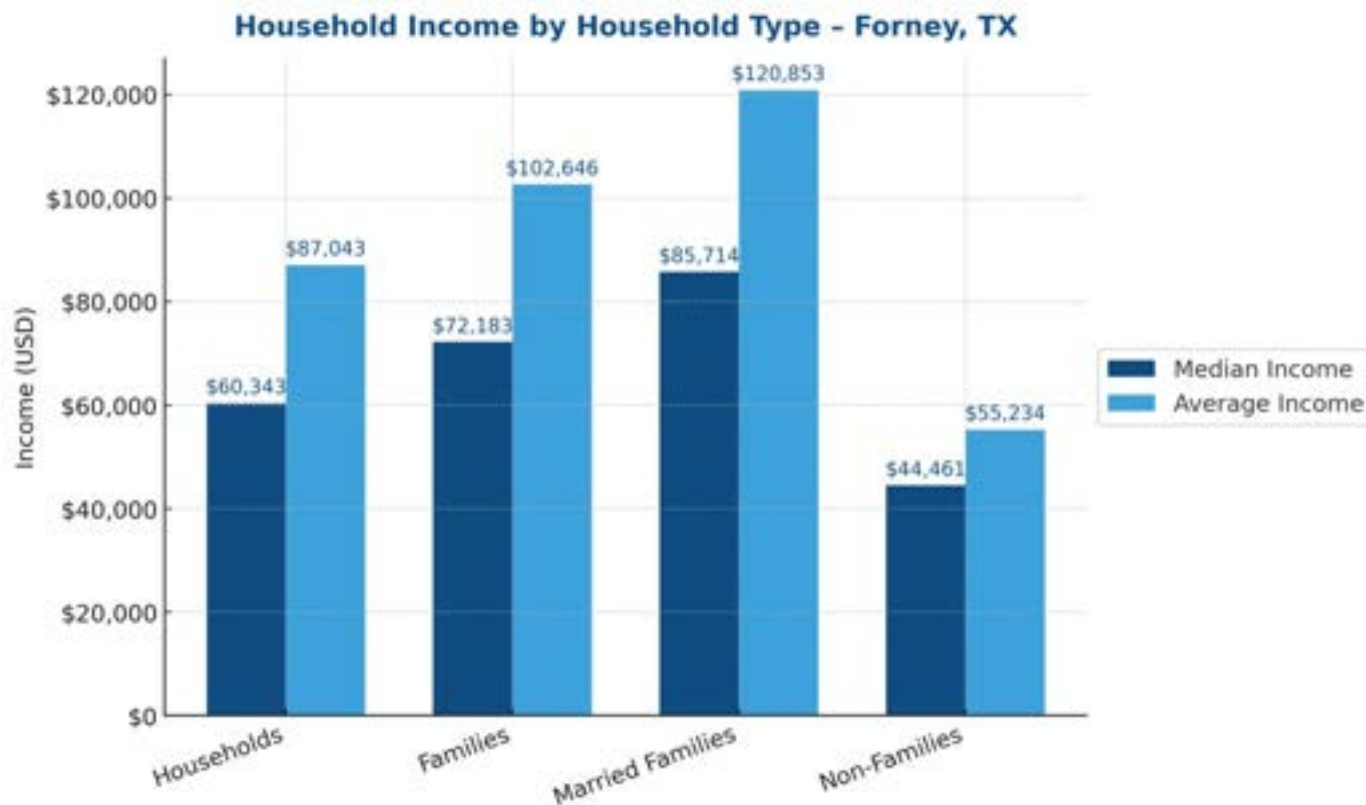
Educational Attainment by Sex (25+) - Forney, TX



Income:

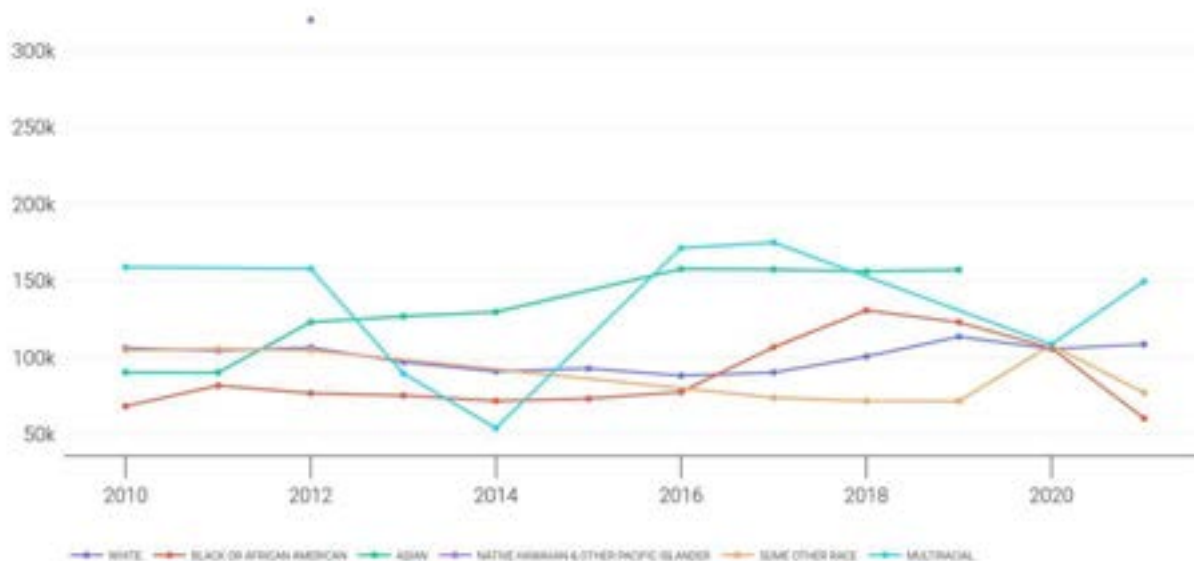


*Public sources (ACS/QuickFacts/Point2) provide city/ZIP income—not free 1-3 mile rings. Values shown are city-level proxies.



Forney, TX median household income trends across races, 2010-2021

All incomes are in 2022 dollars, adjusted with the Retroactive Series (R-CPI-U-RS) for inflation



Source: U.S. Census Bureau, American Community Survey (ACS) 2017-2021 5-Year Estimates

Note: Absence of markers on the line denotes missing data points for certain years within the dataset. This may indicate unreported or unavailable data for specific time periods in the respective race demographic's median household income trend.

Neilsberg

Traffic Volume:

The site sits at **FM 741 (College Ave) at IH-20 (Exit 490)** on Forney's south side, with **US-80** 3–4 miles north connecting Forney to downtown Dallas. TxDOT is actively advancing projects to **add continuous frontage roads on IH-20** through the area and **widen FM 741** from **US-175 in Crandall to FM 548 in Forney**—clear indicators of growing demand on both facilities.

IH-20 mainlanes (near Exit 490/FM 741)

- Latest AADT: **79,200** – westbound/eastbound combined
- Notes: Primary regional commuter and freight corridor; TxDOT is adding continuous frontage roads to accommodate growth and improve access.

