

THE CENTRAL



Imagine a place where walkability starts at your apartment, office or hotel door — a place where density has a human dimension.

INTRODUCING THE CENTRAL, a development that adapts to our ever-changing needs, nurtures relationships and accommodates the pleasures of everyday life. Located at the intersection of energetic neighborhoods and cultural attractions, this progressive mixed-use development focuses on connectivity to business, community and wellness.

LOCATION: NEQ North Central Expy & Haskell Ave
Dallas, TX 75204

DETAILS:

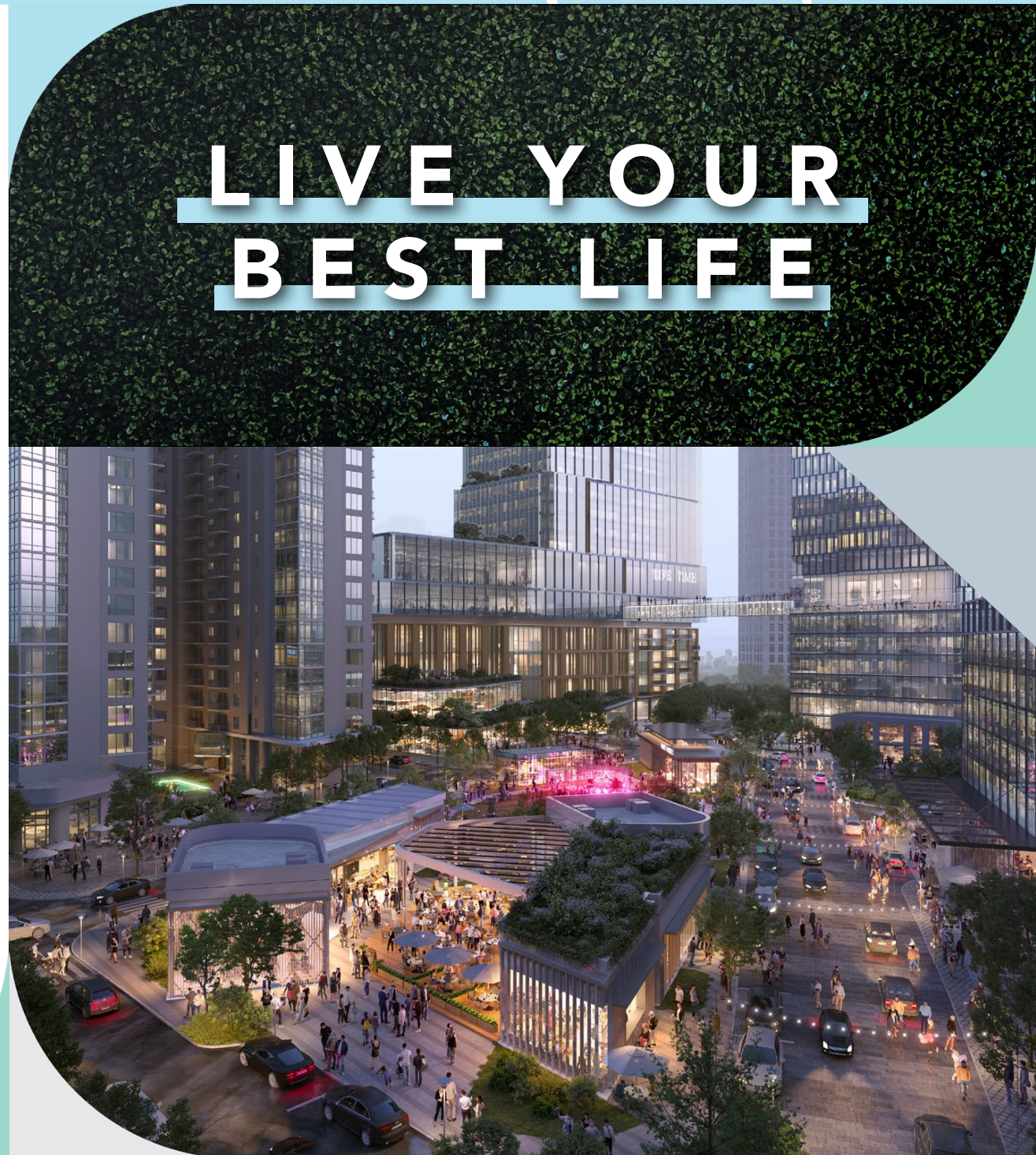
- 27 Acre Mixed-Use
- 4.0 Acre centrally located park
- 2,500,000 SF of office space
- 2,000 multi-family units
- 110,000 SF of retail space
- 1 full service, lifestyle hotel

