

ASH LANE & 3RD AVENUE

DALLAS, TX



DAVIDSON BOGEL
INVESTMENT SALES

715 2nd Avenue, Dallas, TX 75226

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INVESTMENT SUMMARY

LOCATION: 715 2nd Ave. Dallas, TX 75226
722, 724, & 728 3rd Ave. Dallas, TX 75210

SALES PRICE: Market

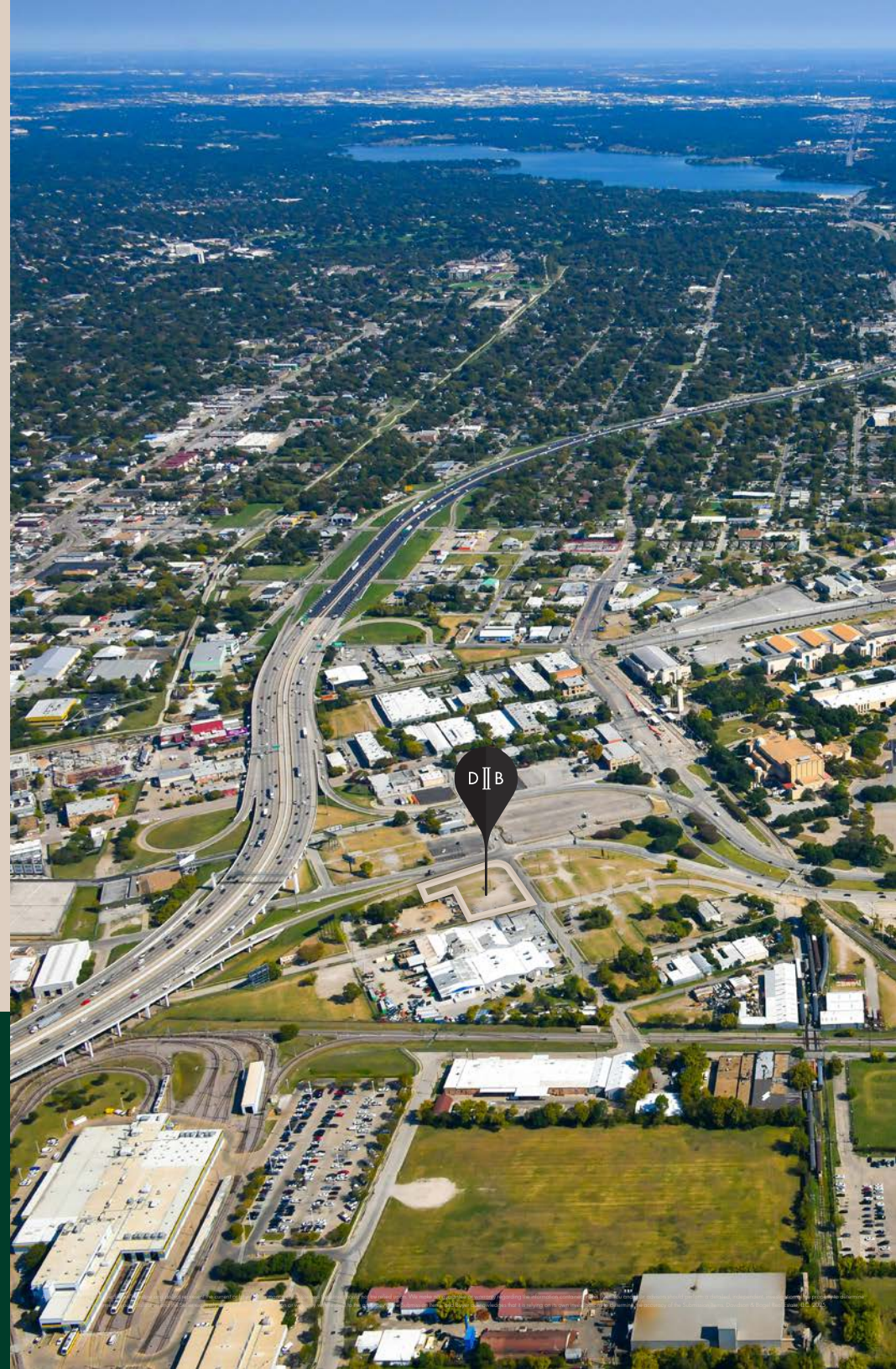
**TOTAL
LOT SIZE:** ± 0.81 AC / $\pm 35,284$ SF