IH-20 frontage roads (near Exit 490/FM 741)

- Latest AADT: **EB (insert) / WB (insert)**
- Notes: Separate counts are published for frontage roads in STARS II; important for driveway spacing and right-in/right-out design.

FM 741 (north of IH-20 to FM 548/College Ave)

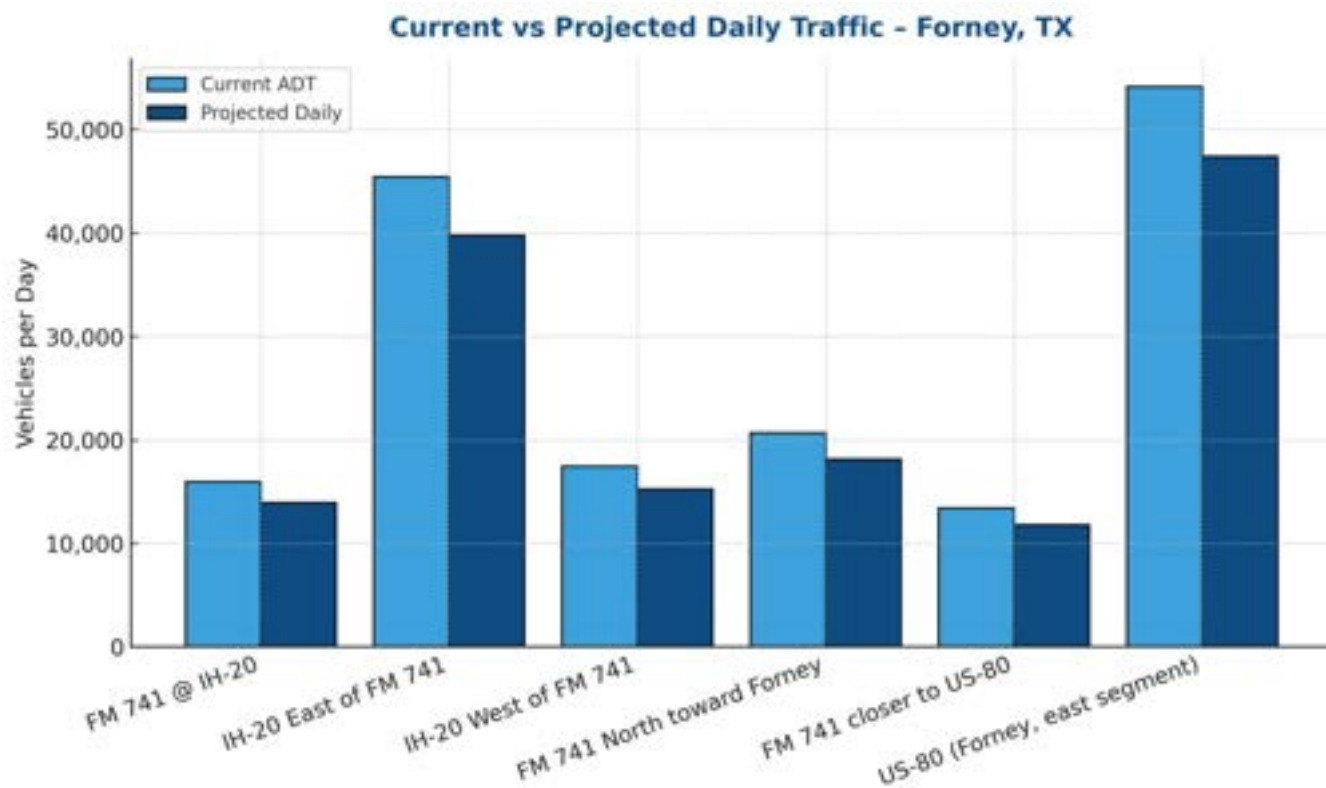
- Latest AADT: **(13,113)**
- Notes: TxDOT proposes widening FM 741 to a 4-lane divided urban roadway—evidence of sustained growth pressure on this link.

FM 741 (south of IH-20 toward US-175/Crandall)

- Latest AADT: **(15,935)**
- Notes: Same widening project limits; anticipate higher volumes as development pushes south and east.

US-80 (Forney segment near FM 548)

- Latest AADT: **(9,187)**
- Notes: Four-lane limited-access corridor carrying commuter flows to Dallas; corridor improvements are ongoing.

