



PROPERTY

TOWER 22 DISTRICT APARTMENT SITE

LOCATION

**305 SOUTH HASKELL AVENUE
DALLAS, TEXAS 75226**



SHOP^{COS.}

CONFIDENTIAL OFFERING MEMORANDUM

TOWER 22 DISTRICT APARTMENT SITE

(ZONING OF UP TO 160 FEET IN HEIGHT AND 4:1 FAR RATIO)

LOCATION

305 SOUTH HASKELL AVENUE

DALLAS, TEXAS 75226

OFFERED BY

Tommy Tucker

TTUCKER@SHOPCOMPANIES.COM / 214-960-2887 / 4809 COLE AVE STE 330, DALLAS, TX 75205

Tyler Albin

TALBIN@SHOPCOMPANIES.COM / 469-382-9318 / 4809 COLE AVE STE 330, DALLAS, TX 75205



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TOWER 22 DISTRICT APARTMENT SITE / **3**

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SHOP Investment Sales has been exclusively retained to offer the opportunity to acquire Tower 22 District Apartment Site (the “Property”), an infill value add asset with compelling upside potential adjacent to the Santa Fe Trail and Deep Ellum in Dallas, TX. The Property is leased on a short-term basis with rent averaging \$6.08 PSF NN, which is well below market for an urban warehouse, with vertical development zoning in place and entertainment/retail redevelopment potential. The Property benefits from its location within a dense submarket and a total population exceeding 381,700 in a five-mile radius.

EXECUTIVE SUMMARY

INVESTMENT OVERVIEW

- 33,000 SF Urban Infill Asset Redevelopment Opportunity with In Place Cash Flow & Santa Fe Trail Adjacency in Dallas, TX
- Priced Below Replacement Cost at \$146.97 PSF
- Total Land Size of +/- 1.41 Acres
- Adjacent Main Street Complete Streets Project Anticipated to Start Construction in 2026 has Attracted Walkable Retail Users Such as Easy Slider Restaurant, Koneko Fine Goods & Coffee, The Paddock, Among Others
- Densely Populated Submarket with Over 381,700 People in a 5-Mile Radius
- Multiple Coffee Users & Restaurants Seeking Main Street Locations in Tower 22 District
- Unique Trail Oriented Neighborhood East of Exposition Circle & Deep Ellum (Over 2,200 Multi-Family Units, 1.1M SF of Office Space & 110+ Restaurants, Music Venues & Retail Shops)
- Close Proximity to Baylor Hospital, Downtown Dallas, Lakewood & Knox-Henderson

Tower 22 District Apartment Site is a 33,000 SF infill asset with significant value add opportunity located just off the Santa Fe Trail east of Deep Ellum entertainment and office district in Dallas, Texas. Positioned just off Main Street totaling +/- 1.41 acres of land, the Property is just minutes from Downtown Dallas on Main Street & South Haskell Avenue. The Property is currently leased to a single tenant with rent of \$6.08 PSF NN, below market for an infill urban Dallas single tenant warehouse. Short term tenancy with a long term tenant allows for potential of income stream while planning. Recent retail leasing activity moments away has demonstrated rents from \$26.00 - \$29.50 PSF NNN for recently renovated spaces. The Property benefits from an exceptional location, adjacent to Deep Ellum neighborhood, and exposure to over 26,000 vehicles per day at the adjacent Main Street and Haskell signalized intersection. The Property is priced significantly below replacement cost at just \$6.08 PSF to the building.

Tower 22 District is an emerging retail and residential district located where the Santa Fe Trail meets Deep Ellum, anchored by Main Street near the heart of Dallas. Named after the historic interlocking rail tower number 22 that once overlooked the crossing of the Texas Pacific Railway and the Gulf, Colorado & Santa Fe Railway, the district draws inspiration from the infrastructure that fueled Dallas' growth and commerce from the late 1800's through the roaring twenties. Today, Tower 22 carries that same spirit of connectivity, movement, and innovation into a modern, walkable neighborhood building for retailers, creatives, residents, and visitors alike. Main Street is regarded as one of Dallas' major thoroughfares and a gateway to some of the most beautiful and desirable neighborhoods

in Dallas including Lakewood, Swiss Avenue and Forest Hills. The Property is moments from Deep Ellum, a premier entertainment and innovative mixed-use urban hub with over 3.4M visitors per year, 2,200 multi-family units, 1.1M SF of office space and 110+ unique restaurants, music venue and retail shops. Baylor Hospital and university medical center, adjacent, has a staff of more than 4,800 employees and cares for 300,000 patients each year.

The City of Dallas anticipates starting construction on the Main Street Complete Street Project in the Winter of 2026. The Main Street Complete Streets project in Dallas, Texas is a transformative transportation initiative designed to create an enhanced pedestrian experience, increase social, civic and economic activity and provide a safer and more accessible transportation system for all users. The Complete Streets Project on Main Street aims to provide more space for pedestrians and improve access to local businesses by widening sidewalks up to 10 feet with an 8 foot buffer, parallel parking and adding protected bike lanes.

The Property benefits from dense demographics in which the total daytime population exceeds 297,000 and 540,700 within three- and five-mile radii, respectively. The average household income is over \$141,300 and \$143,600 within three- and five-mile radii, respectively. Overall, The Property offers an investor the opportunity to acquire a 33,000 SF urban infill single tenant value add asset with significant upside potential with development ready in-place vertical zoning just off the Santa Fe Trail in Dallas, Texas.

