



CALL FOR MORE INFORMATION

DEMOGRAPHIC SNAPSHOT

	1 MILE	3 MILES	5 MILES
2019 Total Population	13,153	98,781	265,826
2019 Average HH Income	\$94,154	\$74,784	\$73,065
2019 Daytime Population	4,961	59,025	190,089

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FOR LEASE

\$22.00 PSF NNN
*NNNs \$8.50 PSF

*(Estimate provided by Landlord and subject to change)

AVAILABLE SPACE

835 - 2,800 SF
55' bay depths
End cap available

PROPERTY HIGHLIGHTS

- Pylon signage available
- Located in an underserved retail area near Samsung's corporate campus
- Surrounded by multiple neighborhoods and businesses
- TI allowance available
- Zoning: GR-CO

TRAFFIC COUNT

Dessau Rd: 33,018 VPD
Shropshire: 5,672 VPD
(CoStar 2018)

AREA TRAFFIC GENERATORS



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Dessau Retail Center

NEC OF DESSAU RD & SHROPSHIRE BLVD
11800 DESSAU RD
AUSTIN, TX 78754



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Dessau/Braker Intersection Traffic



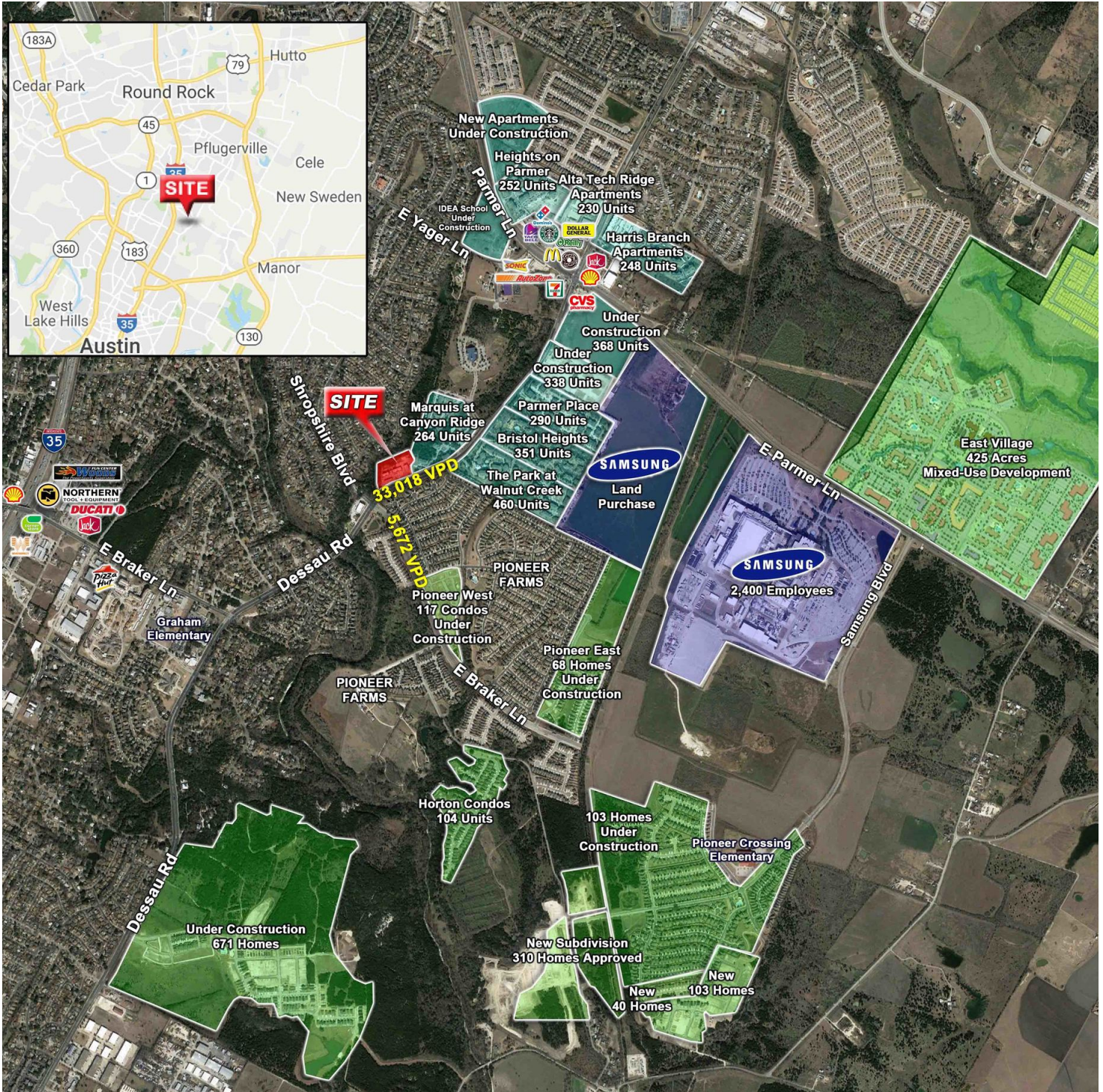
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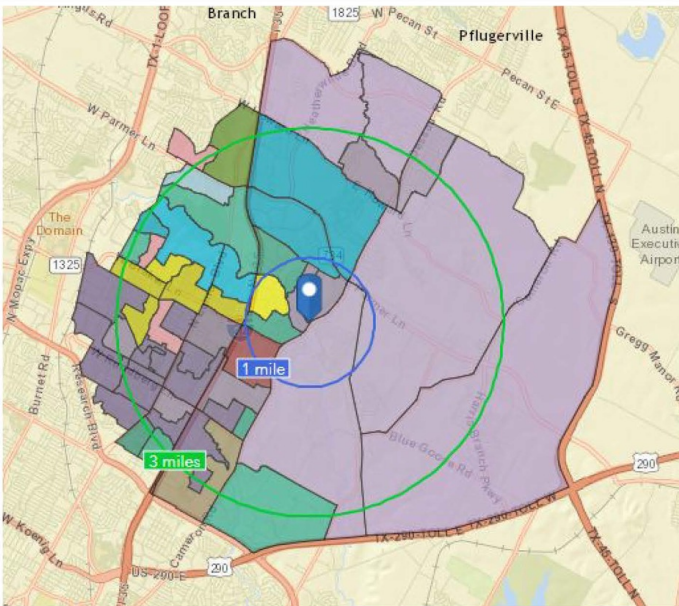
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DOMINANT TAPESTRY SEGMENTATION

