

An architectural rendering of a large-scale urban development project. The scene is viewed from an elevated perspective, showing a dense cluster of modern buildings with glass facades and green roofs. The buildings are interspersed with green spaces, trees, and walkways. In the background, a city skyline is visible under a clear blue sky. The overall aesthetic is clean and modern, emphasizing sustainable and mixed-use urban planning.

THE CENTRAL

NEW GENERATION, 27 ACRE MIXED-USE DEVELOPMENT

LOOK DEEP INTO NATURE AND
THEN YOU WILL UNDERSTAND
EVERYTHING BETTER.

“*Albert Einstein*”

THE
CENTRAL

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New generation **27-acre mixed-use** development by De La Vega Development

5 million square feet of office, residential, hospitality, food and beverage, entertainment and wellness offerings

3.5-acre park positioned in the center of the development

PROJECT OVERVIEW

Texas HQ Relocation Opportunity:

Office 200,000 - 1,000,000 square feet (multiple class AA offerings totaling 3.0 million square feet contiguous)

Residential 750,000 square feet (320-unit high-rise and 430-unit low-rise)

Hospitality 450,000 square feet (full-service lifestyle hotel with 300 keys and limited service hotel with 150 keys)

Food, Beverage and Entertainment 110,000 square feet

Park 3.5 acres converging with each building and activated with wellness options

- Located at the intersection of North Central Expressway and North Haskell Avenue
- Adjacent to the DART Cityplace/Uptown Station light rail
- Extensive digital infrastructure — six available data carriers with the highest capacity low latency data providing true redundancy
- Office tower provides flexibility for headquarters, future expansions and large corporations
- Presents modern architecture intertwined with nature
- Walkable activated green spaces
- Concentrated wellness options in a healthy micro-district
- Food hall and experiential entertainment, food and beverage offerings
- Social gathering spaces
- Public art installations

LOCATION

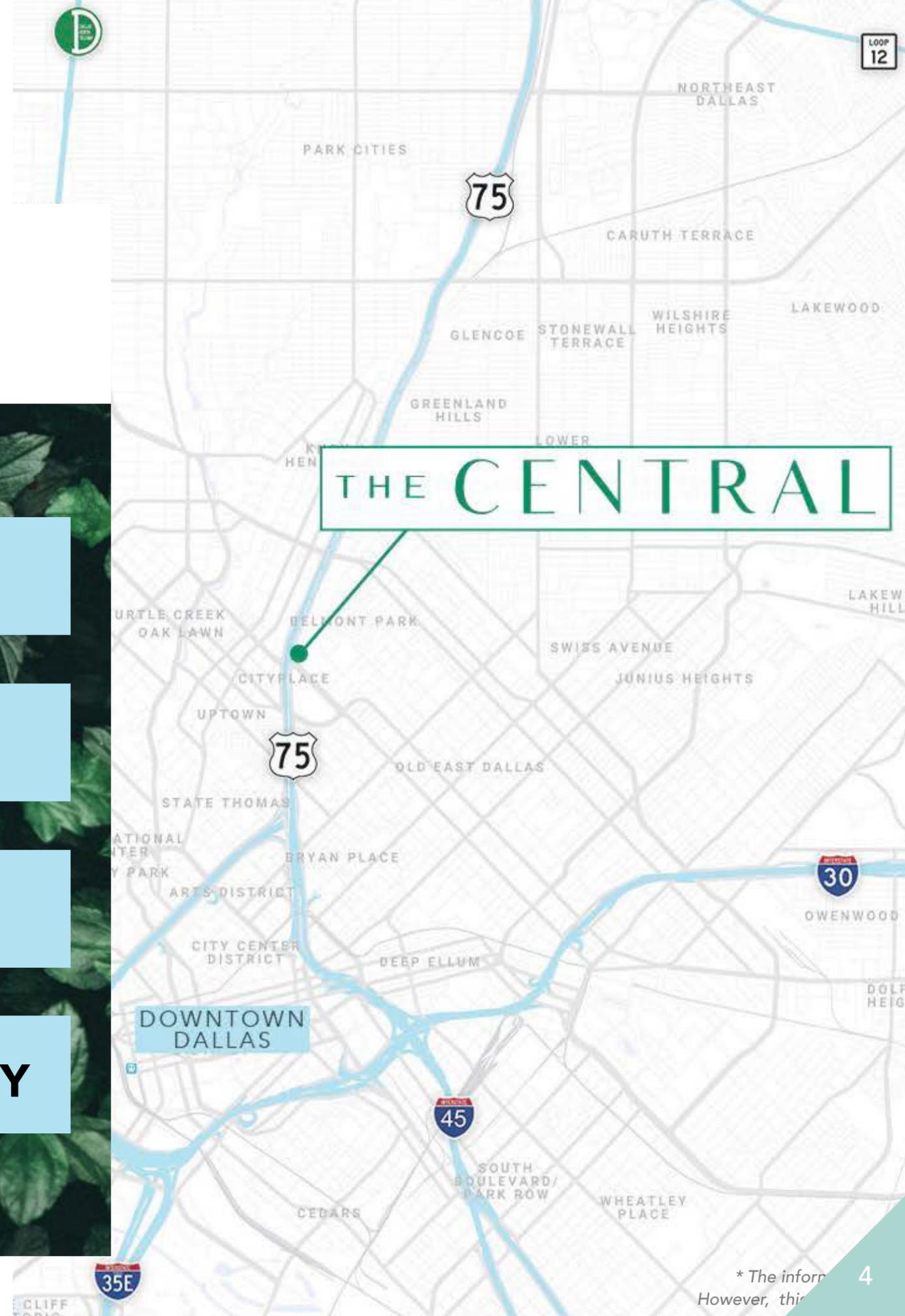
Conveniently positioned with accessibility to Dallas' celebrated urban districts and neighborhoods, The Central is a master-planned environment offering a variety of opportunities to explore and places to recharge.

