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HENDERSON  
EAST



HENDERSON EAST:  
A WORKPLACE THAT  
BECKONS

E

Henderson East isn't for every firm. It's a one-of-one community for businesses that value prestige, matchless amenities, and uncompromising hospitality. More than just premium office space, Henderson East offers a remarkable new workplace experience.

HENDERSON EAST IS TAILORED TO HIGH-PERFORMANCE FIRMS OPERATING AT THE TOP OF THEIR MARKETS. IT'S A PLACE WHERE TIME AND REPUTATION ARE RESPECTED AS THE ULTIMATE CURRENCY.

- A vital, culturally important location filled with top-tier dining, retail, and wellness
- Impeccable interiors designed by Set Studio
- A curated community of like-minded tenants
- Superb and healthful food and beverage available on demand
- Five-star hotel quality concierge services a click away
- Bespoke meeting rooms and amenity areas tailored for every professional need
- Lush outdoor terraces with sweeping views in every office suite
- Easy, secure parking and access
- Prestigious address value that elevates and sharpens every tenant's brand

Simply put, Henderson East perfects what a premier modern workplace should be for firms that expect and require more.



*the tenant lounge//*

*the tenant lounge//*



HENDERSON EAST

## THE TENANT LOUNGE: THE BEATING HEART OF HENDERSON EAST



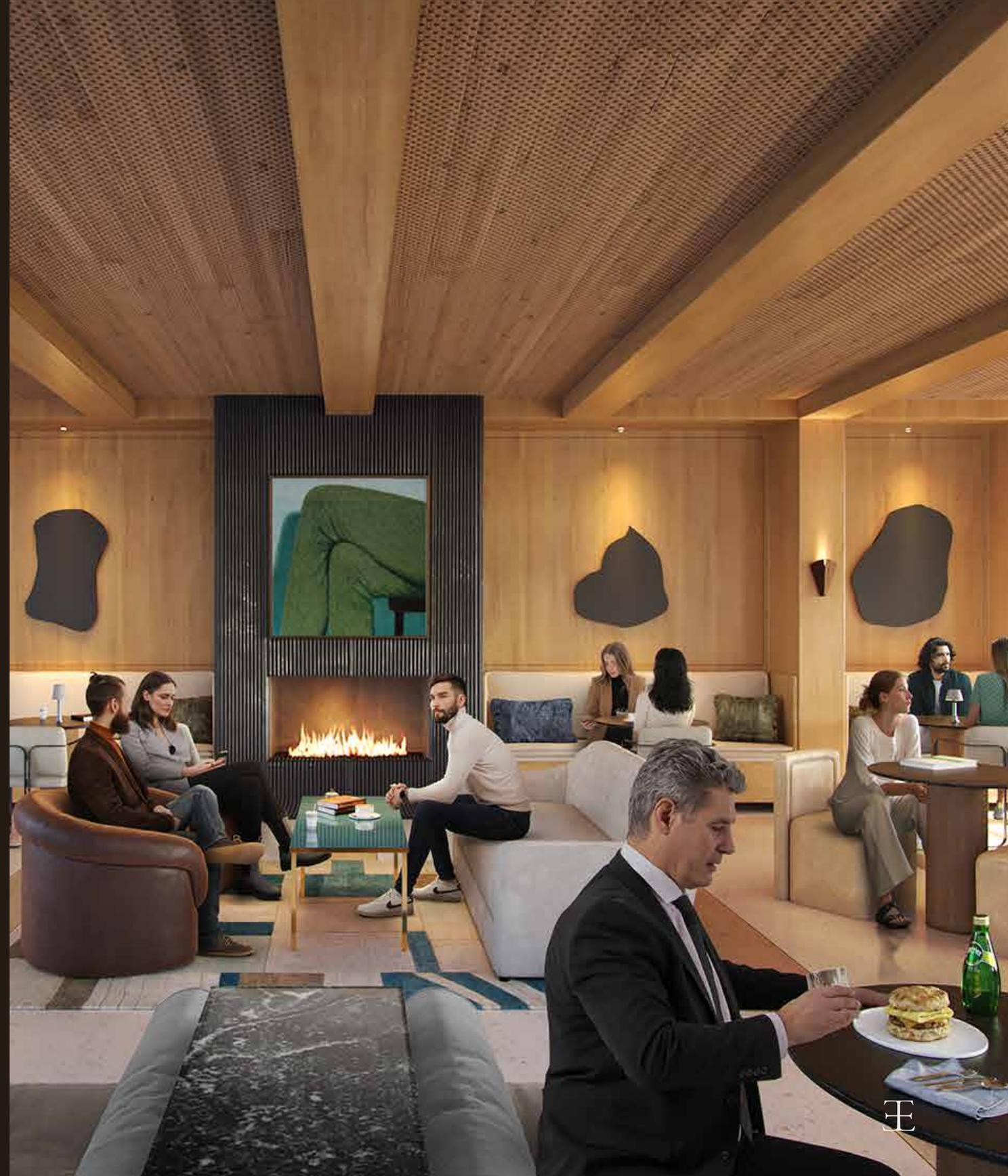
At the heart of Henderson East is the Tenant Lounge — a sumptuous sanctuary where office tenants dine, socialize, collaborate, work informally, and entertain clients. Tenants may also reserve the Lounge for their own private events in the evenings or on weekends, with Romy (a new restaurant from Tristan Simon) available to provide full catering and professional staffing for those occasions.