1 MILE RADIUS

TAPESTRY SEGMENT	PERCENT (%)	CUMULATIVE PERCENT (%)
Up and Coming Families	41.6%	41.6%
American Dreamers	25.0%	66.6%

3 MILE RADIUS

TAPESTRY SEGMENT	PERCENT (%)	CUMULATIVE PERCENT (%)
NeWest Residents	24.6%	24.6%
Up and Coming Families	18.7%	43.3%

13C NeWest Residents

Household: Married Couples (27.2)
Housing: Multi-Unit Rentals (\$30k)

Svcs/Constr:
No HS Diploma
Hispanic

- Drink sports or energy drinks
- Pay with cash
- Buy baby/children's products
- Watch Spanish language channels on TV
- Like used, fun-to-drive vehicles

1 Households: 937,493

7A Up and Coming Families

Household: Married Couples (31.2)
Housing: Single Family (\$68k)

Prof/Svcs:
College Degree
White

- Visit theme parks, zoos
- Hold student loans, mortgages
- Contract for home and landscaping services
- Go online to shop, bank, for entertainment
- Own late model compact car, SUV

4 Households: 2,706,528

7C American Dreamers

Household: Married Couples (32.1)
Housing: Single Family (\$50k)

Svcs/Admin:
HS Diploma Only
White/Black

- Own feature-rich cell phones
- Spend money carefully; buy necessities
- Pay bills, socialize online
- Listen to urban or Hispanic radio
- Eat at Taco Bell, Wendy's, IHOP

2 Households: 1,771,368

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Tons of homes, new commercial center planned near Samsung in North Austin

Relatively new to town, Reger Holdings is also behind downtown condo tower

Mar 6, 2019, 4:03pm EST



Reger Holdings LLC plans to transform 425 acres on East Parmer Lane in North Austin into a commercial and residential development with up to 2,200 apartments and 450 single-family homes.

Located across Parmer Lane from the Samsung Austin Semiconductor plant and sandwiched between I-35 and State Highway 130, the New York developers behind the project are pitching it as ideal for shops, restaurants, housing and other amenities for nearby residents and workers.

According to initial development plans, East Village will include 2,200 apartments, 450 single-family houses, 150 acres of parks, more than five miles of hiking and biking trails and a 1.5-acre "village green" designed for family gatherings and community events.

Also proposed for the massive project are office buildings, three hotels, a grocery store, a theater and an amphitheater. Reger Holdings expects the multifamily units to be divided among seven apartment communities and two senior living communities.

"Austin's explosive growth and appetite for commercial, residential, and retail expansion makes the city's upper east side the ideal location for this development," Reger Holdings President Gordon Reger said in a statement. "We hope to create a destination where the community can come together to live, work, and play."

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Reger Holdings is still seeking development and site plan approvals from the city of Austin, said company spokesman John Cimperman.

According to the Austin Development Services Department, the final subdivision plat for the property hasn't been approved yet. The project is currently listed as inactive because Reger hasn't responded to staff comments issued on Dec. 20, a spokesperson said.

A subdivision plat shows how the property will be divided based on the different uses. The plat must be approved before site and building plans can be approved.

In a statement, Reger said: "The city officials have been very supportive of the project's vision and have provided great insight into the needs of the community. We look forward to working with them through the approval process."

A timeline for when construction could start and what would be built first wasn't immediately available.

