

THE ASSEMBLY

301 CROWDUS STREET
DEEP ELLUM, DALLAS



J.P.Morgan



ENCOURAGING
TENANTS TO CONNECT

TO A PLACE THAT
BUILDS COMMUNITY

TO A PLACE WITH
VIBE AND SOUL

TO A PLACE THAT
INSPIRES INTERACTION

**THE ASSEMBLY:
GET CONNECTED**

473,000 SF

building size

13

stories

30,000 SF

typical floorplate

77,000 SF

superfloor floorplate

14'3" - 15'7"

floor to unfinished office ceiling heights

3/1000

parking ratio

OVER 50,000 SF

indoor and outdoor amenity space



View from the East

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DEEP ELLUM

A MAGNET FOR TALENT: DEEP ELLUM HAS WHAT TENANTS WANT

- Walkability
- Diversity
- Robust food & beverage options
- Transit
- Independent, local retail
- Open space
- Mixed-use neighborhood
- 24/7 lifestyle



URBAN DALLAS: IT'S WHERE TENANTS WANT TO BE



63%

of Dallas
millennials
live downtown

75%

of millennials
in workforce
by 2025

Millennials favor walkable areas that are served by public transit and activated with amenities, entertainment, food and beverage, retail and nightlife.



BY THE NUMBERS

5,800

population
density

35

median
age

35%

traffic comes
from visitors

56

unique
storefronts

65%

traffic comes
from locals

100+

restaurant &
bar options



**“Top 20 in its Cool Streets
of North America”**

Cushman & Wakefield,
2019 Cool Streets Report

DEEP ELLUM: WHERE ROCKSTARS GO TO WORK

RESTAURANTS AND BARS

- 1 Deep Ellum Brewing Company
- 2 Adair's Saloon, Cane Rosso, The Free Man Cajun Cafe & Lounge
- 3 Angry Dog, St Pete's Dancing Marlin
- 4 Federales, Westlake Brewing Company
- 5 1890 Marketplace Grocery, Dot's, Ebb & Flow, Hibiki Sushi, Picole Pops, Ruins, Trinity Cider, Twisted Root Burger Co, Vidorra
- 6 BuzzBrews, Crab Station, The Curtain Club, Life of Riley, PhoBow1, Will Call, Zatar Lebanese Tapas & Bar
- 7 Basic Taco
- 8 All Good Cafe, Le Bon Temps, Maracas Cocina Mexicana
- 9 Sky Rocket Burger
- 10 Murray Street Coffee Shop
- 11 Prophet Bar
- 12 7-11, Anvil Pub, Armoury DE, Black Swan Saloon, Big Guys Chicken & Rice, Chills 360, Club Dada, Crowdus Bar, Deep Sushi, Fuzzy's Taco Shop, High & Tight, Off the Record, Revolver Taco Lounge, Salsera, Shoals, Three Link, Truth & Alibi, Twilite Lounge, Wing Bucket, Wit's End
- 13 Beauty Bar, Bitter End, Harlowe MXM, Oni Ramen, STIRR, Trick Pony, Hide
- 14 Bucky Moonshine's, The Nines
- 15 Local, Monkey King Noodle Company, Niwa Japanese BBQ, Rudolph's Meat Market
- 16 Terry Black's BBQ
- 17 Louie Louie's Dueling Piano
- 18 Brick & Bones, On Premises, Punk Society, The Green Room
- 19 Reno's Chop Shop
- 20 Cafe Brazil, Deep Ellum Hostel, Serious Pizza
- 21 Off the Cuff
- 22 Pepe & Mito's
- 23 Mama Mia Pizza & Pasta
- 24 Biscuit Bar, Komodo
- 25 Backyard, Bottled Blonde, Pizza Pie Dallas
- 26 Vice Park
- 27 Wishful Drinking
- 28 Citizen
- 29 Hattie B's
- 30 Jen's Splendid Ice Creams

CULTURE

- 31 The Bomb Factory, Canton Hall
- 32 Kirk Hopper Fine Art
- 33 Photographique
- 34 Deep Ellum Art Company
- 35 Kettle Art Gallery
- 36 Upstairs Circus
- 37 A Room with a Clue
- 38 Select Start
- 39 Trees
- 40 Dallas Comedy House