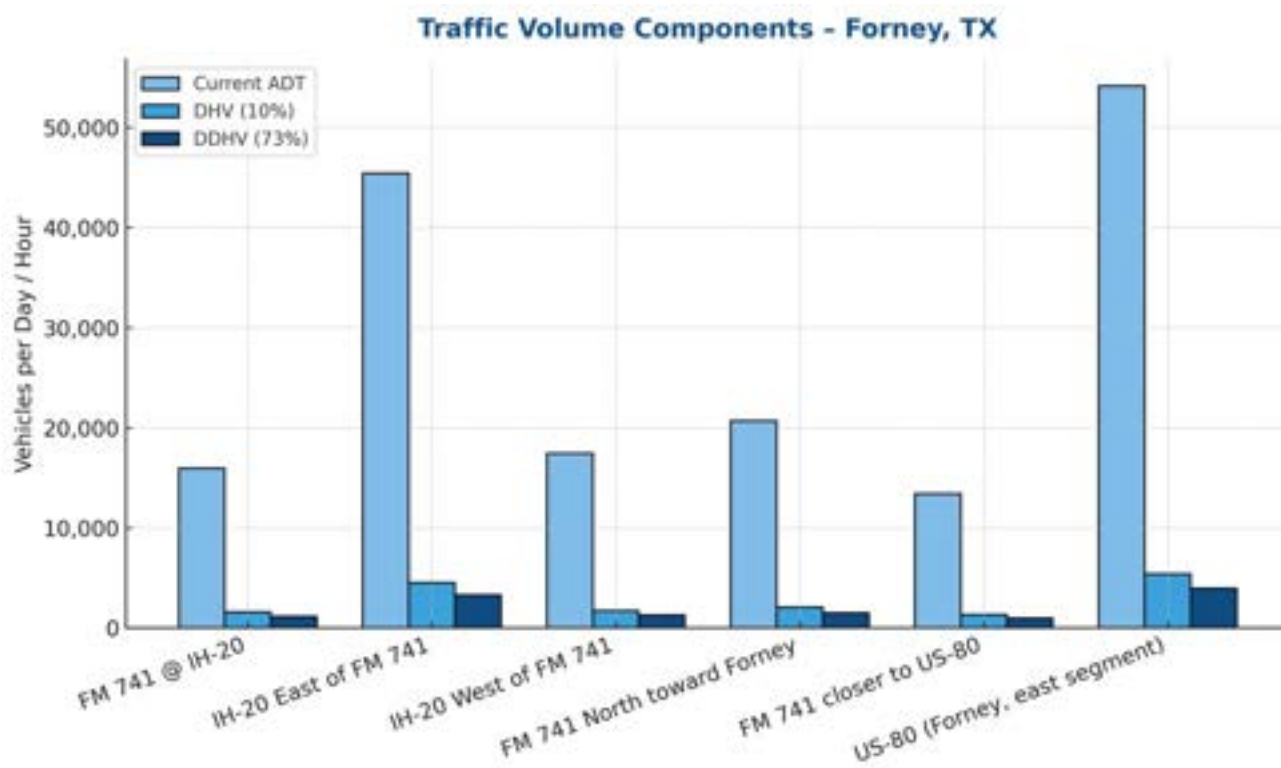


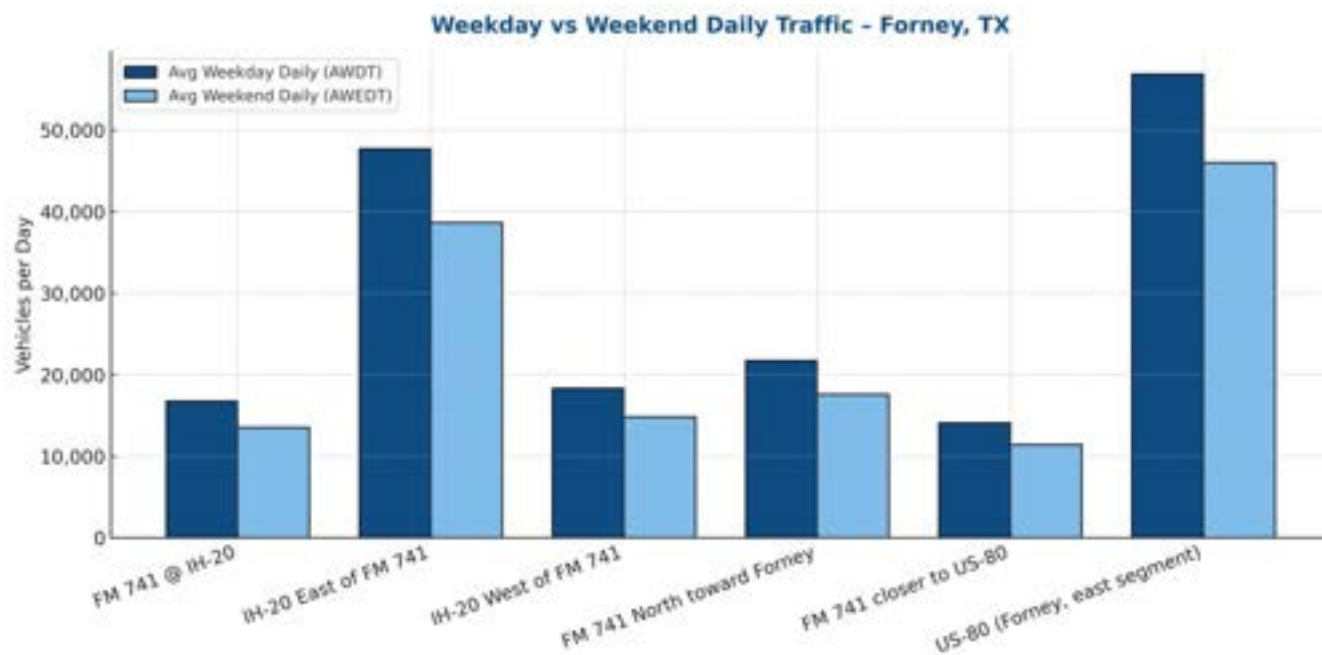
Projected Traffic Method:

Using TxDOT design factors:

- $DHV = ADT \times K$ ($K = 10\%$)
- $DDHV = DHV \times D$ ($D = 73\%$)
- $Projected\ Daily = DDHV \times 12$

Roadway Segment	Current ADT	DHV (10%)	DDHV (73%)	Projected Daily
FM 741 @ IH-20	15935	1593	1163	13956
IH-20 East of FM 741	45440	4544	3315	39783
IH-20 West of FM 741	17424	1742	1272	15264
FM 741 North toward Forney	20703	2070	1511	18132
FM 741 closer to US-80	13433	1343	981	11772
US-80 (Forney, east segment)	54121	5412	3949	47388





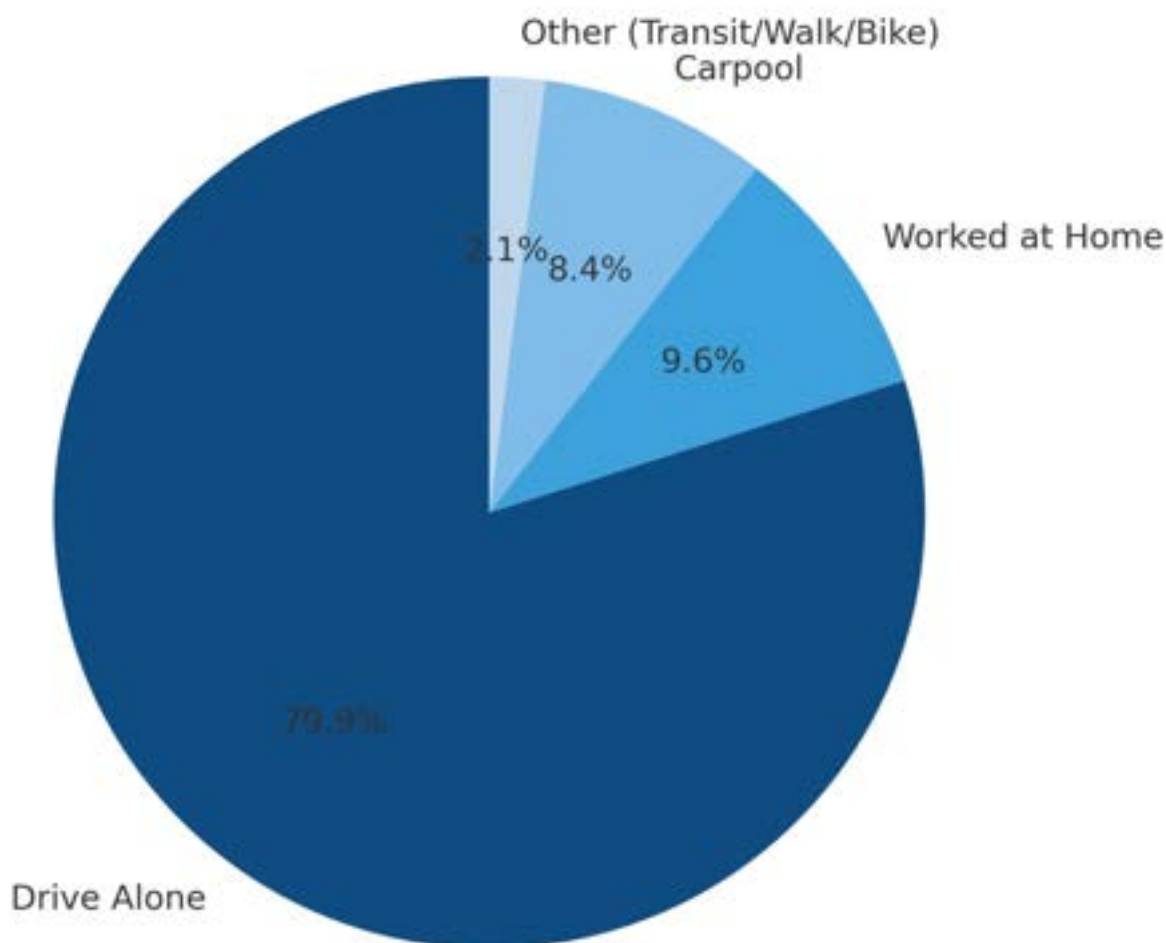
Transportation:

Commuting Modes – City, TX(2023)

According to DataUSA (derived from ACS data):

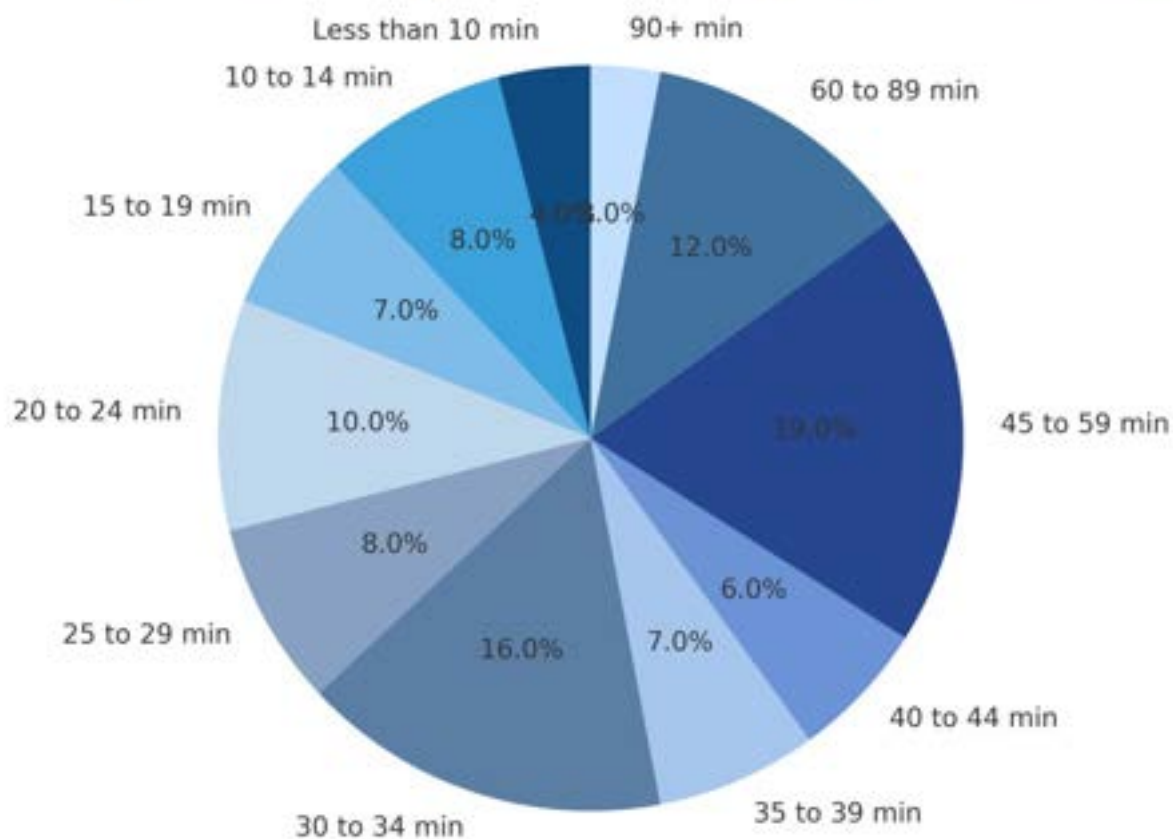
- **Drive Alone: 79.9%**
- **Worked at Home: 9.59%**
- **Carpooled: 8.45%**

Means of Transport to Work - Forney, TX (2023)



Summary

Time Spent Commuting to Work - Forney, TX (ACS 2019-2023)



- ❑ The **vast majority (nearly 80%)** of Forney residents drive alone to work, reflecting strong car dependency and low alternative mode penetration.
- ❑ A notable portion (**~9.6%**) works from home — higher than the national average and reflecting either flexible job types or longer commute distances.
- ❑ **Carpooling** remains modest at **8.45%**, while motorized and non-motorized alternative modes (transit, walking, bicycling) are minimally represented.
- ❑ These figures strongly suggest that any transportation-related development (like infrastructure at 1234 FM 741) should emphasize **vehicular access and parking**, with limited reliance on public transit or pedestrian drop-offs.

SECTION V – DESIGN AND SERVICES

Development Format & Facility Components

The proposed development is configured as a **single-phase project**, featuring a mid-size **convenience store** complemented by **gasoline and diesel services**. Given its prime location along FM 741 near U.S. 80, the retail trade area—expected to grow from over 65,000 to nearly 100,000 residents by 2025—signals strong demand for services of this type.

Ideal Store Configuration

To meet area demand and achieve competitive differentiation, analysis recommends a convenience store sized at **approximately 5,000 sq ft**, including:

- ❑ A **full-service deli or fast casual station**, possibly in partnership with a national franchise (e.g., Hunt Brothers Pizza).
- ❑ Grab-and-go food selections: sandwiches, snacks, cold beverages.
- ❑ Branded gasoline and diesel offerings—with pump canopy, air/water service, and scenic truck maneuvering space.

Fuel Branding & Strategic Rationale

Branded fuel offerings (e.g., Exxon, Valero, Shell) are strongly advised. Branding not only attracts daily commuters and regional traffic but also unlocks potential rebate and advertising incentives. Market positioning near a highway interchange further amplifies brand value.

Comparative Offerings Nearby

The area includes multiple branded stations (e.g., Exxon at FM 548, CEFCO on Pinson Rd) offering amenities like diesel, beer, air, and convenience merchandise—highlighting consumer expectations and competitive benchmarks.

Supporting Amenities & Operational Design

- ❑ **Fueling Facilities:** Dual-sided multi-product dispensers; pumps with convenience features (e.g., credit card readers, TV screens).
- ❑ **Store Interior:** Two checkout lanes, coffee/deli counter, beverage coolers, Slurpee machines, ATM, restrooms (gender-specific), health and travel food sections.
- ❑ **Additional Services:** Air/water station, propane fill-up options, outdoor ice/display coolers.
- ❑ **Signage:** Visible branding through pole-mounted signs, directional and building signage, and highway-readable messaging.
- ❑ **Parking:** Ample asphalt parking accommodating up to 50 vehicles, including adjacent truck/trailer staging if required.
- ❑ **Payment Flexibility:** Credit/debit, pay-at-pump, and POS systems.
- ❑ **Utility Access:** Full city utilities available—electricity, water, sewer, telecommunications.