5 min TO DOWNTOWN DALLAS

5 min TO DALLAS NORTH TOLLWAY

5 min TO LOVE FIELD AIRPORT

ON NORTH CENTRAL EXPRESSWAY



LOCATION



- HOTELS:**
- A Hotel Crescent Court
 - B Hotel Zaza
 - C The Joule
 - D The Ritz-Carlton, Dallas
 - E Rosewood Mansion on Turtle Creek
 - F W Dallas - Victory

- RESTAURANTS:**
- A Al Biernat's
 - B Alice
 - C Gemma
 - D HG Supply Co.
 - E The Honor Bar
 - F Javier's Gourmet Mexicano
 - G Le Bilboquet
 - H Mi Cocina
 - I Nick & Sam's
 - J Nobu
 - K Pecan Lodge
 - L The Porch
 - M The Rustic
 - N Tei An
 - O Uchi
 - P Desert Racer
 - Q Loro

- COFFEE:**
- A Ascension Coffee
 - B Brewed + Press
 - C Foxtrot Market
 - D Royal Blue Grocery

- ARTS & CULTURE:**
- A Dallas Contemporary
 - B Dallas Museum of Art
 - C Klyde Warren Park
 - D Morton H. Meyerson Symphony Center
 - E Nasher Sculpture Center
 - F Margot and Bill Winspear Opera House

- SHOPPING:**
- A Highland Park Village
 - B North Park Center
 - C West Village

- HEALTH/FITNESS:**
- A Barry's Bootcamp
 - B CorePower Yoga
 - C Equinox
 - D LA Fitness
 - E SoulCycle



