

301 CROWDUS STREET
DEEP ELLUM, DALLAS

PRIME RETAIL AVAILABLE
THE ASSEMBLY



J.P.Morgan



RETAIL AT
THE ASSEMBLY

**BUILDING
CONNECTIONS
IN DALLAS'
MOST DYNAMIC
NEIGHBORHOOD**

Situated in Dallas' Deep Ellum neighborhood at 301 N Crowds, The Assembly is a ground-up development offering 473,000 SF of office space with 25,000 SF of activated ground floor space designed for full-service restaurant, QSR, café, fitness and service retailers.





PROPERTY OVERVIEW

473,000 SF

building size

25,000 SF

ground floor retail space

17'6"

floor to unfinished retail ceiling heights

3/1000 SF

parking ratio

SIGNAGE

highly prominent

~2,500

building office population

The Assembly is located on highly-trafficked Indiana Street, and directly adjacent to a DART Train stop

BAYLOR STATION DART RIDERSHIP (2021)

526

average
weekday

399

average
Saturday

346

average
Sunday



COVERED DRIVEWAY TO PARKING GARAGES



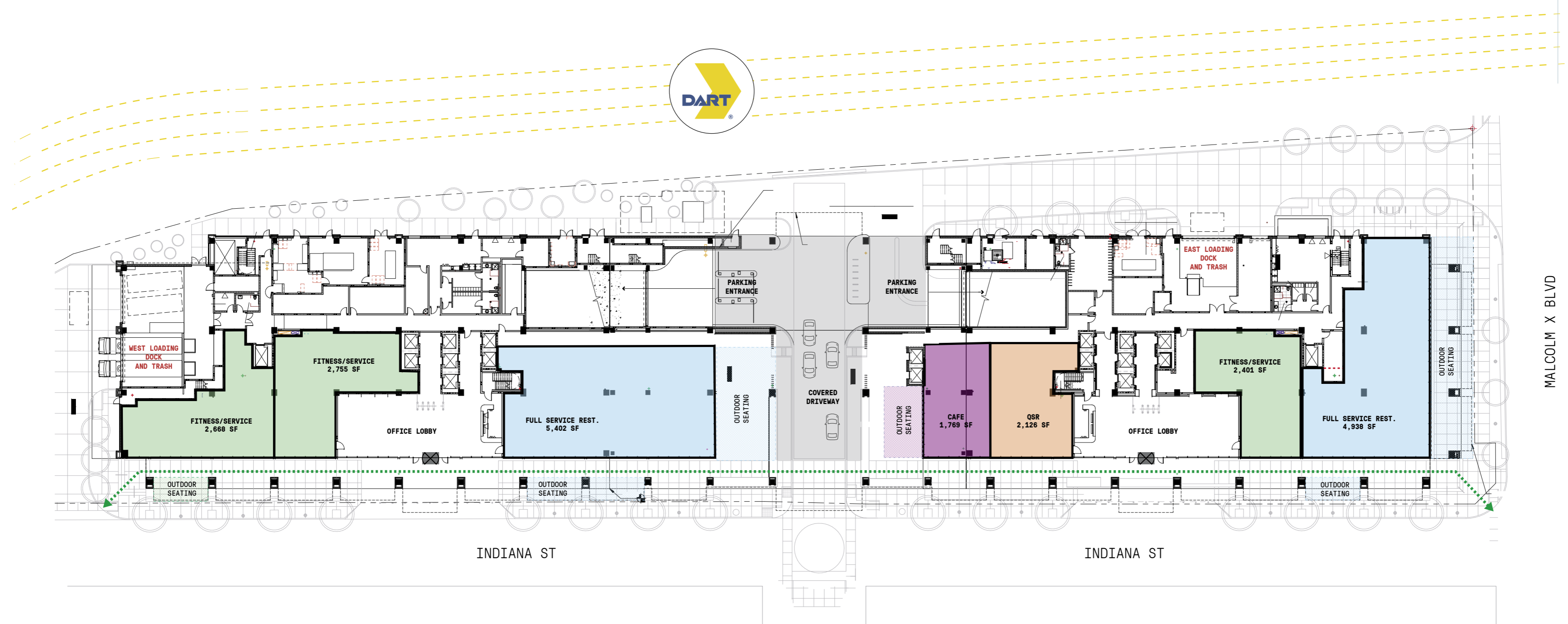
AMENITY ROOFDECK

901-3110

GROUND FLOOR

118,568 SF Site
 25,000 SF Retail | 1,769 SF Smallest Space | 7,339 SF Max Contiguous