RETAIL

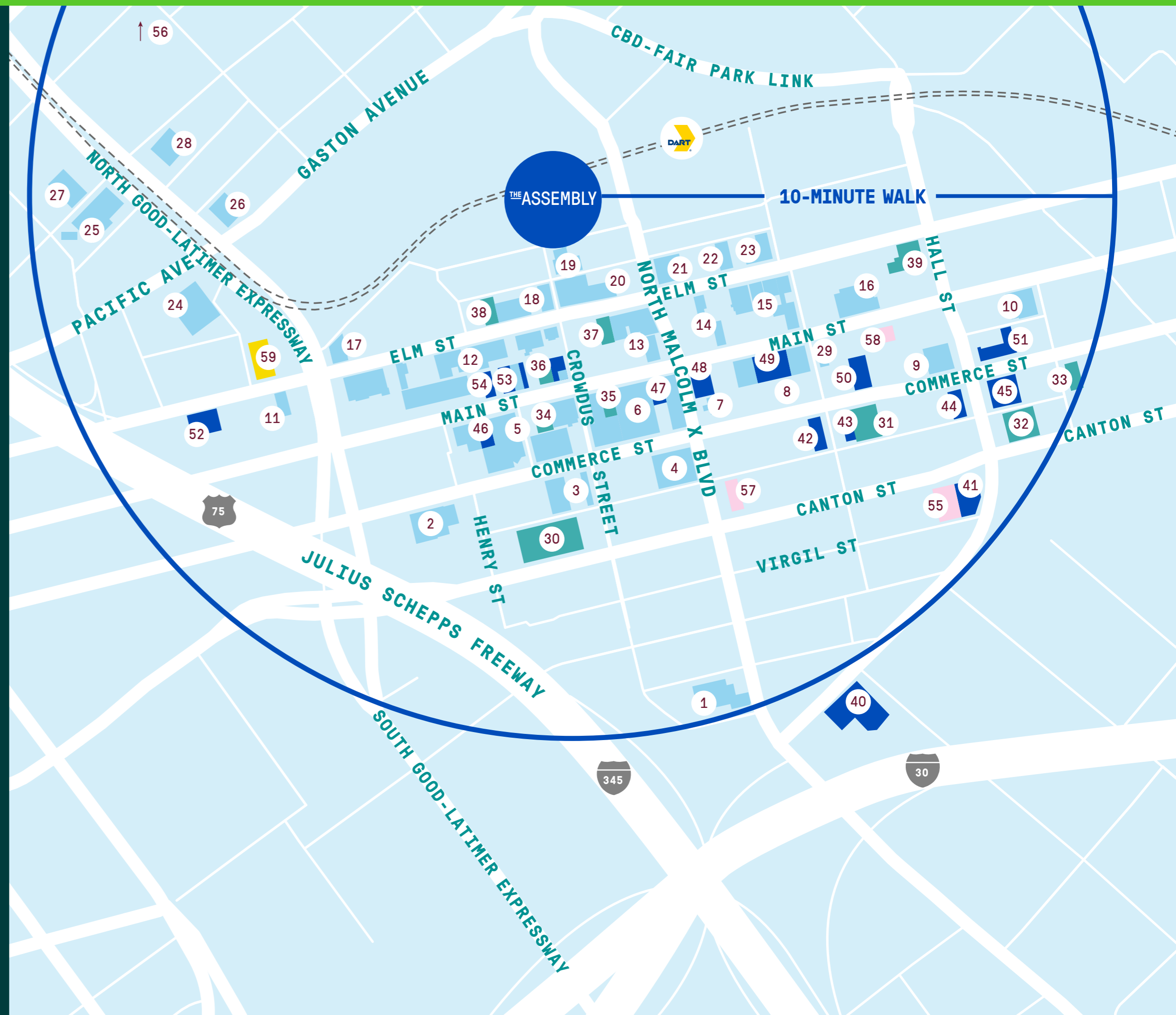
- 41 SIXSITE Gear
- 42 Jack Mason
- 43 Petit Atelier, Tissu
- 44 Deep Vellum Books
- 45 Knoxtile
- 46 Acme Rubber Stamp Co
- 47 Crossroads
- 48 The Point Skate Shop
- 49 Warstic
- 50 Blitz Scooters, Orange Salon
- 51 Flea Style
- 52 Deep Ellum Denim
- 53 Urban Paws
- 54 Archer Paper Goods, Blade Craft, Paddywax Candle Bar, Petal Pushers, Rocket Fizz
- 55 Patagonia
- 56 Tom Thumb Grocery

WELLNESS

- 57 CrossFit Deep
- 58 Mohler MMA
- 59 Bobaddiction

HOTELS

- 60 The Kimpton Pittman Hotel



The Assembly is easily accessible from the Highway and DART

DRIVE TIMES

- 4 MIN**
Arts District
- 5 MIN**
CBD
- 6 MIN**
Uptown
- 7 MIN**
Lakewood
- 9 MIN**
West Village
- 12 MIN**
Park Cities
- 12 MIN**
Southern Methodist University
- 17 MIN**
Dallas Love Field Airport
- 27 MIN**
Dallas/Fort Worth International Airport



Aerial view of Deep Ellum



THE ASSEMBLY



- An exceptional presence on the skyline
- Matches design with experience
- An environment where business is effective and efficient, and employees are productive and loyal
- Delivery Q4 2023
- Designed by HKS, a global design firm headquartered in Dallas