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*the tenant lounge//*



*the tenant lounge//*



*the tenant lounge terrace//*



*the atrium //*



*the atrium//*

MULTI-PURPOSE,  
SINGULAR  
ATMOSPHERE

The Atrium at Henderson East is a lush, sun-filled lounge designed for both productivity and connection. Tenants can work, meet, or simply relax in a comfortable and vital shared space. Equipped for versatility, The Atrium also accommodates large presentations, featuring a drop-down projection screen, podium, and premium audio system.



*bespoke meeting spaces //*

*meeting spaces//*



TAILORED FOR  
PURPOSEFUL  
COLLABORATION

For important meetings, tenants of Henderson East will have access to six distinct meeting rooms, each designed for specific purposes and outfitted with the most advanced audio/visual technology available. Food and beverages—or full meeting catering—can be ordered from Romy with the click of a button.

*meeting spaces //*



*meeting spaces//executive boardroom*

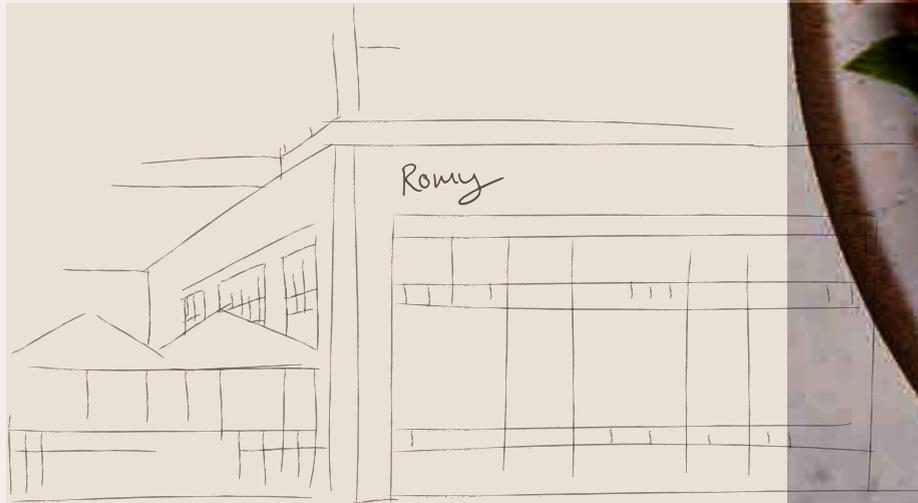


12



*five-star  
hotel amenities //*

*amenities//ROMY*



*ROMY Cobb Salad*

## WORKDAY ROUTINES, RESTAURANT CUISINE

Romy—a new restaurant from celebrated restaurateur Tristan Simon—will be located directly beneath the Tenant Lounge at Henderson East. In addition to serving the public, Romy will offer breakfast and lunch delivery, as well as catering for tenant meetings and events—bringing exceptional food and hospitality to the very heart of the Henderson East experience.