EXECUTIVE SUMMARY

LEASE ABSTRACT

Offering Price: \$4,850,000

Tenant: InProduction, Inc.

Location: 305 South Haskell Avenue
Dallas, TX 75226

Building Square Feet: 33,000 SF

Building Price PSF: \$146.97

Land Area: +/-1.41 acres

Land PSF: \$78.85

Rent Commencement: February 1, 2014

Lease Expiration: January 31, 2027

Renewal Options: None

Rent Increases: None

Lease Type: NN

Year Built: 1970

Roof & Structure: Landlord's Responsibility



Rent Schedule:

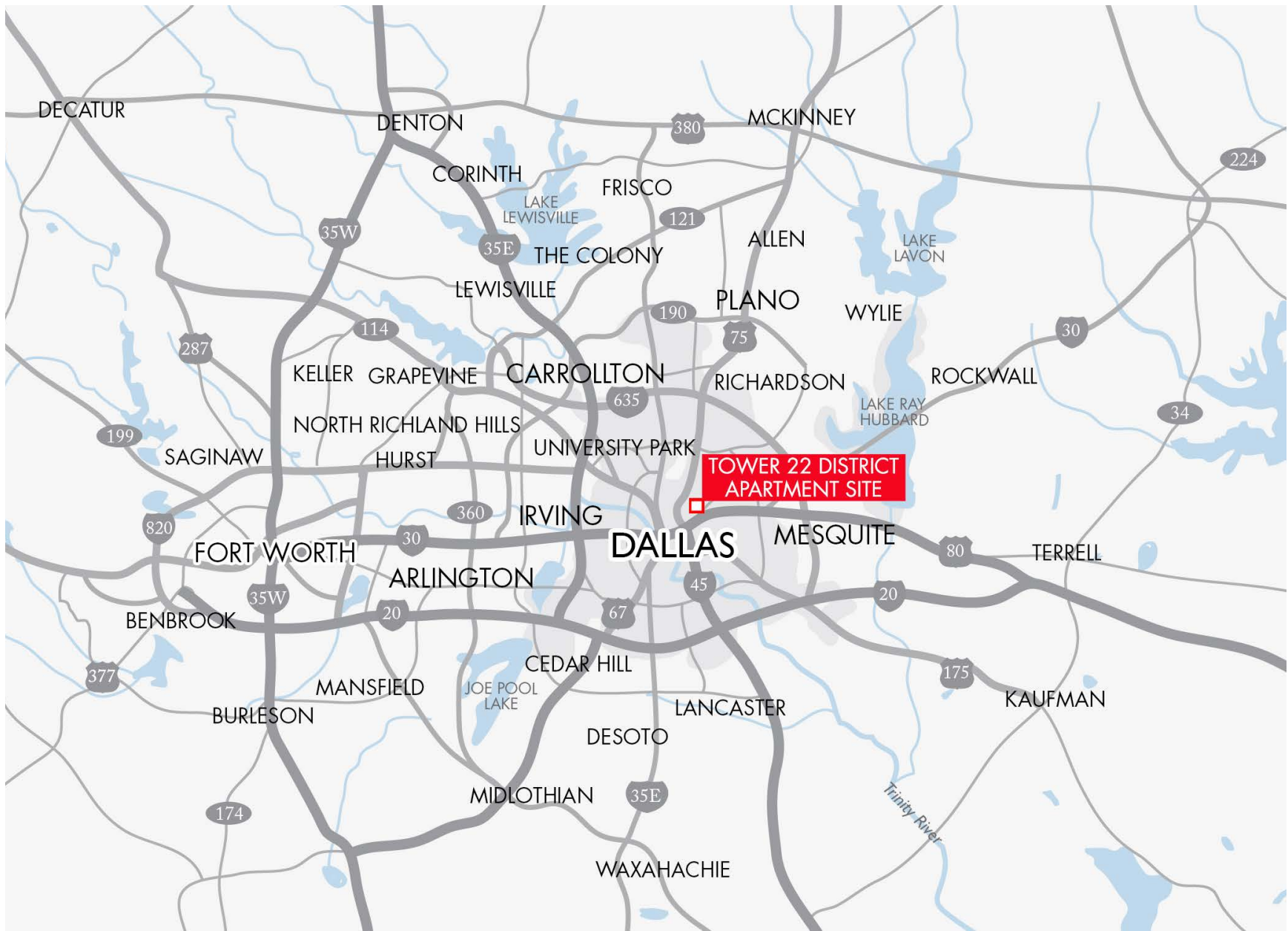
Years	Annual Rent	Rent PSF
February 1, 2014 - January 31, 2027	\$200,784	\$6.08

InProduction is the largest provider of temporary seating, staging, structures, and scenic production for the United States events industry. Working in a partnership with clients, the InProduction team is engaged from start to finish, providing creative input, detailed drawings, and renderings for review and revision, bringing the drawings to life via meticulous installations, and then breaking down the installations and leaving the event site immaculate. InProductions maintains a total commitment to excellence for a spectacular result at any event for which services are provided. The InProduction team has spent the better part of the last decade combining the best seating and staging companies into a one-stop shop for most of what is needed to produce an event.