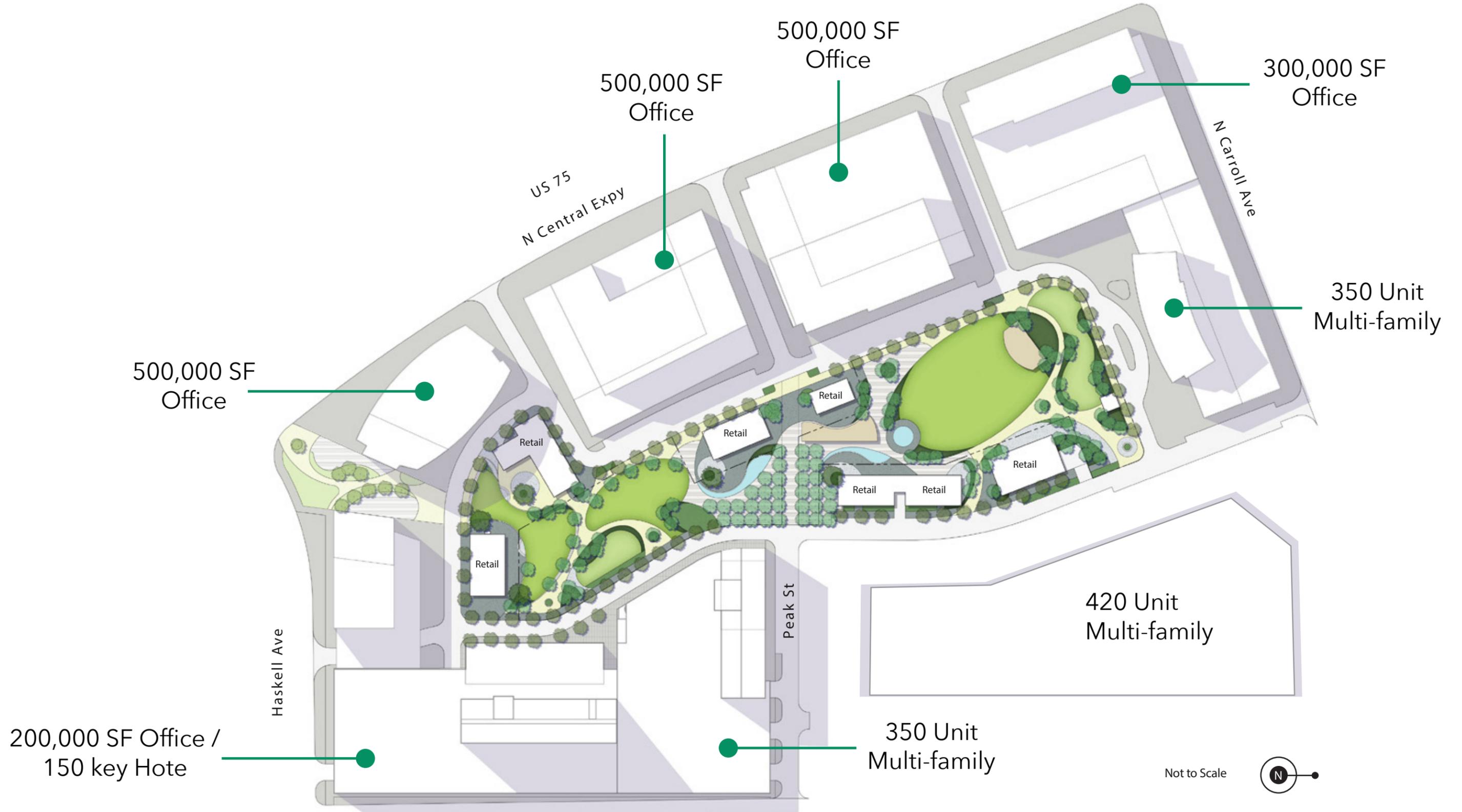
PROJECT OVERVIEW

Nature and innovation meet at **The Central's** offices, bringing honest, natural materials and technologically advanced features together to create a refreshingly modern work environment. With 2.5 million square feet of office space, **The Central** is uniquely positioned to accommodate Dallas' ever-growing workforce.

Here, we've created a place for all: for visionaries — with creative spaces in and out of the office designed for dreaming up the next big thing. For the always-on — with high-capacity connectivity and an on-staff telecommunications team at your service. For locals — with a centrally-located address — as well as travelers — with effortless accessibility to the city's most connected thoroughfares. For everyone — with curated comforts spanning food, drink, shopping and green spaces just steps away from the office doors.

- De La Vega Development has commenced preparing 27 acres for development of The Central, a progressive mixed-use destination that will combine office and residential spaces with diverse hospitality and wellness offerings.
- The location at the corner of North Central Expressway and Haskell Avenue is complemented by impressive surrounding areas, such as Uptown, East Dallas, Highland Park, Dallas Arts District, Deep Ellum, Katy Trail and more.
- In addition to office space, a StreetLights residential tower and a hotel, the forward-thinking development will feature green spaces, a health and wellness corridor, food hall, experiential entertainment, dining options and public art installations.
- Modern architecture will prevail throughout, intertwined with biophilic elements of nature that will inspire residents and visitors to explore and recharge.
- The Central is among the top 3 Dallas-Fort Worth sites for IT infrastructure, with platinum wired certification pending to provide exceptional connectivity for communication and collaboration. A choice of six unique dedicated fiber options enables tenants competitive connectivity and cloud services.
- Personal fulfillment is at the forefront of The Central's mission — to serve as a groundbreaking community that promotes professional growth, wellness and connection.