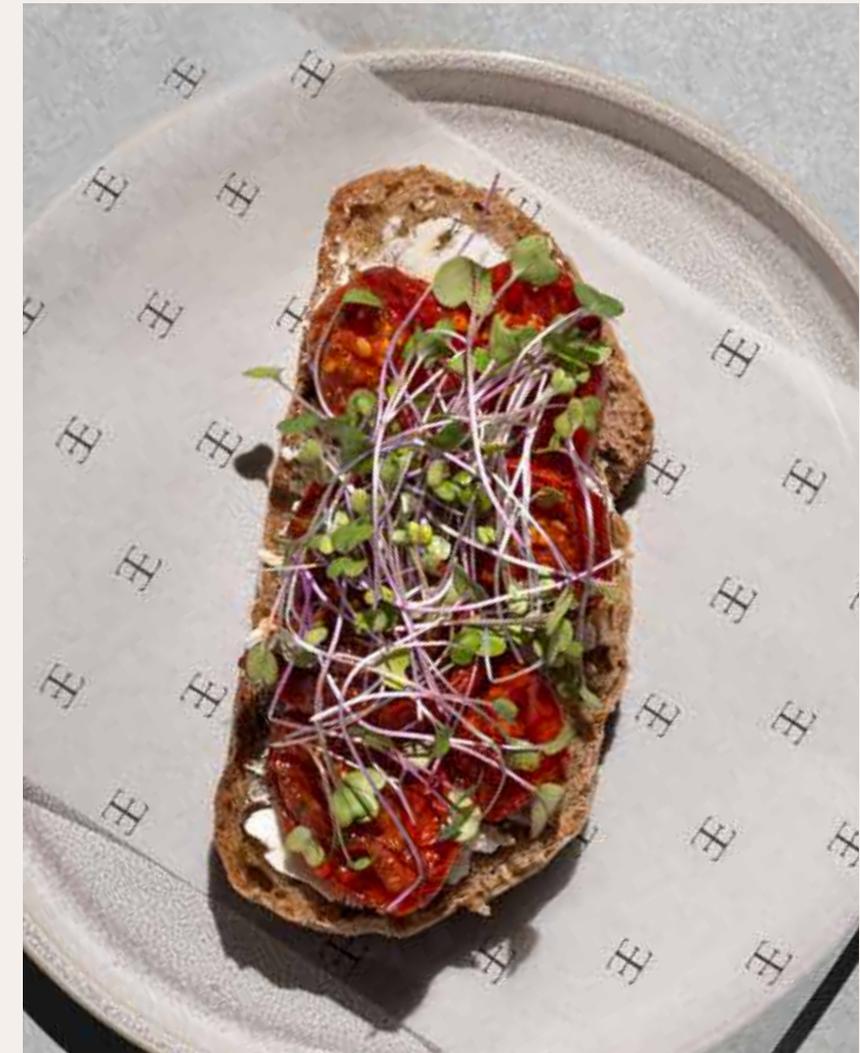
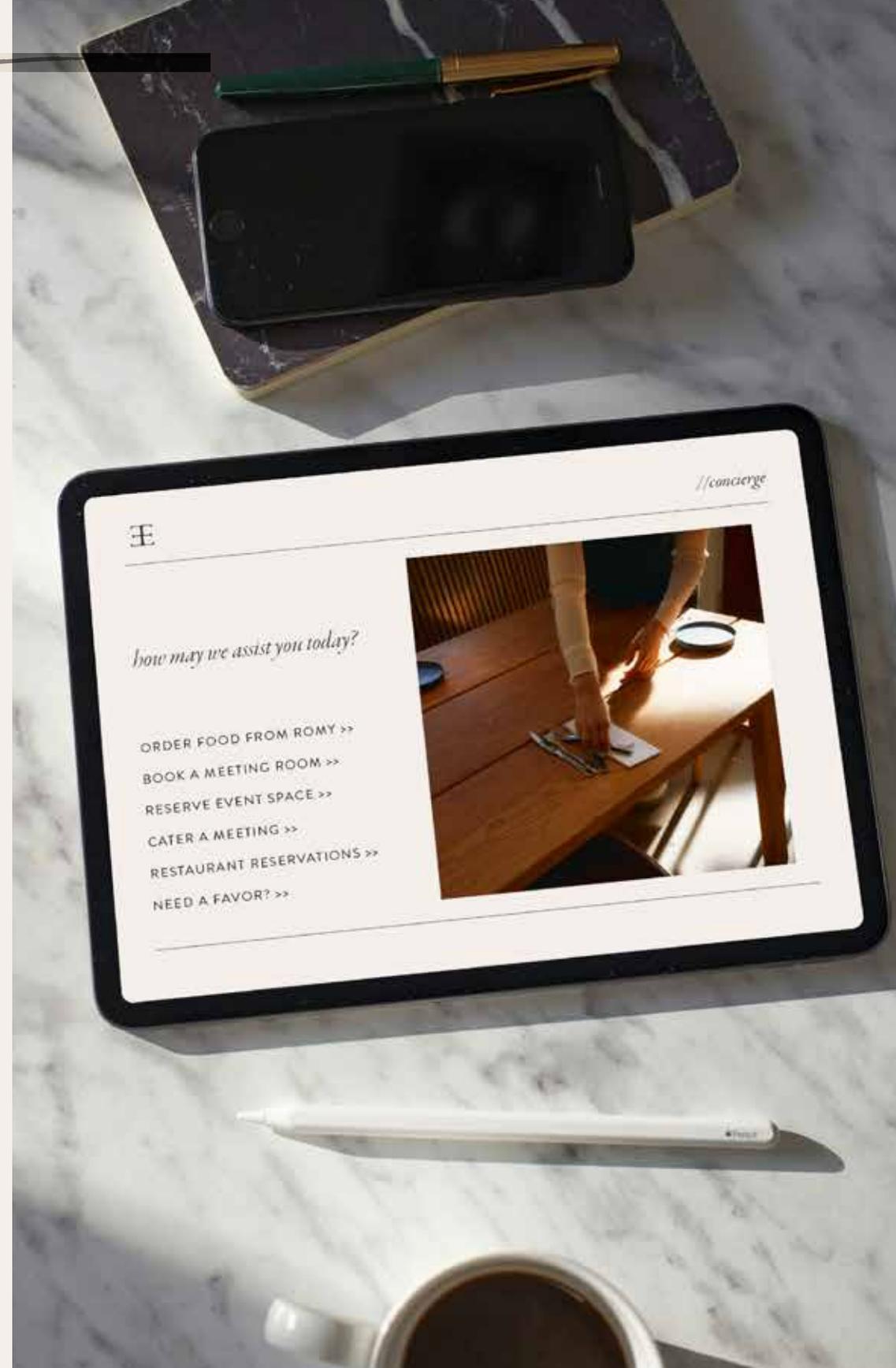
“Romy’s role at Henderson East is to integrate food and hospitality into the daily experience of our tenants so that coming to the office is a joy and a source of pride.”