Summary & Strategic Fit

With Forney's average commute exceeding 34 minutes—well above national norms (26–27 minutes)—and strong retail leakage, this development is well-positioned to capture both residents and pass-through traffic. Thoughtful design, service breadth, and brand alignment are key to sustained financial performance.

SECTION VI - COMPETITIVE ANALYSIS

Competition for a fuel/C-store at this location is driven primarily by **corridor placement on FM 741 and proximity to US-80**. Stores that win in this trade area typically pair **strong brand equity** with **broad assortments, foodservice, clean/visible sites, extended hours, and fast transactions**. Secondary differentiators include price programs/loyalty, payment tech (pay-at-pump, mobile), cooler capacity/beer cave, and clear wayfinding/signage.

Competitive Set – Gas Station, C-Store

Local competitive set (≈3-mile radius)

Verified nearby operators along FM 741 / FM 548 / US-80:

- ❑ **7-Eleven** – 6604 FM 741, Forney (fuel + diesel, lottery, ATM; mobile fuel pay) — ≈**0.2 mi** from site.
- ❑ **Shell** – 6914 FM 741, Forney (branded fuels incl. V-Power) — <**1 mi** north of site on the same corridor.
- ❑ **Exxon (“Texas Pride” / Sunnybrook Food Mart)** – 5525 FM 741, Forney (gas + **diesel**; Rewards+; long daily hours) — ~**1–2 mi** south.
- ❑ **RaceTrac (Store #2478)** – 30 N FM 548, Forney (**diesel, E85, foodservice, EV charging, 24/7**) — ~**2.7–3.0 mi** west toward US-80.
- ❑ **Chevron** – 231 S FM 548A, Forney (full grades incl. diesel; C-store) — ~**2.8–3.0 mi**.
- ❑ **Valero (Gateway Food Mart)** – 13960 FM 548, Forney (gas + diesel; ATM; restrooms; QSR) — ~**3+ mi** (edge of trade area).
- ❑ **Murphy USA (Walmart-adjacent)** – 802 E US-80, Forney (value-priced fuel; high-volume site) — ~**3+ mi**.

What this means for the subject site

Strength of the corridor. FM 741 already funnels drivers between neighborhoods south of US-80 and Forney's retail spine, creating steady local demand. The presence of **brand-name competitors within short drive times** confirms healthy fuel/C-store spend in the node (Shell/Exxon/7-Eleven cluster near the subject; larger format RaceTrac/Valero/Chevron near FM 548 & US-80).

Format gaps & opportunities

- ❑ **Foodservice depth:** RaceTrac is the only nearby store advertising *broad* hot food + E85 + EV. A **5,000-sf store with a full kitchen/deli and national pizza/QSR** can differentiate on prepared food and beverage variety versus the smaller 7-Eleven/Shell boxes.
- ❑ **Diesel & work-van traffic:** Exxon and RaceTrac market diesel; ensuring **separate diesel positions and high-flow lanes** will be important to capture tradespeople and delivery vans using FM 741/US-80.
- ❑ **Price/loyalty:** Nearby brands lean on loyalty (Exxon Rewards+, 7-Eleven app, RaceTrac Rewards). Matching with a **national brand program** is recommended.
- ❑ **Alternative fuels/EV:** Only RaceTrac advertises **E85 and EV charging** today; adding **E85** (if feasible) and **future-ready EV conduit** would hedge against evolving demand.

Factor	Nearby baseline	Subject recommendation
Brand strength	Shell/Exxon/7-Eleven/RaceTrac/Valero present	Choose a top-tier brand with rebates/marketing (Exxon, Shell, Valero) to compete on awareness and card programs.
Fuel offer	Regular/Mid/Premium; several sites with diesel ; E85 at RaceTrac	5+ MPDs, diesel with high-flow , canopy visibility; evaluate E85 add.
Food & beverage	RaceTrac leads; others lighter	Full kitchen deli + franchise pizza , large cooler/beer cave for differentiation.
Payments/loyalty	Strong across competitors	Accept mobile/pay-at-pump; enroll in brand loyalty & local offers.
Hours/ops	Most extended (24/7 RaceTrac; long hours Exxon)	Extended hours; labor plan for kitchen + forecourt.

Primary Competitors within ~3 Miles:

Exxon – Competitive Site Summary	
Competitor	Exxon
Address	431 Pinson Rd, Forney, TX
Location Photos	 
Location Type	In-town controlled intersection
Truck Stop Format	Yes
Competition Type	Direct Competition
Distance from Proposed Site	0.1 miles
Fuel Grades	Unleaded, Unleaded Plus, Super Premium, Diesel
Diesel Setup	1 high-speed diesel MPD
Diesel Fueling Positions (MPDs)	1 dispensers / 2 positions
Gasoline MPDs	4 dispensers / 8 positions

Key Amenities	ATM; Lottery; Air; Propane bottle
Restrooms	Yes (outside)
Food Service / QSR	Not Available
Visibility	Fair
Condition	Fair (very old)
Competitive Notes	Direct nearby competitor with a compact site layout and limited indoor retail space.

7-Eleven – Competitive Site Summary

Competitor	7-Eleven
Address	15401 FM 460, Forney, TX
Location Photo	  
Location Type	Interstate highway (on exit)
Truck Stop Format	Yes
Competition Type	Direct Competition

Distance from Proposed Site	0.5 miles
Fuel Grades	Unleaded, Unleaded Plus, Super Premium, Diesel
Diesel Setup	1 high-speed diesel MPD
Gasoline MPDs	4 dispensers / 8 positions
Diesel Dispensers	2 dispensers / 4 positions
Key Amenities	ATM; Lottery; Air; Beer Cave; Slurpee
Restrooms	Yes
Food Service / QSR	No
Visibility	Good
Condition	Average
Competitive Notes	Truck-oriented fueling setup with high-speed diesel dispensers and separate gasoline pumps. Limited amenities, with no food service.

Chevron – Competitive Site Summary	
Competitor	Chevron
Address	231 S FM-548A, Forney, TX
Location Photo	 
Location Type	Interstate highway (on exit)
Truck Stop Format	Yes
Competition Type	Direct Competition
Distance from Proposed Site	3.4 miles
Fuel Grades	Unleaded, Unleaded Plus, Super Premium, Diesel
Diesel Setup	1 high-speed diesel MPD

Gasoline MPDs	4 dispensers / 8 positions
Diesel Dispensers	2 dispensers / 4 positions
Key Amenities	ATM; Lottery; Air; Beer Cave; Slurpee
Restrooms	Yes
Food Service / QSR	No
Visibility	Good
Condition	Average
Competitive Notes	Truck-oriented fueling setup with high-speed diesel dispensers and separate gasoline pumps. Limited amenities, with no food service.

