



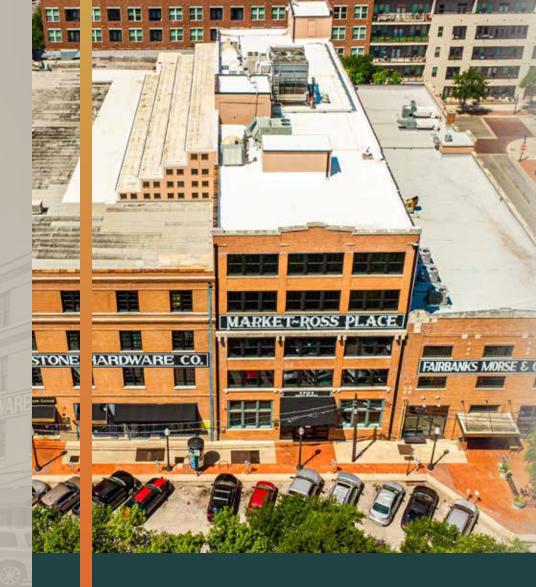
1701 N MARKET ST 701 ROSS AVE 2020 N LAMAR ST

THE OFFERING

Cushman & Wakefield ("C&W"), as exclusive advisor, is pleased to present the opportunity to acquire Market Ross Place (the "Property"), a premier three-building assemblage comprised of 701 Ross Avenue, 2020 Lamar Street, and 1701 North Market Street, along with a parking garage featuring 34,091 square feet of street-level retail. Together, the portfolio totals 189,136 square feet of historic office and retail space in the heart of Dallas' iconic West End Historic District. Constructed between 1905 and 1912 and listed on the National Register of Historic Places, the Property blends authentic architectural character—exposed brick, original timber beams—with modern building systems to create one of the city's most compelling creative office environments.

Recent renovations have enhanced the tenant experience with a new on-site fitness center, conference facility, and tenant lounge. Currently 42% leased, the Property offers a significant value-add opportunity through lease-up and repositioning of a legacy asset in one of Dallas' most walkable, amenity-rich neighborhoods. The offering also includes approximately 74,000 square feet of ground-floor retail, further elevating its mixed-use profile and enhancing the tenant experience. Complementing this retail component, the adjacent Museum of Illusions at 701 Ross Avenue adds another 6,650 square feet of experiential space to the West End, strengthening the Property's connection to the district's entertainment and cultural fabric.

Additionally, the Property features a 644-car parking garage, delivering an above-market parking ratio and offering significant upside potential through increased revenue generation. With its irreplaceable location, historic charm, and repositioning potential, Market Ross Place represents one of the most compelling infill value-add investment opportunities in the Dallas market.



BUILDING OVERVIEW

114,503 Office NRA

74,633 Retail NRA

HISTORICAL SIGNIFICANCE

As anchors of Dallas' West End Historic District, the Fairbanks Morse, Howell, and Higginbotham-Pearlstone buildings embody the city's early 20th-century industrial heritage, showcasing enduring architecture and a legacy of commercial innovation that continues to shape the area's identity today.

The three buildings, originally constructed in 1905, were retrofitted and linked via a four-story atrium during a 1980s adaptive reuse project, converting them into a cohesive office-retail complex that paved the way for today's Market Ross Place.

BUILDINGS

Fairbanks Morse

Constructed in 1912, the Fairbanks Morse Building originally served as the regional headquarters for Fairbanks Morse & Company, a prominent manufacturer of industrial equipment including engines, pumps, and weighing scales. The building's red-brick façade and warehouse-style architecture are emblematic of the West End's early 20th-century industrial boom. Today, it stands as a symbol of adaptive reuse, housing popular dining establishments like RJ's Mexican Cuisine and Liam's Steakhouse.

Howell

Also dating back to 1912, the Howell Building was initially home to wholesale furniture dealers and later various industrial tenants. Its utilitarian design, marked by robust brickwork and large windows, reflects the practical needs of early commercial enterprises in the district. As part of the West End Historic District, the Howell Building contributes to the area's architectural continuity and serves as a reminder of Dallas' commercial evolution.

