



LANDMARK CENTER
DALLAS, TEXAS

STORIED
PAST



INNOVATIVE
FUTURE



OFFERING SUMMARY

INVESTMENT OVERVIEW

Jones Lang LaSalle (“JLL”) is pleased to present the opportunity to acquire Landmark Center (the “Property”), a 140,317-square-foot creative office building located within the historically-registered West End District of Downtown Dallas. The Property features original hardwood floors and exposed brick architecture promoting a creative ambiance, catering to the influx of millennials and tech companies pouring into the immediate area. The offering includes the 0.64-acre surface lot fronting the entrance to the Property, providing investors with additional development opportunities.



PROPERTY OVERVIEW

ADDRESS

1801 N LAMAR ST,
DALLAS, TX, 75202

SQUARE FOOTAGE

140,317 SF

OCCUPANCY

18.6%

YEAR BUILT

1913 / 1928

YEAR RENOVATED

2005 / 2016 - 2020

ACREAGE

1.53 ACRES

STORIES

6

ZONING:

**CENTRAL AREA - 1(A) | HISTORICAL
OVERLAY
ALLOWING ALL BUT INDUSTRIAL USES**

PARKING

**82 SURFACE SPACES
66 GARAGE SPACES
(1.05:1,000 SF TOTAL)**



INVESTMENT HIGHLIGHTS

CREATIVE OFFICE ARCHITECTURE

Refurbished hardwood floors, exposed brick, and open plenum ceilings, irreplaceable by today's construction standards

INSTITUTIONAL OWNERSHIP

The Property has been institutionally owned and maintained since 2016. Current ownership has invested \$7.0 million since acquisition to improve building systems and upgrade common areas

HISTORIC SIGNIFICANCE

West End Historical District protected by the US Department of the Interior with the long-term support of the West End Association and the City of Dallas

CULTURAL HEART OF DALLAS

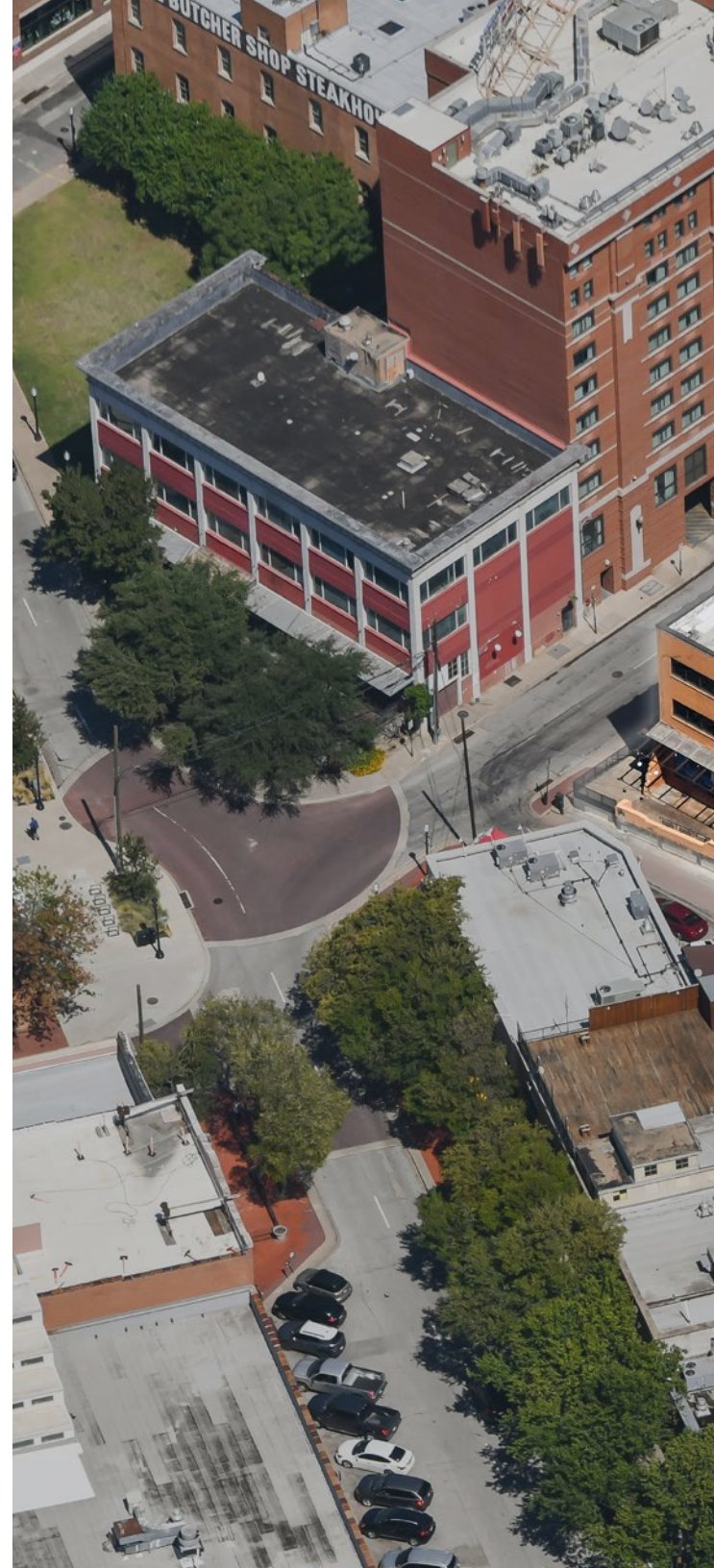
City dynamics with a neighborhood feel located in Dallas' original commercial hub now featuring numerous museums and green spaces