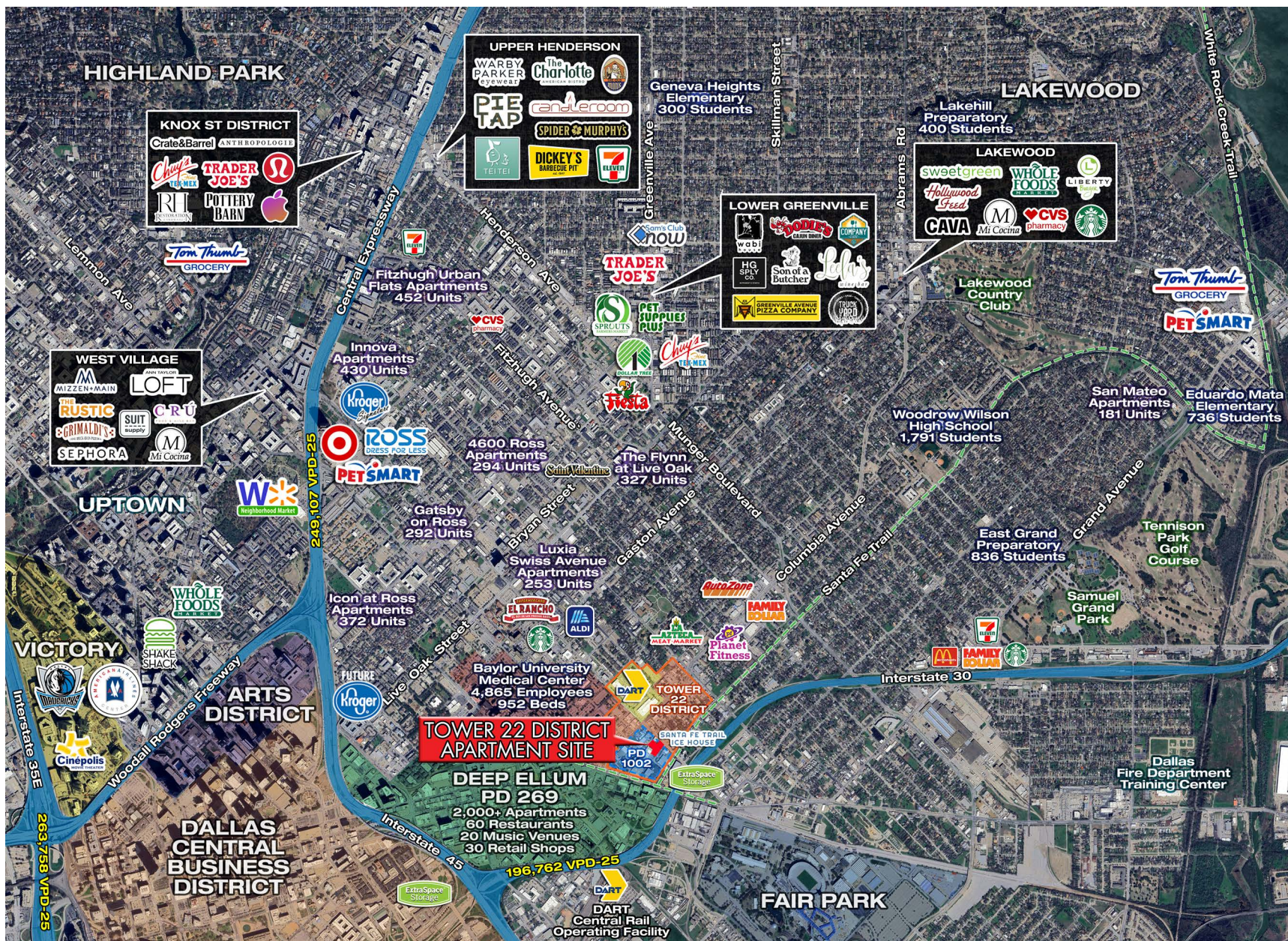
www.inproduction.net



PROPERTY OVERVIEW

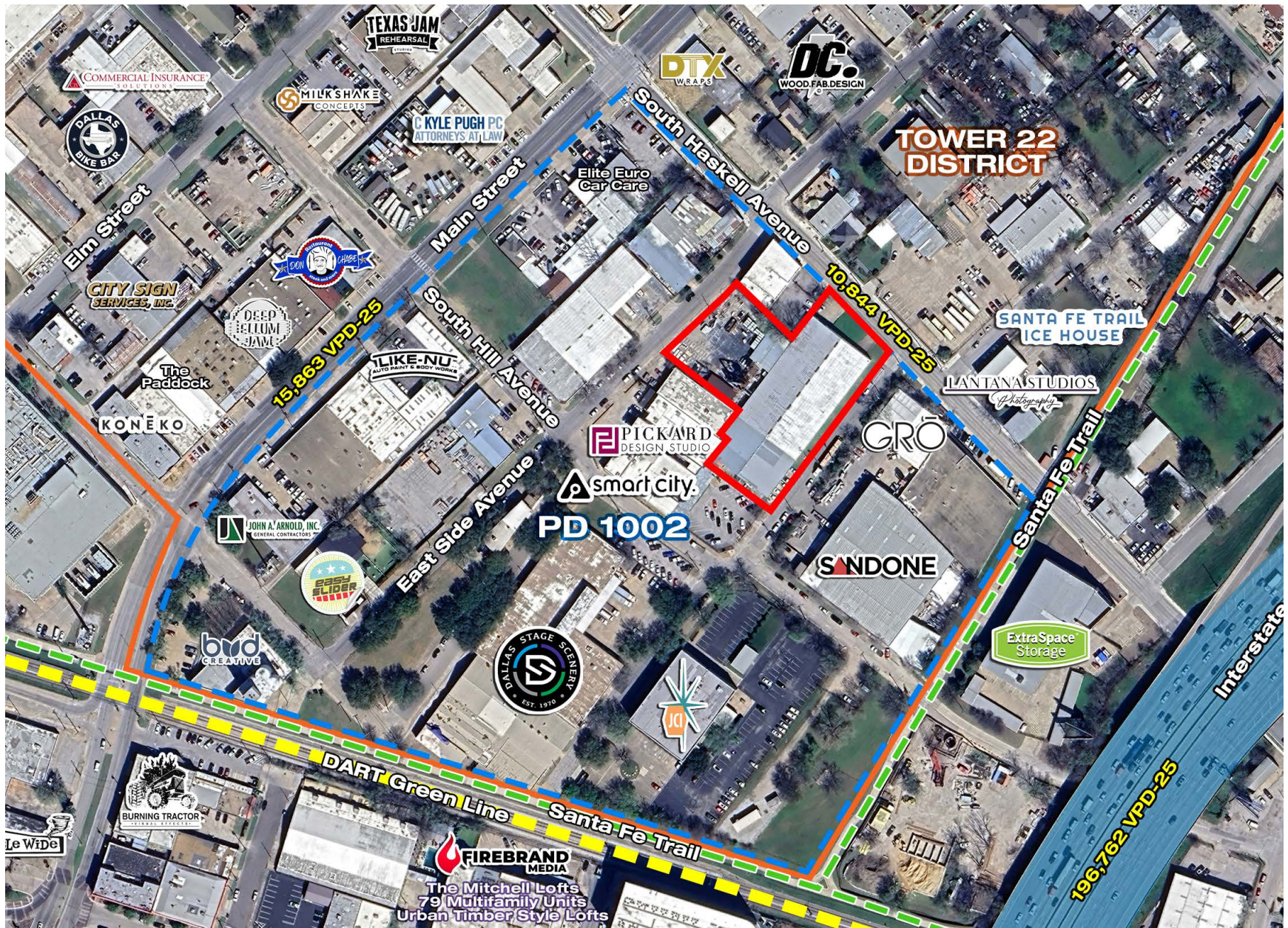


PROPERTY OVERVIEW