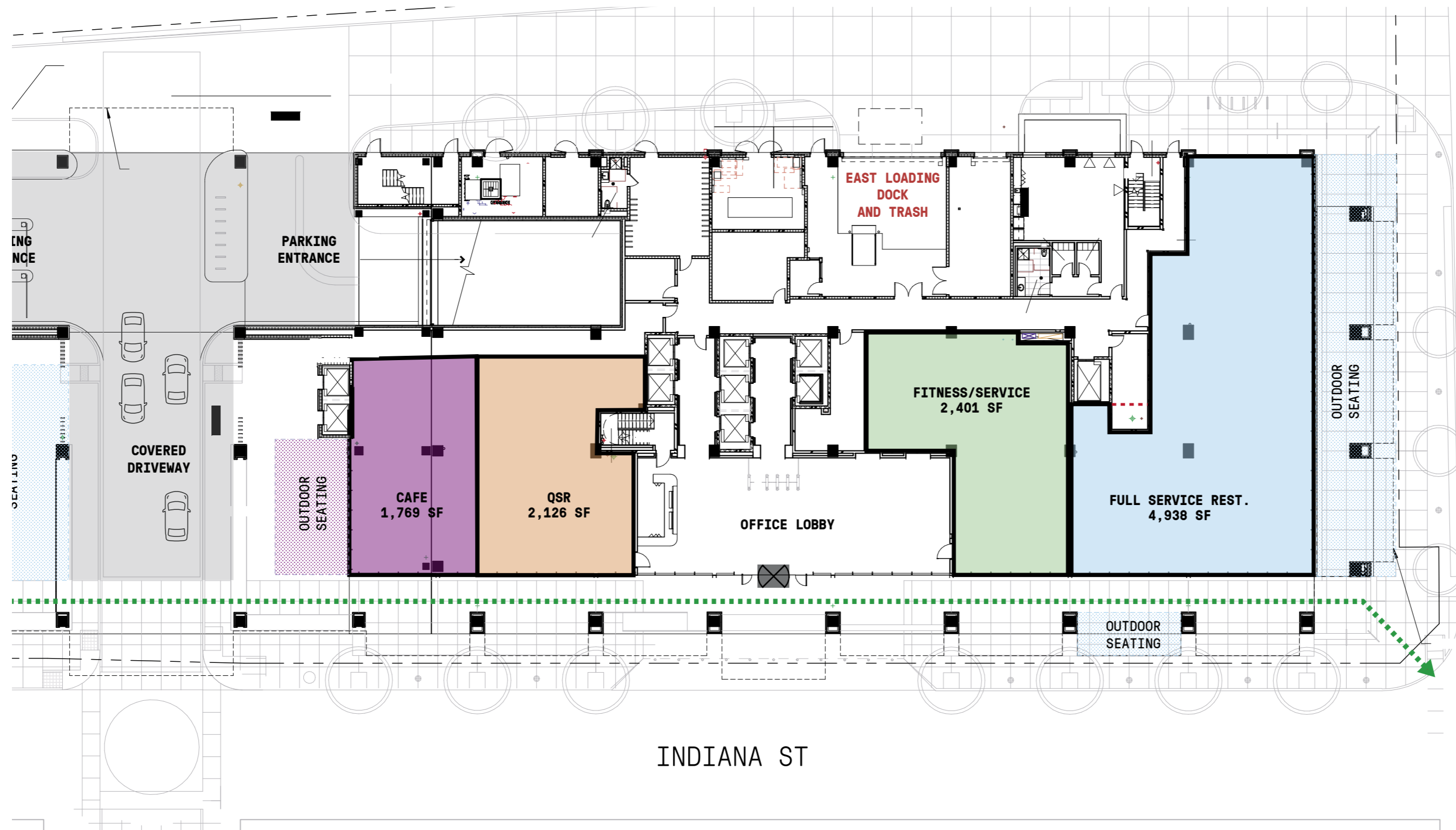
- KEY**
- RESTAURANT
 - FITNESS
 - CAFE
 - QSR