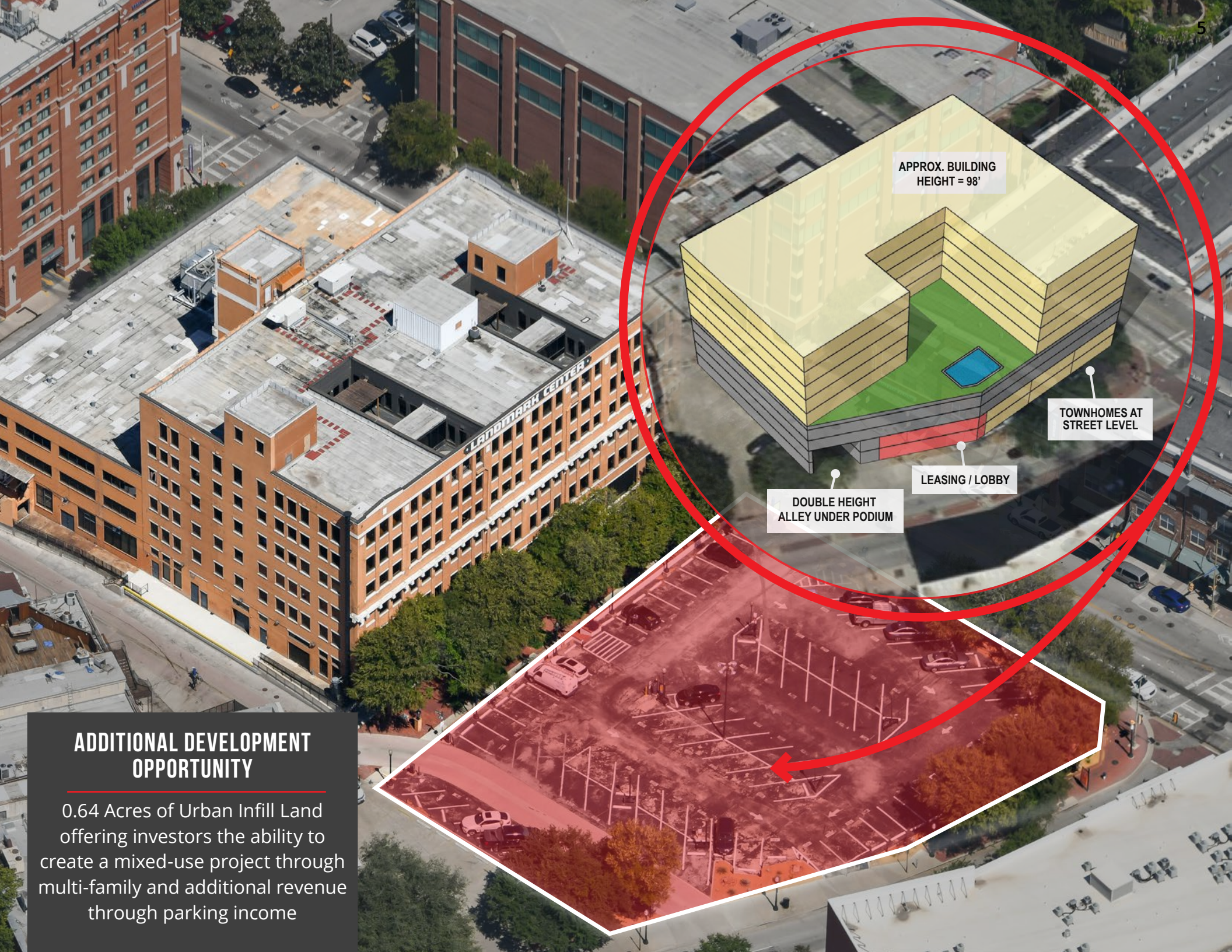
SUPERIOR LIVE-WORK-PLAY ENVIRONMENT

Extensive multi-family, retail, hotel & office redevelopment combined with excellent Walk Score of 92 puts the Property on par with urban environments such as Boston and San Francisco

TRANSIT-SERVED INNOVATION CENTER

West End DART Rail Station caters to the growing creative and technology tenant bases in the neighborhood including Sam's Club Technology Operations, Blue Cross Blue Shield HCSC, Corgan, and Lerma





APPROX. BUILDING HEIGHT = 98'