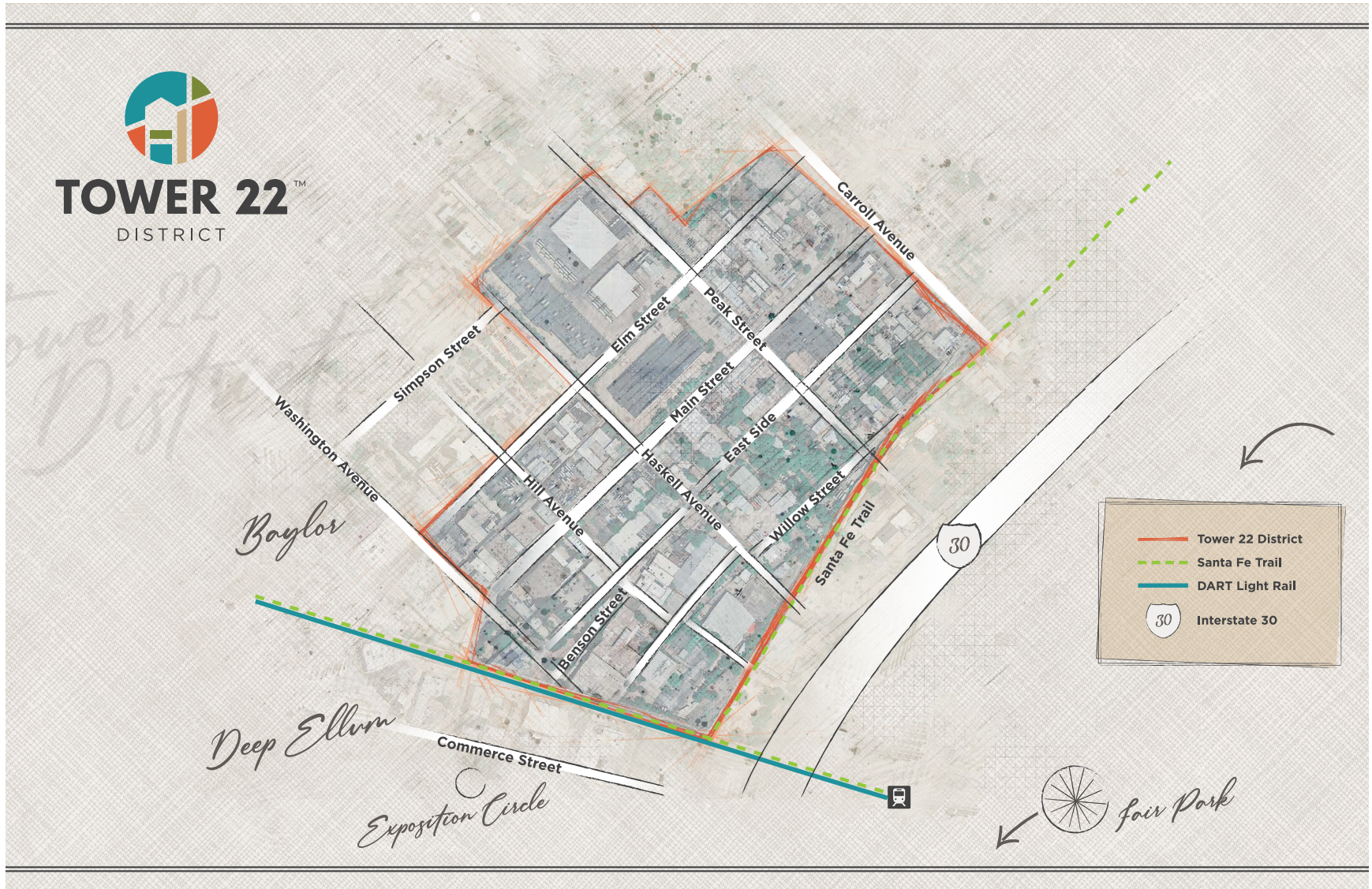
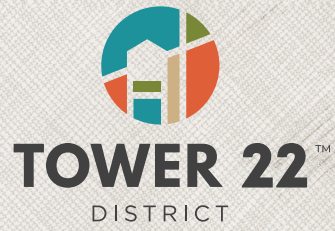
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PROPERTY OVERVIEW