PRICE PSF: Market

ZONING: PD 595

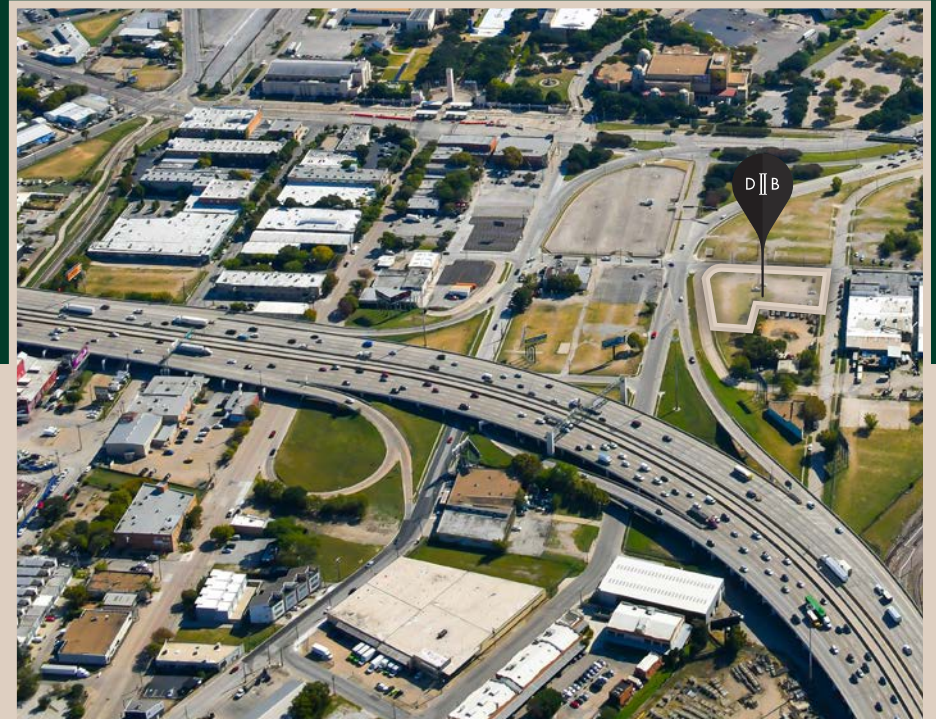
OCCUPANCY: Vacant

**LEGAL
DESCRIPTION:** See Breakout



PROPERTY BREAKOUT

| LOT | ADDRESS | CITY | ZIP | TYPE | BLDG. SF | LOT SIZE (AC) | LOT SIZE (SF) | PARCEL / APN | LEGAL | ZONING |
|-------|--------------|--------|-------|------|----------|---------------|---------------|--------------|----------------------|--------|
| 1 | 715 2ND AVE. | DALLAS | 75226 | LAND | 0 | 0.36 | 15,682 | 127622000000 | BLK 7/812 PT LTS 4-8 | PD-595 |
| 2 | 722 3RD AVE. | DALLAS | 75210 | LAND | 0 | 0.15 | 6,534 | 127642000000 | BLK 7/812 LT 11 | PD-595 |
| 3 | 724 3RD AVE. | DALLAS | 75210 | LAND | 0 | 0.15 | 6,534 | 127639000000 | BLK 7/812 LT 10 | PD-595 |
| 4 | 728 3RD AVE. | DALLAS | 75210 | LAND | 0 | 0.15 | 6,534 | 127636000000 | BLK 7/812 LT 9 | PD-595 |
| Total | - | - | - | - | 0 | 0.81 | 35,284 | - | - | - |



