



Table of Contents

OVERVIEW	3
DEEP ELLUM LOCAL	5
CASE STUDY	8
LOCATION	11
ELM STREET	16
MAIN STREET	22
COMMERCE STREET	48
VIRGIL STREET	54
MEET ASANA	57
GET IN TOUCH	59

We'll start with two words to describe this East Dallas neighborhood: heart and soul.

Deep Ellum knows how to set up a scene, thanks to electrifying street murals, drool-worthy taquerias, and a dedication to interactive art spaces. This entertainment district adjacent to downtown now has all the panache of a youthful neighborhood, with an artistic authenticity and quirkiness deeply rooted in the neighborhood since its days as a jazz and blues mecca in the Roaring 20s.

Residents and visitors alike appreciate the dichotomy of fixtures that live in harmony in Deep Ellum. On the modern, millennial side: walls of succulent planters and a refurbished pink VW van. For the gritty, old-school team: a warehouse basement theater for experimental drama and a dive bar named after a trailer. (We see you, Double Wide).



Meet the Deep Ellum local

Jen is 28 years old; she graduated from UT Austin with a degree in Economics and moved to Dallas right after graduation where she lives in a one bedroom apartment in the city while she saves to buy a place. She's checking in at DFW almost weekly for work these days. As she waits for her flight, she scrolls through social channels like LinkedIn and Instagram before checking how the stock market opened that day. She prefers texting. She can't get enough of hip luxury - brands that are smart, ahead-of-the-curve, and environmentally friendly. She shops at Whole Foods and Trader Joe's. She practices hot yoga twice a week and does her long runs on early, warm, Saturday mornings. She loves a cold beer and good, local, live music in a tucked away venue that needs no advertising. Jen is Deep Ellum.



By The Numbers

POPULATION DENSITY

5,900

MEDIAN AGE

34

AVERAGE HH INCOME

\$91,571

WALK SCORE

79

VISITORS PER YEAR

3.4 million

TRAFFIC


**65% local
35% visitor**

UNIQUE STOREFRONTS

56

TOTAL GLA

**239,392
square feet**



“I hear over and over from our
[Deep Ellum] staff that work doesn’t
feel like work; they love the energy.

— ROBBY GRUBBS, FOUNDER OF MERIT COFFEE. MEET GRUBBS IN OUR CASE STUDY

Case Study

We're proud to collaborate with brands and businesses in neighborhoods and markets across the country. Read the following case study to learn more about one of our partners.

Merit Coffee was thriving thanks to a successful launch within their home base of San Antonio, enjoying both their cafe business and a roasting operation.

But when you've got something good brewing, you're ready to pour a second cup. Merit's owners were looking for strategic ways to expand into other markets - namely a fast-growing, modern metropolis and the third largest market in Texas - Dallas.

With its soulful, authentic, creative edge, the Deep Ellum entertainment district in East Dallas felt like the right fit for the brand.

Asana Partners saw potential from the beginning. Not just in the Merit Coffee business, but in the brand's people and the process. In March 2019, Merit Coffee opened a 1,800 square foot space in the Deep Ellum neighborhood. It is the brand's first Dallas location as well as the first location with a "Coffee Lab" used to educate staff, engage customers, demonstrate products, and train

on wholesale product distributions. In an area known for its nightlife, Asana saw an opportunity for Merit Coffee to stand out and engage a crucial cross-section of the population in and around Dallas.

The location was Merit Coffee's gateway into the Dallas market as well as an opportunity to engage a crucial cross-section of the population for this thriving city. More importantly though - the energy. "I hear over and over from our staff that work doesn't feel like work; they love the energy," says Robby Grubbs, Founder of Merit Coffee.

The partnership between Asana Partners and Merit Coffee is producing results - and connection - for all the right reasons.

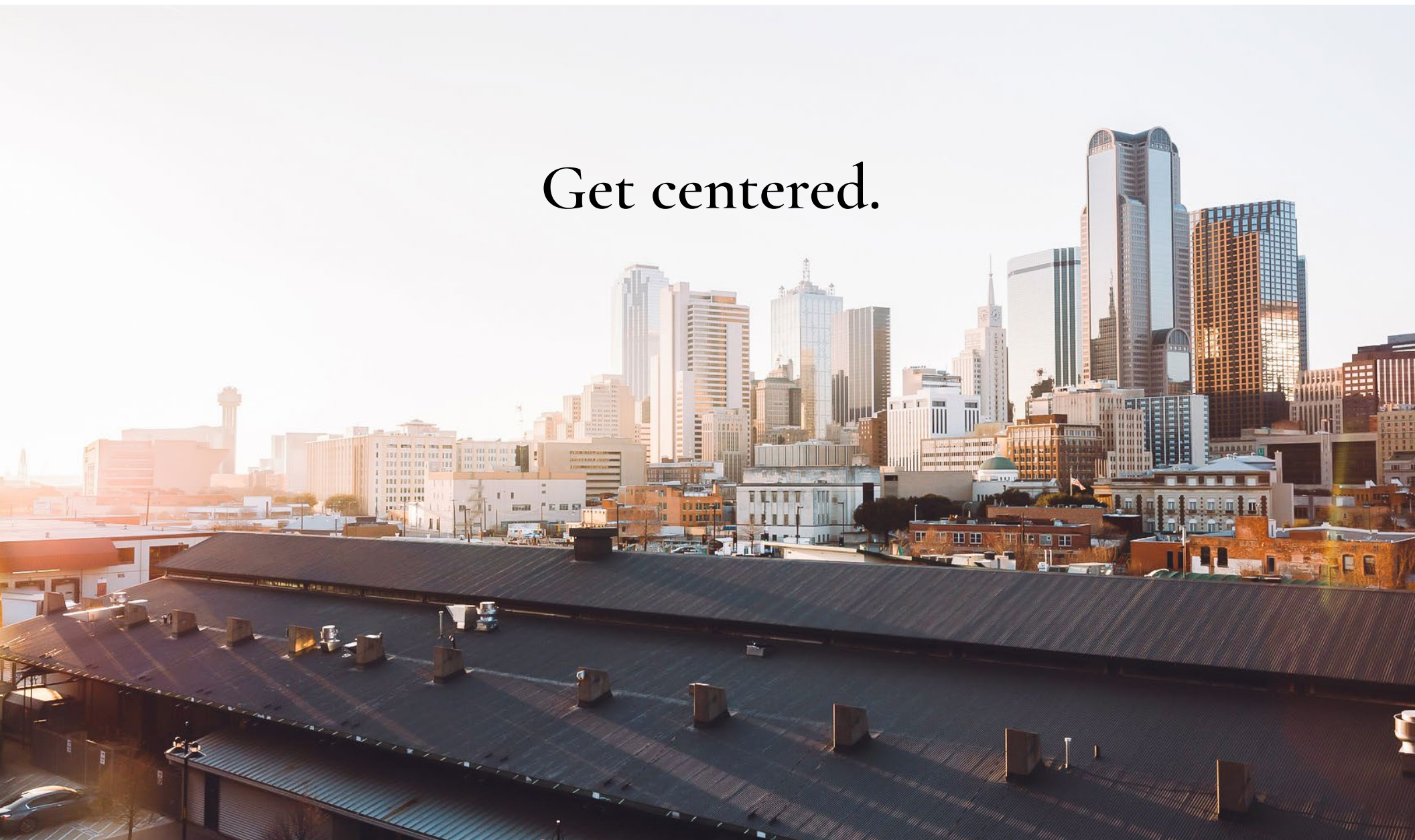
"We couldn't be more pleased," says Grubbs. "Asana Partners is a big part of that; we had a lot of faith in their commitment to do things right. What was faith is now a reality."