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PROPERTY OVERVIEW



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PROPERTY OVERVIEW

**WALKABLE RETAIL TENANTS
TOWER 22 DISTRICT APARTMENT SITE**



Koneko Fine Goods & Coffee



Easy Slider



The Paddock



Santa Fe Trail Icehouse

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REDEVELOPMENT POTENTIAL

ZONING OVERVIEW - PD 1002
CURRENT ZONING REGULATIONS

Address	305 South Haskell Avenue
Current Zoning	PD 1002
Purpose	Encourage Walkable, Mixed-Use, Sustainable, Urban Development
Floor to Area Ratio	4:1
Bonus Floor to Area Ratio	6:1 if 10% of Units are Affordable Housing
Maximum Building Height	160 Feet
Stories	No Maximum
Lot Coverage	Maximum Coverage of 80%
Main Uses Permitted	Multi-Family, Office, Hotel
Setback (Side & Rear Yard)	None
Setback (Front Yard)	Main Street: None or Maximum of 15 Feet; Minimum of 5 Feet & Maximum of 15 Feet
Parking (Restaurant)	No Parking Requirements with Original 2,500 SF Building Constructed Prior to 1980



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Scenarios are estimated based on local zoning consultant. Buyer should verify with its own due diligence through proper governmental authorities the viability of vertical development, zoning, desired density and prospective use.