THE OFFERING

DB2RE Investment Sales is pleased to present the opportunity to purchase 0.81 AC (the “Offering”), a premier redevelopment site located at the gateway to the historic Fair Park grounds. Fair Park, a 277-acre cultural landmark that draws more than 3 million visitors annually, is the centerpiece of Dallas’ urban revitalization efforts. The Offering is situated within a designated Opportunity Zone, providing investors with attractive tax advantages alongside a compelling infill development opportunity. Surrounded by rapidly growing neighborhoods and supported by the City’s recently approved \$85+ million Fair Park Master Plan, the site is uniquely positioned at the crossroads of cultural significance, sustained public investment, and long-term economic growth.

Due to its strategic infill location and proximity to major employment hubs and traffic generators, the Offering is uniquely positioned to capitalize on the rapid expansion and gentrification of the Fair Park market. The Property enjoys seamless access to I-30, I-45, and Central Expressway, providing direct connectivity to Downtown Dallas and the broader DFW metroplex. With most of the Offering supported by a diversified short-term revenue stream, unencumbered by restrictive long-term leases, new ownership benefits from maximum flexibility to implement future development plans and unlock the site’s full potential. Importantly, with the City’s recent approval of the \$85+ million Fair Park Master Plan, Dallas Planning and Zoning officials are advancing a new PD designed to stimulate growth, incentivize vertical development, and ensure Fair Park continues to thrive as a major economic engine for decades to come.



INVESTMENT HIGHLIGHTS

- Rare \pm 0.81 AC of prime redevelopment land at the front door of Fair Park, one of Dallas' most iconic and heavily visited cultural landmarks.
- Positioned within a designated Opportunity Zone, the site allows investors to leverage powerful tax incentives while pursuing a premier infill development opportunity.
- The Property enjoys unmatched connectivity with direct access to I-30, I-45, and Central Expressway, linking it seamlessly to Downtown Dallas and the broader DFW metroplex.
- With short-term income in place and no restrictive long-term leases, new ownership benefits from maximum flexibility to execute a tailored redevelopment strategy.
- The site is directly supported by the City of Dallas' \$8 million Fair Park Master Plan and the forthcoming PD, both designed to drive growth and incentivize vertical development.
- Surrounded by rapidly gentrifying neighborhoods and increasing private investment, the Property is positioned to capture long-term demand across residential, retail, and mixed-use sectors.

AERIALS



Any projections used are speculative in nature and do not represent the current or future performance of the site and therefore should not be relied upon. We make no guarantee or warranty regarding the information contained in this flyer. You and your advisors should perform a detailed, independent, investigation of the property to determine whether it meets your satisfaction and the Seller expressly disclaims any representation or warranty with respect to the accuracy of the Submission Items. Davidson & Bogel Real Estate, LLC. 2025