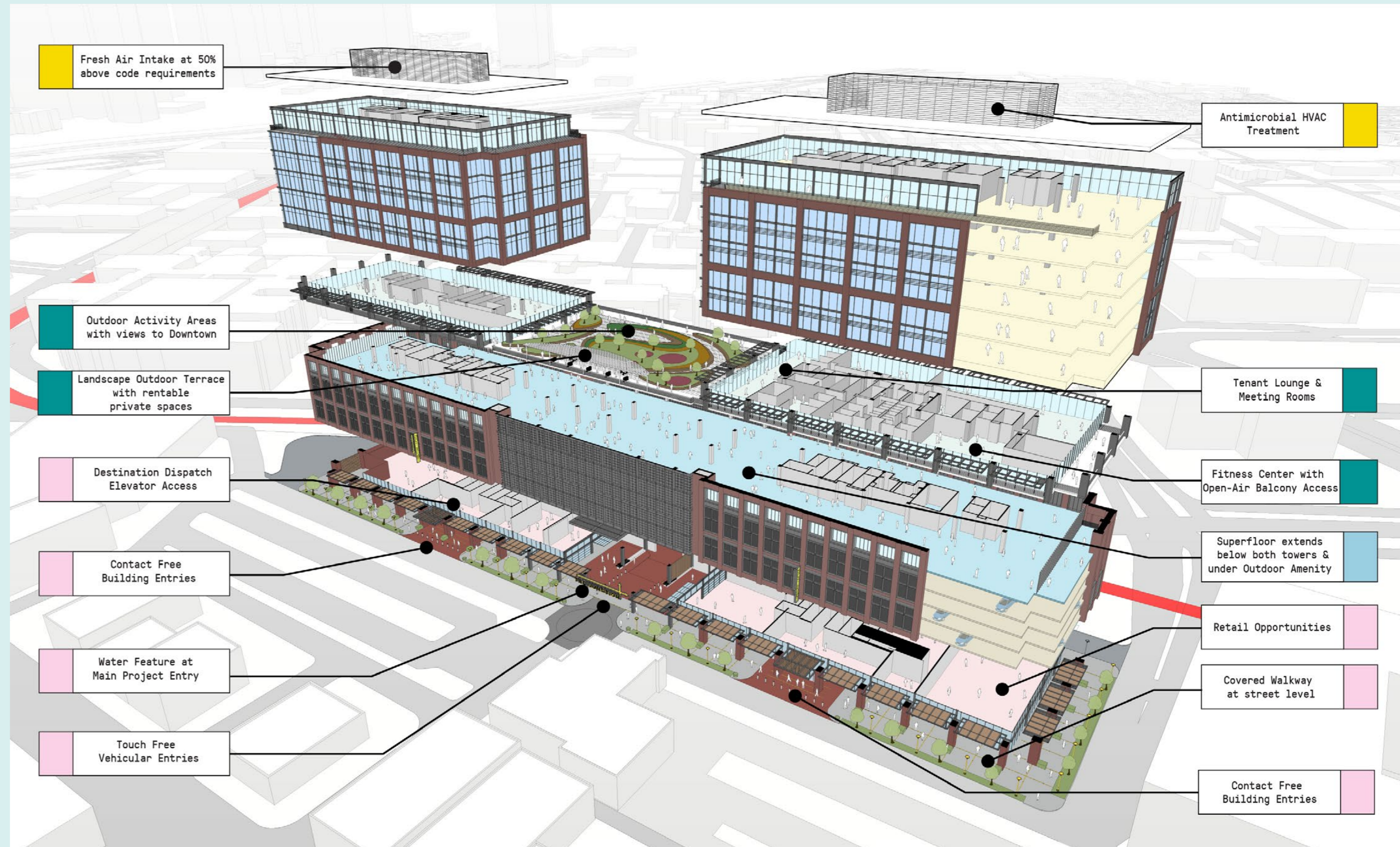
View from the East

A MODEL OF THE FUTURE OFFICE:

HEALTH AND WELLNESS INITIATIVES

Sterling Bay is committed to being a leader in technology and forward-thinking design. With enhanced protocols to protect the health and wellness of every tenant, employee, and visitor, The Assembly is a model of the future office.

The Assembly is designed to achieve LEED Silver, WELL Health-Safety Rating and Wired Score Certification.

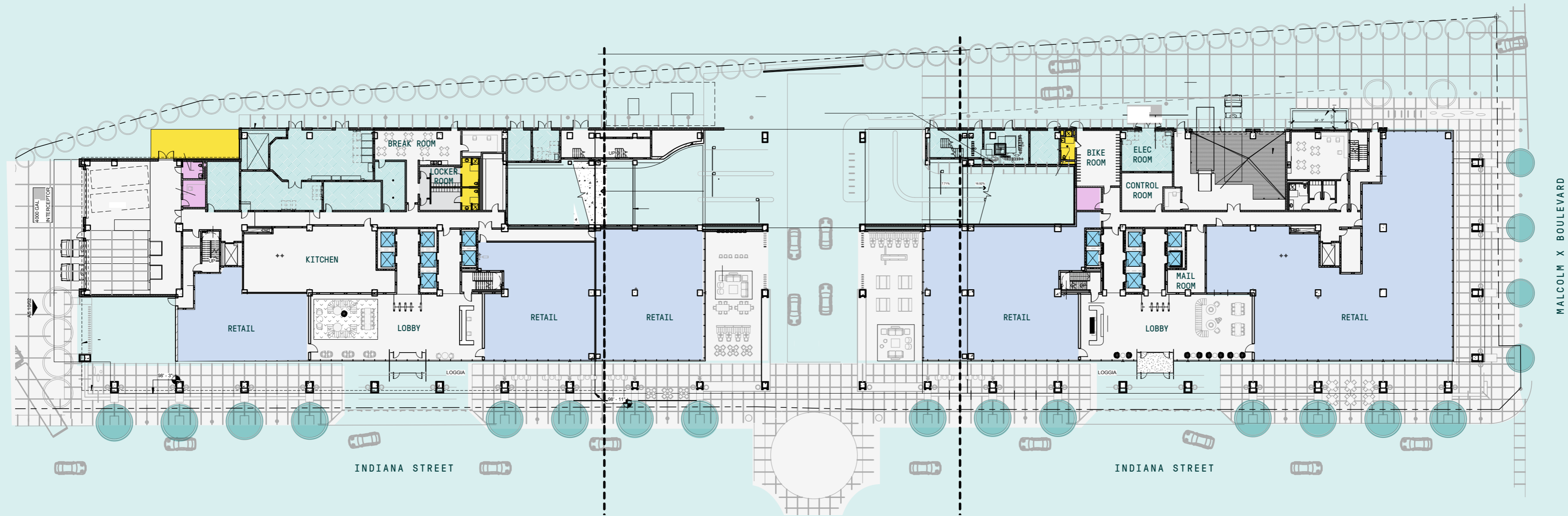




- A new benchmark for workplace experience
- Desirable Deep Ellum location
- Expert national developer
- Exceptional branding opportunities
- Wide range of floorplates for a diverse range of tenants
- Imaginative amenities and services, including unique open air park