REDEVELOPMENT POTENTIAL

SITE ANALYSIS



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REDEVELOPMENT POTENTIAL

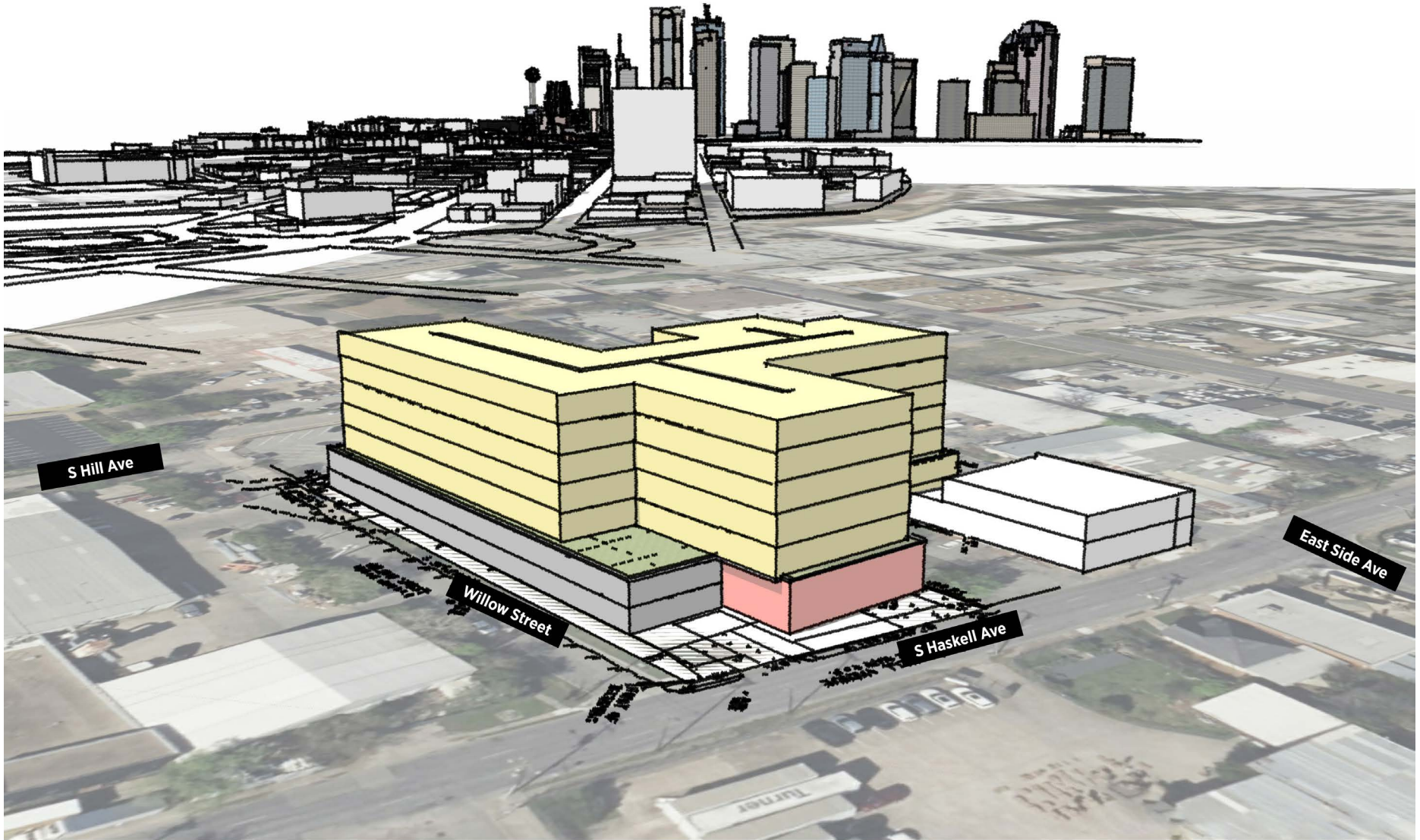
PROPOSED SITE



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REDEVELOPMENT POTENTIAL

NORTHEAST VIEW

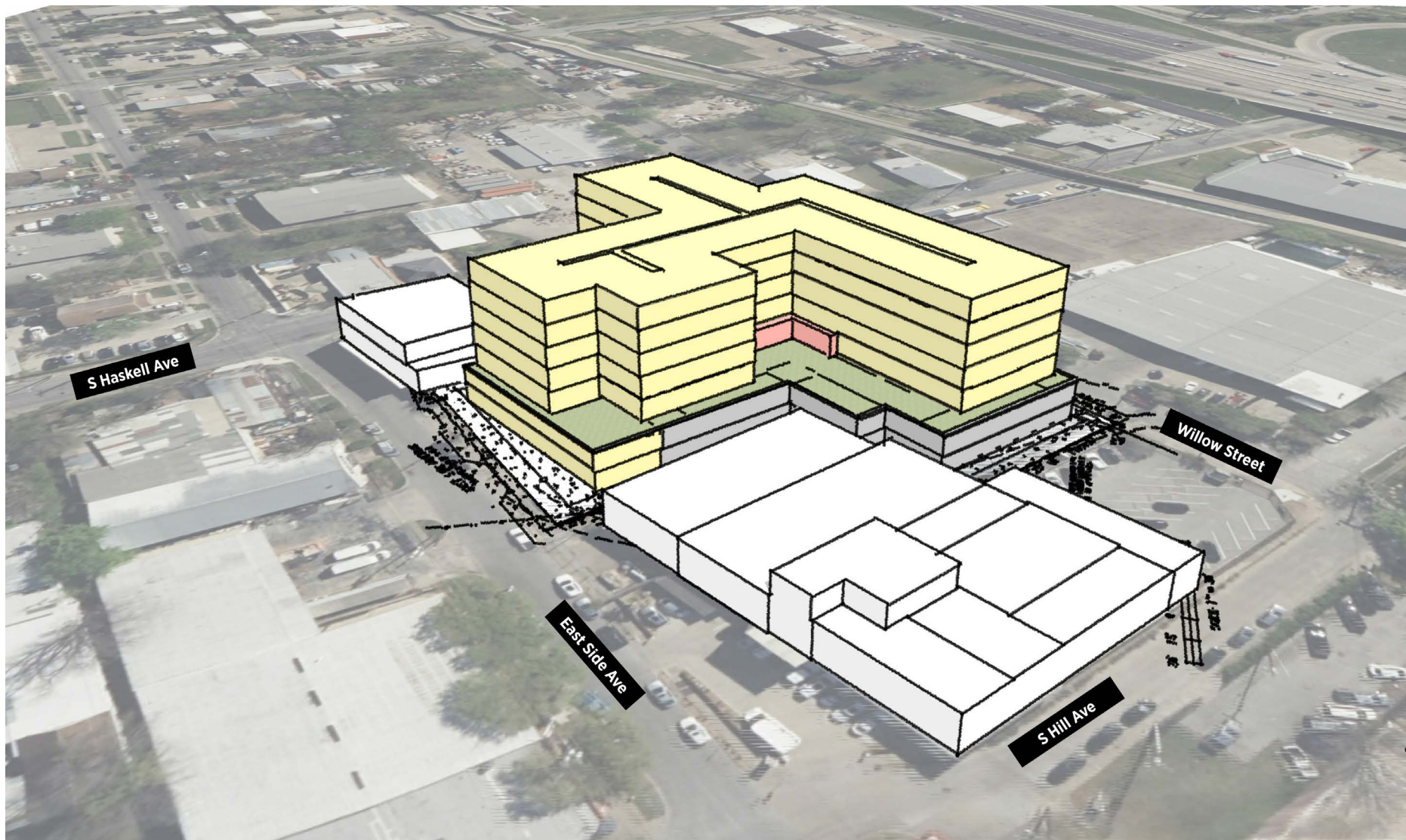


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Drawings are for contemplation purposes only. Buyer should verify with its own due diligence through proper governmental authorities the viability of vertical development, zoning, desired density and prospective use.