Reger Holdings is also seeking to amend an existing zoning on the property for a planned unit development called Pioneer Crossing. Those amendments still need to be approved by the Austin Planning Commission. That original PUD, which included 1,400 acres and plans for housing, office, retail and industrial space, was approved by the city of Austin in 1997.

The property included in the PUD ran from Howard Lane to the north across what is now Parmer Lane to just south of where Samsung Austin Semiconductor is currently located.

About 300 acres were carved out of the Pioneer Crossing project for the Samsung facility, said Jerry Heare, an industrial broker at Commercial Industrial Properties Co. who worked on the site selection for Samsung. At that time Parmer Lane wasn't built yet and the Pioneer Crossing plans never came to fruition.





The East Village development team includes Austin-based Hitchcock Design Group, Hatch + Ulland Owen Architects and LJA Engineering.

KB Homes Inc. has signed on to build the homes in East Village. Boyd Harris, Steve Tucker and Jake Bellonzi of McAllister & Associates Real Estate Services are handling commercial leasing.

The East Village site is located within a federally approved opportunity zone, but the developer didn't say whether they will receive any tax incentives by utilizing a qualified opportunity fund to finance the project. There are 21 opportunity zones in Travis County and 35 in the Austin metro; check out this January cover story to learn more about opportunity zones in Central Texas.

Reger Holdings is a third-generation private real estate investment trust that has developed commercial and residential projects across the United States. The company is relatively new to the Austin area, but it's developing a 27-story condominium tower at 1615 Guadalupe St. on the north side of downtown. The tower is expected to contain around 117 condos and some ground-floor retail and restaurant space.

John Armenia, a consultant serving as project director for Reger Holdings, said construction is expected to start on the tower as early as October and will take 22 to 24 months. The William Gammon Insurance Building currently on the site will be demolished.

Reger Holdings is also developing a 73-acre subdivision in Kyle, south of Austin, with 283 single-family homes. The project broke ground in 2016 and is currently in phase two. It's also doing a 2,000-home subdivision in Manor called Sky Village Kimbro Estates.

Article by Erin Edgemon.

Source: <https://www.bizjournals.com/austin/news/2019/03/06/tons-of-homes-new-commercial-center-planned-near.html>

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Information About Brokerage Services

Texas law requires all real estate license holders to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords.

TYPES OF REAL ESTATE LICENSE HOLDERS:

- **A BROKER** is responsible for all brokerage activities, including acts performed by sales agents sponsored by the broker.
- **A SALES AGENT** must be sponsored by a broker and works with clients on behalf of the broker.

A BROKER'S MINIMUM DUTIES REQUIRED BY LAW (A client is the person or party that the broker represents):

- Put the interests of the client above all others, including the broker's own interests;
- Inform the client of any material information about the property or transaction received by the broker;
- Answer the client's questions and present any offer to or counter-offer from the client; and
- Treat all parties to a real estate transaction honestly and fairly.

A LICENSE HOLDER CAN REPRESENT A PARTY IN A REAL ESTATE TRANSACTION:

AS AGENT FOR OWNER (SELLER/LANDLORD): The broker becomes the property owner's agent through an agreement with the owner, usually in a written listing to sell or property management agreement. An owner's agent must perform the broker's minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, including information disclosed to the agent or subagent by the buyer or buyer's agent.

AS AGENT FOR BUYER/TENANT: The broker becomes the buyer/tenant's agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer's agent must perform the broker's minimum duties above and must inform the buyer of any material information about the property or transaction known by the agent, including information disclosed to the agent by the seller or seller's agent.

AS AGENT FOR BOTH - INTERMEDIARY: To act as an intermediary between the parties the broker must first obtain the written agreement of *each party* to the transaction. The written agreement must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. A broker who acts as an intermediary:

- Must treat all parties to the transaction impartially and fairly;
- May, with the parties' written consent, appoint a different license holder associated with the broker to each party (owner and buyer) to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction.
- Must not, unless specifically authorized in writing to do so by the party, disclose:
 - that the owner will accept a price less than the written asking price;
 - that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
 - any confidential information or any other information that a party specifically instructs the broker in writing not to disclose, unless required to do so by law.

AS SUBAGENT: A license holder acts as a subagent when aiding a buyer in a transaction without an agreement to represent the buyer. A subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first.

TO AVOID DISPUTES, ALL AGREEMENTS BETWEEN YOU AND A BROKER SHOULD BE IN WRITING AND CLEARLY ESTABLISH:

- The broker's duties and responsibilities to you, and your obligations under the representation agreement.
- Who will pay the broker for services provided to you, when payment will be made and how the payment will be calculated.

LICENSE HOLDER CONTACT INFORMATION: This notice is being provided for information purposes. It does not create an obligation for you to use the broker's services. Please acknowledge receipt of this notice below and retain a copy for your records.

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Sales Agent/Associate's Name	License No.	Email	Phone

Buyer/Tenant/Seller/Landlord Initials

Date