View of lobby

GROUND FLOOR



118,500 SF Site
23,000 SF Retail

- Retail
- Lobby
- Storage
- Elevators
- Restrooms
- Mechanical
- Security





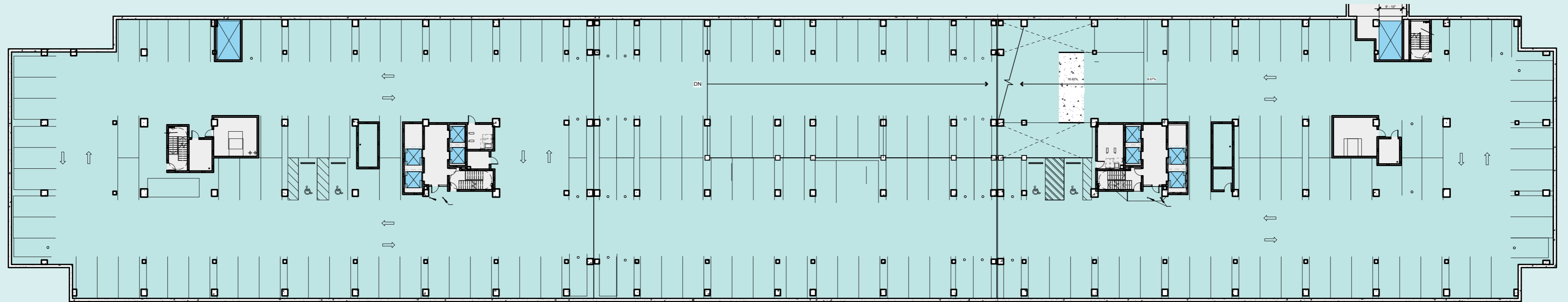
Ground-level retail



Entry experience

LEVELS B1 – B3

BELOW GRADE PARKING FLOORS

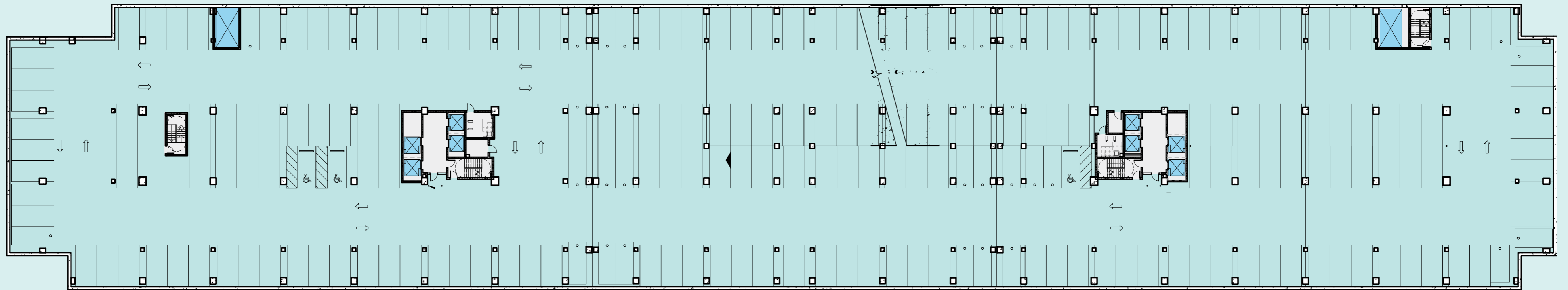


- Parking
- Core
- Elevators



LEVELS 2 – 5

TYPICAL PARKING FLOORS

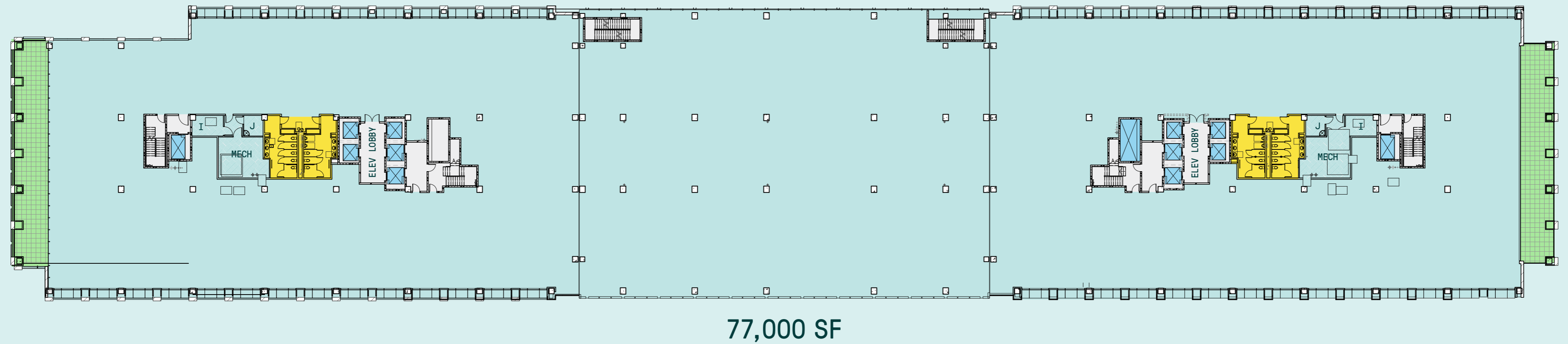


- Parking