–Tristan Simon

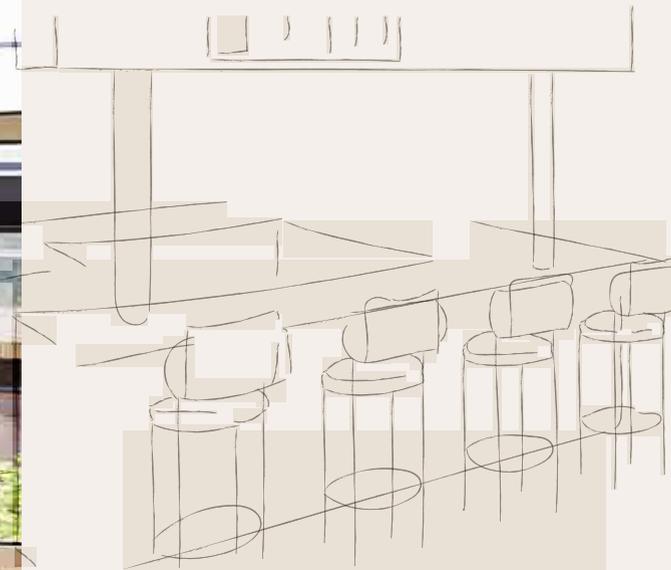
*amenities//*

## YOUR DAY MADE SEAMLESS

Through a custom technology platform, tenants can instantly connect with an on-duty concierge for any need—whether arranging a meeting setup, coordinating catering, making a coveted dinner reservation, or managing daily conveniences—ensuring a seamless, service-driven workplace experience.



*amenities//*



## HENDERSON EAST CONCIERGE SERVICE

Tenants of Henderson East will enjoy five-star, hotel-quality concierge service delivered by trained hospitality professionals.

*henderson avenue  
metamorphosis//*





FEATHERY

*artful design//*



HENDERSON EAST



## THE MAKING OF DALLAS' BEST RETAIL STREET

And now the most transformative moment in the rich history of Henderson Avenue has arrived.

This ambitious new development will remake a quarter mile of vacant land into Dallas's most compelling urban retail district.

*henderson avenue//*



THE LOCATION:  
A METAMORPHIZED  
HENDERSON AVENUE

Henderson's eastern end is amidst a metamorphosis, one both profound and natural. Charming old buildings will soon neighbor a collection of beautifully designed new structures that honor them. Five acres of empty land are poised to become the most exciting retail and dining destination in Dallas.

