



# EMERALD PLAZA

14900 LANDMARK BOULEVARD  
DALLAS, TX 75254

Colliers  
INTERNATIONAL

EXECUTIVE OVERVIEW






# THE OPPORTUNITY

Colliers International is pleased to exclusively offer to qualified investors the opportunity to purchase Emerald Plaza, an approximate 74,182 square foot, six-story, multi-tenant office building located in the Addison/Quorum submarket of Dallas, Texas.

At 74.5% occupancy, Emerald Plaza offers in-place cash flow with immediate upside via lease up of remaining vacancies and mark-to-market opportunities as leases expire at rates approximately 20% below market. In addition, Emerald Plaza offers a strategically staggered expiration schedule built to hedge any potential market softness.

Emerald Plaza's coveted location, along the Dallas North Tollway ("DNT") and Platinum Corridor is deemed one of the most desirable investment locations in the Metroplex. Arguably the most efficient artery in DFW, the DNT provides easy access to the regions most visited locations and is home to major corporations such as Liberty Mutual, Toyota USA, and J.P. Morgan Chase. The Lower/Middle Tollway Corridor, where Emerald Plaza sits, has benefited from a migration of tenants seeking rental rate relief from premier office submarkets to the North (Legacy) and to the South (Preston Center). With the migration, Emerald Plaza will continue to experience increased demand along with higher rental rates.

ASSET PROFILE		
<b>14900 LANDMARK BOULEVARD</b> DALLAS, TX 75254	<b>±74,182</b> SQUARE FEET	<b>VALUE-ADD</b> OPPORTUNITY
<b>74.5%</b> OCCUPANCY	<b>3.0/1,000</b> PARKING RATIO	<b>2017</b> RECENT RENOVATION
<b>12,300</b> SQUARE FEET EFFICIENT FLOORPLATES	 DALLAS NORTH TOLLWAY ACCESSIBILITY	 PREMIER AREA DEMOGRAPHICS
<b>DIRECT</b> GARAGE-TO-SUITE ACCESS	<b>20%</b> BELOW MARKET RENTS	 NEARBY BELT LINE RESTAURANT ROW







# INVESTMENT HIGHLIGHTS



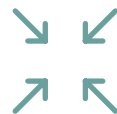
DISTINGUISHED ASSET WITH STRONG DALLAS NORTH TOLLWAY ACCESSIBILITY AND EXCEPTIONAL INGRESS/EGRESS



INSTITUTIONALLY OWNED AND MAINTAINED WITH A DIVERSE RENT ROLL OF INDUSTRIES



SIGNIFICANT UPSIDE POTENTIAL THROUGH CONTRACTUAL RENT ESCALATIONS AND LEASE UP OF VACANT SPACE PROVIDING REVENUE GROWTH OF OVER 50% BY YEAR 4



TOLLWAY COMPRESSION MIGRATION EFFECT - AS RENTAL RATES AND OCCUPANCIES RISE IN THE NEIGHBORING LEGACY AND PRESTON CENTER SUBMARKETS, BRAND-NAME TENANTS ARE MIGRATING TO THE LOWER/MIDDLE PORTION OF THE TOLLWAY



CLOSE PROXIMITY TO EXCLUSIVE RESIDENTIAL AREAS AND DALLAS' PROMINENT COUNTRY CLUBS



# THE COMPRESSION MIGRATION EFFECT

## *Tollway Corridor*

The Tollway is the main conducting rod for tenants in the Legacy and Preston Center submarkets. Due to rising demand, this rod is being heated simultaneously from both ends – as rental rates and occupancies rise, brand-name tenants are migrating to the lower/middle portion of the Tollway.

