



THREE
HUNDRED
PEARL



SHOP **COS.**

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ABOUT

PROJECT SCOPE

East Quarter is located at the epicenter of Dallas & 300 Pearl is its first vertical development. A hub for culture, commerce and convenience – the fabric of this neighborhood is woven from the best parts of a bustling downtown CBD (North & West), Deep Ellum’s eclectic vibes (East), and laid back demeanor of Farmer’s Market community (South). With Cesar Chavez’s conversion to a two-way boulevard, traffic now directly exits to the heart of East Quarter off US-75. A true destination. Join acclaimed Chef Nick Badovinus in what is sure to be Dallas’ next big dining district.

DEMOGRAPHICS

	1 mile	3 mile	5 mile
Est. Population	20,774	191,926	409,651
Daytime Population	124,339	340,829	595,157
Medium Home Value	\$380,065	\$362,802	\$362,692

E.Q. BY THE NUMBERS

- 20,000 SF of leased retail space completed
- 18 fully restored historical buildings
- 175,000 SF of completed office space
- 200,000 SF of office space under construction
- 25,000 SF of retail space under construction
- 1M SF of residential, office & retail to come

DETAILS

- 336 Multifamily Units
- ±200,000 SF of Office Space
- 5,376 SF
- 3,789 SF
- 3,544 SF
- 3,712 SF
- 2,556 SF
- 2,182 SF
- 2,135 SF