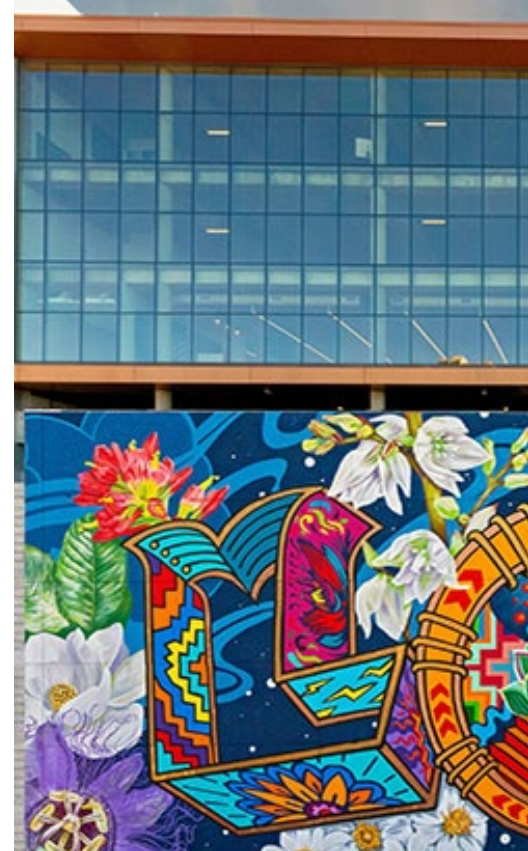
TOWNHOMES AT STREET LEVEL

LEASING / LOBBY

DOUBLE HEIGHT ALLEY UNDER PODIUM

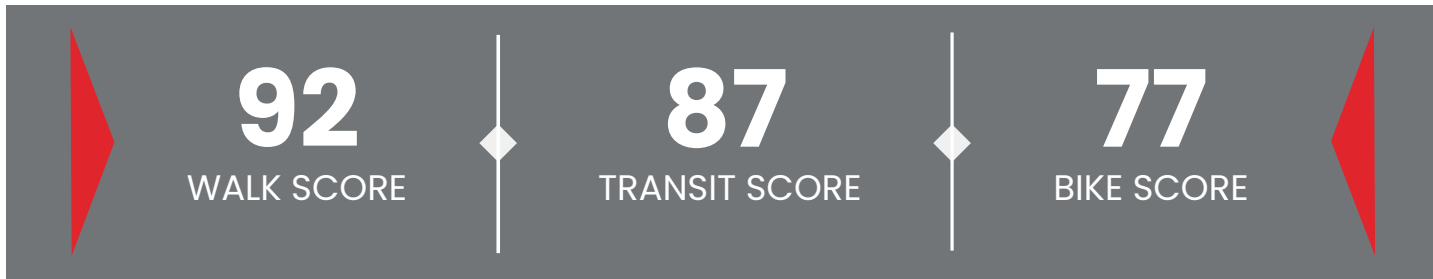
ADDITIONAL DEVELOPMENT OPPORTUNITY

0.64 Acres of Urban Infill Land offering investors the ability to create a mixed-use project through multi-family and additional revenue through parking income



CONNECTIVITY

LANDMARK CENTER





THE NEIGHBORHOOD

STRATEGICALLY LOCATED HISTORICAL DISTRICT WITH EXTENSIVE REDEVELOPMENT



At the convergence of Dallas' most robust and dynamic mixed-use districts: Downtown, Uptown, and Victory Park.



The neighborhood is a direct beneficiary of numerous private and public redevelopment projects including the \$78M Dallas Holocaust and Human Rights Museum and the \$16M West End Square.



Number of residents living Downtown has increased more than 2x since 2010 with rental rates increasing 22% during the same time period.



Direct access to the region's major thoroughfares. Adjacent to the West End DART Rail Station providing connectivity to the entire Metroplex.