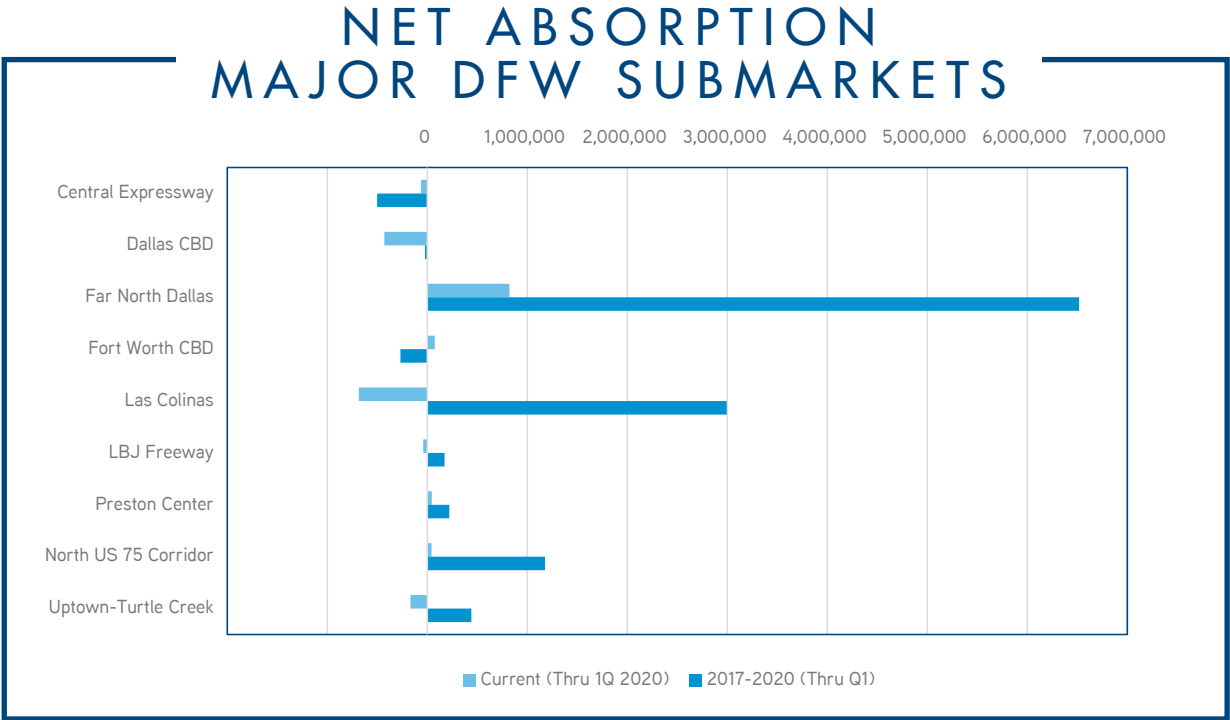
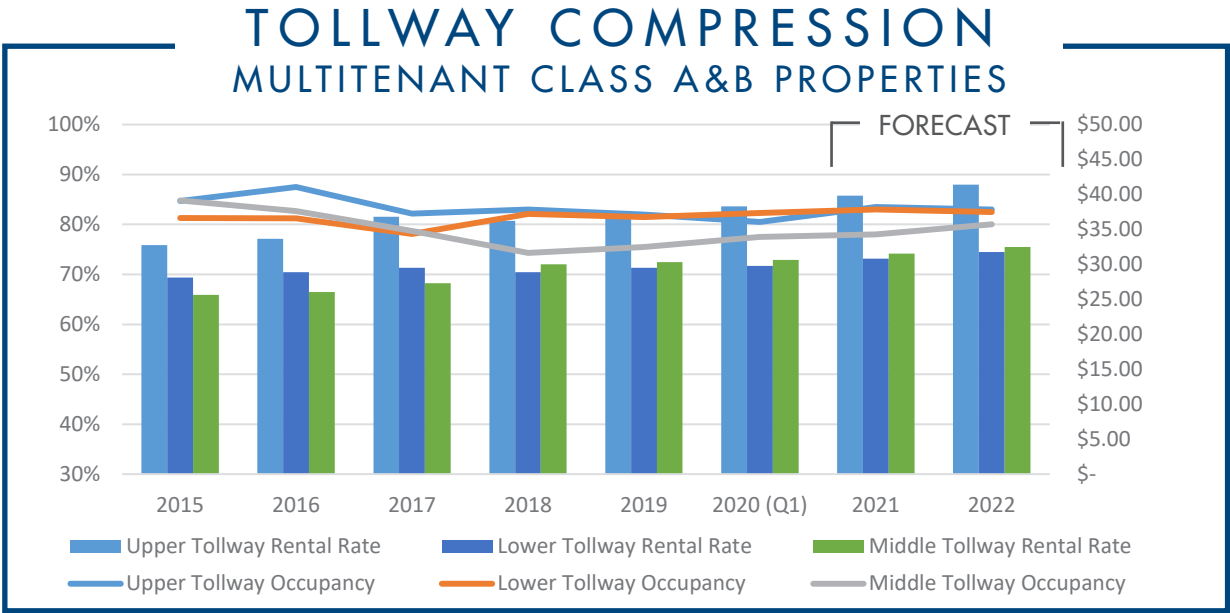
The Lower/Middle Tollway stands to benefit as leases expire for tenants in the southern and northern ends of the Tollway, with renewal rates 40-50% higher than where the leases were originally signed. Welcoming these tenants in the Lower/Middle Tollway are mature amenities, along with gross asking rents averaging \$28.50, compared to low \$40s in Preston Center, mid-\$30s in the Galleria area and upper \$30s in Legacy.