Site vs. Competitive Overview

- **Pricing Strategy:**
 - Exxon and 7-Eleven offer the lowest regular fuel prices, which could influence customer choice for cost-conscious consumers.
 - Chevron maintains moderate pricing, supported by quality fuel branding (Techron).
- **Amenity & Service Offerings:**
 - RaceTrac leads in convenience features (food, EV, C-store) but at a price premium.
 - 7-Eleven and Chevron offer mid-tier amenities with more competitive pricing.
 - Exxon offers strong branding but lacks visibility into amenity specifics.
- **Positioning Gap:**
 - Few outlets offer *branded fuel, competitive pricing, and a full-service convenience experience*. This presents an opportunity for your site to differentiate.

Strategic Takeaways

1. **Fuel Pricing**
 - Consider positioning regular unleaded at **\$2.89–2.95** to be competitive with Exxon and Chevron while offering more value than RaceTrac.
2. **Value Differentiation**
 - Pair strong fuel branding (e.g., Valero, Exxon) with premium convenience features (delis, seating, drink stations) to shadow RaceTrac's amenity level without its price markups.

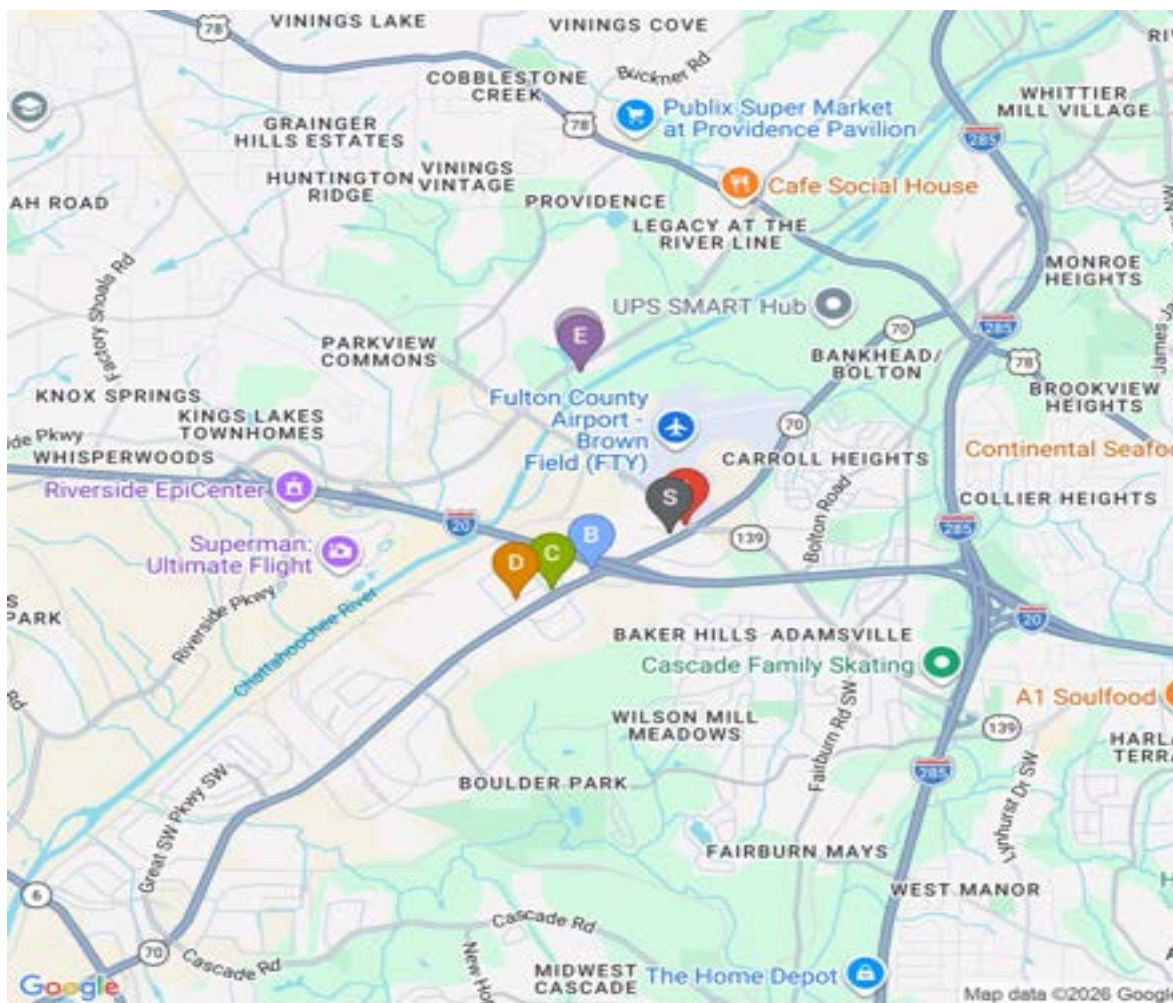
3. C-Store Design

- Implement enhanced service offerings: fuel convenience, food service (full kitchen or franchise), in-store merchandise, restrooms, and customer loyalty rewards.

4. Operational Advantage

- Emphasize branding to attract both local regulars and long-haul travelers.
- Leverage fuel rebates and promotional advertising—benefits available through branded supply partnerships.

Competitive Location Map:



Competitive Summary

By combining **mid-tier fuel pricing**, **branded quality**, and **robust in-store amenities**, your site at 1234 FM 741 can fill a strategic niche in Forney’s gas station market—attracting both value-conscious daily commuters and convenience-seeking travelers, while differentiating from both budget and premium competitors.

SECTION VII – VOLUME AND SALES PROJECTIONS (5 Years)

The following projections are forward-looking estimates. Several factors such as market dynamics, competitive activity, regulatory changes, and broader economic conditions could influence future performance.

Key Gasoline and C-Store Revenue Modeling Assumptions

Traffic inputs (TxDOT)

- ❑ IH-20 main lanes near Exit 490/FM 741: 79,200 AADT (EB/WB combined)
- ❑ FM 741 north of IH-20 (to FM 548): 13,113 AADT
- ❑ FM 741 south of IH-20 (toward US-175): 15,935 AADT

Planning assumptions (base case)

- ❑ **IH-20 exit influence factor: 5%** of mainline AADT assumed to exit and enter the site's "immediate capture environment"
- ❑ **FM 741 effective exposure factor: 85%** (accounts for direction, driveway spacing, and access patterns)
- ❑ **Gasoline capture rate (ramping): 2.0% → 3.0%** (Year 1 → Year 5)
- ❑ **Avg gallons per gasoline transaction: 12.0 gallons** (commuters + local fleets)
- ❑ **Gas gross profit per gallon: \$0.25/gal**
- ❑ **Gas inside conversion: 55%** (typical for gas station format)
- ❑ **Walk-ins/day: 180, 195, 210, 225, 240** (local employees/residents, non-fuel stops)
- ❑ **Avg basket: \$11.50, \$11.80, \$12.20, \$12.50, \$12.80**
- ❑ **C-Store gross margin: 35%**

Gasoline Revenue & Gross Profit Projection (5-Year)

Step-by-step Gasoline Revenue & Gross Profit model (TxDOT)

1) Start with TxDOT corridor counts (vehicles/day)

- ❑ **IH-20 main lanes AADT: 79,200**
- ❑ **FM 741 AADT: 13,113 (north) and 15,935 (south)**