10 unique buildings

95,000 square feet of new retail  
& restaurants

Office space ranging from  
2,000-75,000 SF

Multiple public spaces for activations  
and community events



*henderson at your doorstep//*



● RETAIL

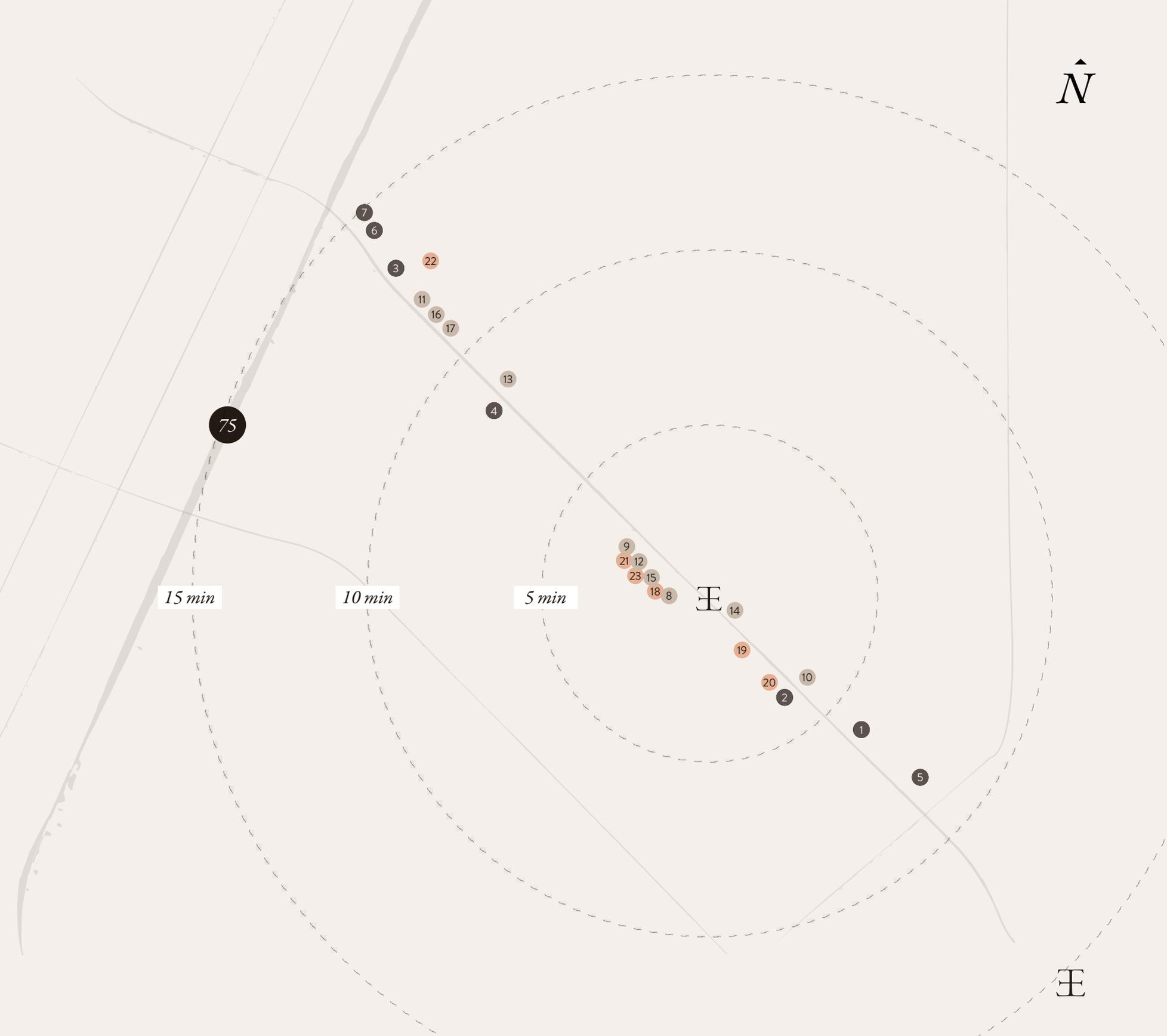
- 1. Billy Reid Custom
- 2. Bonobos
- 3. Rancher Hat Bar
- 4. Reformation
- 5. Sprouts
- 6. Warby Parker
- 7. Tecovas

● DINING

- 8. Gemma
- 9. Hendy's on Henderson
- 10. Houndstooth Coffee
- 11. John Barnes
- 12. Local Public Eatery
- 13. Prince Street Pizza
- 14. Romy
- 15. Salt and Straw
- 16. Tei Tei Robot Bar
- 17. The Charlotte

● LIFESTYLE & BEAUTY

- 16. Align Studio Dallas
- 17. Coast Cycle
- 18. Corepower Yoga
- 19. Lip Lab
- 20. Salon 5014
- 21. Tremble Pilates





*floor plans //*

*office highlights//*

OFFICE SPACE RANGE  
2,000–75,000 SF

DOWNSTAIRS  
95,000 SF of new retail  
and restaurants

PARKING RATIO  
3:1,000

HENDERSON  
DISTRICT  
75+ restaurants, shops, and  
wellness offerings

Full-service food and beverage  
provided by Romy – a new  
restaurant from Tristan Simon