Robby Grubbs
Founder, Merit Coffee
Asana Partners Retail Partner



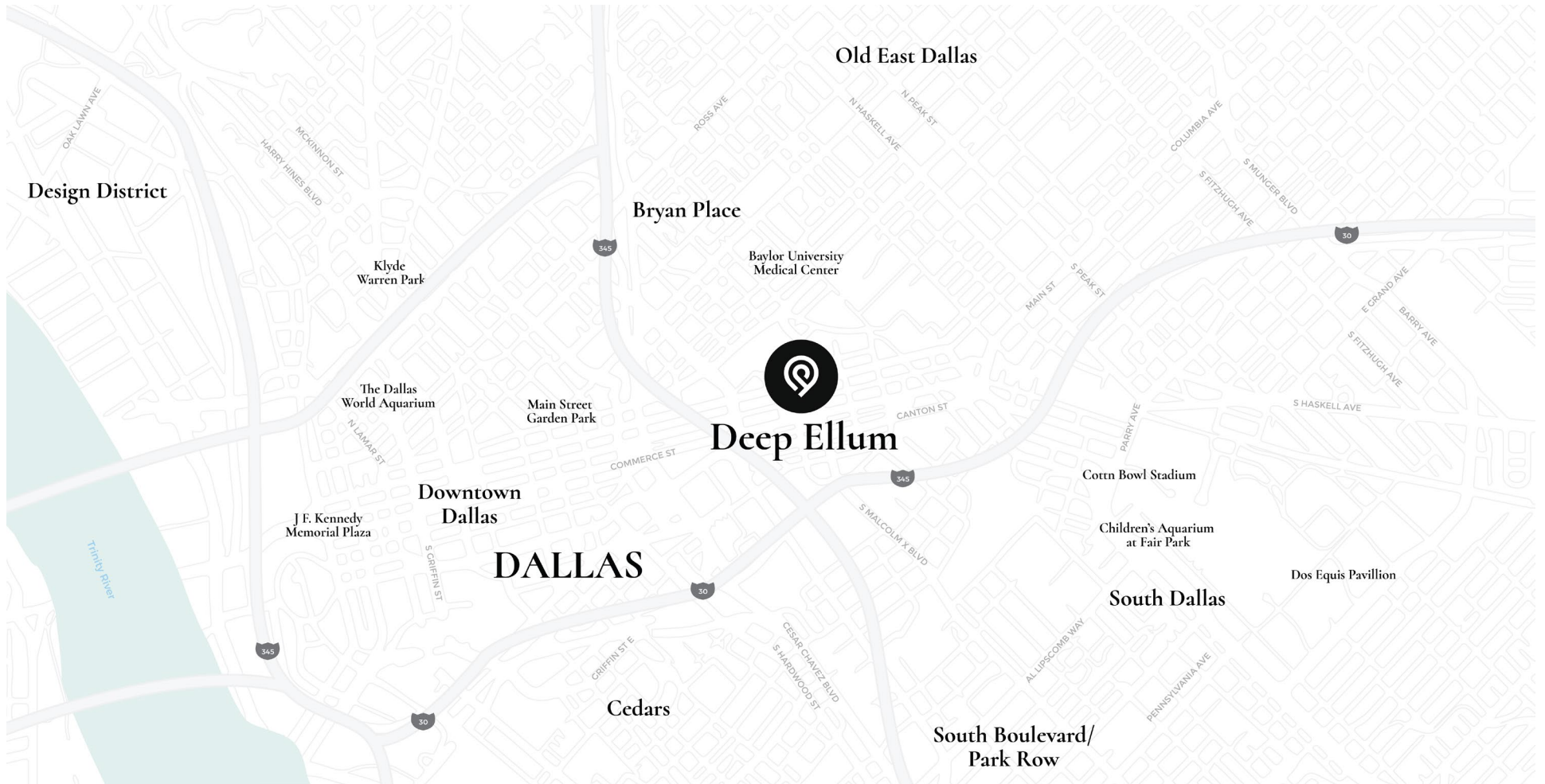


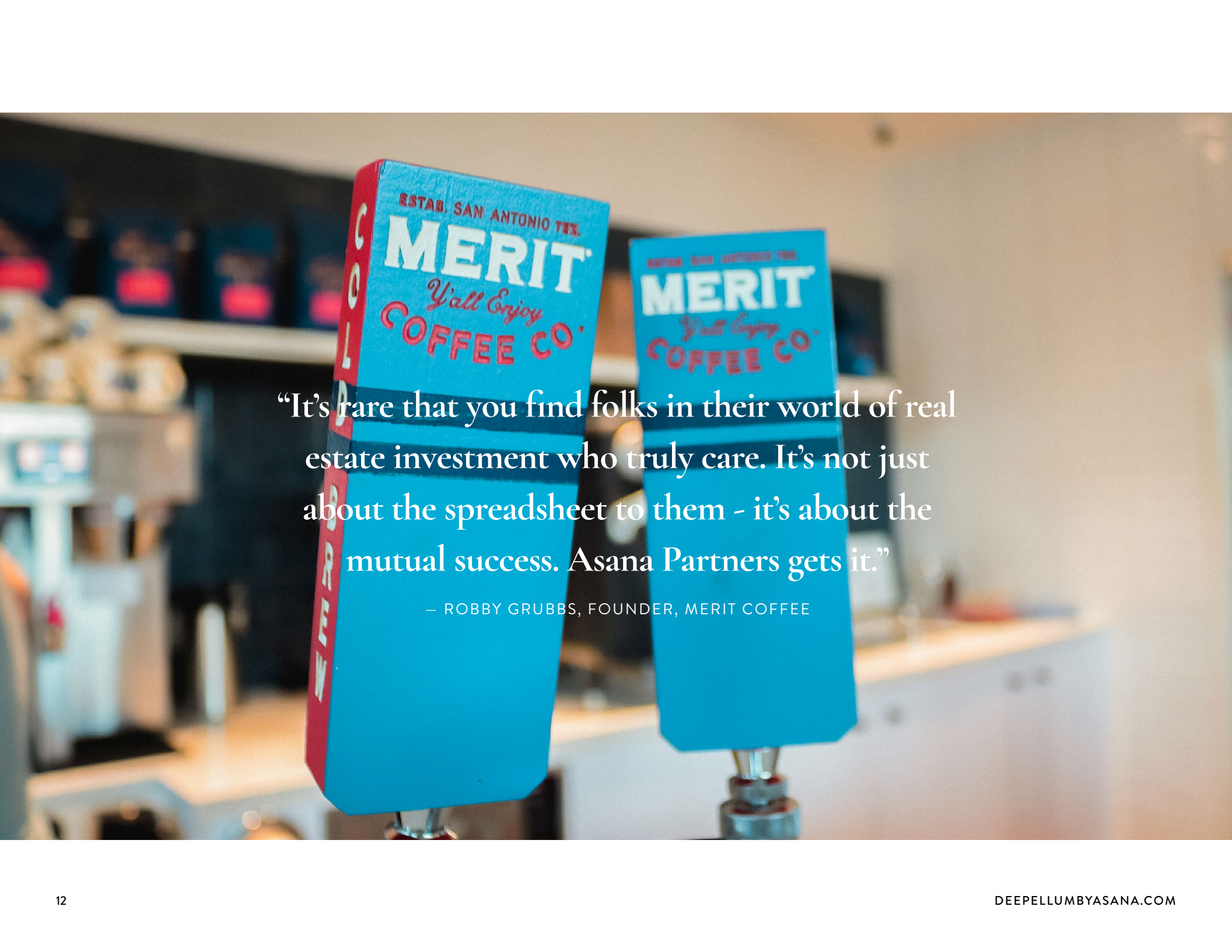
Get centered.



OUR LOCATION

Deep Ellum is a niche in the Dallas scene for our unique, gritty, and new-to-market tenants.

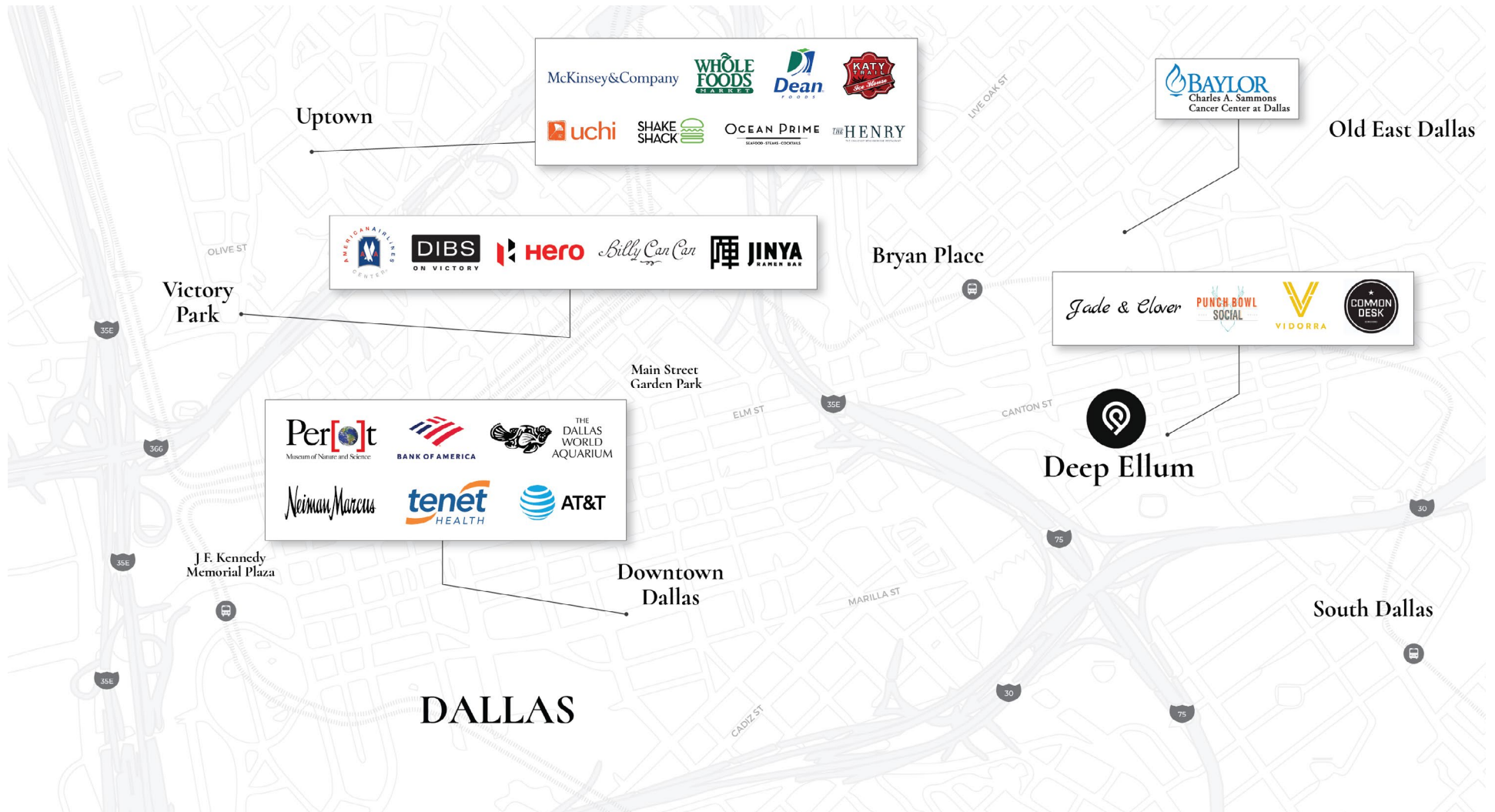


The image shows two coffee tap handles in a cafe. The handles are primarily blue with red accents. The text on the handles reads "ESTAB. SAN ANTONIO TEX." at the top, "MERIT" in large white letters, and "Y'all Enjoy COFFEE CO." in red script and block letters. The background is a blurred cafe interior with a counter and various items.