2) Convert corridor counts into “Eligible Vehicles” that realistically pass the site

Because not all corridor traffic is physically exposed to the site driveways, the model uses an “eligible traffic” step:

A. Interstate exit influence (IH-20):

- ☐ Base assumption: **5%** of IH-20 AADT exits and enters the site’s capture environment
- ☐ Eligible IH-20 vehicles/day = **79,200 × 5% = 3,960**

B. Arterial exposure (FM 741):

- ☐ FM 741 average AADT = $(13,113 + 15,935) / 2 = 14,524$
- ☐ Base exposure factor: **85%**
- ☐ Eligible FM 741 vehicles/day = **14,524 × 85% = 12,345**

C. Total eligible vehicles/day (base case):

- ☐ **3,960 + 12,345 = 16,305 vehicles/day**

3) Apply gasoline capture rate + gallons per transaction

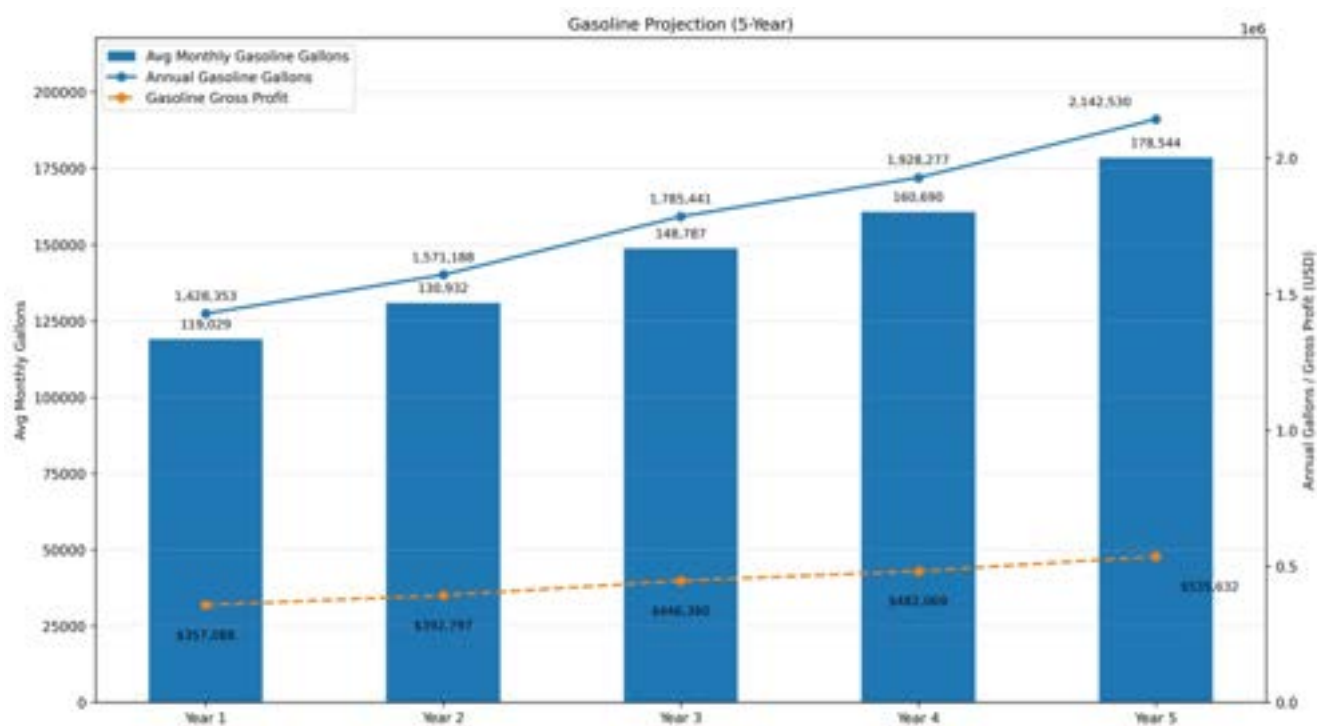
- ☐ Capture rate ramps: **2.0% → 3.0%** (Year 1 → Year 5)
- ☐ Avg gallons/transaction: **12.0 gallons**

Formulas:

- ☐ Gas transactions/day = Eligible vehicles/day × capture rate
- ☐ Gas gallons/day = transactions/day × 12.0
- ☐ Annual gallons = gallons/day × 365

Gasoline Volume & Gross Profit Projection (5-Year)

Year	Capture Rate	Est. Gas Tx/Day	Est. Gas Gallons/Day	Est. Gas Gallons/Month (Avg.)	Annual Gasoline Gallons	Gasoline Gross Profit (@ \$0.25/gal)
Year 1	2.0%	~326	~3,913	119,029	1,428,353	\$357,088
Year 2	2.2%	~359	~4,305	130,932	1,571,188	\$392,797
Year 3	2.5%	~408	~4,892	148,787	1,785,441	\$446,360
Year 4	2.7%	~440	~5,283	160,690	1,928,277	\$482,069
Year 5	3.0%	~489	~5,870	178,544	2,142,530	\$535,632



Interpretation: Gasoline volume grows as capture ramps from **2.0% to 3.0%**, increasing fueling transactions from **~326/day to ~489/day**. Annual gasoline gallons scale from **~1.43M (Year 1)** to **~2.14M (Year 5)**, or roughly **~119K to ~179K gallons/month**. At **\$0.25/gal** gross profit, gasoline gross profit increases from **~\$357K to ~\$536K** over the five-year period.

C-Store Revenue & Gross Profit Projection (5-Year)

Step-by-step C-Store Revenue & Gross Profit model (TxDOT-based)

1) Convert traffic to fueling transactions/day

- ☐ Gas fueling transactions/day (Y1→Y5): ~326 → ~489

2) Convert fuel customers into inside customers (conversion)

Assumptions (gas station format):

- ☐ Gas inside conversion: 55%
- ☐ Walk-ins/day: 180 → 240

Formula:

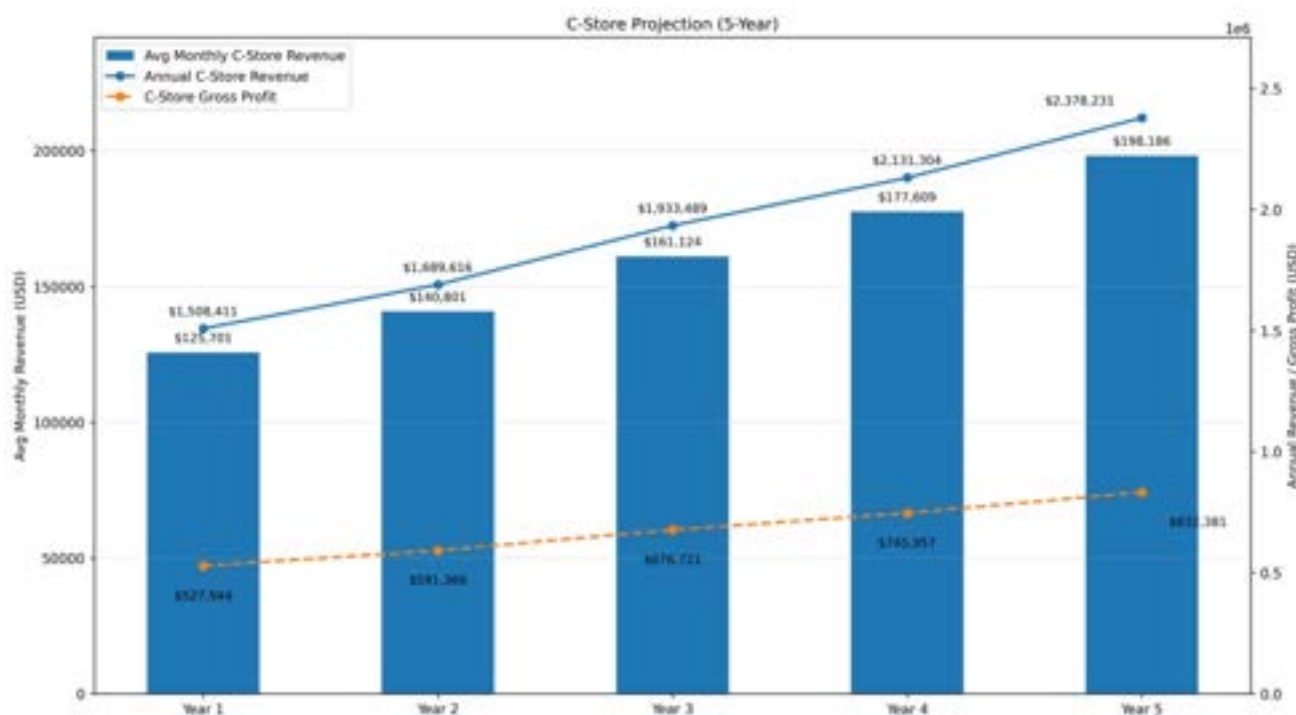
- ☐ Inside Tx/Day = (Gas Tx × 55%) + Walk-ins

3) Convert inside transactions to dollars

- ☐ Annual C-Store Revenue = Inside Tx/Day × Avg Basket × 365
- ☐ C-Store Gross Profit = Revenue × 35%

C-Store Revenue & Gross Profit Projection (5-Year)

Year	Est. Inside Tx/Day	Avg Basket	C-Store Revenue (Annual)	C-Store Revenue (Avg/Month)	C-Store Gross Profit (35%)
Year 1	359.4	\$11.50	\$1,508,411	\$125,701	\$527,944
Year 2	392.3	\$11.80	\$1,689,616	\$140,801	\$591,366
Year 3	434.2	\$12.20	\$1,933,489	\$161,124	\$676,721
Year 4	467.1	\$12.50	\$2,131,304	\$177,609	\$745,957
Year 5	509.0	\$12.80	\$2,378,231	\$198,186	\$832,381



Interpretation: C-Store performance scales with rising fueling transactions and steady walk-in demand, increasing inside transactions from **~359/day to ~509/day**. Annual C-Store revenue grows from **~\$1.51M (Year 1)** to **~\$2.38M (Year 5)**, with monthly averages rising from **~\$126K to ~\$198K**. At a **35% gross margin**, gross profit increases from **~\$528K to ~\$832K**, making inside sales a key profitability driver alongside fuel.

Narrative Volumes and Sales Summary

- **Fuel Volumes** show moderate growth, reflecting increased local traffic and the site's high visibility near FM 741 and I-20.
- **In-Store Sales** are projected to grow in absolute terms, driven primarily by high-margin foodservice and convenience offerings.
- **Profitability Focus:** While fuel volume supports traffic, true profitability hinges on capturing in-store sales and maintaining efficient operations.

SECTION VIII – SUMMARY

This feasibility study was prepared by Falcon Data Service using a rigorous economic and demographic analysis of the subject property and its surrounding area. Data sources included the Forney Economic Development Corporation, Census publications, and local planning data, combined with our site-specific observations to assess the viability of a gas station with convenience store at this location.

Key Context & Findings

- ❑ **Rapid Growth:** Forney’s population grew from approximately **25,269 in 2022 to 28,222 in 2023**—an annual increase of **11.7%**. Projections estimate a trade-area population of **~153,715 in 2023**, rising to **~177,488 by 2027**.
- ❑ **Wealth & Demographics:** The current **median household income** stands at **\$103,360**. Population growth is complemented by a **median age of 32.4**, indicating a young, active customer base.
- ❑ **Trade Area Potential:** The primary trade area supports over **\$876 million in annual retail demand**, with **\$431 million in retail leakage**, signaling strong opportunity for new retail services. Retail clusters such as **Mustang Crossing** and **Forney Marketplace** showcase high existing commercial activity.
- ❑ **High Visibility and Infrastructure:** FM 741 experiences over **14,000 vehicles per day**, while adjacent US-80 carries **65,000+ VPD**. The site benefits from major growth corridors and is well-positioned for high traffic capture.

Study Methodology & Assumptions

Analyses integrate both primary and reliable secondary data, including demographic trends, income levels, traffic counts, and retail demand assessments. These were cross-referenced with growth forecasts and regional commercial development patterns.

Disclaimer

All statements in this study are based on the best available data and industry-standard assumptions. However, Falcon Data Service makes no guarantee regarding the accuracy or completeness of the information. Actual performance may vary due to market changes, regulatory shifts, or competitive developments. Parties relying on this report should do so at their own risk, and Falcon Data Service disclaims liability for direct or consequential damages arising from such reliance.

Sources used to prepare feasibility report:

1. Demographics & Economics

- Data USA – City, TX Profile
(Population growth, income, age, commute patterns, education levels)
- Forney Economic Development Corporation – Demographics
(Population projections, age, household characteristics)

2. Retail Demand & Market Leakage

- Forney EDC – Retail Developments
(Retail demand, leakage, and active/planned retail clusters like Mustang Crossing & Forney Marketplace)
- Forney EDC – Retail Sector Overview
(Traffic volumes, retail demand context, growth corridors)

3. Traffic Counts

- TxDOT – Annual Average Daily Traffic (AADT)
(Traffic counts and AADT data used in your traffic analysis and projections)
- Forney EDC – Traffic Flow Data
(Traffic patterns on FM 741 and US-80)

4. Fuel & C-Store Industry Benchmarks

- NACS (National Association of Convenience Stores)
(Industry averages for gallons sold per station per day/month)
- Toast POS Blog
(Profitability breakdown of fuel vs in-store sales)
- The Hustle – Why Gas Stations Don't Make Money on Gas
(Revenue composition, profitability trends)

5. Supplemental Data

- U.S. Census Bureau (ACS 2022/2023 5-Year Estimates) – via data.census.gov
(Educational attainment, household composition, commute times, race distribution, etc.)
- ESRI Business Analyst & Retail Market Place (referenced via EDC summaries)
(Retail trade area estimates, leakage and surplus analysis)

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