A bespoke tenant lounge

Lushly landscaped outdoor  
terraces

Six specialized meeting rooms,  
including executive boardroom

Private event space

Personalized concierge  
services

Panoramic downtown views

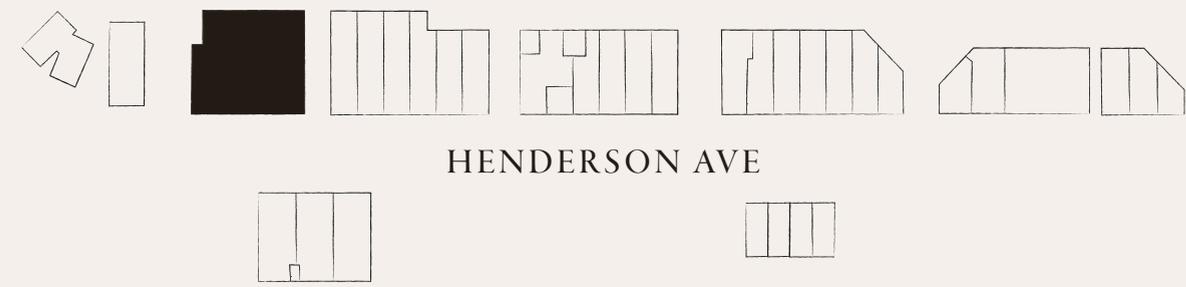
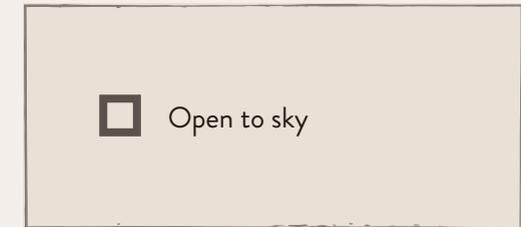
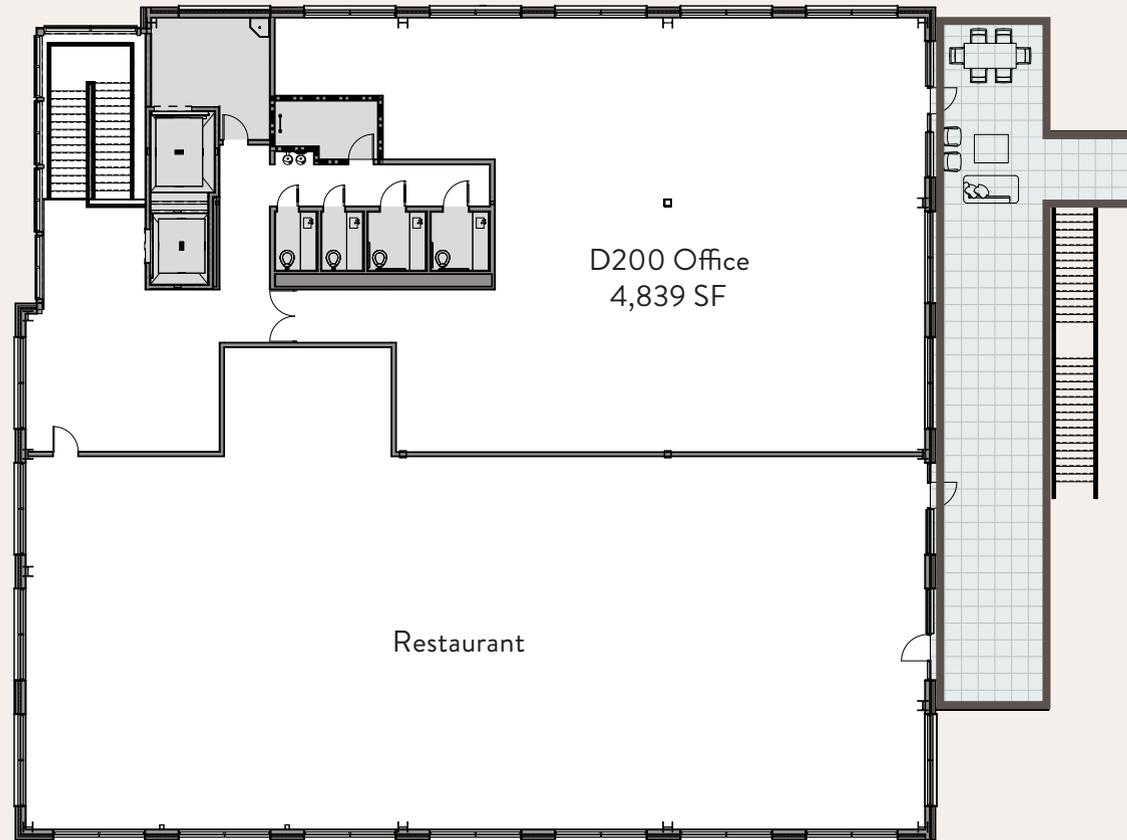
Interior design by acclaimed  
Set Studio