REDEVELOPMENT POTENTIAL

SOUTHWEST VIEW

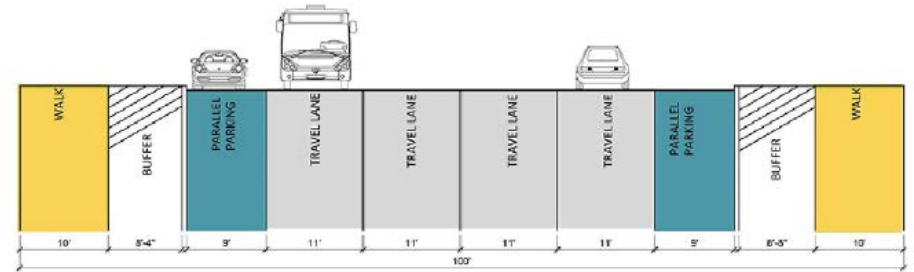
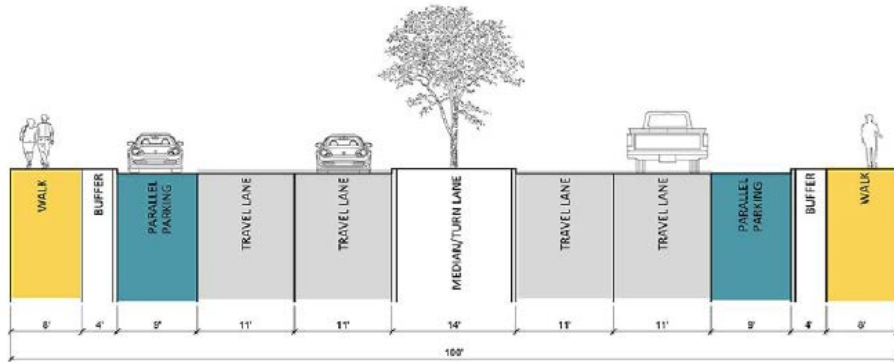


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COMPLETE STREETS PROJECTS ON MAIN STREET



The Main Street Complete Streets project in Dallas, Texas is a transformative transportation initiative aimed at creating a meaningfully enhanced pedestrian experience, increase social, civic and economic activity and provide a safer and more accessible transportation system for all users. This project seeks to create a more balanced and equitable transportation system that accommodates all modes of transportation, such as pedestrians, cyclists, and motorists, and improves access to local businesses and amenities. After years of planning and community engagement, the project is being carried out in several phases, with construction anticipated to begin in mid to late 2026. The Complete Streets Project on Main Street seeks to achieve a safer and more accessible transportation system by incorporating a range of design features, such as wider sidewalks, protected bike lanes, improved crosswalks, more

efficient traffic flow and promote active and inviting building frontages. By creating a more balanced and equitable transportation system, the project aims to improve access to local businesses and amenities, reduce traffic congestion, and enhance the overall quality of life for residents and visitors. The project involves a redesign of Main Street, stretching from Washington Avenue to Beacon Street. The Complete Streets Project on Main Street will include widen sidewalks, up to 10 feet in width with an 8 foot buffer, to provide more space for pedestrians and improve access to local businesses, protected bike lanes to provide a safe and convenient route for cyclists, improve crosswalks to make them safer and more accessible for pedestrians and incorporate new landscaping and public spaces to improve the aesthetic appeal of Main Street while creating a more inviting public realm.

TRADE AREA OVERVIEW

TOWER 22 DISTRICT OVERVIEW

Tower 22 is an emerging retail, creative, and residential district located where the Santa Fe Trail meets Deep Ellum, anchored by Main Street near the heart of Dallas. Named after the historic interlocking rail tower number 22 that once overlooked the crossing of the Texas Pacific Railway and the Gulf, Colorado & Santa Fe Railway, the district draws inspiration from the infrastructure that fueled Dallas' growth and commerce from the late 1800's through the roaring twenties. Today, Tower 22 carries that same spirit of connectivity, movement, and innovation into a modern, walkable neighborhood built for entrepreneurs, creatives, residents, and visitors alike.

The district has evolved into a hub for local business, retail, and community-driven experiences, bringing together a diverse mix of companies, creative studios, restaurants, and independent retailers. Retail plays a central role in shaping the identity of Tower 22, with destinations like The Paddock, Santa

Fe Trail Ice House, Koneko Fine Goods & Coffee, and Easy Slider contributing to the neighborhood's distinct energy and culture. Together, these businesses create spaces for gathering, dining, shopping, and collaboration while reinforcing the district's connection to local creativity and entrepreneurship.