- Core
- Elevators



LEVEL 6

OFFICE SUPERFLOOR



- Office
- Mechanical
- Restrooms
- Core
- Elevators
- Terrace

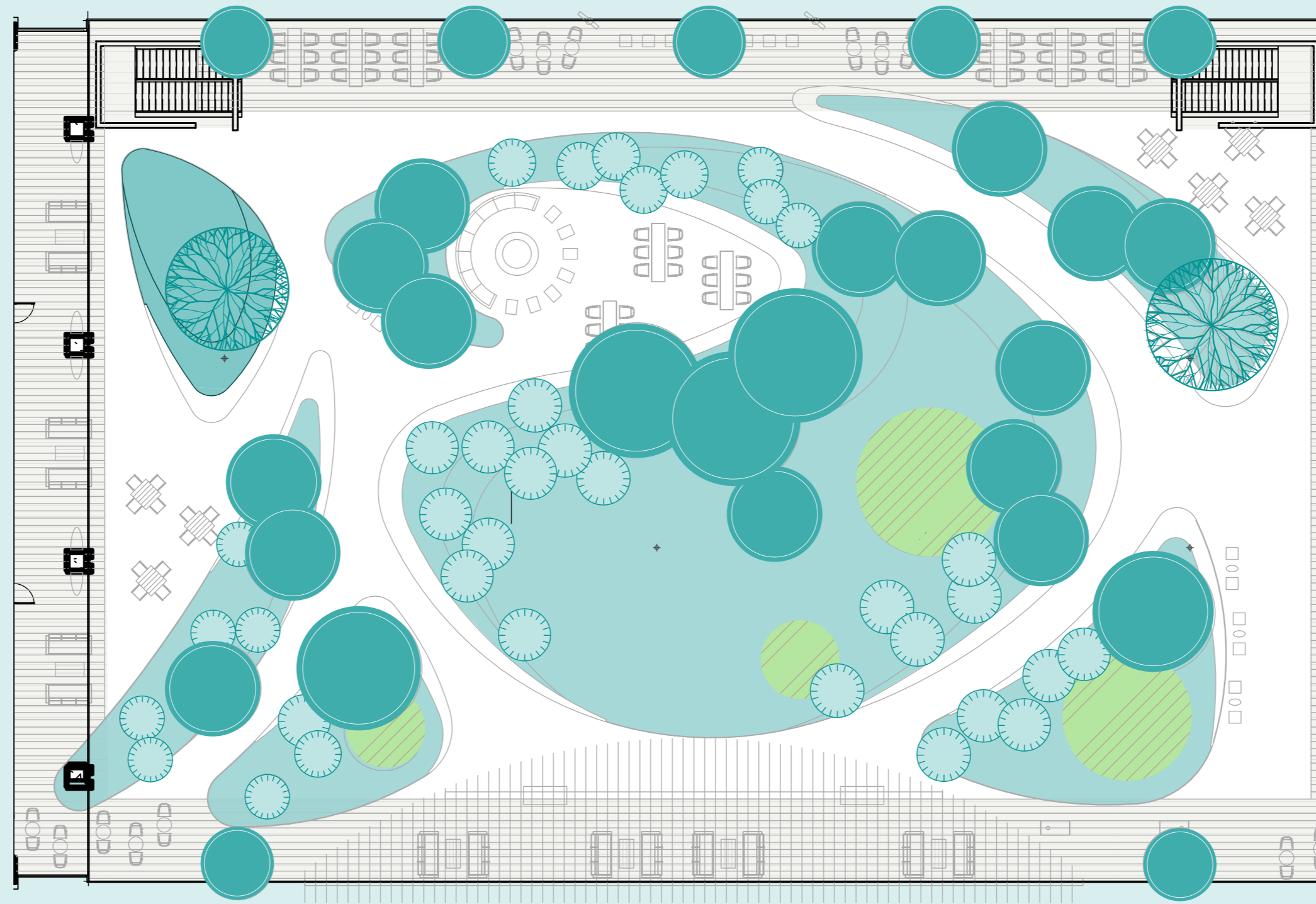




View of superfloor

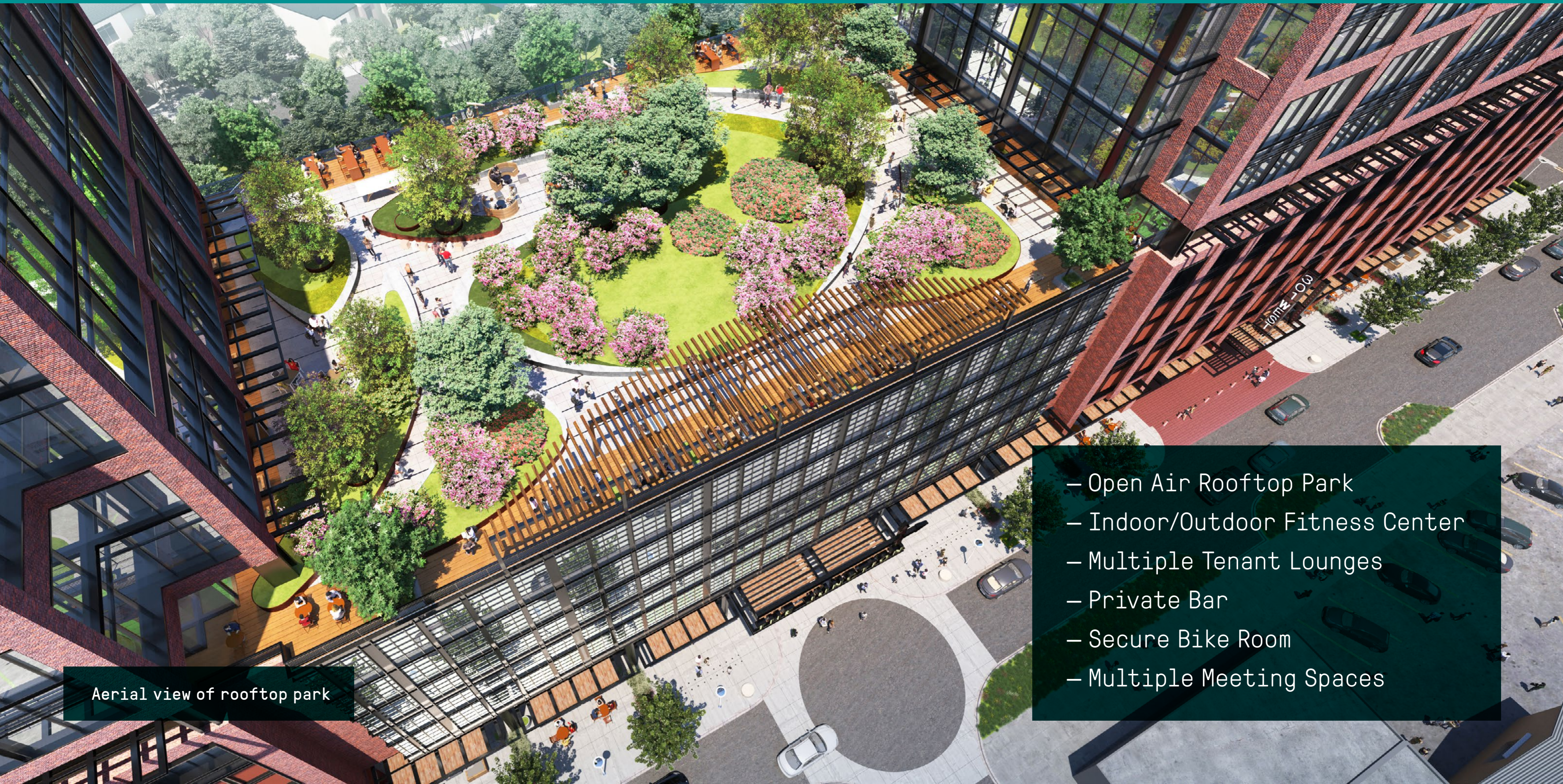
LEVEL 7

OUTDOOR ROOFTOP PARK



23,000 SF





Aerial view of rooftop park

- Open Air Rooftop Park
- Indoor/Outdoor Fitness Center
- Multiple Tenant Lounges
- Private Bar
- Secure Bike Room
- Multiple Meeting Spaces