GROUND FLOOR

East Tower

- KEY
- RESTAURANT
 - FITNESS
 - CAFE
 - QSR



MALCOLM X BLVD

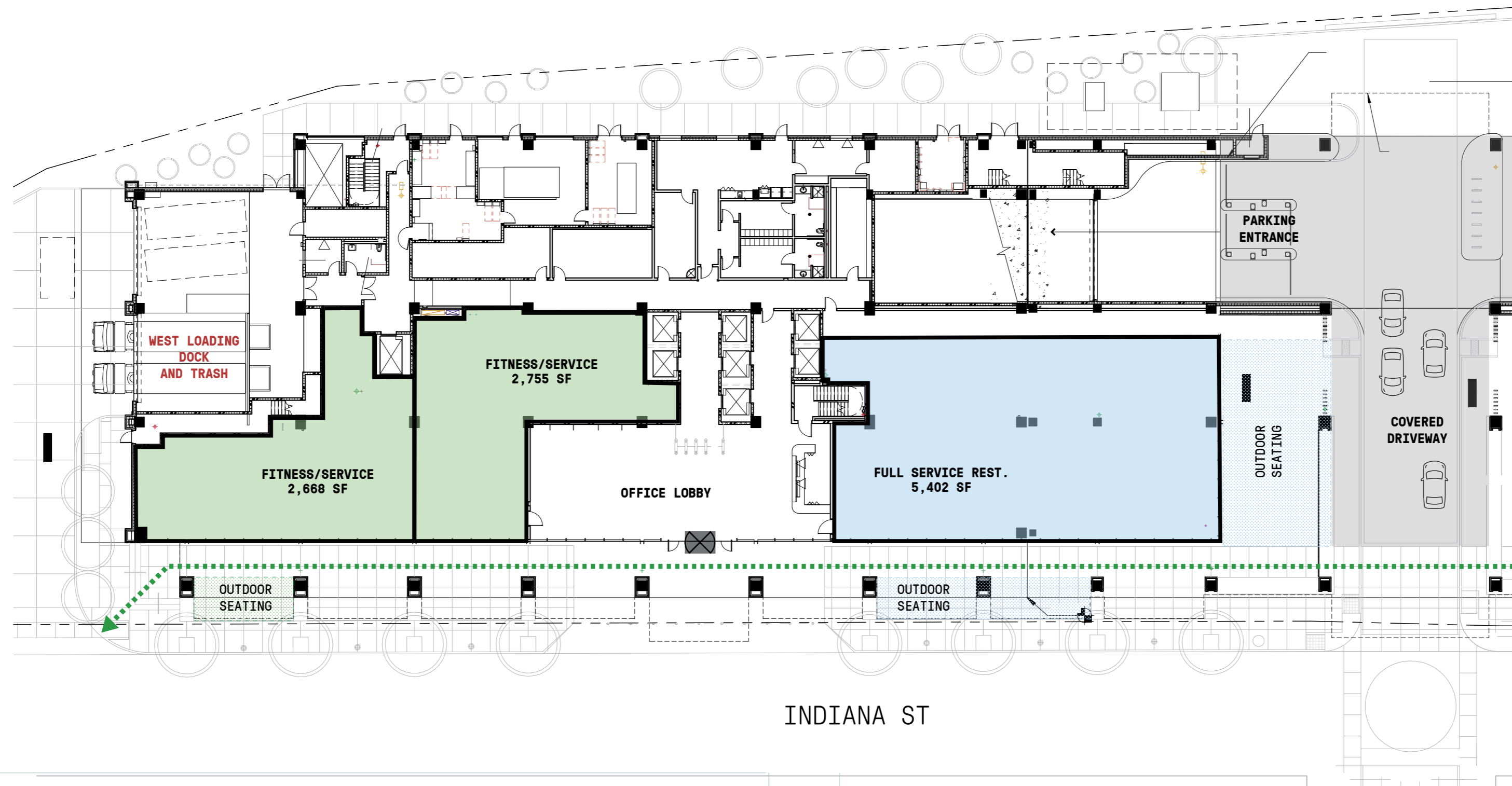
INDIANA ST



GROUND FLOOR

West Tower

- KEY**
- RESTAURANT
 - FITNESS



AT A CROSSROAD OF CULTURE, HISTORY, AND COMMERCE.

Deep Ellum is an iconic destination with a diverse mix of restaurants and bars, curated retail, buzzing entertainment and art.

Only minutes from downtown and with several office and residential pipeline developments, Deep Ellum is positioned to continue it's growth as one of Dallas' most exciting neighborhoods.

"Top 20 in its Cool Streets of North America"

Cushman & Wakefield, 2019 Cool Streets Report

DEEP ELLUM BY THE NUMBERS

60+

restaurants and bars within an 8-minute walk

56

unique storefronts

6,450

population density

35

median age

8 MINS

drive from downtown Dallas





NEIGHBORHOOD DEVELOPMENTS

- ① Adam Hats Building
- ② The Bomb Factory
- ③ Future Stack Development
- ④ The Epic Development
- ⑤ The Case Building



DEEP ELLUM: DALLAS' NEXT-LEVEL NEIGHBORHOOD



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 Federale's, Westlake Brewing Company
- 5 1890 Marketplace Grocery, Dot's, Ebb & Flow, Hibiki Sushi, Picole Pops, Punch Bowl Social, Ruins, Trinity Cider, Twisted Root Burger Co, Vidorra
- 6 BuzzBrews, Crab Station, The Curtain Club, Life of Riley, PhoBowl, 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, Stonedeck Pizza Pub
- 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

CORPORATE HQ

- 29 The Stack Deep Ellum
- 30 The Epic
- 31 New Baylor Building

CULTURE

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

RETAIL

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

WELLNESS

- 56 CrossFit Deep
- 57 Mohler MMA
- 58 Bobaddiction

HOTELS

- 59 The Kimpton Pittman Hotel
- 60 Deep Ellum Hostel

RESIDENTIAL

- 61 Deep Ellum Lofts
- 62 Novel Deep Ellum
- 63 The Case Building
- 64 The Crosby
- 65 The Hamilton
- 66 The Ambrose
- 67 3333 Elm St Lofts
- 68 3200 Main
- 69 Futura Lofts

STERLING BAY HAS 30 YEARS OF REAL ESTATE EXPERTISE

BY THE NUMBERS

\$5B

current portfolio

\$10.4B

in our development pipeline

57

properties currently owned

\$4.3B

current assets under management

13.3M

sq ft currently owned/managed

#1

Management Team by JP Morgan (2018-2020)

OUR RETAIL PORTFOLIO INCLUDES



Founded in 1986, Sterling Bay excels at building innovative real estate spaces that put people at the center of design.



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