Higginbotham-Pearlstone

Built in 1909, the Higginbotham-Pearlstone Building began as a warehouse for the Maroney Hardware Company before being acquired by Rufus W. Higginbotham and Hyman Pearlstone in 1926. It became the headquarters for their wholesale hardware business until 1977. Recognized as a Recorded Texas Historic Landmark, it remains a cornerstone of the West End's historic fabric.

42%
Percent Leased

1905/2020
Year Built/Renovated

3 Buildings 5 Floors 3.4/1,000

Parking Ratio





INVESTMENT HIGHLIGHTS

CREATIVE OFFICE

The project features hardwood floors. timber construction, and exposed brickwork-architectural elements that are virtually irreplaceable by today's construction standards. These authentic materials create a distinctive office environment that blends historic character with modern functionality, offering a workplace experience that is truly unmatched in the market. This is attractive to a tenant base that includes creative firms, media companies, startups, and boutique professional services seeking high-character, employeecentric work environments.

WALKABILITY

The West End is celebrated for its walkable layout, diverse dining options, and vibrant urban energy. With a Walk Score of 89, the area rivals top-tier urban environments across the country. Anchored by extensive multi-family, retail, and hotel developments, the district offers unmatched convenience—over 20 restaurants are within walking distance of Market and Ross, making it a prime location for tenants seeking amenities in a mixed use environment

MARKET LEASING MOMENTUM

The adjacent Uptown office market has experienced unprecedented rent growth of 40% since 2021, driven by sustained demand and limited new supply. With no significant inventory forecasted in the near term, landlords are well-positioned to maintain pricing power, creating a favorable environment for long-term asset performance and value appreciation.

Y'ALL STREET

Y'all Street is Dallas' emerging financial district, rapidly gaining national attention as major firms like Goldman Sachs, Bank of America, and Morgan Stanley identify the DFW region as a strategic long-term hub. This momentum is further reinforced by recent announcements from the Texas Stock Exchange, Nasdag, and NYSE, all establishing new offices in the areasolidifying Dallas' position as a rising force in the global financial landscape.

BOUTIQUE ASSET

Boutique asset in Dallas's West End Historic District, offering a rare blend of Class A creative office and street-level retail within a distinctive. historically significant setting.

REDEVELOPMENT **OPPORTUNITY**

With occupancy at 42%, the project presents a compelling opportunity for residential conversion. As one of the few historic buildings in Dallas. it offers irreplaceable architectural elements that lend unmatched character and charm. Its existing infrastructure and authentic design make it ideally suited for adaptive reuse, offering a rare chance to create distinctive residential units in a market where such attributes are impossible to replicate through new construction.

PARKING GARAGE

The existing parking garage generates significant revenue from both current tenants and surrounding developments. With strong baseline performance already in place, there is tremendous upside through the implementation of modern parking technology, a targeted marketing program, and event-based parking strategies—positioning the asset for enhanced cash flow and long-term value creation.

PREMIER **CREATIVE OFFICE**

AUTHENTIC WORK ENVIRONMENT

Aligns with tenant demand for authenticity, walkability, and experiential amenities.

DISTINCTIVE DESIGN

Features exposed brick, original timber, high ceilings, and abundant natural light.

TARGET TENANT APPEAL

Ideal for creative firms, professional services, and media companies seeking a differentiated environment.

PRIME LOCATION

Situated in the West End Historic District, steps from DART rail, parks, and cultural institutions.

TREND ALIGNMENT

Well-positioned to capture the "flight to character" trend reshaping the urban tenant base.

SPEC SUITE PROGRAM

Ownership has seen historical success with individual spec suites. Building on that, there is a strong opportunity to implement a spec suite program on the 2nd and 3rd floors to help generate leasing momentum.