DEMOGRAPHICS (3 mile radius):

- Total Population: 203,315
- Daytime Population: 360,371
- Average HH Income: \$139,226
- Median Age: 34.7

TRAFFIC COUNTS (2021 bi-directional):

- US-75 (NCX): 218,553
- Haskell Ave: 14,301



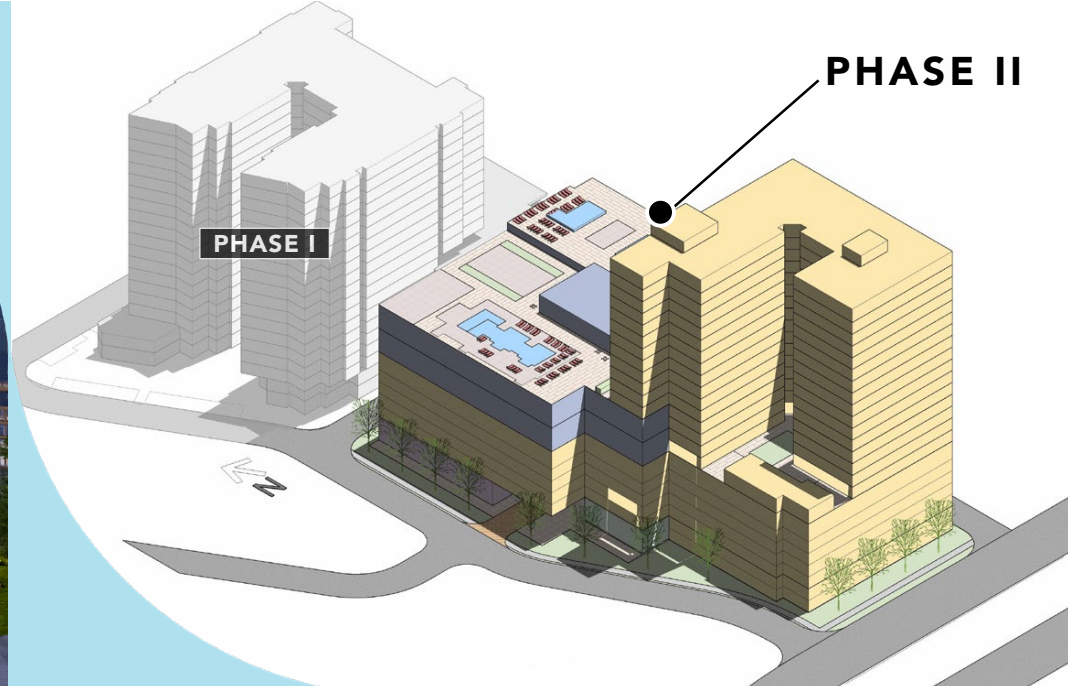
LIVE YOUR BEST LIFE