*2240 North Henderson Avenue //*



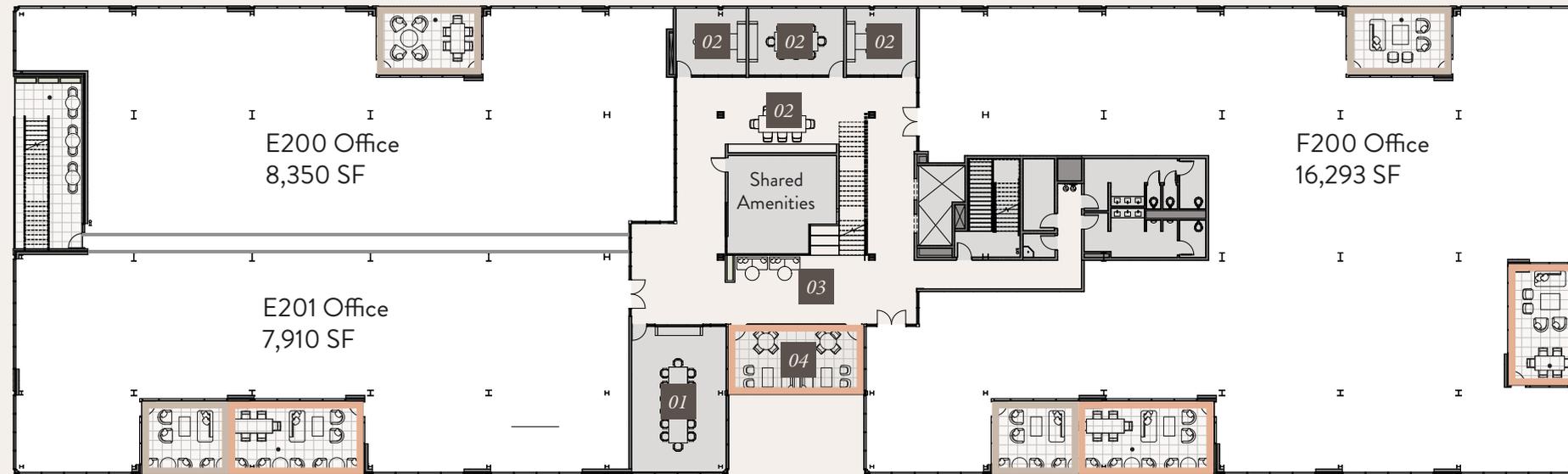
2240 North Henderson Avenue //



*2200 / 2110 North Henderson Avenue //*



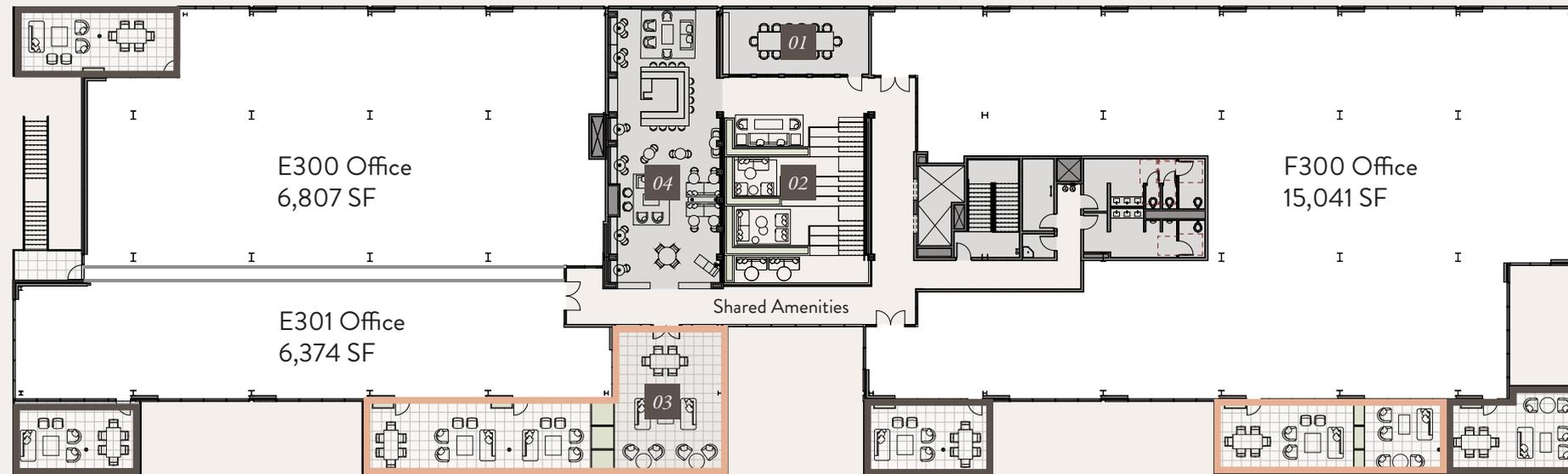
2200 / 2110 North Henderson Avenue//  
level 2



- 01 Executive boardroom
- 02 Collaborative meeting rooms
- 03 Sunlit atrium lounge
- 04 Lounge/terrace with panoramic downtown views
- Open to sky
- Trellis cover
- Roof cover