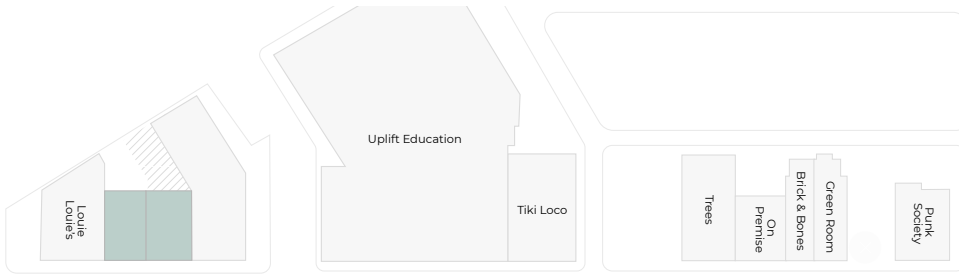
“It’s rare that you find folks in their world of real estate investment who truly care. It’s not just about the spreadsheet to them - it’s about the mutual success. Asana Partners gets it.”

— ROBBY GRUBBS, FOUNDER, MERIT COFFEE

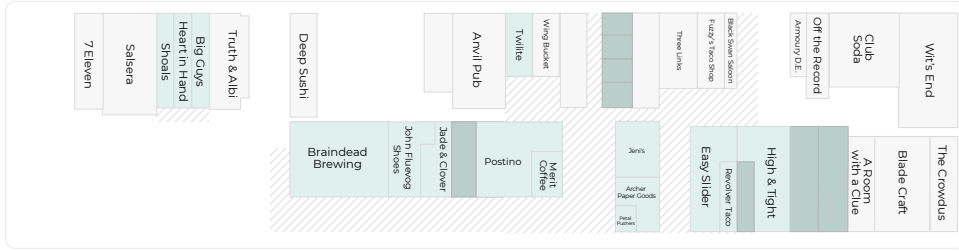
The Neighborhood



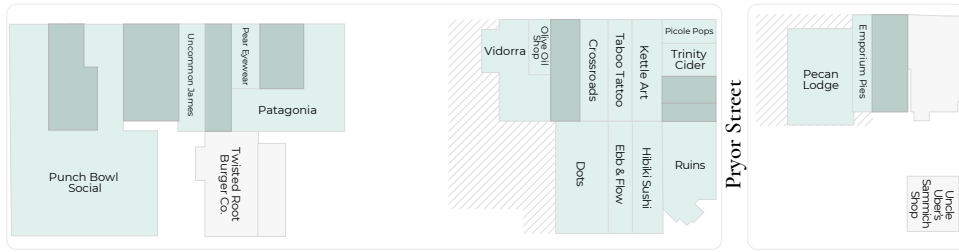




Elm Street



Main Street



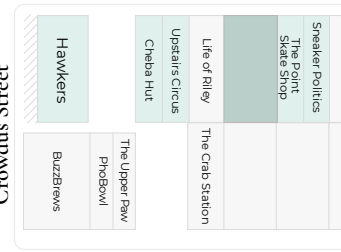
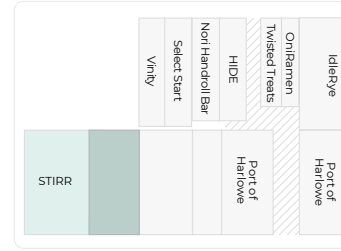
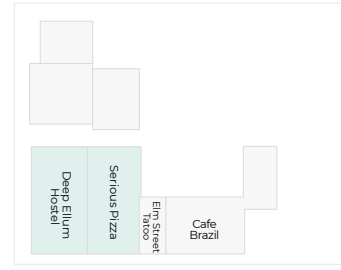
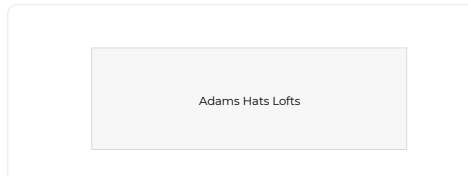
Commerce Street



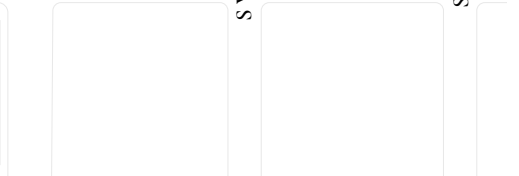
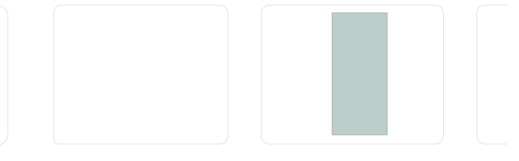
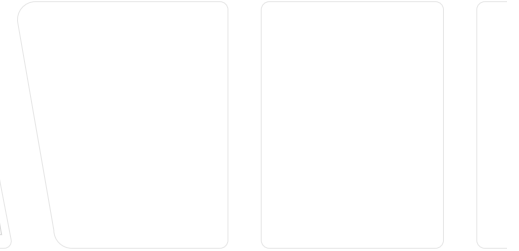
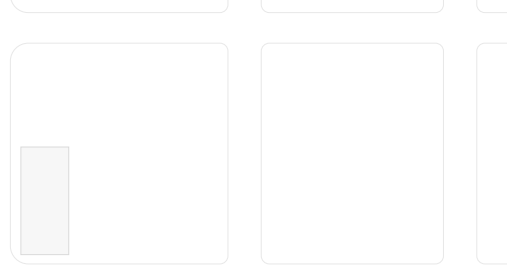
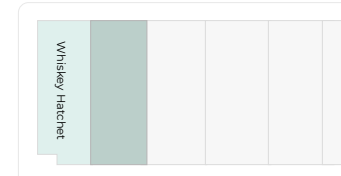
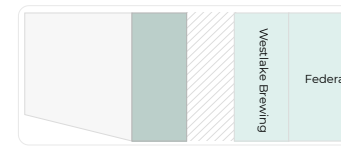
Clover Street



Canton Street



Crowdus Street



Malcolm X Boulevard

S Walton St

S Hall St

S Walton St

S Hall St

Key

- Available Asana Partners Property
- Occupied Asana Partners Property
- Occupied
- Patio