PHASE I



- 351 UNIT RESIDENTIAL TOWER
- 3,200 SF RESTAURANT SPACE + PATIO

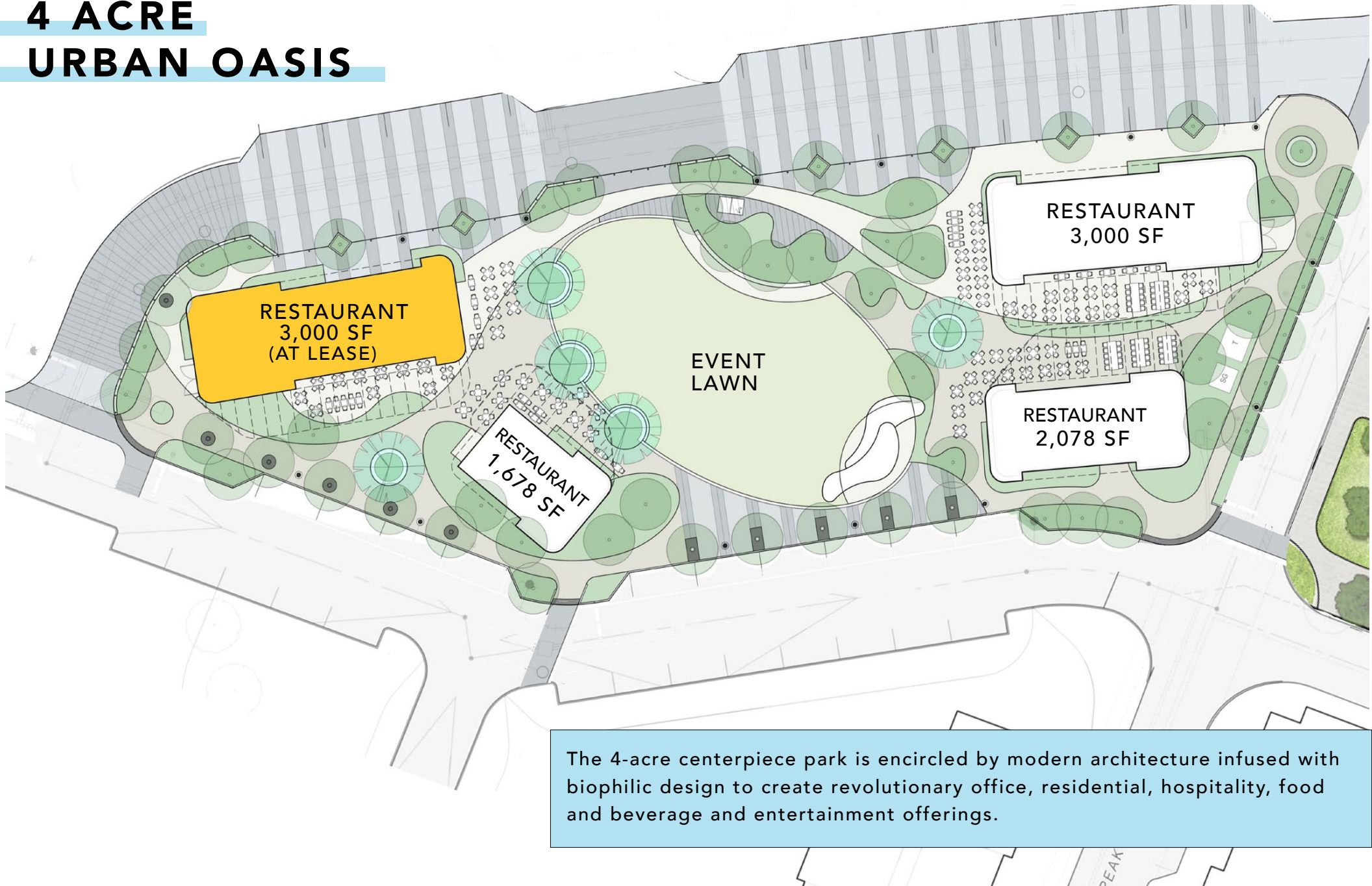
PHASE II



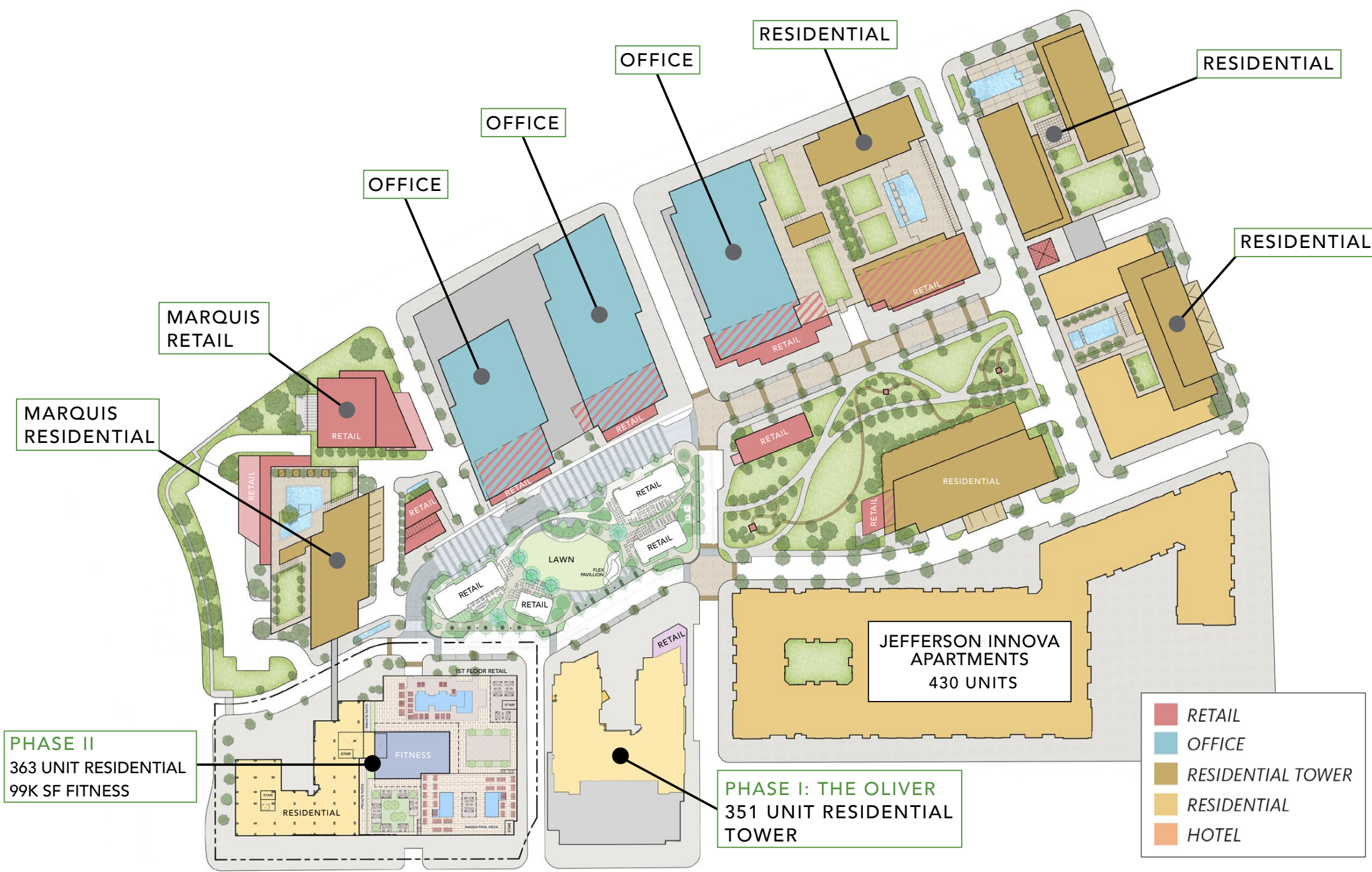
- 363 UNIT RESIDENTIAL TOWER
- 99,000 SF FITNESS



4 ACRE URBAN OASIS



The 4-acre centerpiece park is encircled by modern architecture infused with biophilic design to create revolutionary office, residential, hospitality, food and beverage and entertainment offerings.

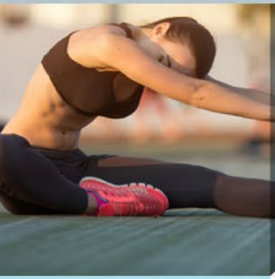




WELLNESS

Look deep into nature and then you will understand everything better.