Surrounded by Dallas' thriving arts and music scene, Tower 22 blends historic character with modern amenities and a strong sense of community. Its location along the Santa Fe Trail and adjacent to Deep Ellum creates a unique urban environment where culture, commerce, and connectivity intersect. As the district continues to grow, Tower 22 remains committed to fostering innovation, supporting local businesses, and creating an authentic neighborhood experience where history and entrepreneurship thrive together.



<https://tower22district.com/>



TRADE AREA OVERVIEW

DALLAS/ FORT WORTH AREA OVERVIEW

DALLAS, TX



The Dallas/Fort Worth MSA has a population base in excess of 7,570,000 residents and is largest MSA in the South and fourth in the nation. Also known as “DFW” and “the Metroplex”, the MSA is located in the plains of North Texas and encompasses 12 counties. As the nation’s fastest growing metropolitan area, DFW has led population growth over the last decade, adding 1,300,000 people, or a 25% increase. It is projected that by year 2030, the DFW population will increase by an additional 37% to over 9,200,000 people. The Dallas/Fort Worth area is 9,286 square miles making it larger in area than the states of Rhode Island and Connecticut combined. Dallas is the largest city in the MSA with a population over 1,300,000 residents. Suburban areas surround the MSA, most heavily to the north, with Arlington, Grand Prairie and Irving separating Dallas and Fort Worth by approximately 35 miles. Interstates 20, 30, 35 and 45 are its major arteries connecting it to all regions of the country. Superior growth along these routes has pushed the boundaries of the Dallas/Fort Worth MSA statistical area and allowed the metro area to be the preeminent distribution hub for the region. The region’s transportation network continues to evolve to meet the needs of a growing populace. Metro-area civic leaders are taking proactive steps to improve mobility. Additional tollway miles are planned, including the Trinity Parkway in Dallas and the

extension of the Airport Freeway in Tarrant County. Public transportation is gaining more popularity. DART is the fifth-largest light rail in the country. The DART light rail system is expected to extend further into suburban Dallas, and Collin and Tarrant counties. The business community has easy connections to major commercial centers around the globe via Dallas-Fort Worth International Airport, home to American Airlines, and Dallas Love Field, home to Southwest Airlines. Additionally, there are 13 smaller airports in the Metroplex and nine railroads. DFW is one of the few metro areas in the nation to host teams in all four major sports leagues. It is home to 14 four-year colleges and 15 two-year institutions. DFW continually ranks high as an affordable metro area, especially when compared to other large MSAs, with a cost of living index of 94.7. DFW has the 4th largest number of corporate headquarters in the nation and is home to 18 Fortune 500 companies, including 4 Global 500 companies, and 40 Fortune 1000 companies. The 18 Fortune 500 companies collectively brought in more than \$813 billion last year. DFW has capitalized on its central U.S. location, unparalleled transportation network, operating and living costs well below the national average, pro-business government, critical mass of existing corporate headquarters and offices, and favorable year-round climate.

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TRADE AREA OVERVIEW
DEMOGRAPHICS

Variable	1 mile	3 miles	5 miles
2025 Total Population	14,710	173,055	381,746
2030 Total Population (Esri)	16,395	184,942	402,025
2010 Total Population (U.S. Census)	13,947	139,814	323,136
2000 Total Population (U.S. Census)	16,206	137,003	333,931
2000-2020 Population: Compound Annual Growth Rate (U.S. Census)	-0.51%	0.92%	0.43%
2024-2029 Population: Compound Annual Growth Rate (Esri)	2.19%	1.34%	1.04%
2025 Total Daytime Population (Esri)	31,952	297,017	540,712
2025 Median Age (Esri)	34.3	33.9	34.2
2025 Total Households (Esri)	7,054	92,595	183,472
2030 Total Households (Esri)	8,030	101,181	197,428
2010 Total Households (U.S. Census)	5,601	63,383	135,839
2000 Total Households (U.S. Census)	5,241	53,631	128,808
2024-2029 Families: Compound Annual Growth Rate (Esri)	2.15%	1.32%	1.03%
2025 Average Household Income (Esri)	\$92,812	\$141,347	\$143,692
2025 Median Household Income (Esri)	\$65,289	\$92,411	\$86,631
2025 Per Capita Income (Esri)	\$45,243	\$75,511	\$69,185
2025 Population Age 25+: Less than 9th Grade (Esri) (%)	8%	4%	5%
2025 Population Age 25+: 9-12th Grade/No Diploma (Esri) (%)	8%	5%	6%
2025 Population Age 25+: High School Diploma (Esri) (%)	21%	12%	13%
2025 Population Age 25+: Some College/No Degree (Esri) (%)	13%	11%	12%
2025 Population Age 25+: Associate's Degree (Esri) (%)	7%	5%	6%
2025 Population Age 25+: Bachelor's Degree (Esri) (%)	24%	35%	33%
2025 Population Age 25+: Graduate/Professional Degree (Esri) (%)	16%	23%	23%
2025 Total (SIC01-99) Businesses	1,720	15,849	25,836
2025 Total (SIC01-99) Employees	21,597	191,593	299,498

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.

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. 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.

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.

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Sales Agent/Associate’s Name	License No.	Email	Phone

Buyer/Tenant/Seller/Landlord Initials

Date



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