Elm Street





2609 Elm St

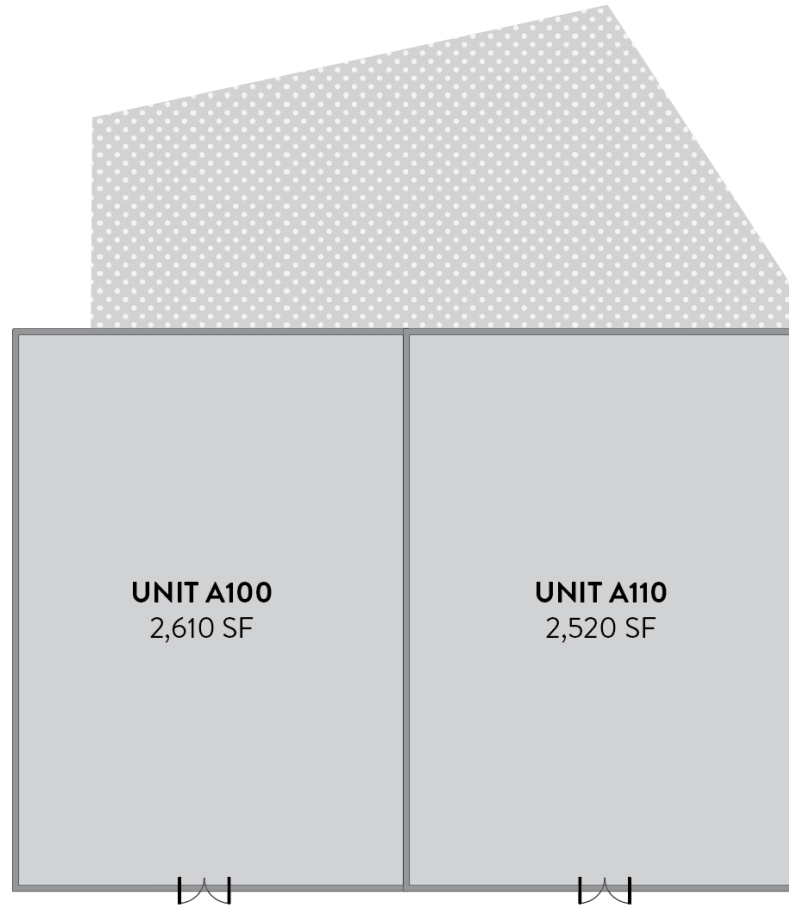
Unit A100 – 2,610 SF

Unit A110 – 2,520 SF



2609 Elm St

 PATIO  AVAILABLE



ELM ST



2646 Elm St

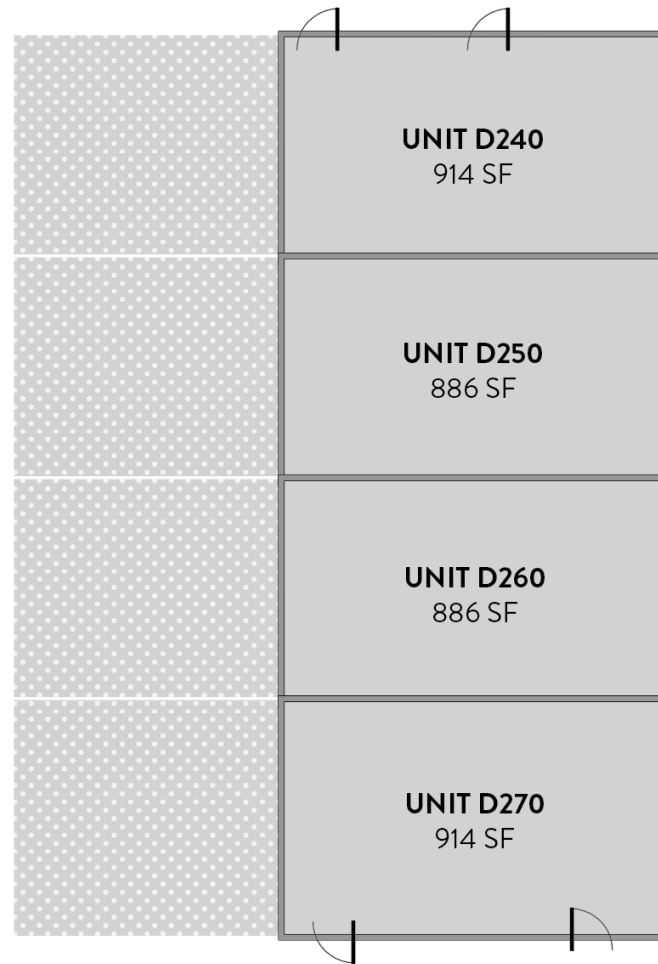
- Unit D240 – 914 SF (includes 449 SF of patio)
- Unit D250 – 886 SF (includes 425 SF of patio)
- Unit D260 – 886 SF (includes 425 SF of patio)
- Unit D270 – 914 SF (includes 449 SF of patio)




2646 Elm St

 PATIO  AVAILABLE

ELM ST





“Deep Ellum changed the face of not only our day to day business, but also the trajectory of our brand.”