JOIN

**Nick Badovinus
Concepts**

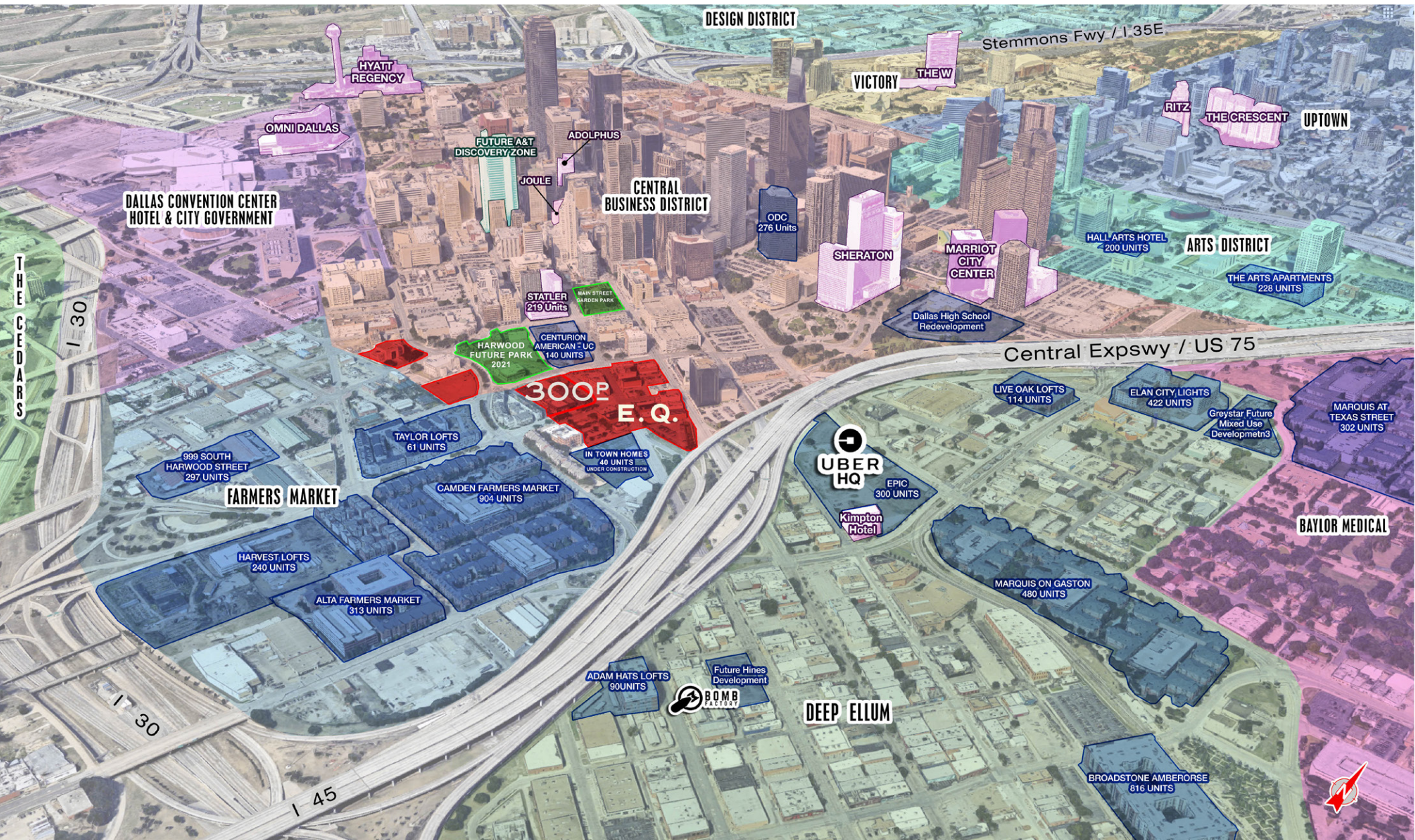


DEVELOPED BY:

**JPMORGAN
CHASE & CO.**

TODD INTERESTS
- 1 9 9 0 -

TRADE AERIAL



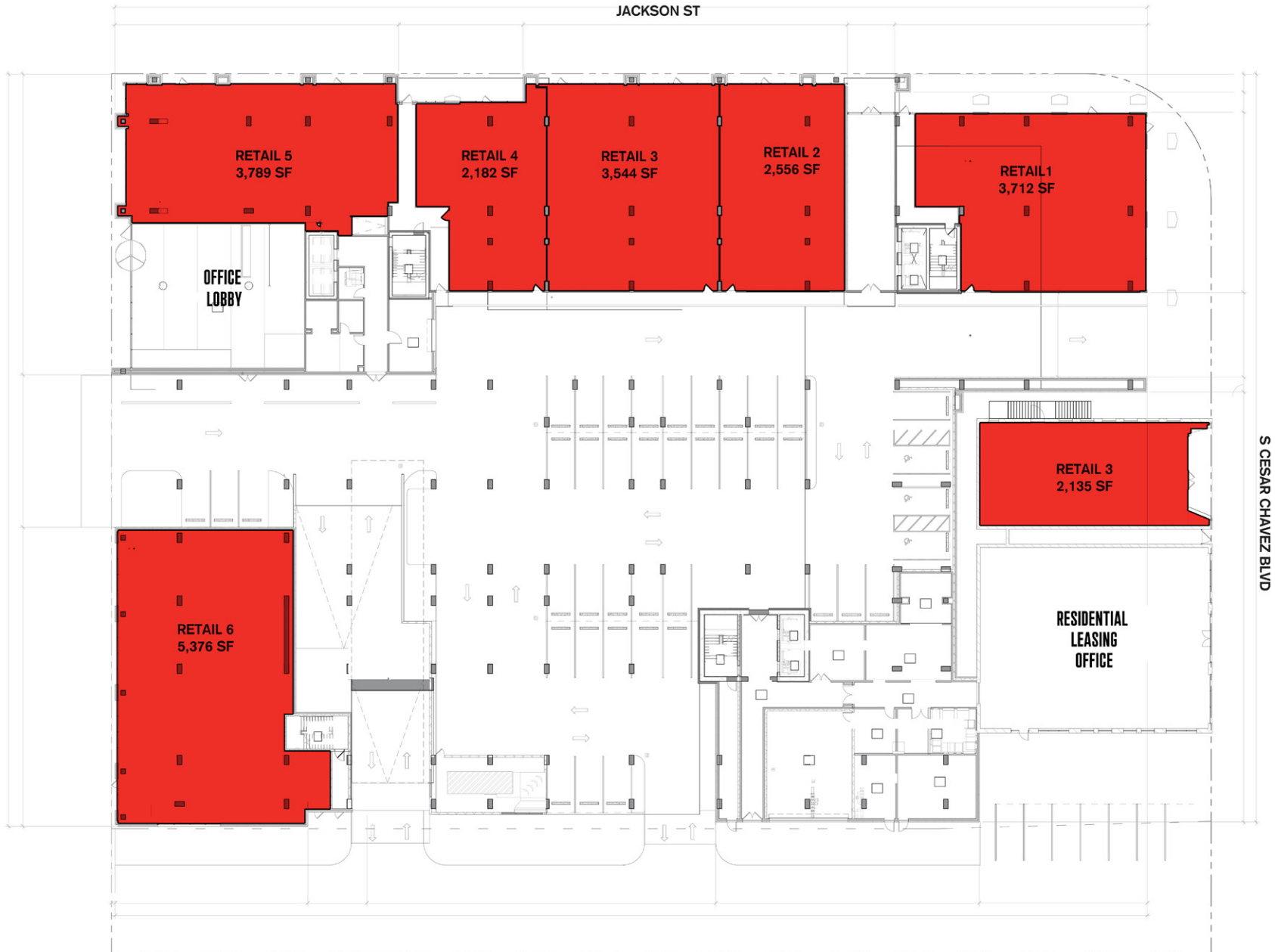
SITE AERIAL



OBLIQUE AERIAL



SITE PLAN



NEIGHBORHOOD VIBE RESTAURANTS



QUESO BESO

Bright, cheery spot for tacos, enchiladas, fajitas & queso, plus cocktails & a nice tequila list.



CBD PROVISIONS

CBD Provisions is a modern Texas brasserie with a steakhouse alter ego located within The Joule



OVEREASY

All-day breakfast, plus lunch, dinner & cocktails in a retro chic diner in iconic Downtown hotel.



DAKOTAS

Americano is a vibrant, casual Italian restaurant which features include hand-made pastas, and neapolitan pizzas.



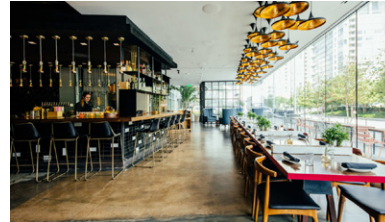
VIDORRA

Airy, hip indoor-outdoor rooftop destination features quesadillas, fajitas & margaritas



CANE ROSSO

Serving the most authentic Neapolitan style pizzas, cooked in our wood-fired ovens.



FINECHINA

Hip eatery with vintage prints & midcentury furnishings offers elevated Chinese cuisine & cocktails.



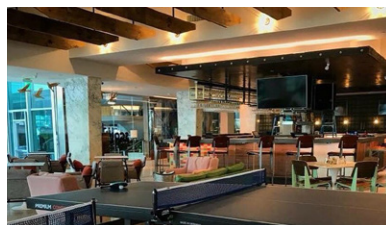
BULLION

Boasting a range of classic and contemporary French dishes, diners will find themselves at home for lunch or dinner in the beautifully designed space at 400 Record.



TWISTED ROOT

Famous for slap-yo-momma good burgers and being on Food Network's "Diners, Drive-ins, and Dives". The only trained chef-driven burger joint in town.



SCOUT

Scout is all about sharing, socializing and answering the call of the wild with our 12,000-square-foot dining, drinking and adult gaming hub.



REX'S SEAFOOD

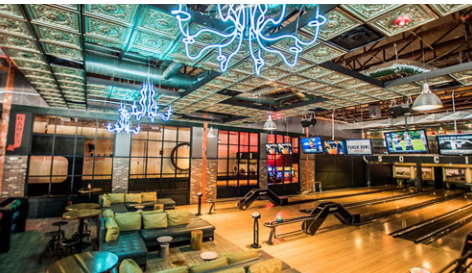
Casual counter serving fresh seafood fare in an industrial-chic space at the Dallas Farmers Market.