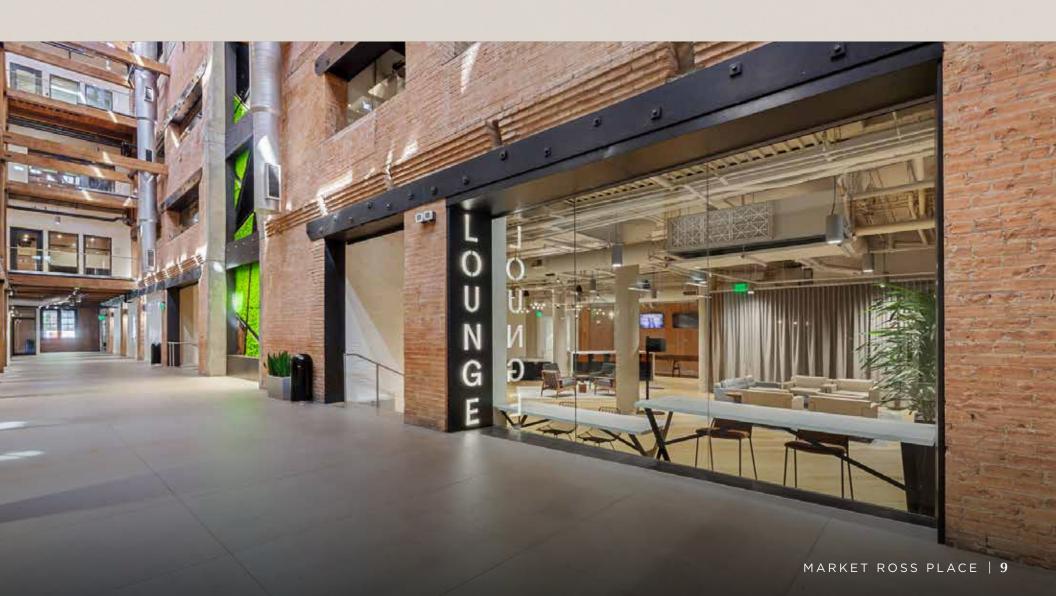




MARKET ROSS PLACE 1701 N MARKET ST 701 ROSS AVE 2020 N LAMAR ST AUTHENTICITY IN THE WES Tradition and history meet adaptive originality at Market Ross Place, a one-of-a-kind destination in Dallas' Historic West End. Blending authentic architectural character with a modern, creative edge, Market Ross Place is redefining what it means to office in a walkable, urban environment. Anchored by 1701 N. Market Street and 701 Ross Avenue, the property stands as a centerpiece within Dallas' historic West End. 8 | CUSHMAN & WAKEFIELD

PRIME RESIDENTIAL REDEVELOPMENT OPPORTUNITY OFFERED AT A SIGNIFICANTLY DISCOUNTED BASIS

With construction costs still elevated, acquiring Market Ross Place offers entry at a meaningful discount to replacement cost. In today's Dallas-Fort Worth market, new mid-rise construction runs between \$270-\$315 per square foot. This makes adaptive reuse and repositioning significantly more capital-efficient—allowing new ownership to invest in conversion and lease-up rather than expensive ground-up development.



MOMENTUM IN THE URBAN CORE AT A **DISCOUNTED BASIS**

STRONG MARKET MOMENTUM

In Q1 2025, the West End submarket—part of the Downtown-Uptown corridor—posted positive absorption as Tenants were drawn to the walkability and creative nature of the district.

LOW-COST BASIS ENTRY

Provides new ownership the ability to compete aggressively for tenants.