DEVELOPMENT SITE PLAN

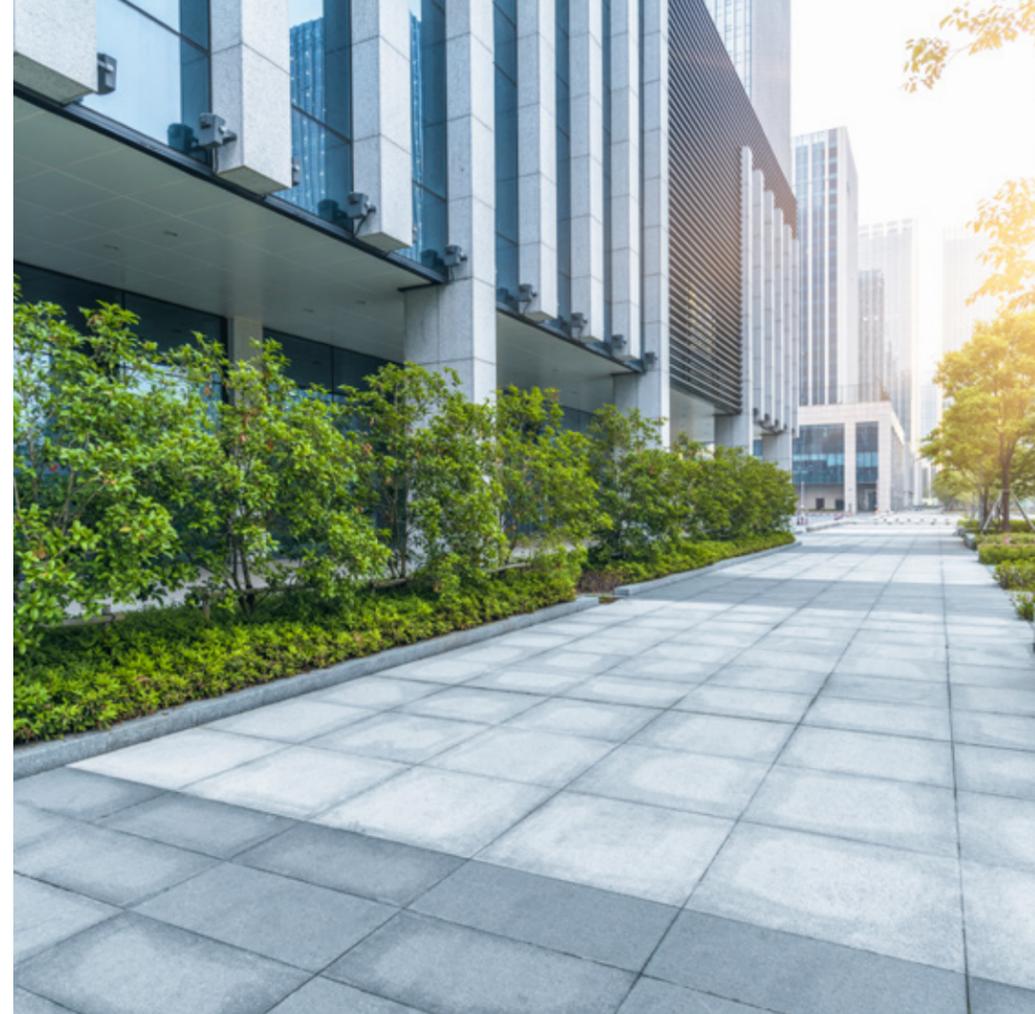


NATURALLY CONNECTED

The Central is designed to invigorate and inspire those who work, engage and dwell here through amenities, modern design and the utilization of nature and biophilia. Biophilia is a hypothetical idea stating humans have an innate need to interact with nature — the connection is essential to health, wellbeing and personal fulfillment.

The Central's biophilic design aims to increase this connectivity to the natural environment through the use of direct nature, indirect nature, and space and place conditions within the development. As a meeting point for the forward-thinking,

**THE CENTRAL
SETS A NEW STANDARD.**



THOUGHTFUL COMMUNITY

Visitors, tenants and residents of The Central seek balance in life through experiences they see as important to their lives, their legacy, and those around them. They are self-actualized, looking to maintain their current state while reconnecting with community, nature and themselves.



METRO RENTERS

- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education & creativity.
- Willing to take risks and work long hours to get to the top of their profession.
- Become well informed before purchasing the newest technology.
- Prefer environmentally safe products.
- Socializing and social status very important.



EMERALD CITY

- Well educated, these consumers research products carefully before making purchases.
- They buy natural, green, and environmentally friendly products.
- Very conscious of nutrition, they regularly buy and eat organic foods.
- Cell phones and text messaging are a huge part of everyday life.
- They place importance on learning new things to keep life fresh and variable.
- They are interested in the fine arts and especially enjoy listening to music.



LAPTOPS & LATTES

- More than three out of four have a bachelor's degree or higher (Index 252).
- Salaries are the primary source of income for most households, but self-employment income (Index 146) and investment income (Index 173) complement the salaries in this market.
- These are health-conscious consumers, who exercise regularly and pay attention to the nutritional value of the food they purchase.
- Environmentally conscientious but also image-conscious: both impact their purchasing.

WINE DINE WONDER

Home to experiential food and beverage offerings — from fast casual restaurants to chef-driven concepts — The Central will provide endless possibilities to gather, dine and enjoy a curated variety of local and globally-influenced fare.

**110,000 SQUARE FEET
OF FOOD BEVERAGE & ENTERTAINMENT**





LOCALLY INSPIRED DESIGN



Designed to captivate, **The Central** will stand out against the Dallas skyline while evoking a true sense of place and connecting with the community around it. Incorporating carefully chosen and composed natural materials throughout the development, the architects have crafted an honest, nature-focused urban space that engages and inspires.

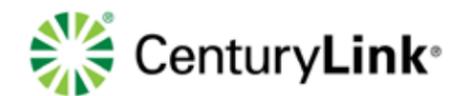
Bud Creative, an East Dallas landscape architect firm, designed The Central's four-acre centerpiece park to connect The Central to the surrounding neighborhoods, culture, creativity and people.



TECH CONNECTED

As one of the top three sites for IT infrastructure in Dallas-Fort Worth Metroplex, The Central will be undergoing platinum wired certification, offering a tech advantage that is second-to-none.