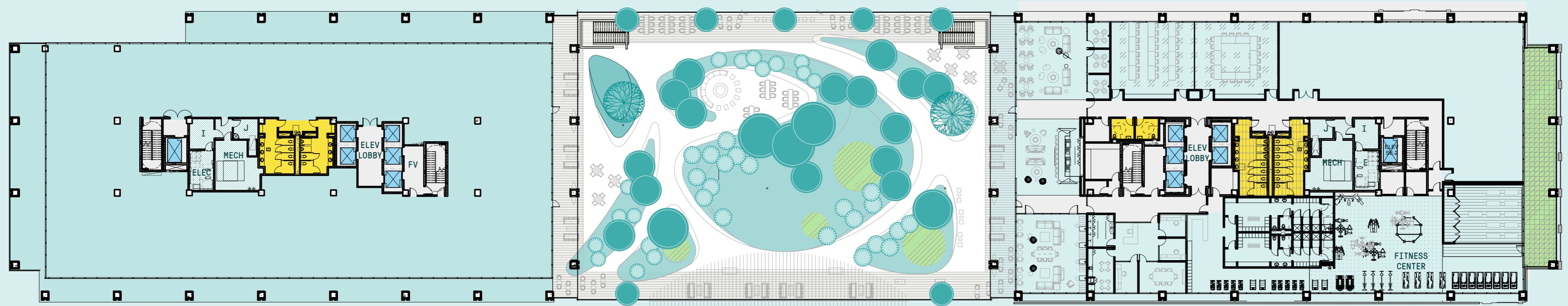


View from rooftop park

The Assembly features over 50,000 SF of outdoor and indoor amenity space, including a 23,000 SF rooftop park.