2200 / 2110 North Henderson Avenue //  
level 3



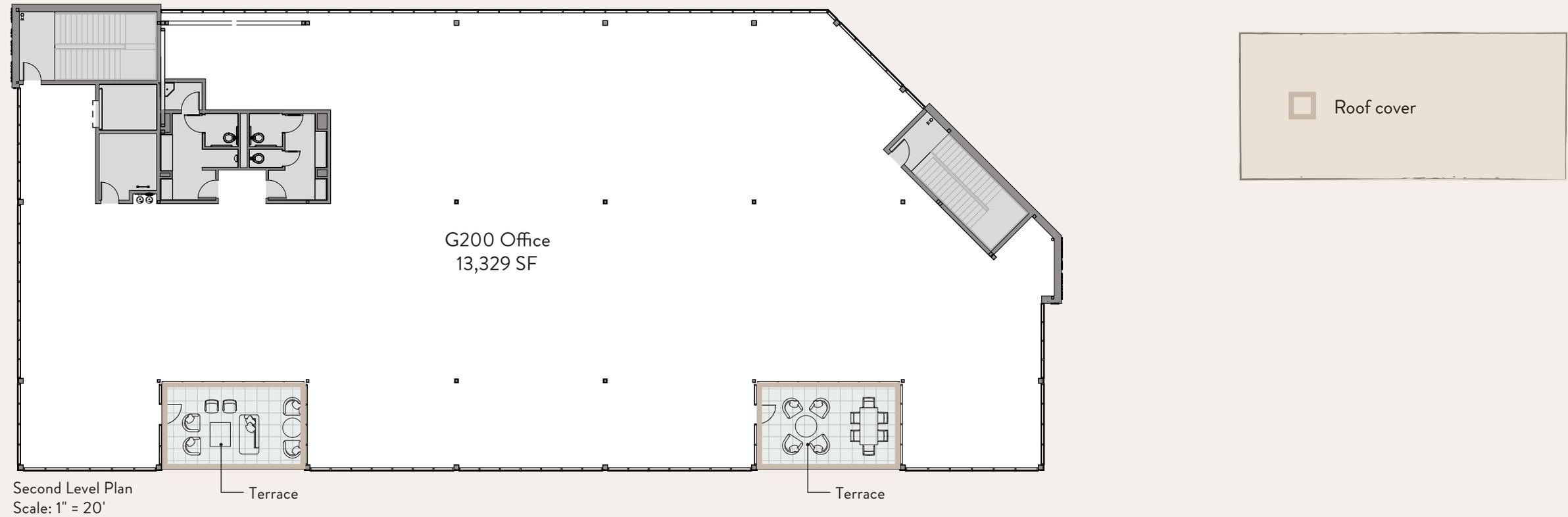
- 01** Collaborative meeting rooms
- 02** Sunlit atrium lounge
- 03** Lounge/terrace with panoramic downtown views
- 04** Main lounge
- Open to sky
- Trellis cover



*2050 North Henderson Avenue //*



2050 North Henderson Avenue //



*about the developers//*



*mark masinter*

Mark Masinter is Co-Founder and Co-Managing Partner of Ignite-Rebees, the developer of Henderson East. He also co-founded 3-O Real Estate Partners, where he serves as Vice Chairman. Previously, Mark founded Open Realty Advisors, where his strategic leadership over more than 35 years helped shape the modern retail real estate landscape.

Over the course of his career, Mark has led thousands of retail leasing transactions across North America and internationally, including on behalf of pioneering, category-defining brands such as Apple and Restoration Hardware. Following Newmark's acquisition of Open Realty Advisors in 2022, he became Chairman of Global Retail at Newmark, where he provides strategic leadership to the firm's global retail platform.

Through Ignite-Rebees and 3-O Real Estate Partners, Mark brings vision, ingenuity, and leasing alpha to the creation of singular retail and mixed-use projects, including the ongoing evolution of Henderson Avenue.



*tristan simon*

Tristan Simon is Co-Founder and Co-Managing Partner of Ignite-Rebees, the developer of Henderson East. He also co-founded Rebees, Rebees Management Company, and their holding company, 3-O Real Estate Partners, where he serves as Managing Partner and Chief Product Officer.

A lifelong entrepreneur and creator of deeply experiential and culturally resonant real estate and hospitality projects, Tristan previously founded and led Consilient Hospitality, a high-end restaurant and hotel management company that began with a single restaurant and grew to \$115 million in annual revenue and more than 1,100 employees prior to its sale.

Under the Consilient banner, Tristan began his 25-year involvement in the transformation of Henderson Avenue, opening multiple dining venues that helped catalyze the corridor's evolution into a vibrant dining and retail destination.



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