8+

HOTELS

150+

RESTAURANTS

14,000

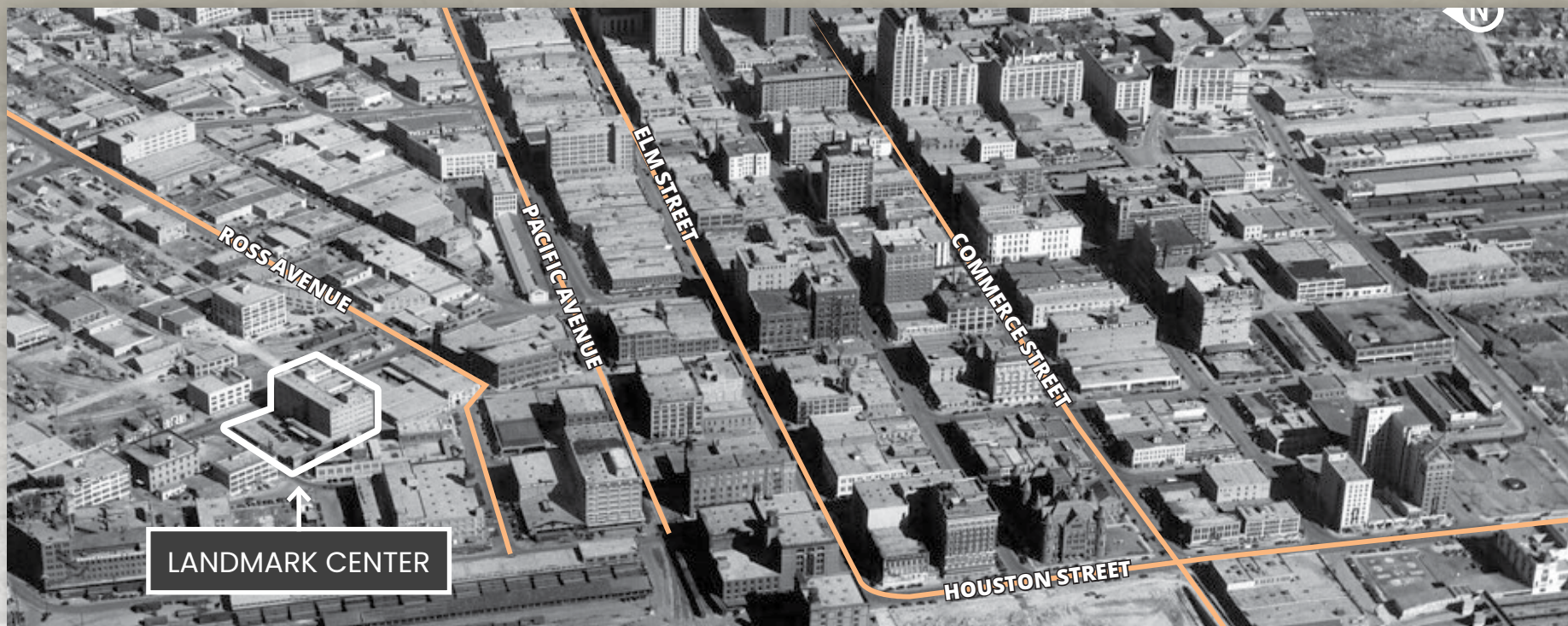
MULTIFAMILY UNITS

86,000

EMPLOYEES

...all within 1-mile radius

LANDMARK CENTER TIMELINE



1935 Aerial view of West End

1913

Landmark Center is built, originally a warehouse for General Electric

1970s

Landmark Center converted into traditional office space

2004-05

Landmark Center undergoes a complete renovation into creative office with upgraded common areas and new building systems

2016-20

Landmark Center undergoes another significant renovation to refresh common areas and modernize building systems

2021

West End Square is opened to the public, adding additional green space to the area

1928

Landmark Center 3-story addition is added

1980

The FBI relocates its Dallas headquarters to Landmark Center, where the Bureau remained until 2002

2015

Landmark Center purchased by current ownership

2019

Dallas Holocaust and Human Rights Museum is relocated and rededicated, expecting to draw 200,000 visitors annually

THE FUTURE



OPPORTUNITY TO CAPTURE A BOUTIQUE, CREATIVE OFFICE ASSET

The **EXPOSED BRICK** interiors, **REFURBISHED HARDWOOD** floors and **OUTDOOR TERRACES** offer a **CREATIVE ATMOSPHERE** unique to the West End.

Over 80% vacant, the Property presents investors with a **"BLANK SLATE"** to tactically lease-up the asset into a **CREATIVE OFFICE HUB** or **TRANSFORM** Landmark Center into a **ONE-OF-A-KIND RESIDENTIAL EXPERIENCE**.

The West End boasts a **ROBUST CREATIVE AND TECH-CENTRIC TENANT ROSTER** including Blue Cross Blue Shield, C1 Innovation Lab, Sam's Club Technology Operations, Corgan, Lerma, and many more.

#3

in CompTIA's 2021 Tech Town Index, Dallas was ahead of tech-centric cities such as Raleigh, Seattle, and Boulder