ALBERT EINSTEIN



CENTERED

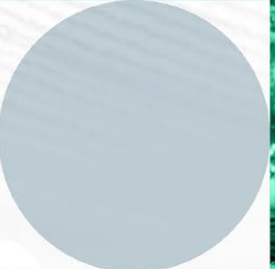


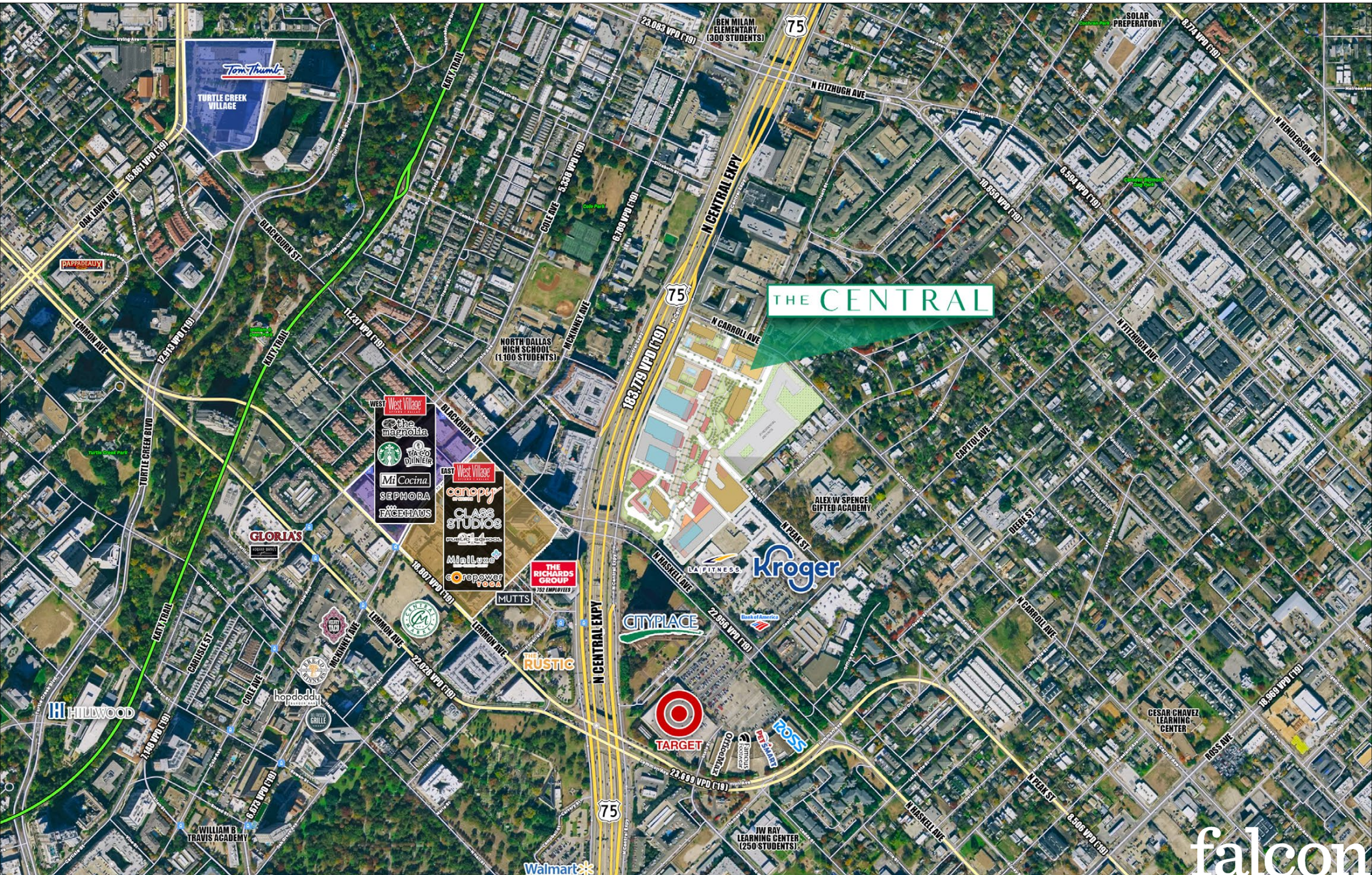
- ▶ Walkable Activated Green Spaces
- ▶ Concentrated Wellness Options in a healthy micro-district
- ▶ Social Gathering Spaces

The Central is a next generation mixed-use community focused on connectivity and wellness. Unfolding in the heart of Dallas, The Central will be home to a 3.5 acre park framed by a modern collection of office, residential, experiential and artful offerings – all created with thoughtful biophilic elements in mind.

The imaginative development centrally located, adjacent to celebrated and distinctly Dallas districts. Flowing across 27 activated acres, The Central will be designed for communion bringing the city together as an all-encompassing gathering place.

The Central is an ode to the beauty and power of nature. Walkable green spaces within the development, deliberate designs where architecture adopts the natural curvature and fluidity of its surroundings and biophilic design details blur the lines between interior and exterior, culture inspires connection—everything comes into perspective.





The information contained herein is deemed reliable; however, Falcon Realty Advisors makes no warranties, guarantees or representations as to the accuracy thereof. The presentation of this information is submitted subject to change in conditions and price, corrections, errors, and omissions, and/or withdrawal without notice.