The Lower/Middle Tollway is located in the heart of the Tollway Corridor, and with recent building and area renovations, it's competitive with nearby Class A office product and primed to take advantage of this migration of high-end office users. This trend is poised to continue, providing plenty of runway for the Lower/Middle Tollway.

With the Compression Migration Effect, rental rates for the Lower/Middle Tollway are expected to increase 15% over the next 3 years.







★ **macy's**  
**WESTIN**  
HOTELS & RESORTS

**GALLERIA DALLAS**  
THE OCEANAIRE  
*Seafood Room*  
**NORDSTROM** **H&M**



37 RESTAURANTS



134 LARGE RETAILERS

**PRESTON HOLLOW**  
\$767,055  
MEDIAN HOME VALUE



**LOVE FIELD AIRPORT**  
20 MINUTES SOUTH



**GALLERIA ON THE PARKWAY**

**NORDSTROM**  
**rack**

**BED BATH & BEYOND**

**WORLD MARKET**  
WORLDMARKET.COM



5 RETAILERS



**DALLAS/ADDISON**  
**MARRIOTT QUORUM**



INWOOD RD

**DFW INTERNATIONAL AIRPORT**  
25 MINUTES WEST



DALLAS PKWY

**EMERALD PLAZA**

LANDMARK BLVD

INWOOD RD



N



BENT TREE  
COUNTRY CLUB

ADDISON CIRCLE  
70-ACRE

MIXED-USE "DOWNTOWN"



2,600 APARTMENTS



400 TOWNHOMES



500,000 SF CLASS A OFFICE



PRESTON TRAIL  
GOLF CLUB

DNT  
TOLL



ADDISON  
AIRPORT

ADDISON RD

BELT LINE RD (RESTAURANT ROW)

EMERALD PLAZA

BELT LINE RD (RESTAURANT ROW)

INWOOD RD

LANDMARK BLVD

PRESTONWOOD TOWN CENTER



BARNES  
& NOBLE



5 RESTAURANTS



17 LARGE RETAILERS

VILLAGE ON THE PARKWAY



21 RESTAURANTS



9 LARGE RETAILERS



1 MOVIE THEATER

DNT  
TOLL

RESTAURANT ROW  
OVER 170  
RESTAURANT AND  
ENTERTAINMENT VENUES



STARBUCKS

IDA  
CLAIRE

FREEBIRDS  
WORLD BURRITO



RESTAURANT  
& BREW HOUSE



BUFFALO  
WILD WINGS

JENNUS



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## EXECUTIVE OVERVIEW | COLLIERS INTERNATIONAL

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