TENANT DEMAND ALIGNMENT

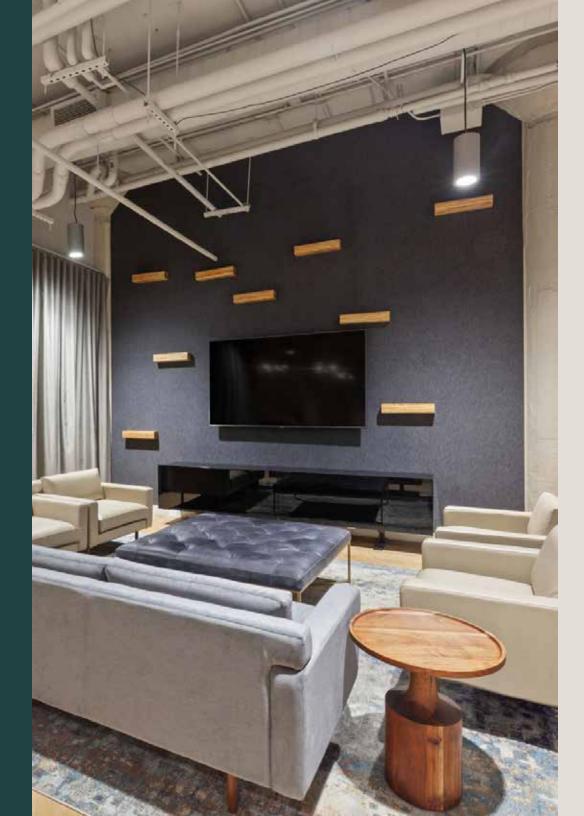
Positioned to capture companies seeking vibrant. transit-oriented locations.

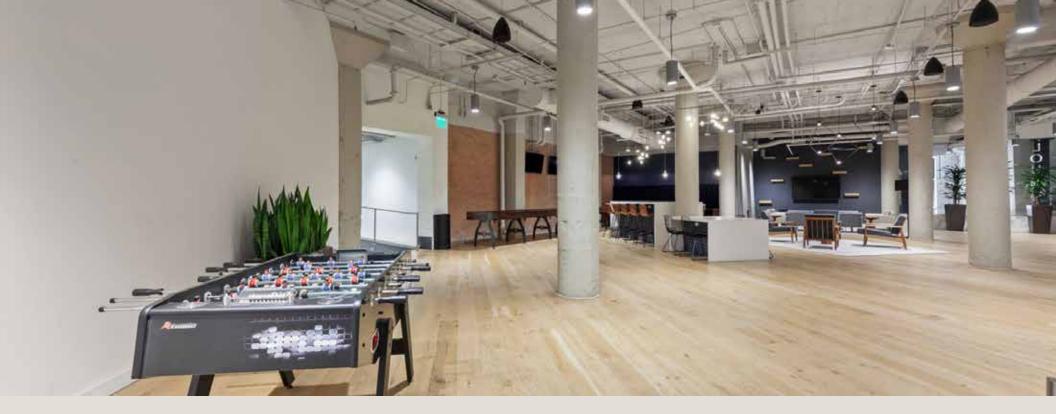
RECENT CAPITAL UPGRADES

Since its acquisition, ownership has invested over \$4 million in upgrades at Market Ross Place, including a renovated lobby and common areas, new tenant lounge, revitalized atrium, and conference facilities—transforming the historic complex into a modern Class A creative office space.

COMPETITIVE ADVANTAGE

Poised to outperform the broader CBD market in occupancy and rental growth.







RETAIL GRAVITY WITH FOOT TRAFFIC TO MATCH

With an 89 Walk Score, Market Ross Place sits amid locally beloved cafés, steakhouses, taquerias, and boutiques that feed both rhythm and respite into the West End streetscape—creating a walkable retail fabric that breathes life into the neighborhood.

Market Ross Place features $\pm 74,000$ SF of ground-floor retail and includes 701 Ross Avenue, home to the Museum of Illusions, a destination that attracts year-round visitors.

This built-in draw enhances street-level vibrancy, supports tenant amenities, and provides stable, diversified income streams that few Downtown office properties can match.







DALLAS, RECOGNIZED AS THE #1 ULI **INVESTMENT MARKET** FOR 2025, HAS TOPPED THE NATION IN JOB GROWTH SINCE 2018, ADDING AN IMPRESSIVE 600,000 NEW POSITIONS.

LARGEST JOB **GAIN MARKETS SINCE 2018**





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Better never settles

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MARKET ROSS PLACE

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