- High capacity connectivity services available
- Redundant dark fiber connectivity available
- Unparalleled critical infrastructure resiliency
- Multiple points of entry for incoming connections
- Available telecommunications consultants
- Six unique dedicated fiber options



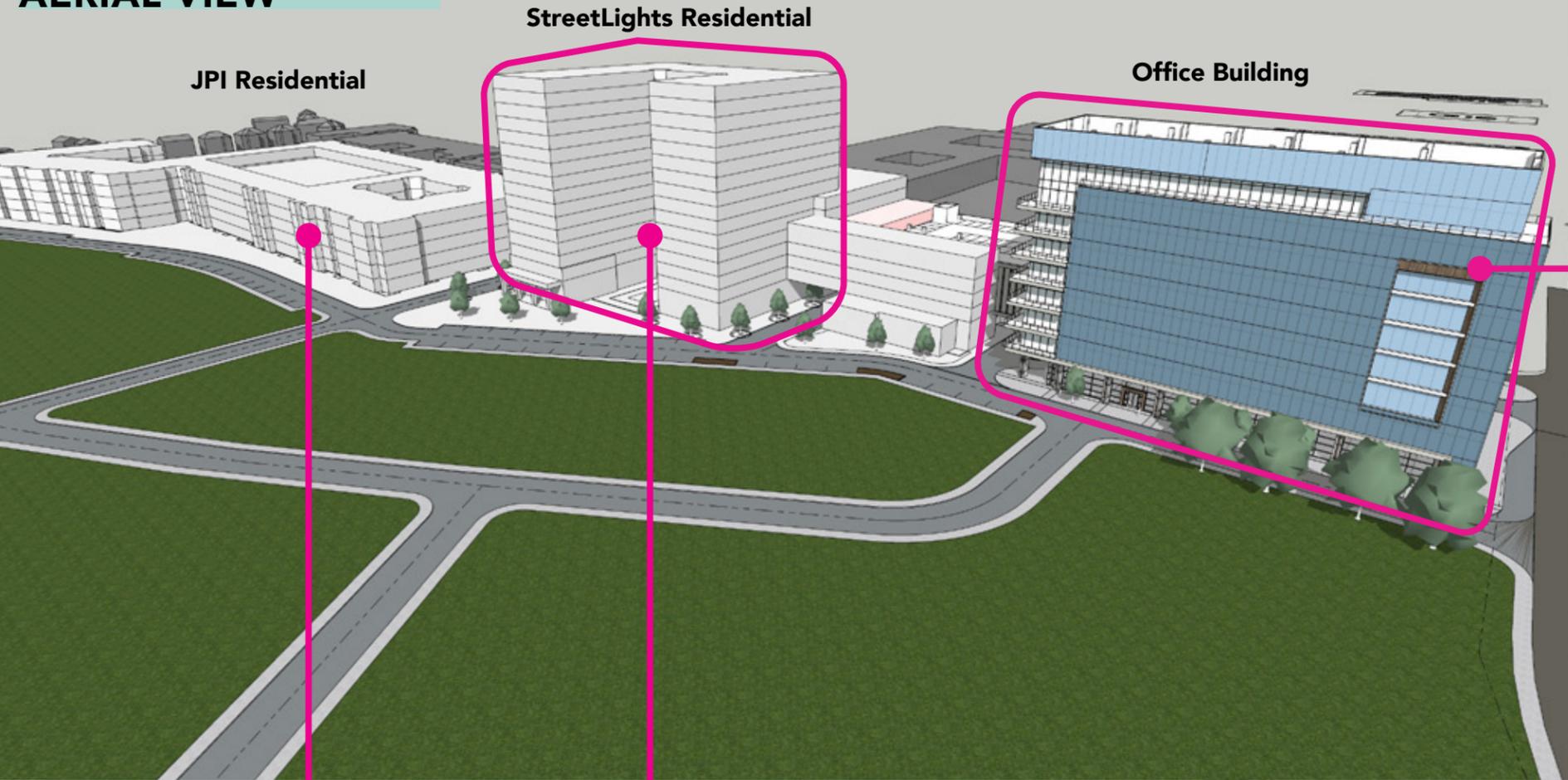
OFFICE BUILDING RENDERINGS

OFFICE VIEW FROM HIGHWAY 75



BUILDING RENDERINGS

AERIAL VIEW



PARK VIEW



UNDER DEVELOPMENT

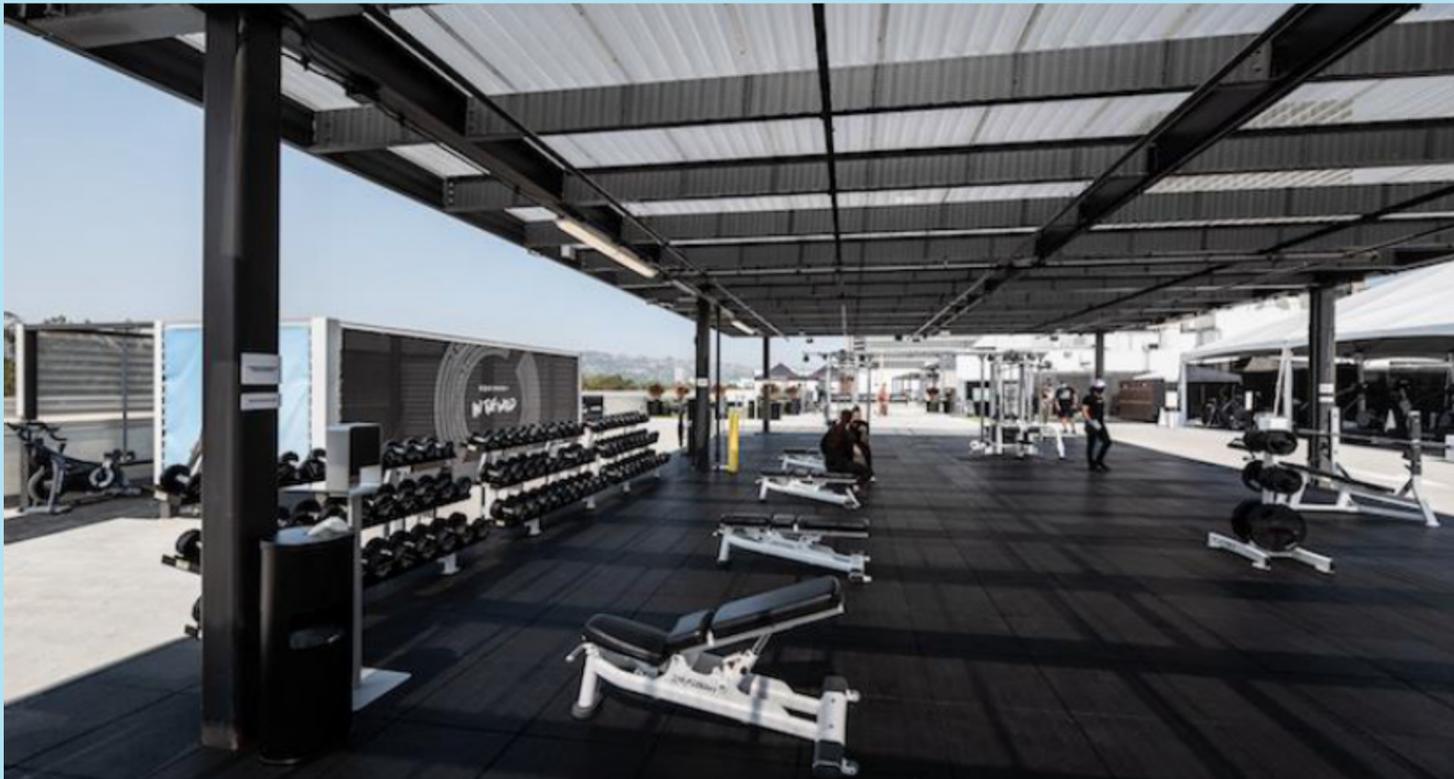


PROPOSED

OUTDOOR MEETING AREAS



WELLNESS FOCUSED