— ASANA RETAILER

Main Street





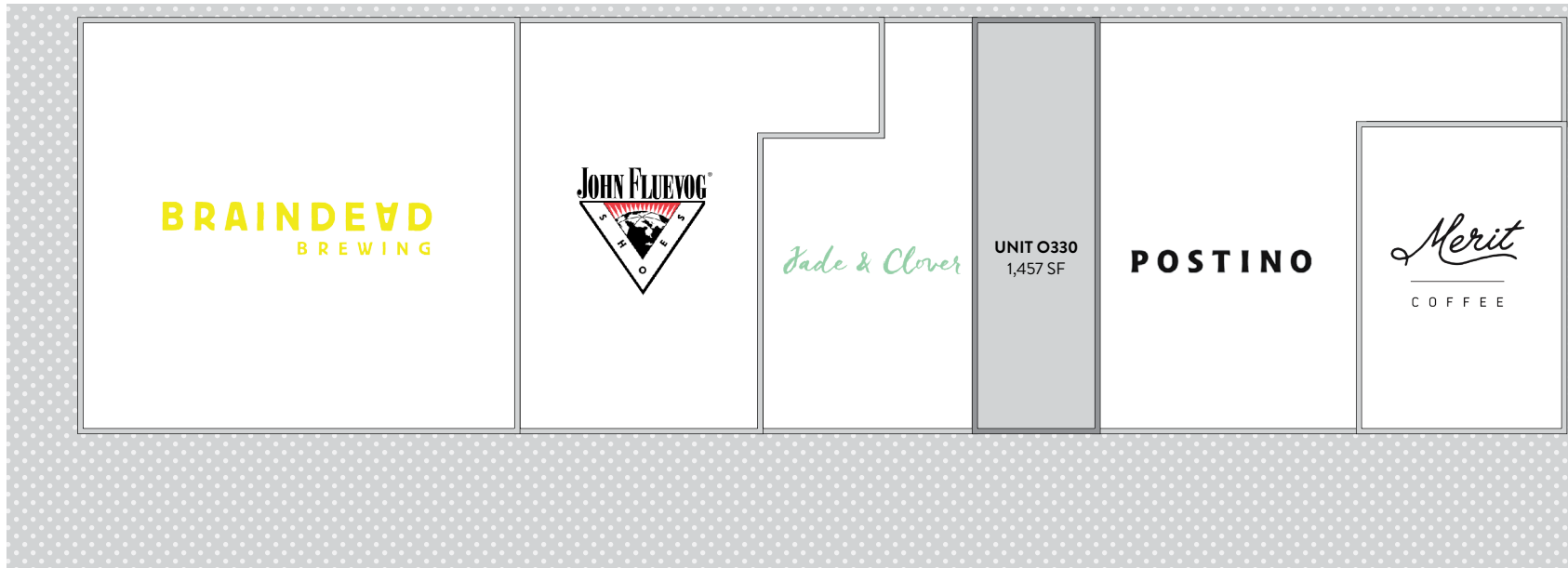
2639 Main St

Unit O330 - 1,457 SF



2639 Main St

■ AVAILABLE □ LEASED ■ PATIO



MAIN ST



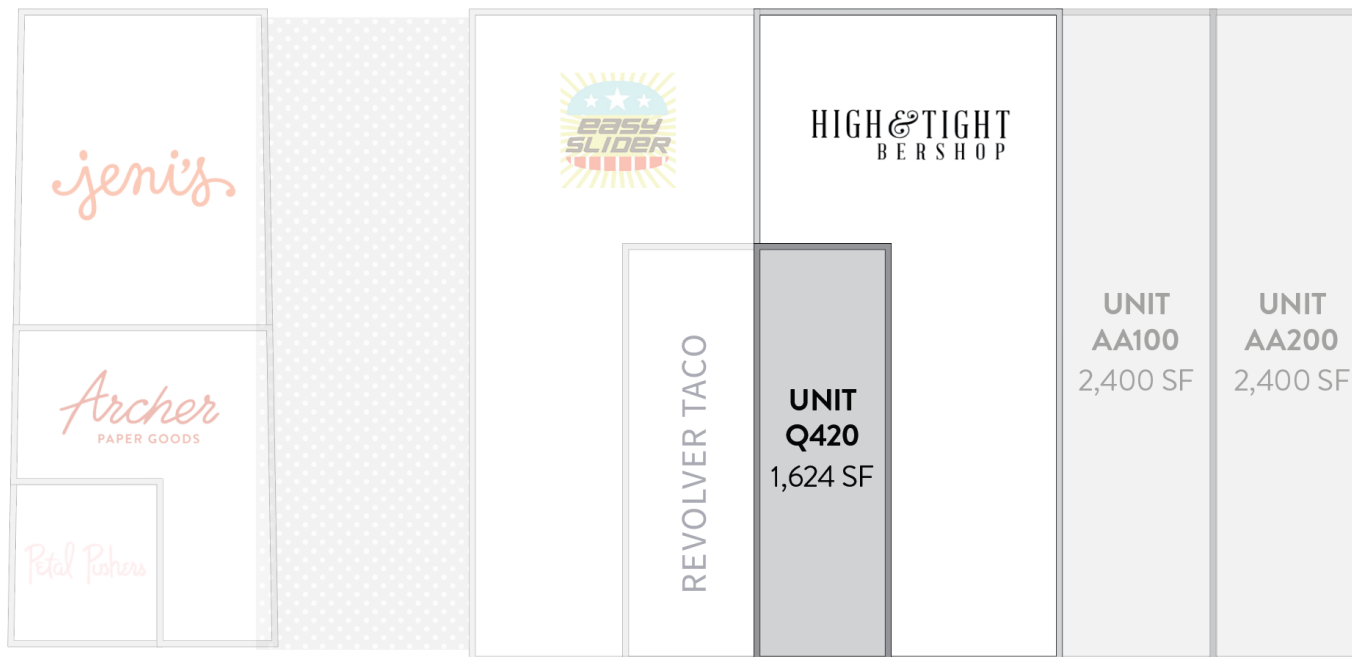
2701 Main St

Unit Q420 - 1,624 SF



2701 Main St

 LEASED  PATIO  AVAILABLE



MAIN ST



2707 Main St

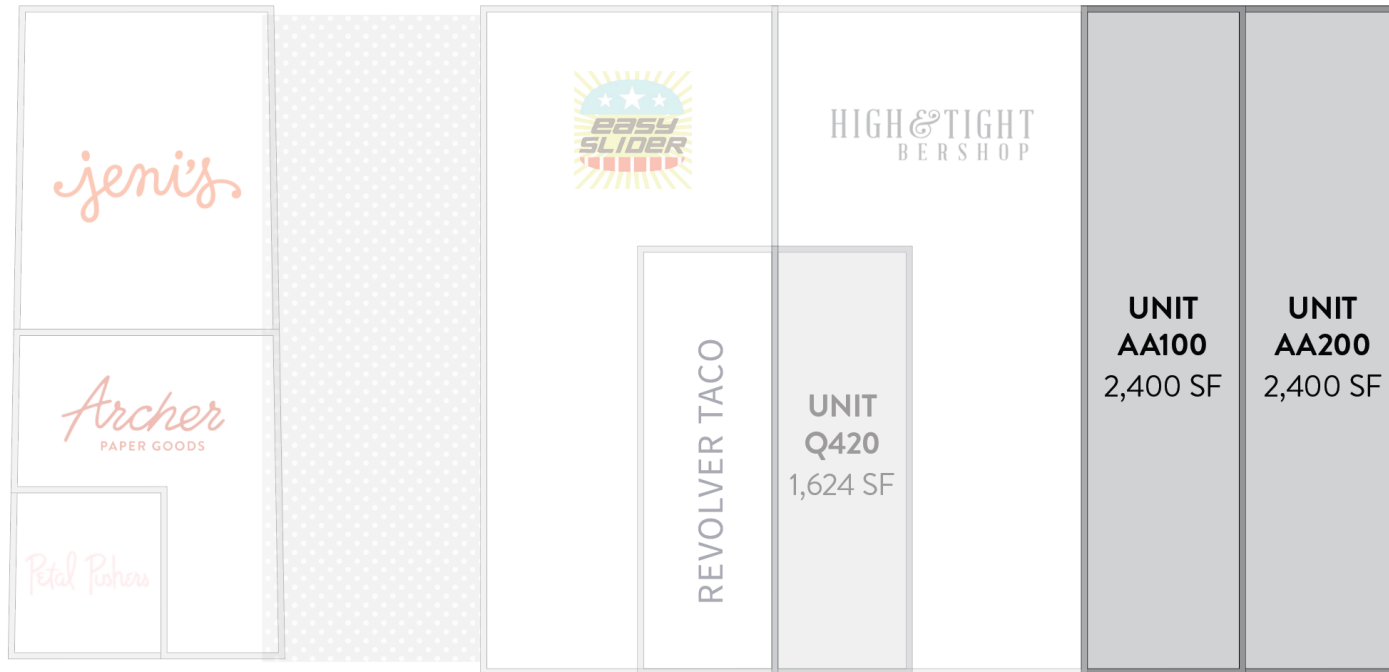
Unit AA100 - 2,400 SF

Unit AA200 - 2,400 SF



2707 Main St

 LEASED  PATIO  AVAILABLE



MAIN ST



2805 Main St

Unit T460 -3,001 SF



2805 Main St

■ AVAILABLE □ LEASED ■ PATIO

CROWDUS ST

STARR

UNIT T460
3,001 SF

MAIN ST



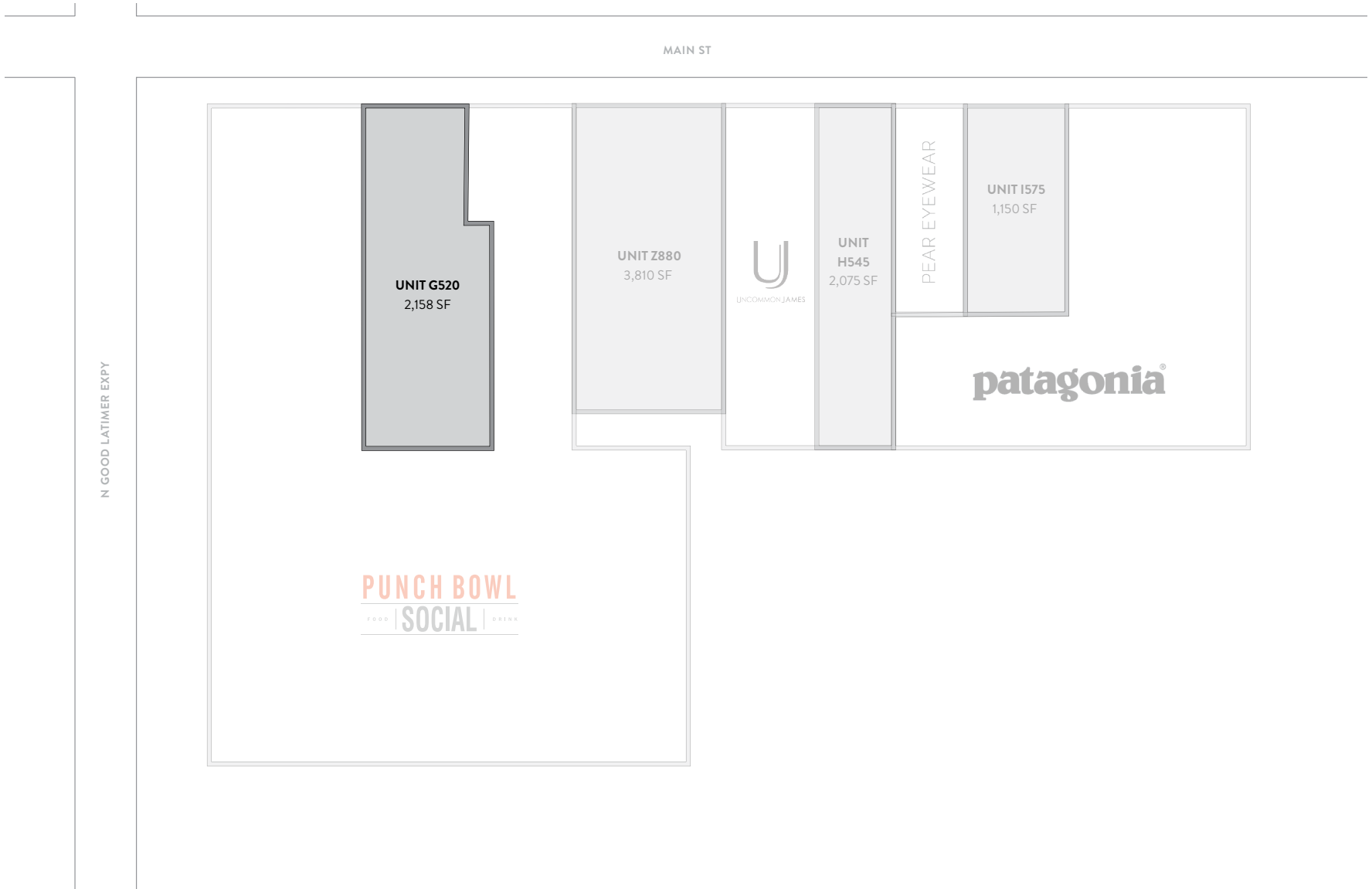
2602 Main St

Unit G520 -2,158 SF



2602 Main St

■ AVAILABLE □ LEASED ■ PATIO





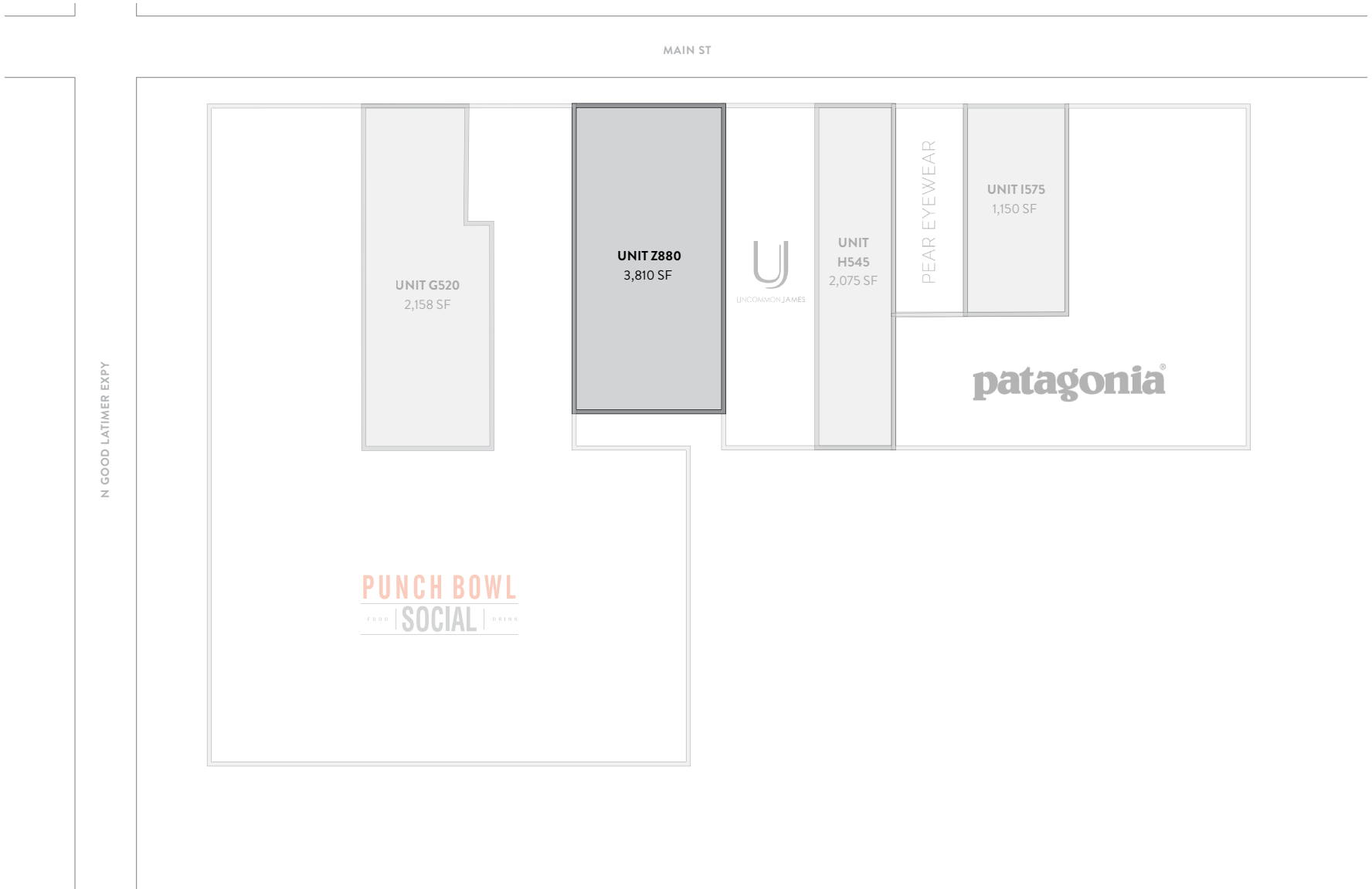
2614 Main St

Unit Z880 – 3,810 SF



2614 Main St

■ AVAILABLE □ LEASED ■ PATIO





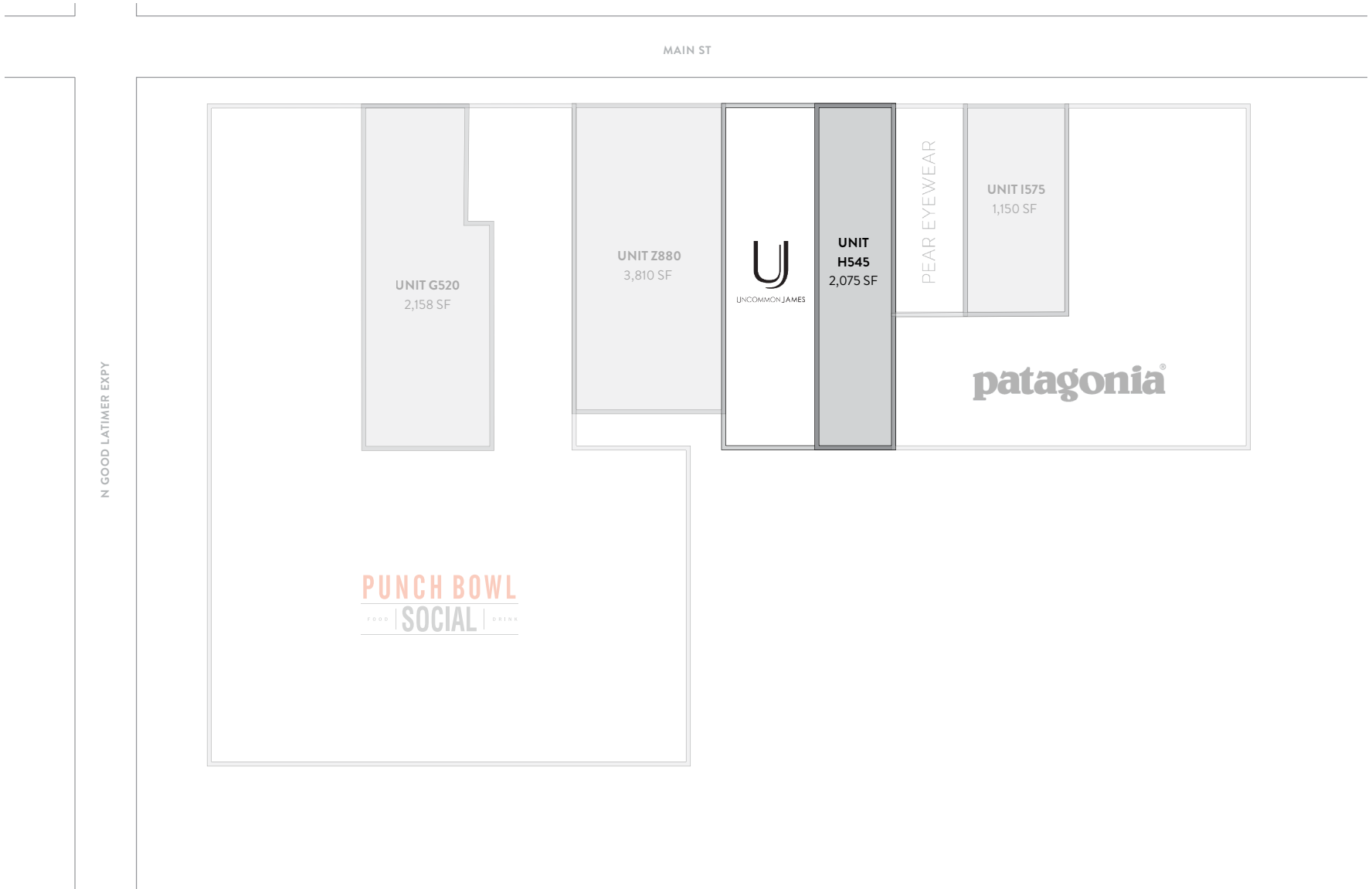