DALLAS POSTED +/-160,000

tech jobs in 2021; nearly 2.5x as many as Austin

11%

projected tech job growth over the next 5 years

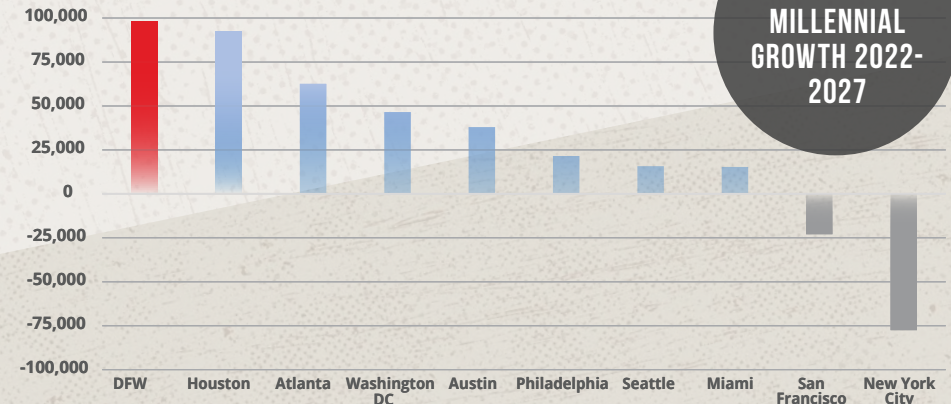
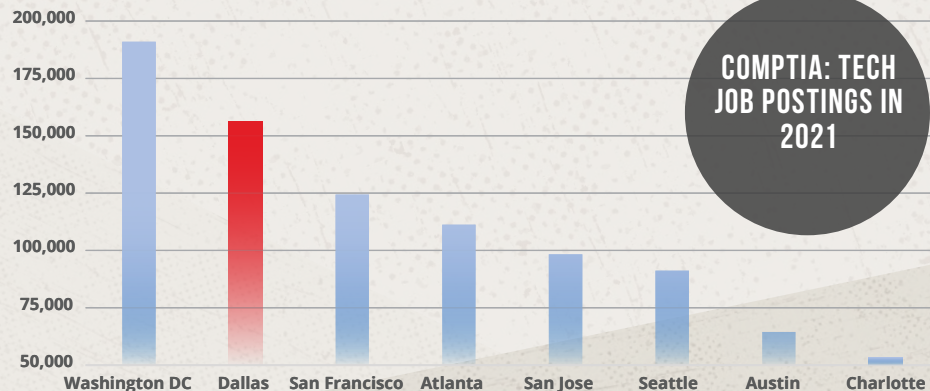
7TH

highest concentration of tech jobs in the U.S.

APPROXIMATELY 3.7 MILLION SF OF OBSOLETE DOWNTOWN DALLAS OFFICE SPACE IS PLANNED TO BE CONVERTED TO HIGH-RISE RESIDENTIAL

THE POPULATION OF DOWNTOWN DALLAS HAS INCREASED BY 109% SINCE 2010

MULTI-FAMILY INVENTORIES HAVE INCREASED BY 167%, WITH AVERAGE VACANCY <3%



ESRI: PROJECTED MILLENNIAL GROWTH 2022-2027

DFW OPEN FOR BUSINESS

20%

POPULATION GROWTH FROM 2010 - 2020 OUTPACING THE U.S. AVERAGE

#1

IN THE COUNTRY IN # OF FORTUNE 500 HQ'S 62 CORPORATE RELOCATIONS SINCE 2021

72%

OF DFW HIGHER EDUCATED GRADUATES STAY AND WORK IN THE REGION - THE SIXTH HIGHEST RETENTION RATE IN THE U.S.

#2

IN THE NATION IN POST-COVID JOB RECOVERY (161% RECOVERY RATE)