SITE PLAN



PROPOSED RESIDENTIAL TOWER



PROPOSED OFFICE TOWER



RESIDENTIAL UNDER DEVELOPMENT

OFFICE RENDERING



OFFICE RENDERING



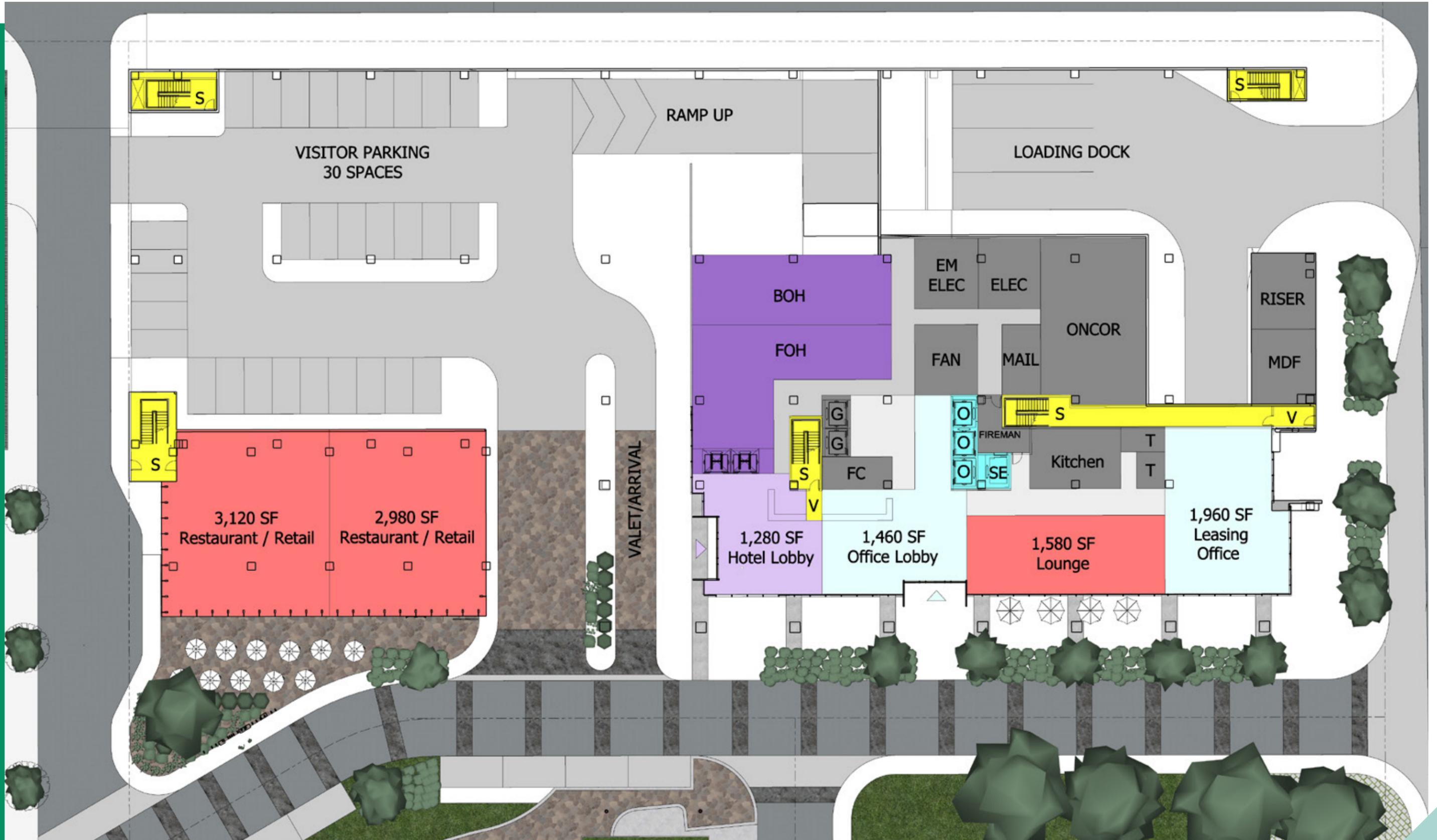
OFFICE RENDERING



OFFICE RENDERING



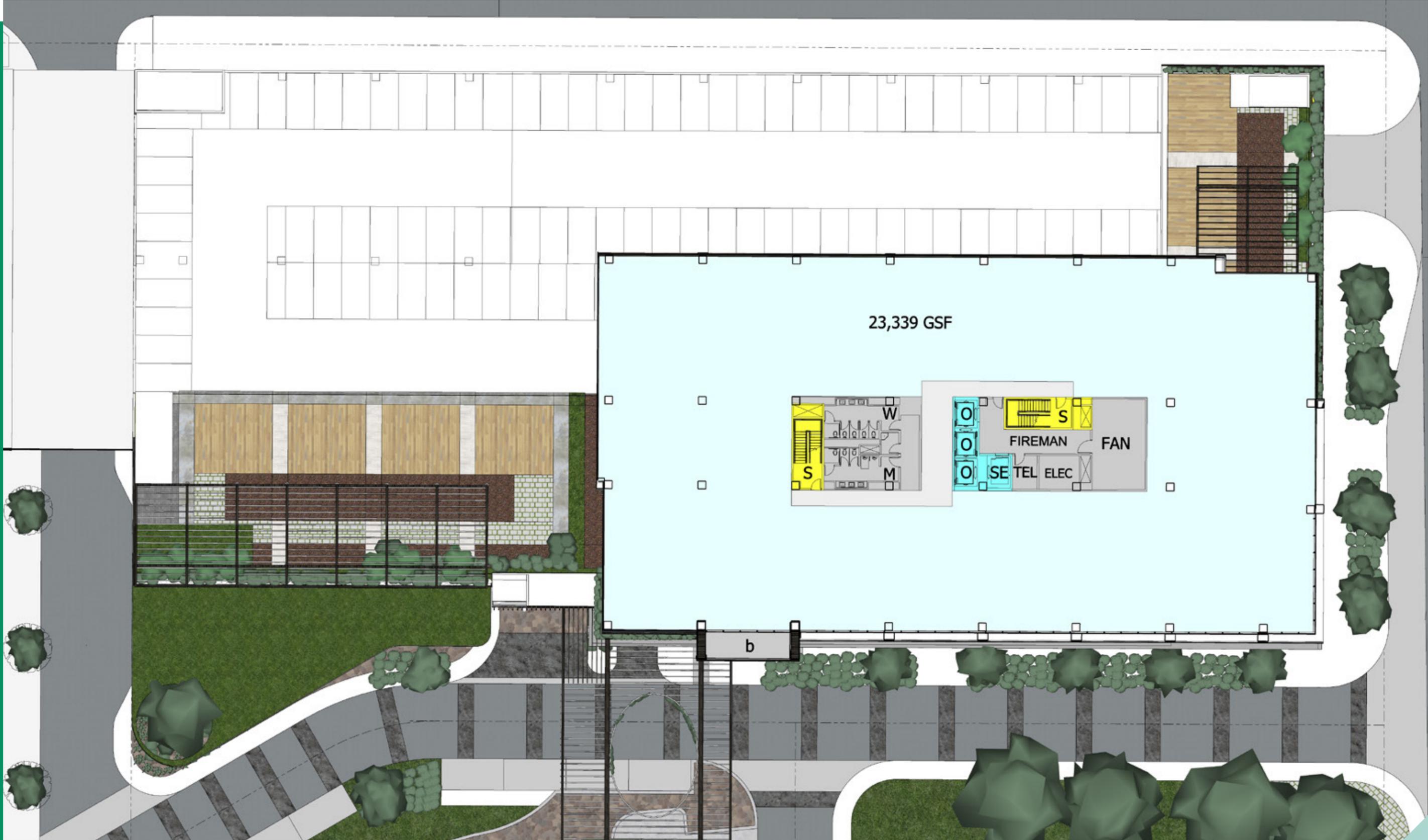