2616 Main St

Unit H545 - 2,075 SF



2616 Main St

■ AVAILABLE □ LEASED ▣ PATIO





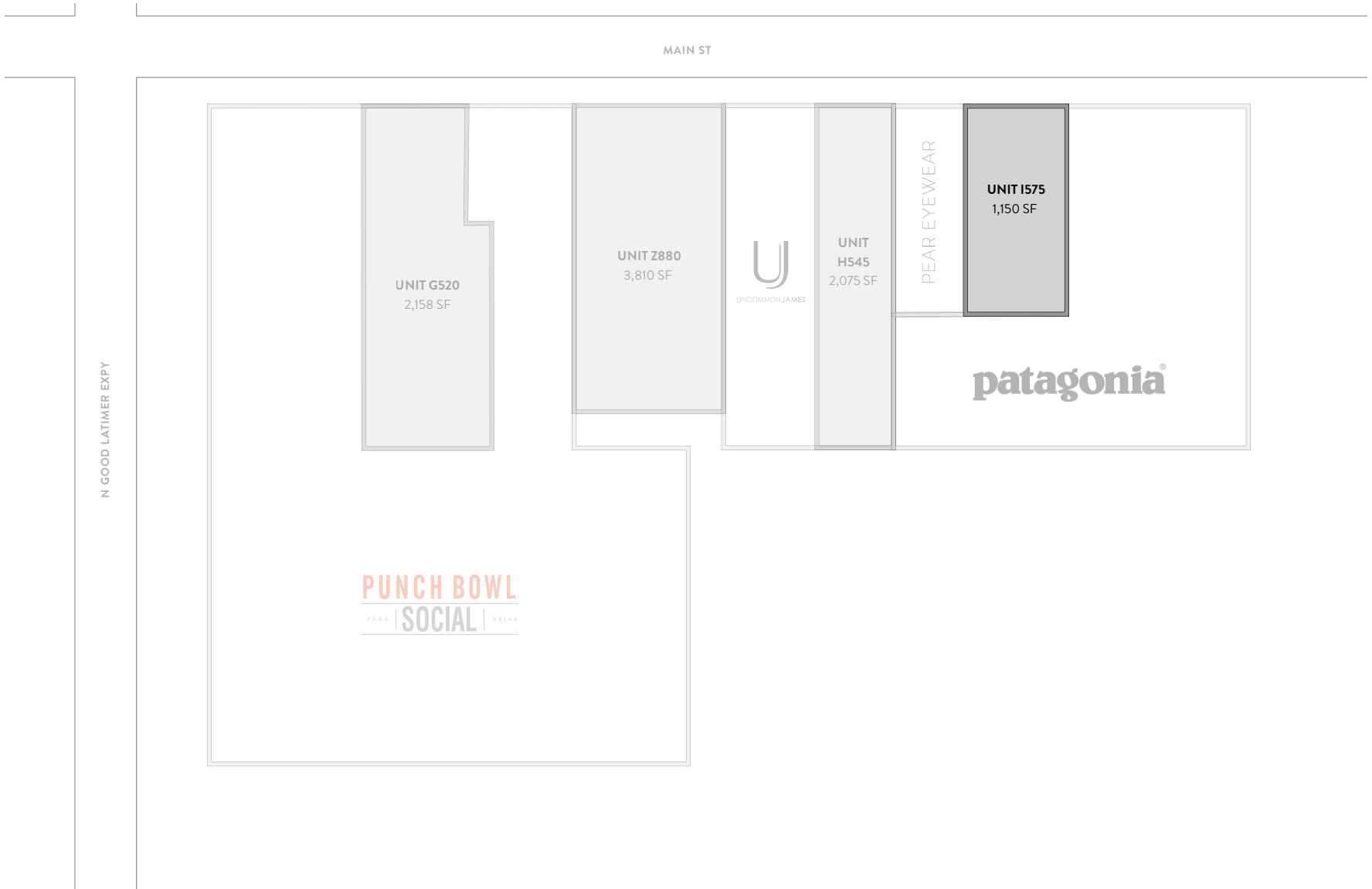
2620 Main St

Unit I575 - 1,150 SF



2620 Main St

■ AVAILABLE □ LEASED ■ PATIO





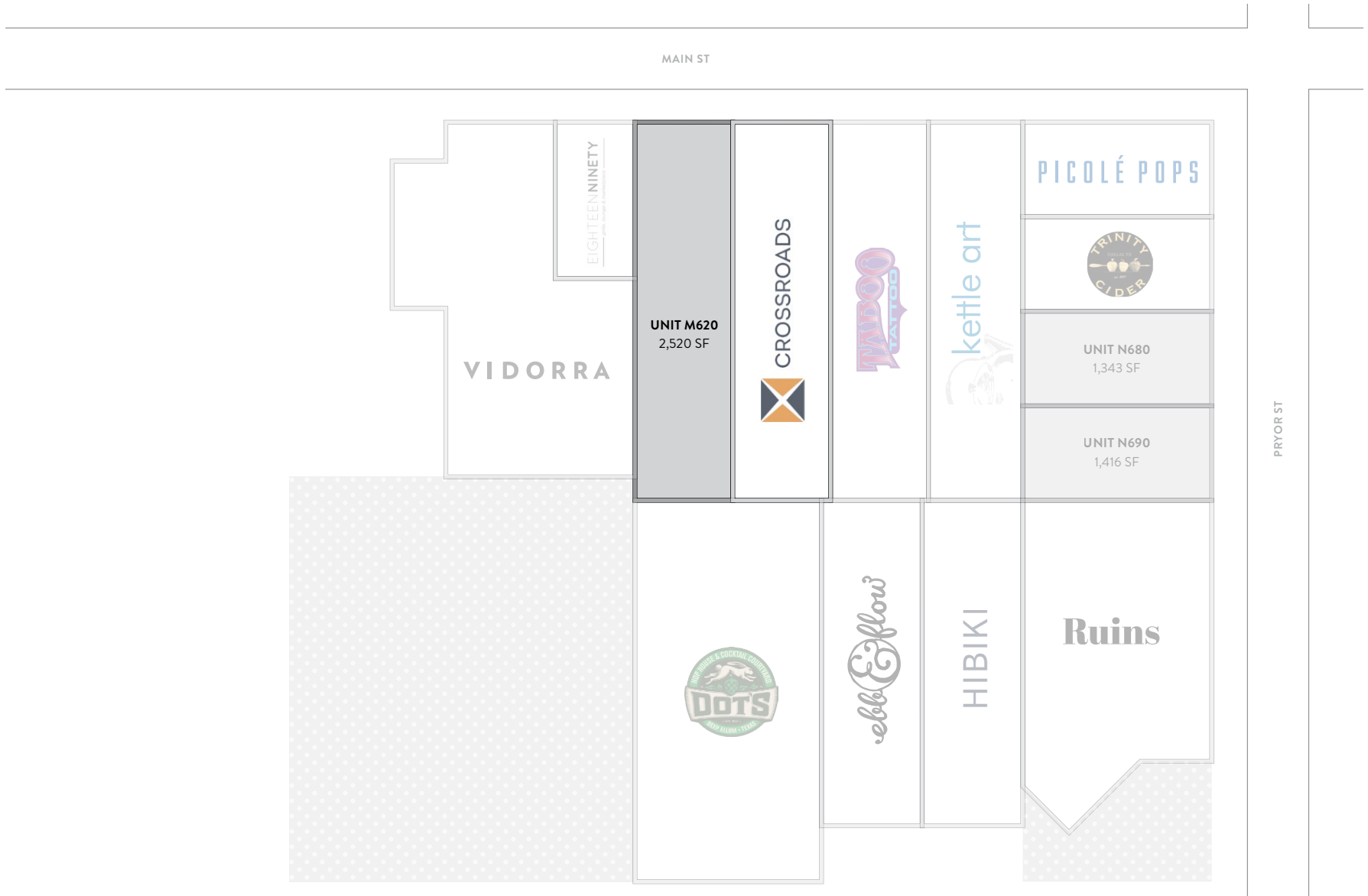
2646 Main St

Unit M620 - 2,520 SF



2646 Main St

■ AVAILABLE □ LEASED ▨ PATIO





2656 Main St

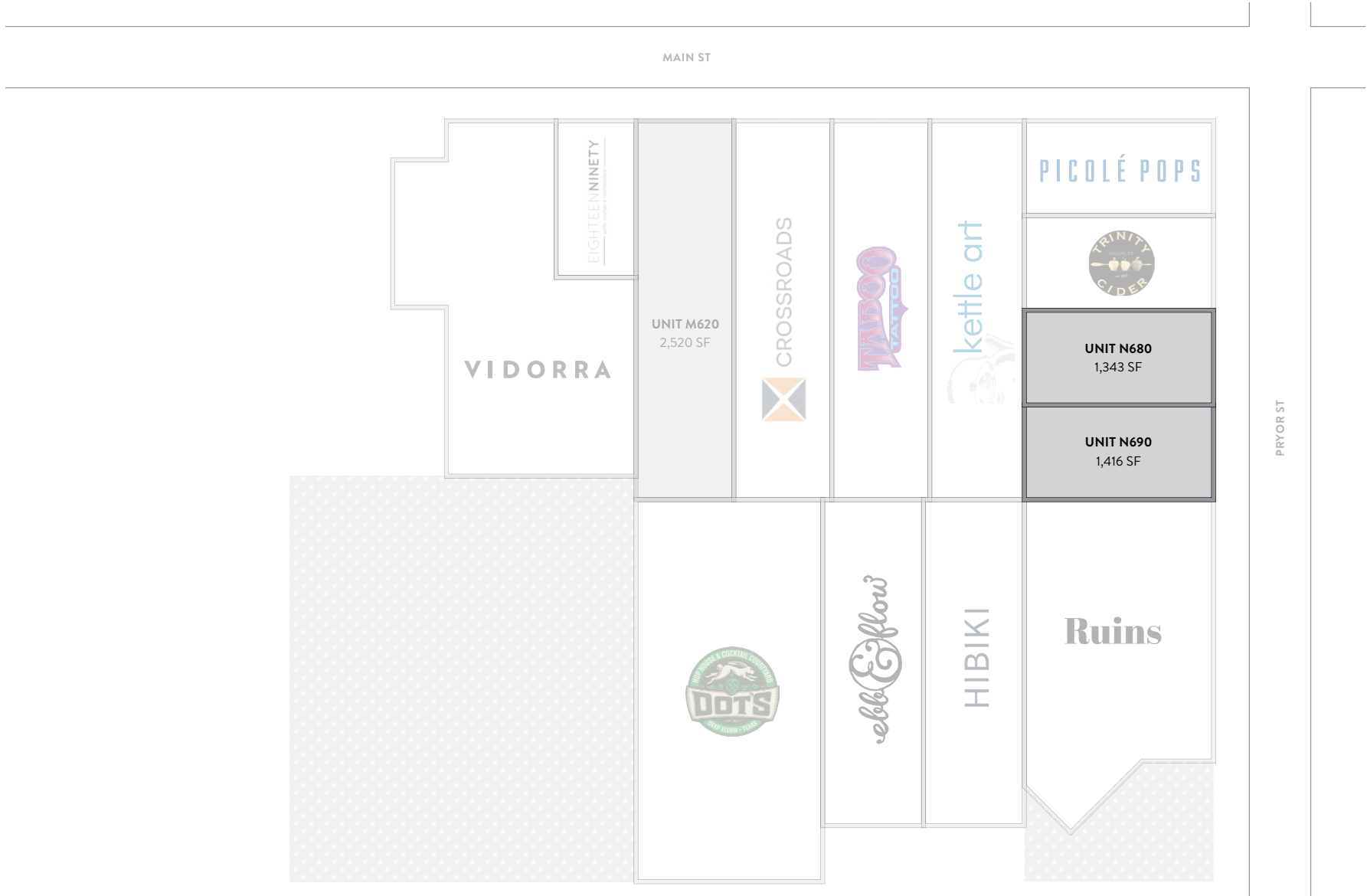
Unit N680 - 1,343 SF

Unit N690 - 1,416 SF



2656 Main St

■ AVAILABLE □ LEASED ▨ PATIO





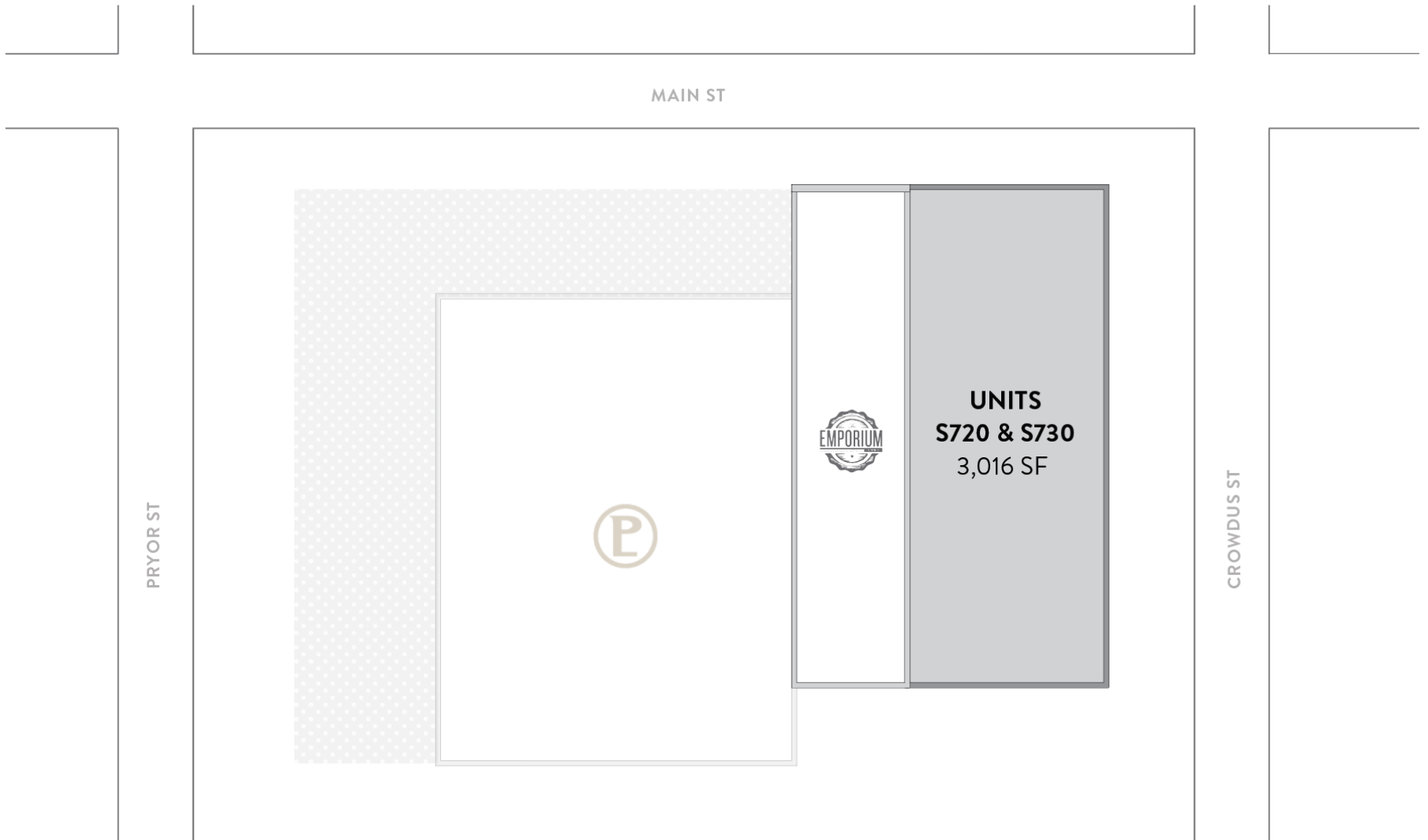
2708 Main St

Unit S720 & S730 – 1,508 SF (3,016 SF Total)



2708 Main St

 LEASED  PATIO  AVAILABLE





2816 Main St

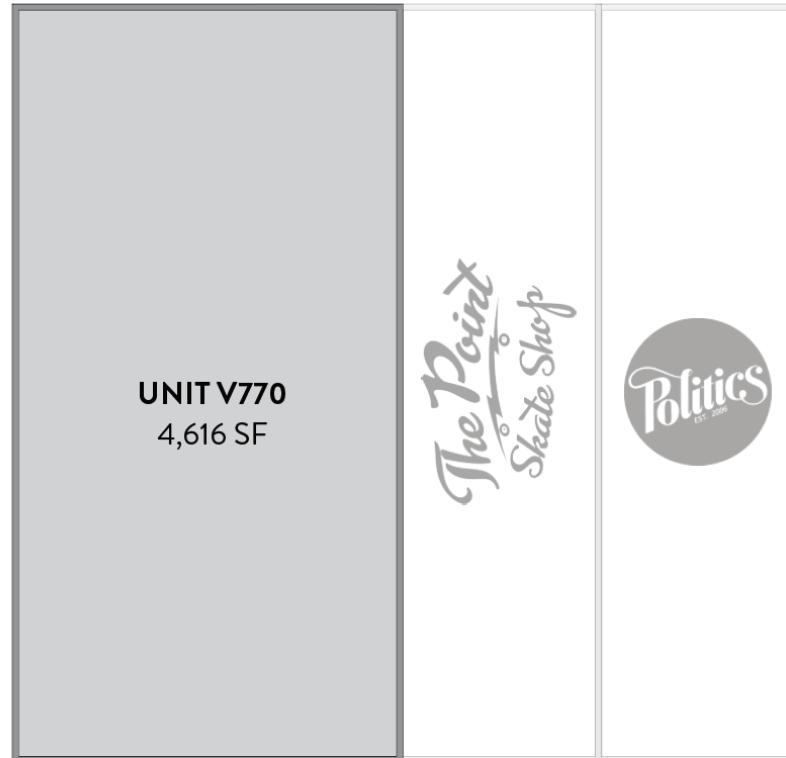
Unit V770 -4,616 SF



2816 Main St

 LEASED  PATIO  AVAILABLE

MAIN ST



MALCOLM X BOULEVARD



Commerce Street





2808 Commerce St

Unit AB100 - 6,175 SF