98.1

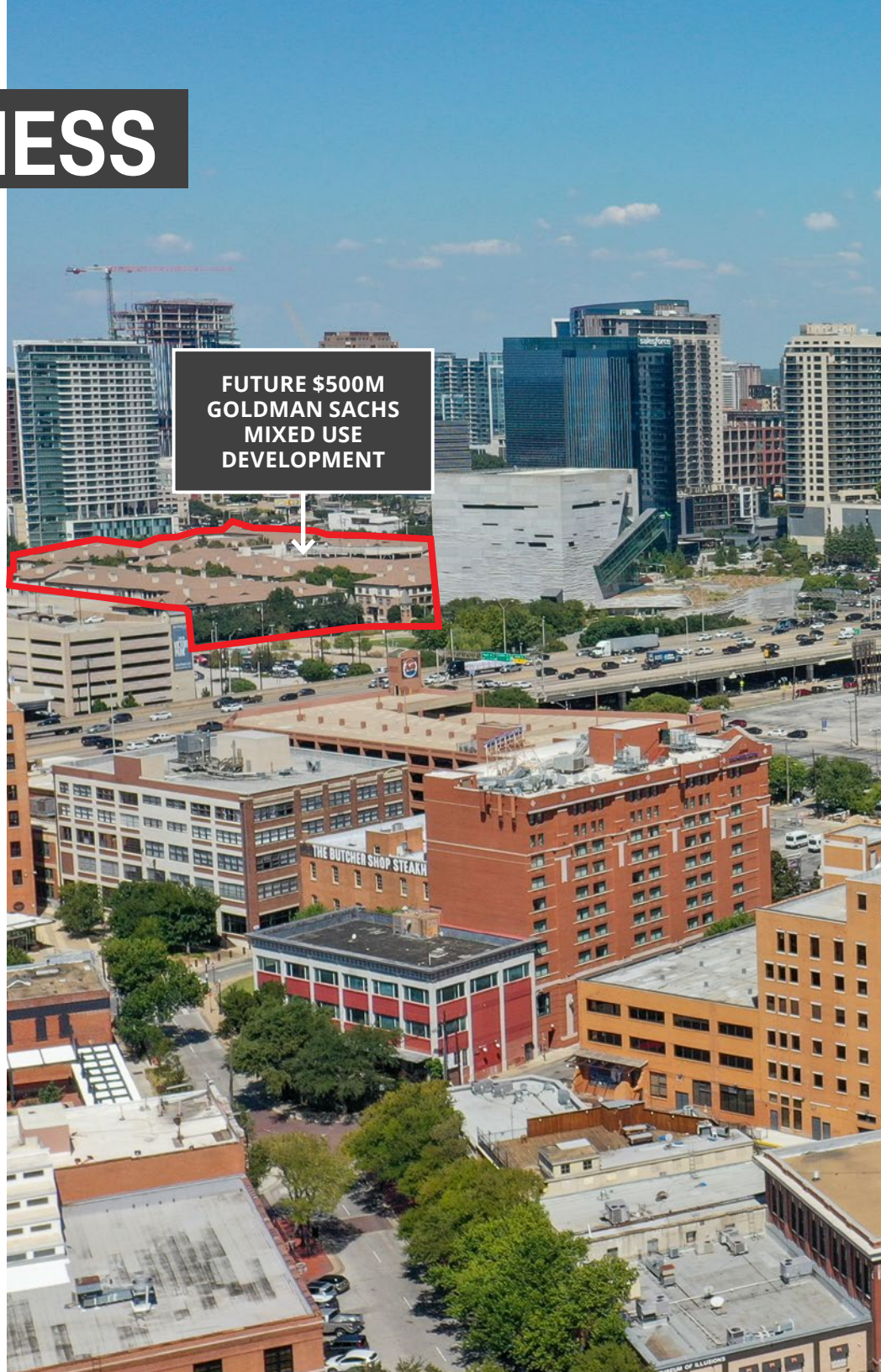
LOW COST OF DOING BUSINESS WITH A SCORE OF

(US AVG. 100)

#1

MAJOR MSA FOR PERCENT JOB GROWTH (7.7% OVER TTM)

FUTURE \$500M GOLDMAN SACHS MIXED USE DEVELOPMENT





#1

MSA FOR
PROJECTED
POPULATION
GROWTH
(2021-2025)

290,000

POPULATION
GROWTH OVER
TRAILING 12
MONTHS

#2

MOST DIVERSE
ECONOMY IN
THE U.S.
(0.82 RATING VS.
US AVG. 1.0)

750,000

PROJECTED NEW
RESIDENTS BY 2026,
#1 IN THE U.S.
IN PROJECTED
POPULATION
GROWTH

#7

REAL ESTATE
MARKET FOR 2022
(URBAN LAND
INSTITUTE/PWC)

390

RESIDENTS MOVE
TO DFW DAILY,
WHICH EQUALS
ONE NEW RESIDENT
EVERY SEVEN
MINUTES

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