LEVEL 7

OFFICE AMENITY FLOOR AND DECK



West Tower: 21,000 SF

East Tower: 21,000 SF

- Office
- Mechanical
- Restrooms
- Core
- Elevators
- Terrace





View of private tenant lounge



View of tenant bar



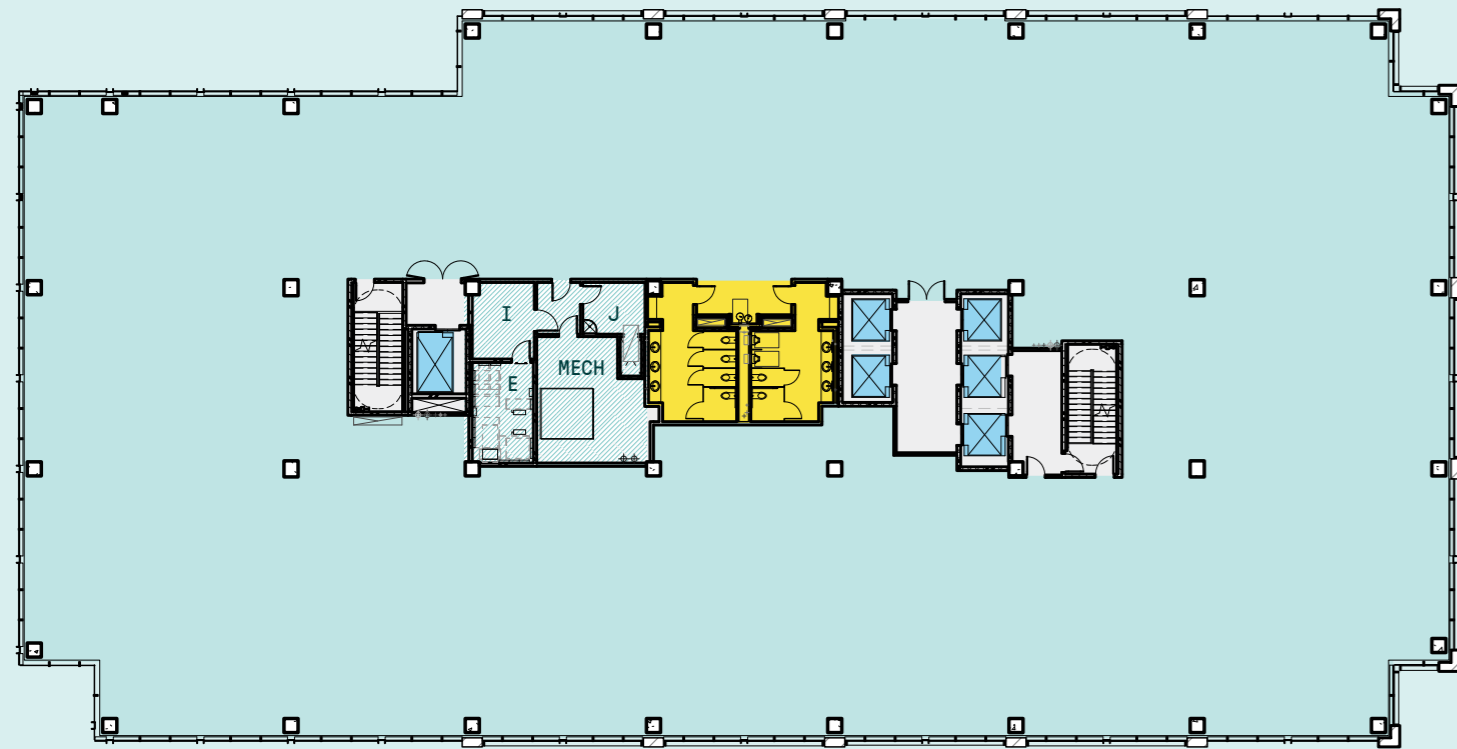
Interior view of fitness studio



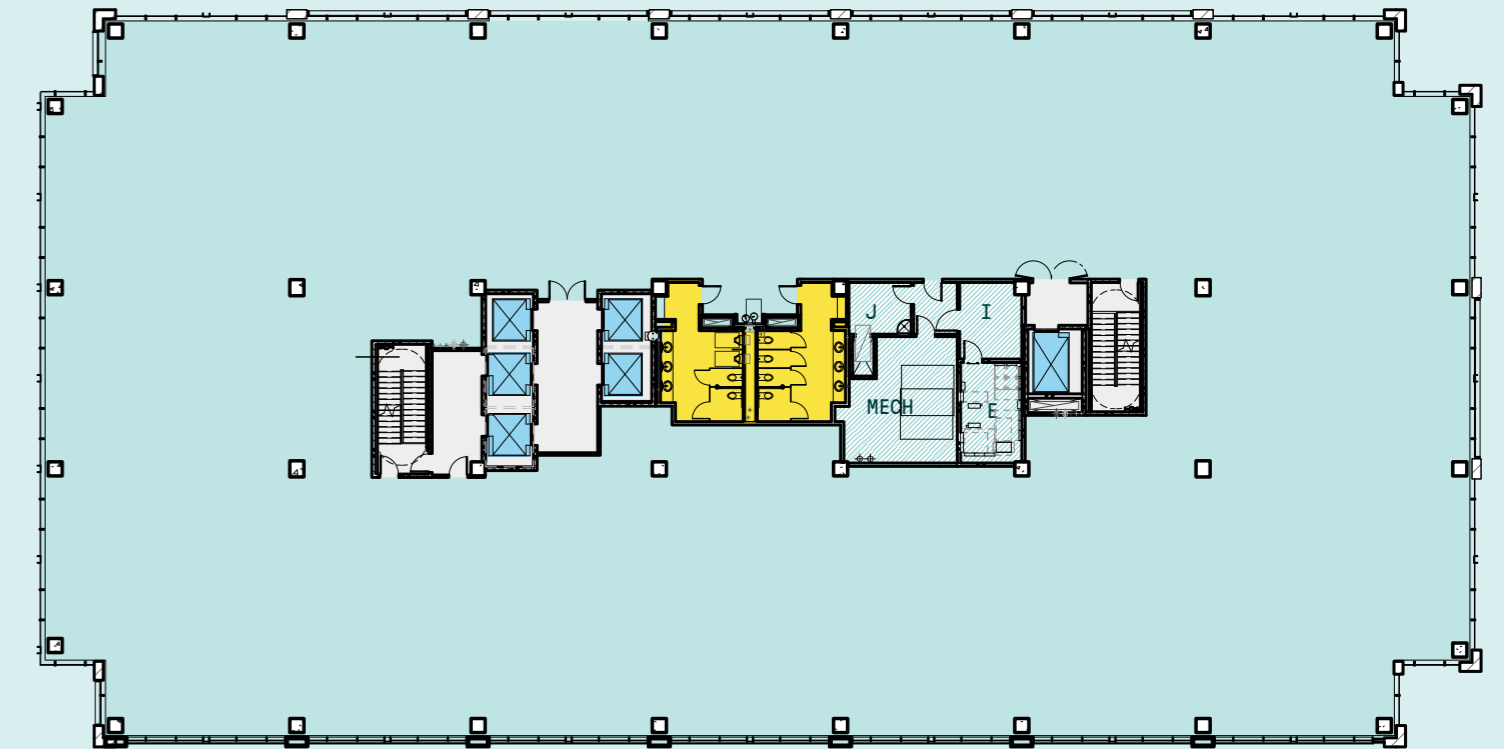
Exterior view of fitness studio

LEVELS 8 – 12

TYPICAL OFFICE FLOOR



West Tower: 30,000 SF



East Tower: 30,000 SF

- Office
- Mechanical
- Restrooms
- Core
- Elevators

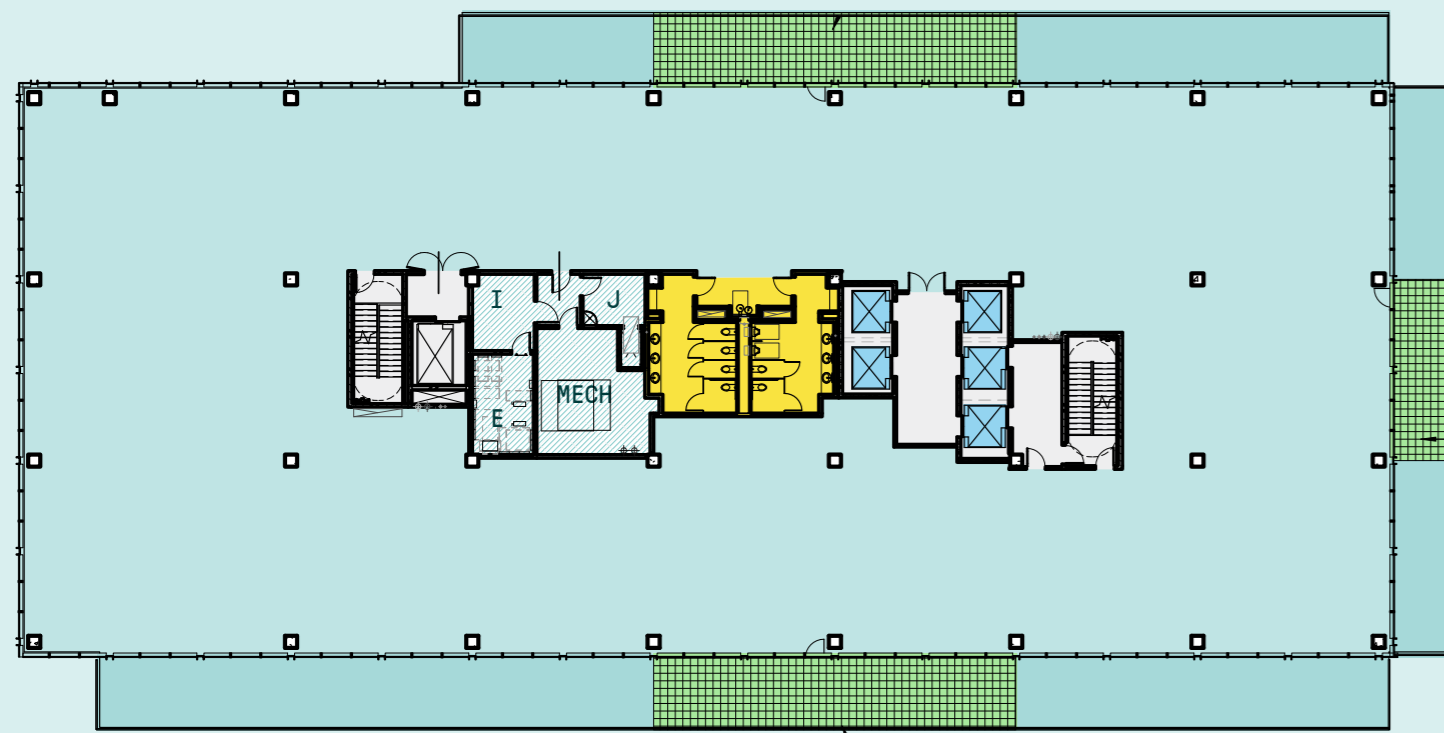




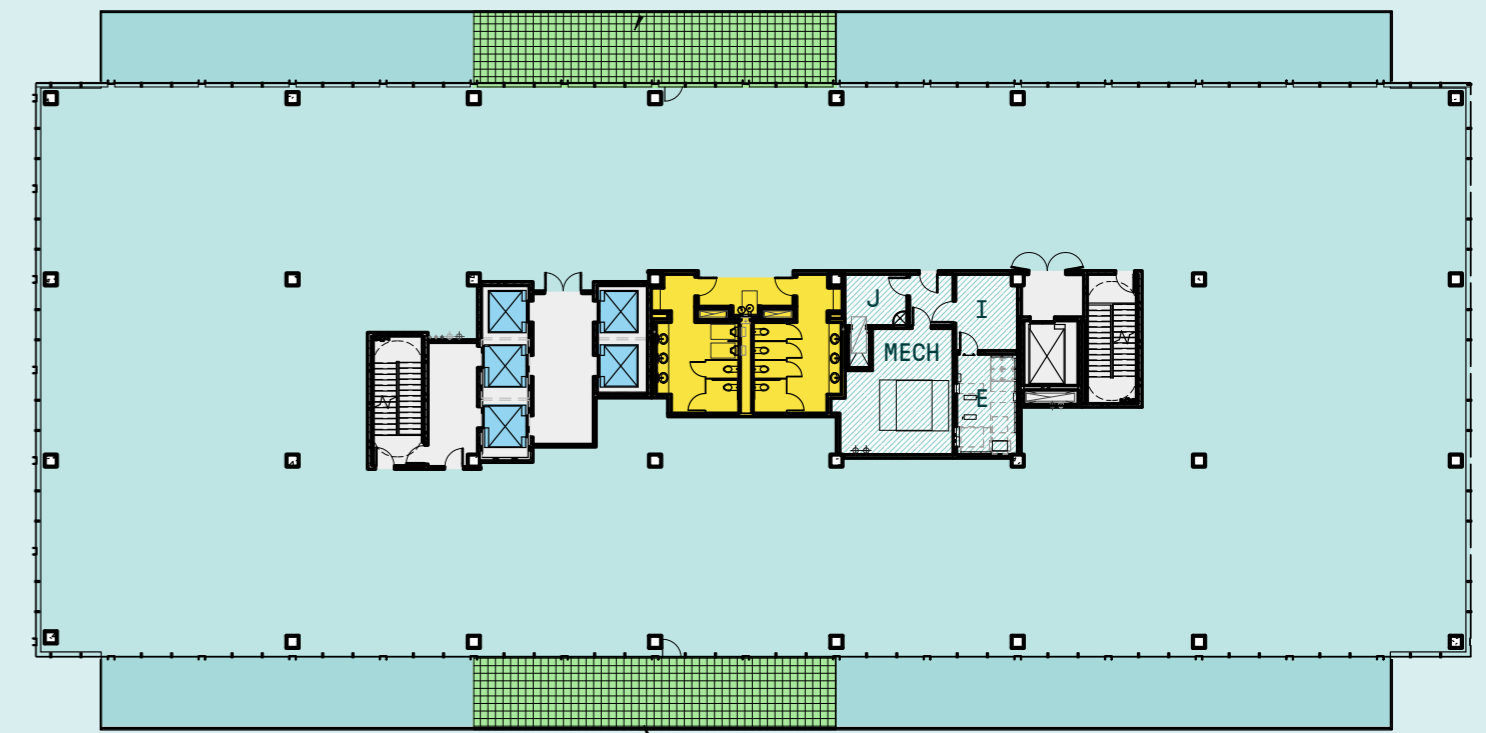
View of typical office

LEVEL 14

OFFICE PENTHOUSE FLOOR



West Tower: 24,000 SF



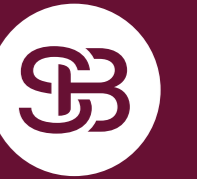
East Tower: 24,000 SF

- Office
- Mechanical
- Restrooms
- Core
- Elevators
- Terrace



OWNERSHIP

STERLING BAY HAS 30 YEARS OF REAL ESTATE EXPERTISE



\$5B

current
portfolio

\$9B

in our
development
pipeline

55

properties
currently
owned

\$9B

current assets
under management

13.2M

sq ft currently
owned/managed

**Our projects
are our legacy**



WE OPTIMIZE THE TENANT EXPERIENCE

- Creating connected workplace environments
- Fostering community, productivity and well-being
- Delivering amenities and services that enhance people's experience of a space and provide a place to belong



210 N Carpenter - Chicago



1330 W Fulton - Chicago



McDonald's Global HQ - Chicago



Meier & Frank - Portland



311 W Monroe - Chicago



545wyn - Miami

OUR BUILDINGS ENHANCE EXPERIENCE AND SATISFACTION

20%

application increase
for corporate jobs
since relocation

90%

strongly agree the HQ makes
them feel connected to
their teams and the people
around them

75%

strongly agree the work
environment influences their
mood in a positive way

85%

extremely satisfied
with the overall work
environment

DOUBLE

number of tech
hires since the
company moved

95%

strongly agree that they
feel proud to show the HQ
to guests



McDonald's Global HQ at 110 N Carpenter, Chicago

FINANCIAL PARTNER

J.P.Morgan

With more than 50 years of experience in U.S. real estate equity and debt investing, J.P. Morgan Asset Management's Real Estate Americas platform has earned a leadership position in the market through its strategic relationships and information advantage. At nearly \$65 billion in assets under management, the platform's 200+ professionals span portfolio management, research, acquisitions, asset management, debt capital markets, marketing/client services, financial/tax, and development and engineering. J.P. Morgan's expertise spans from core real estate to opportunistic strategies, across the capital stack. Additionally, JPM currently manages \$3+ billion AUM across 7+ million SF in Dallas. Of this, Office product comprises nearly \$2 billion and 3+ million SF.

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CONTACT

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THE ASSEMBLY