GROUND FLOOR



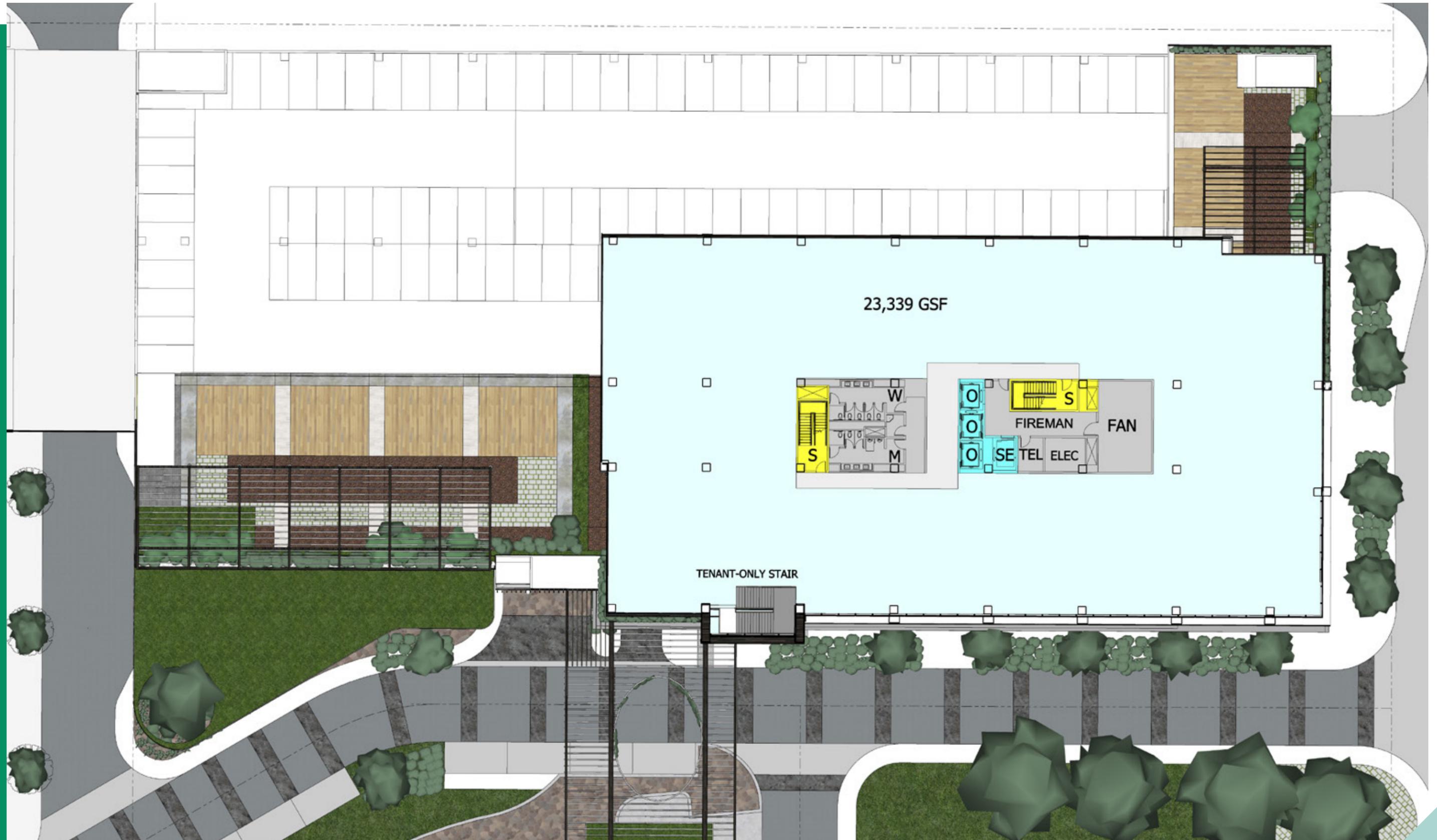
AMENITY FLOOR



OFFICE TYPICAL FLOOR



LARGE TENANT CONNECTED FLOOR



TOP FLOOR



THANK YOU!

For additional information, please visit

WWW.DISCOVERTHECENTRAL.COM

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