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3 MILE DEMOGRAPHIC PROFILE SUMMARY

TOTAL POPULATION 203,315

DAYTIME POPULATION 360,371

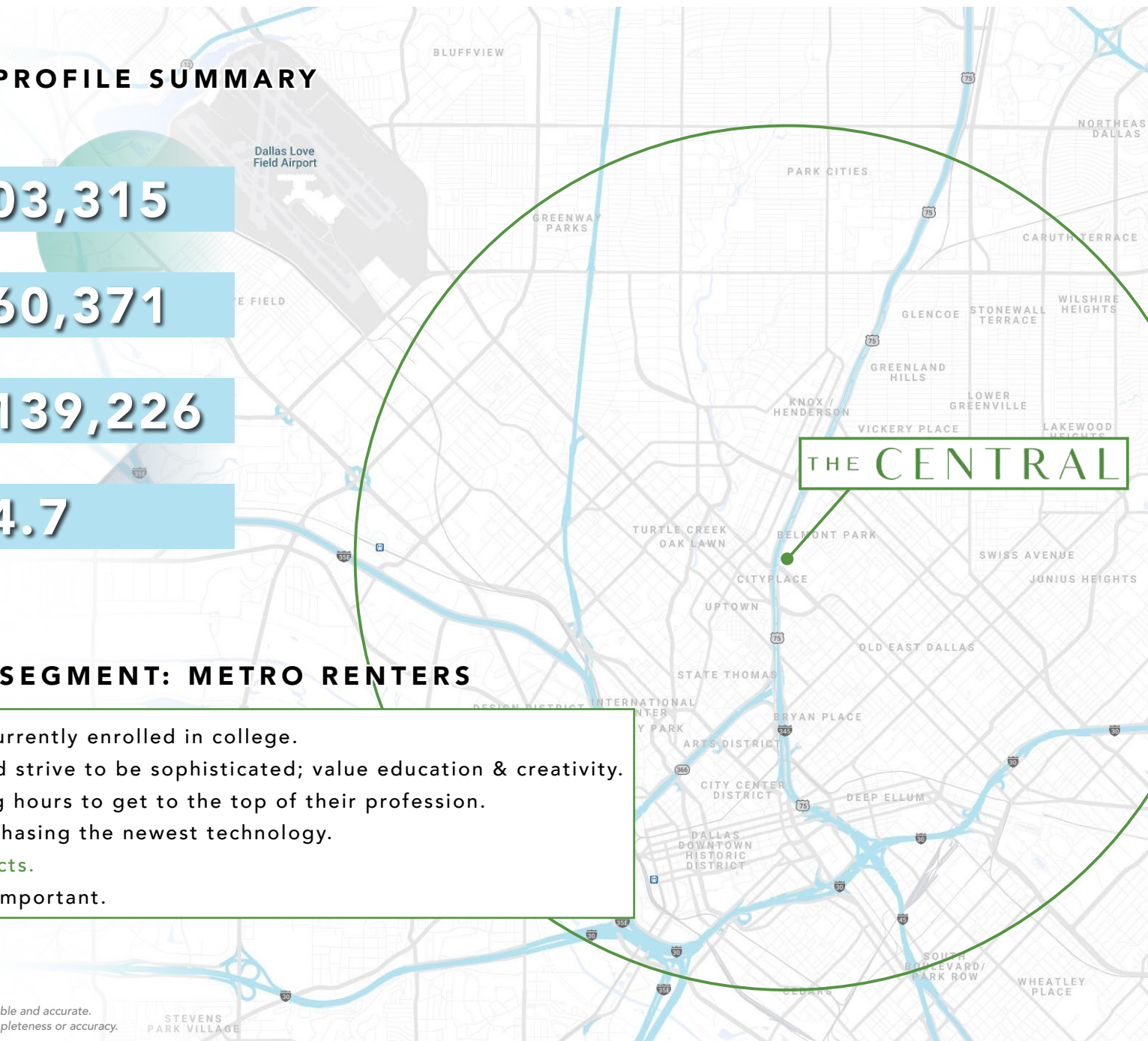
AVERAGE HH INCOME \$139,226

MEDIAN AGE 34.7

DOMINANT LIFE MODE SEGMENT: 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.