TEI-AN

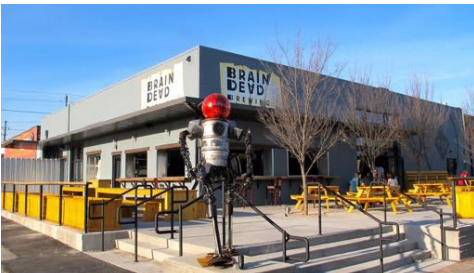
The stylish Japanese restaurant specializes in freshly made soba noodle dishes, served hot or cold in soups or with dipping sauces.

NEIGHBORING BARS & ENTERTAINMENT



PUNCHBOWL SOCIAL

A place for people to come and be themselves. Our place is stocked with a delectable collection of unequalled music, food, games, and beverages for you to enjoy as you're being yourself.



BRAIN DEAD BREWERY

Relaxed brewpub offering homemade & other local craft beers, plus a menu of creative pub fare.



THE CRAFTY IRISHMAN

Irish pub grub pairs with draft beer & whiskey in upbeat digs with game nights & patio dining.



GREEN DOOR

A historic former bank building now hosts a bar & restaurant serving hearty American cuisine and prohibition inspired cocktails.



DOT'S HOP HOUSE

Industrial-style bar with huge open-air courtyard grabs the spotlight at this Deep Ellum bar. The focused menu centers a casual bites like burgers, sandwiches, duck fat cheese fries and hog wings, all washed down with over 100 beers on tap and handcrafted cocktails.



WATERPROOF

Perched on the 19th floor of the historic Statler, Waterproof boasts stunning and panoramic views of surrounding downtown Dallas. The indoor/outdoor space is a sunny urban oasis to take a dip in the pool, sip a refreshing craft cocktail, enjoy a snack and watch the sunset.



THE BOMB FACTORY

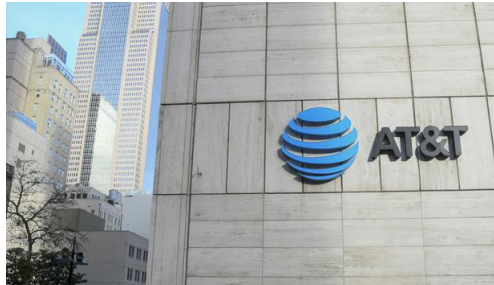
The Bomb Factory is a state of the art, 50,000 square foot venue located in the heart of historic Deep Ellum in Downtown Dallas, known for its rich music history.



BURBON AND BANTER

A swanky underground lounge was once the on-premise beauty salon for the iconic Statler Hotel. Today, we mix innovative cocktails, keep Dallas' hottest Bourbon collection and continue to serve the city's most beautiful people.

NEIGHBORING OFFICE TENANTS



AT&T DISCOVERY DISTRICT

Transforming AT&T's campus into an unprecedented space downtown for everyone to eat, spend time with friends and more. They are adding more than 5,600 square feet of green space and using smart lighting options.



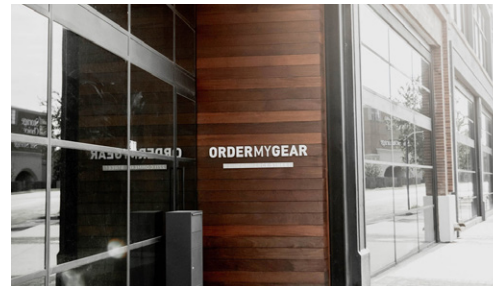
UBER

Uber Technologies will open an office of at least 3,000 employees in Deep Ellum, and it plans to turn Dallas into its largest hub outside of its San Francisco headquarters. Uber will hire or relocate about 400 employees to Dallas by the end of the year.



DIALEXA

Dialexa is the only technology RD&C (Research, Design & Creation) firm. We partner with our clients in the pursuit of big opportunities to create tomorrow's brilliant ideas and bring products to life. Approximately 55 employees



ORDER MY GEAR

OrderMyGear is an e-commerce platform delivering clients the ability to create unique online stores with personalized apparel and gear for corporations, teams, and schools. Our solutions give businesses the advantage of cutting-edge technology to efficiently sell customized merchandise online. Approximately 72 employees

RENDERING



RENDERING



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