AERIALS

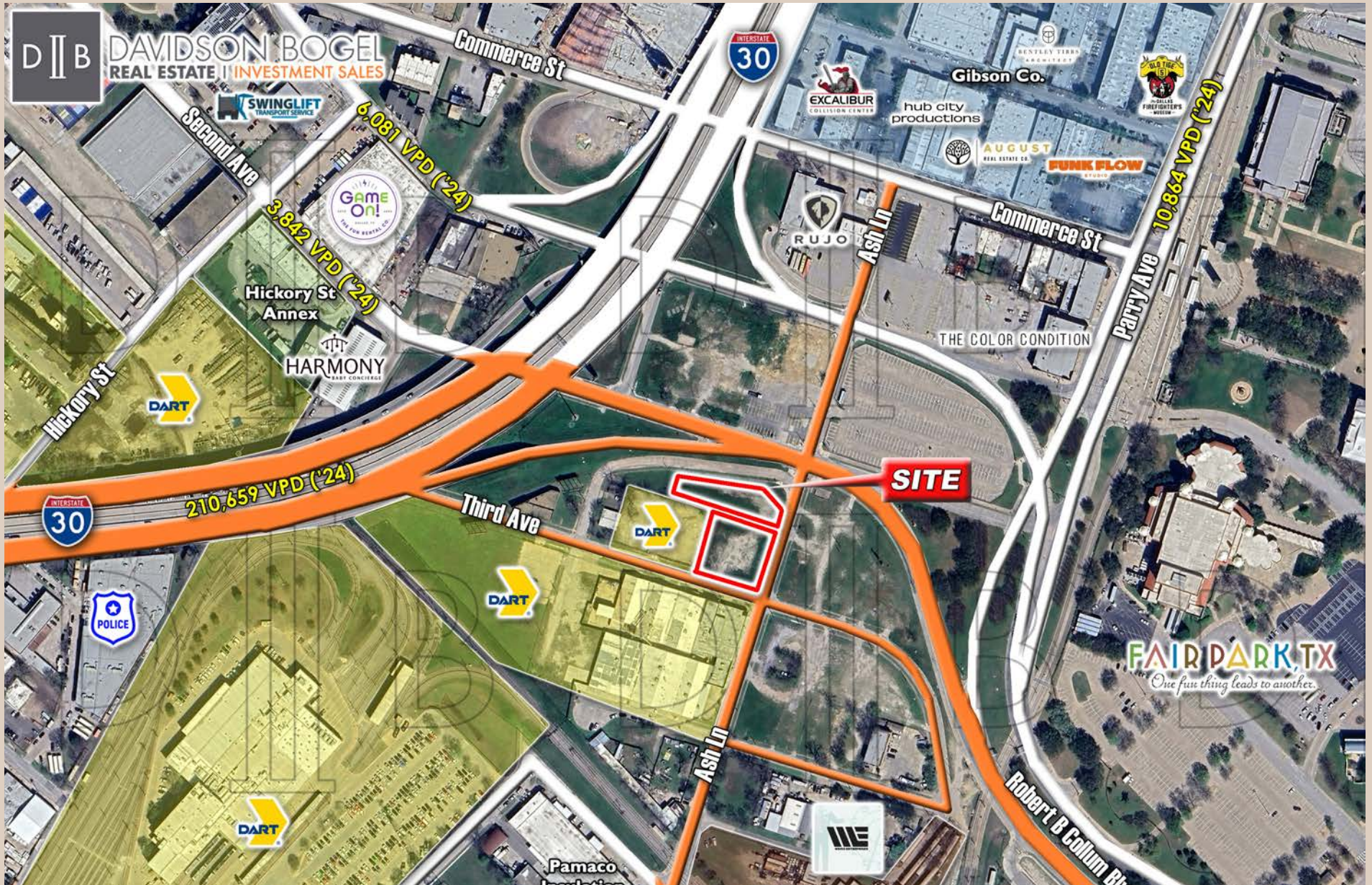


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TRADE AREA MAP

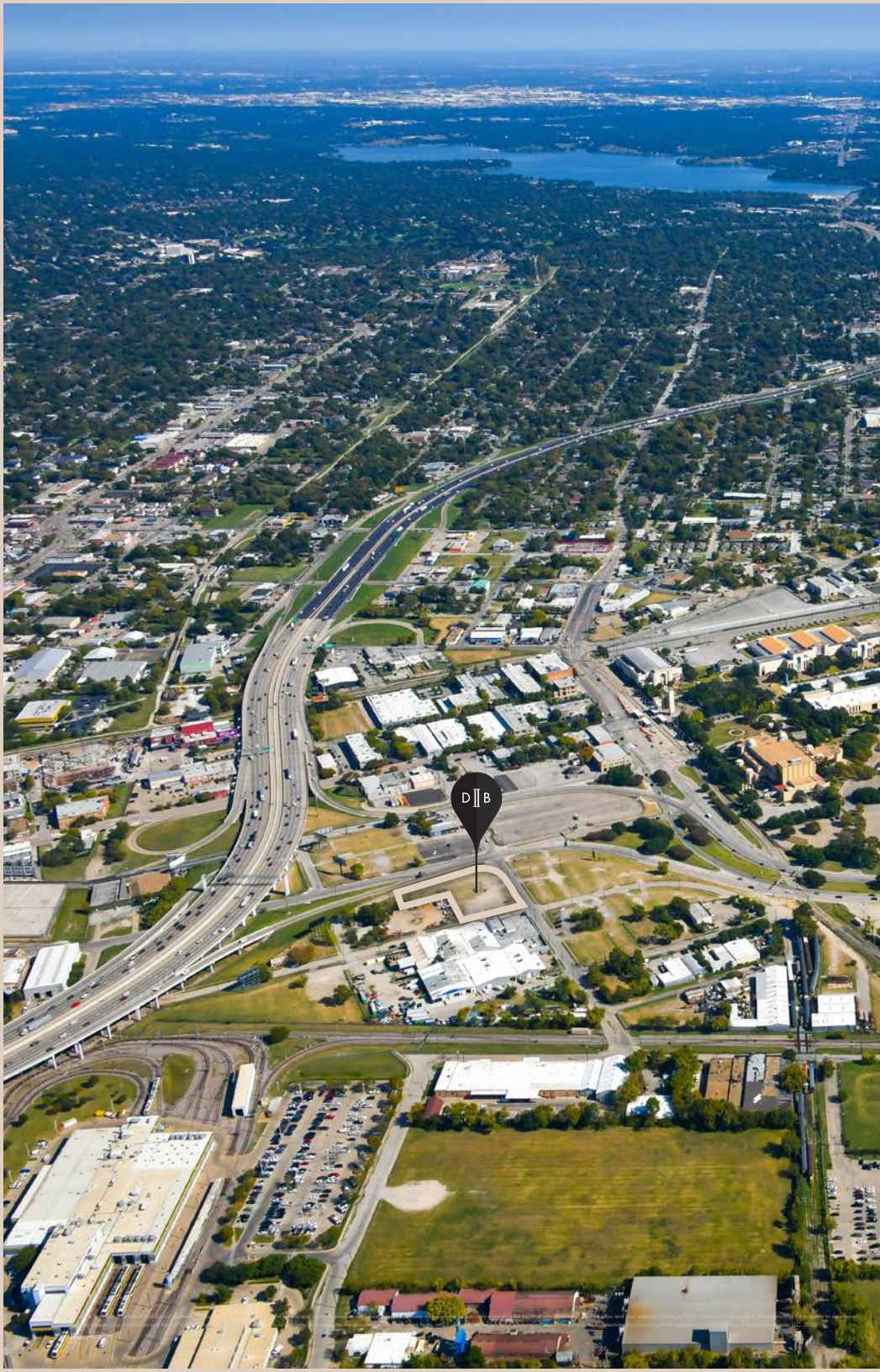


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DEMOGRAPHICS

| | 1 Mile | 3 Mile | 5 Mile |
|---------------------------|----------|-----------|-----------|
| TOTAL POPULATION: | 9,316 | 157,616 | 375,763 |
| POPULATION GROWTH RATE: | 3.04% | 1.37% | 1.03% |
| TOTAL HOUSEHOLDS: | 4,410 | 83,382 | 177,694 |
| HOUSEHOLD GROWTH RATE: | 3.72% | 1.85% | 1.49% |
| AVERAGE HOUSEHOLD INCOME: | \$80,748 | \$134,702 | \$139,995 |
| MEDIAN AGE: | 34.9 | 33.7 | 34.2 |
| BUSINESSES: | 1,646 | 14,187 | 25,322 |
| EMPLOYEES: | 20,886 | 179,084 | 301,743 |
| % WHITE: | 31.20% | 47.80% | 45.70% |
| % BLACK: | 31.50% | 22.10% | 19.20% |
| % HISPANIC: | 38.10% | 28.50% | 34.70% |





DFW ECONOMIC HIGHLIGHTS

20.4%

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

#2

IN THE NATION IN
POST-COVID JOB
RECOVERY

72%

OF DFW HIGHER
EDUCATED GRADUATES
STAY & WORK IN
THE REGION
(6TH HIGHEST RETENTION IN THE U.S.)