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DEMOGRAPHIC SUMMARY

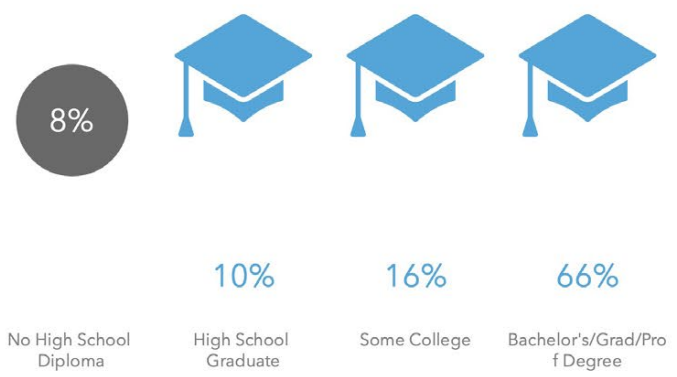
The Central
Ring of 3 miles

KEY FACTS

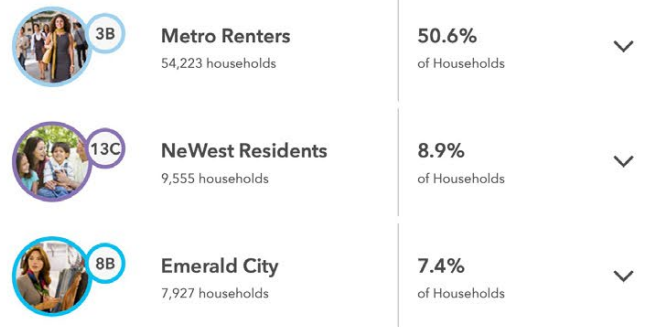


203,315 Population 107,195 Households \$74,982 Median Disposable Income 34.7 Median Age

EDUCATION



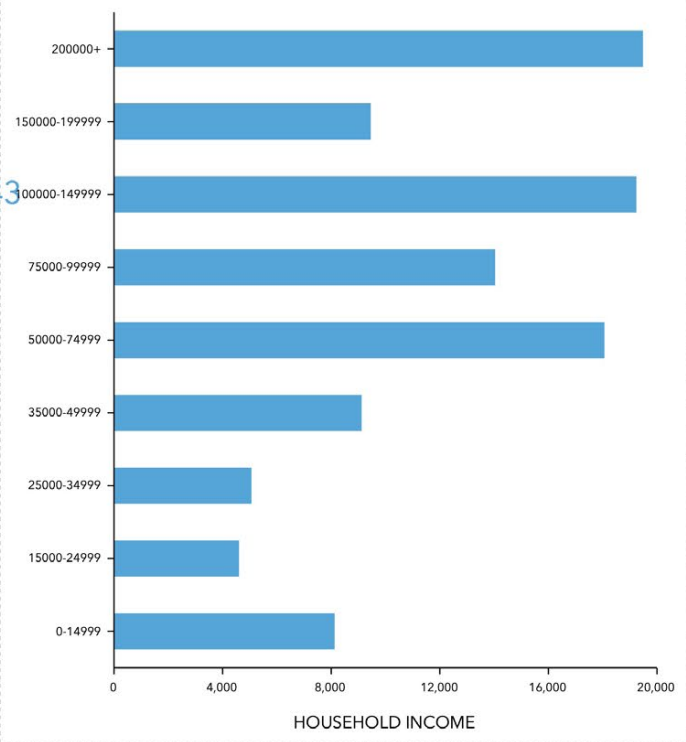
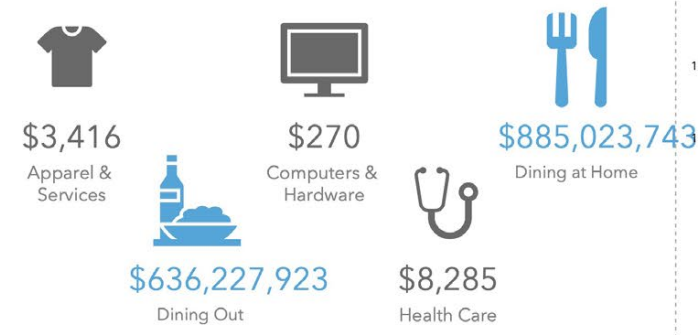
Tapestry Segments



INCOME



ANNUAL HOUSEHOLD SPENDING



BUSINESS



This infographic contains data provided by Esri. The vintage of the data is 2020, 2025.

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THE CENTRAL TEAM

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BOKAPowell

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CREATIVE

HKS

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

“Albert Einstein”

INFORMATION ABOUT BROKERAGE SERVICES

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.

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.

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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Buyer / Tenant / Seller / Landlord Initials

Date