2808 Commerce St

 LEASED  PATIO  AVAILABLE

COMMERCE ST

S CROWDUS ST

UNIT AB100
6,175 SF



S MALCOLM X BLVD



3012 Commerce St

Unit K100 - 4,444 SF



3012 Commerce St

 LEASED  PATIO  AVAILABLE

COMMERCE ST

S WALTON ST

UNIT K100
4,444 SF

S HALL ST



Virgil Street





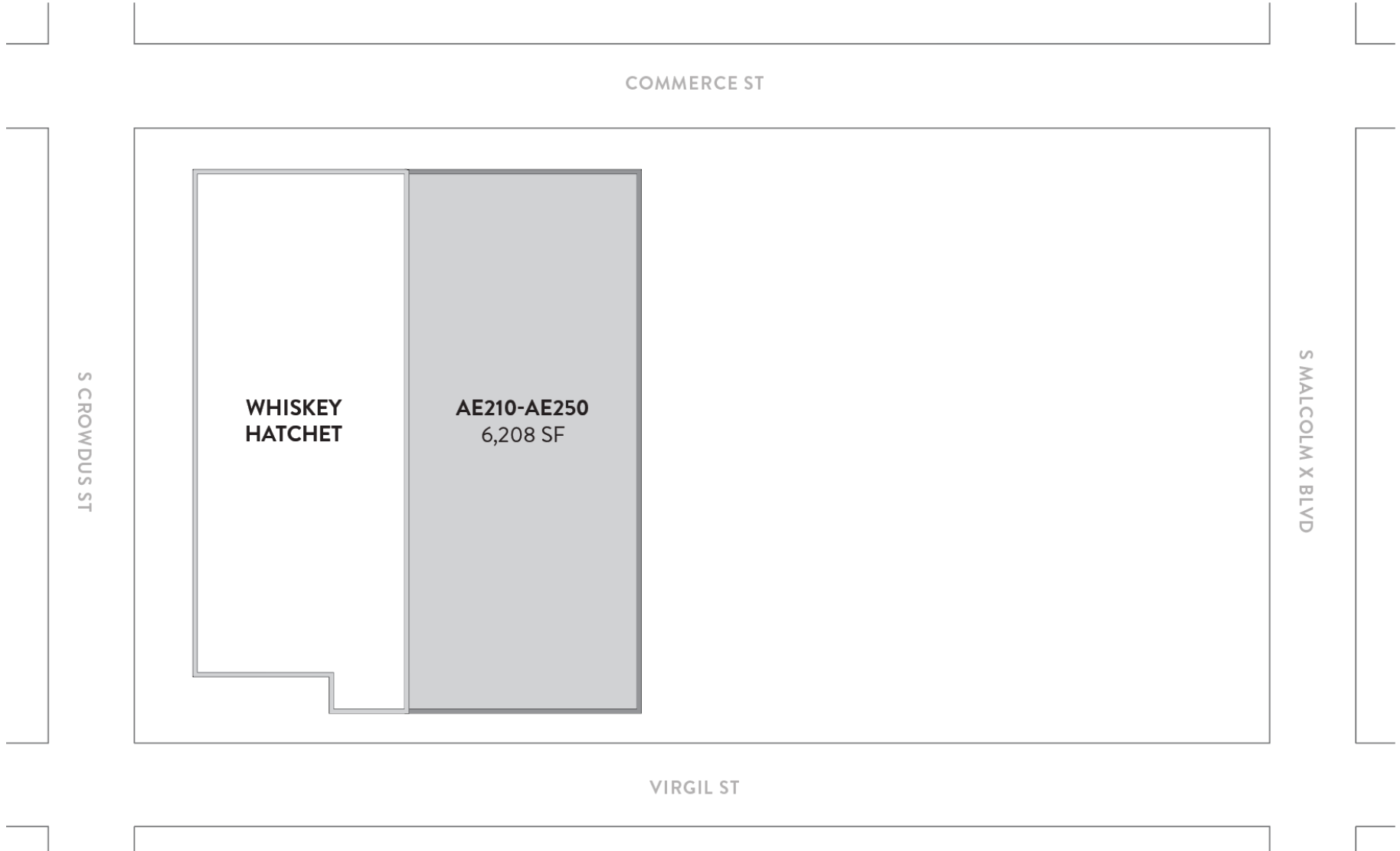
2810 Virgil St

AE210-AE250- 6,208 SF



2610 Virgil St

 LEASED  AVAILABLE



Meet Asana



We're Asana Partners. We create real estate value by serving as transparent, honest, and accountable agents of change and drivers of innovation.

Here's how we do that:

WE STAY AHEAD OF THE CURVE.

We target dynamic and vibrant growth-oriented U.S. markets that attract people and personalities with high levels of education and household income who crave a high quality, luxury, and early adopter experience.

WE BELIEVE IN PEOPLE.

We build teams of experienced operators and collaborators who make things happen; we're talking people we trust who execute asset-level business plans with accountability, precision, and a spark of ingenuity.

WE ARE LEADERS IN EFFICIENCY AND INNOVATION.

We don't reinvent the wheel; we invest in proven urban retail corridors that would benefit from our unique and innovative spirit and vision. That agile and forward-thinking approach is grounded in some of the industry's most-qualified real estate experience and financial expertise.

GET IN TOUCH

We'd love to hear from you, please reach out to our contacts below.



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The logo for SHOP COS., consisting of the word 'SHOP' in white, bold, sans-serif font inside a red rectangular box, with 'COS.' in a smaller font to the right.

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