#3

IN THE COUNTRY
FOR PERFECT JOB
GROWTH
(14.9% GROWTH FROM
DEC. 2015 - DEC. 2020)

LOW COST OF
DOING BUSINESS
WITH A SCORE

98.1

(U.S. AVERAGE 100)

2

FORTUNE 10
COMPANY HQ'S
(AT&T AT #11)

TEXAS MARKET OVERVIEW



2ND FASTEST
GROWING ECONOMY
IN THE U.S.



TOP STATE FOR
JOB GROWTH



**NO STATE
INCOME TAX**

50

FORTUNE 500
COMPANIES CALL
TEXAS HOME



POPULATION
31,290,831



**LARGEST STATE
FAIR IN THE U.S.**
STATE FAIR OF TEXAS

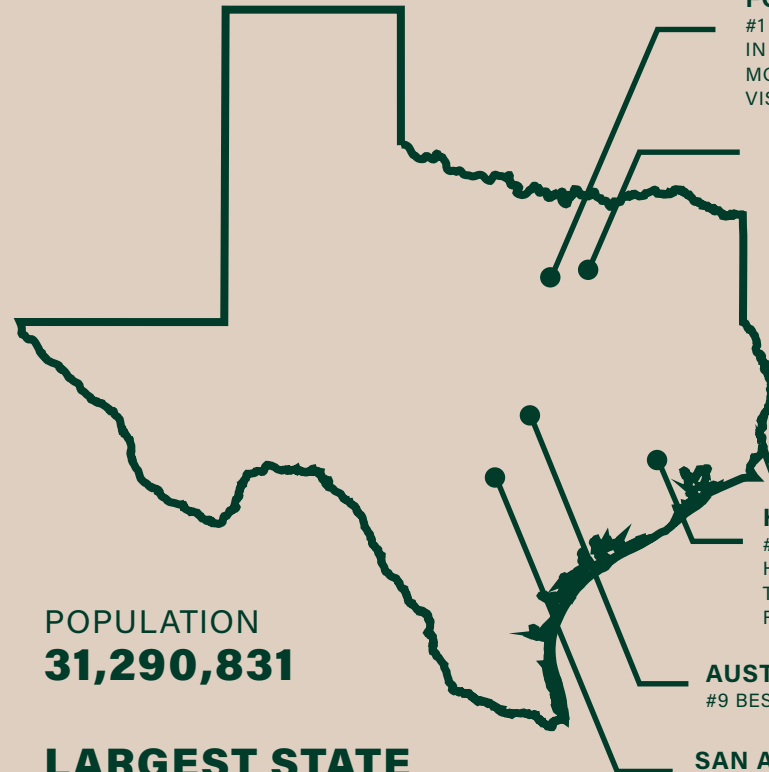


**BEST STATE
FOR BUSINESS**
FOR THE 17TH YEAR
IN A ROW BY CHIEF
EXECUTIVE MAGAZINE



**DALLAS/FORT WORTH
INTERNATIONAL AIRPORT**
2ND MOST PASSENGER VOLUME IN
THE WORLD

**DALLAS LOVE FIELD
INTERNATIONAL AIRPORT**
HOME TO THE NATIONS LARGEST
DOMESTIC AIRLINE



FORT WORTH

#1 FASTEST GROWING CITY
IN THE U.S. 2024
MORE THAN 11 MILLION
VISITORS ANNUALLY 2022

DALLAS

#1 REAL ESTATE MARKET
IN THE NATION 2025
TOP 20 BUSINESS-
FRIENDLY CITY

HOUSTON

#3 HOTTEST U.S.
HOUSING MARKET 2025
TOP 20 BUSINESS-
FRIENDLY CITY

AUSTIN

#9 BEST PLACE TO LIVE 2025

SAN ANTONIO

#32 AMERICA'S BEST CITIES 2024

DISCLAIMER

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DESIGNATED BROKER OF FIRM
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