

**DALLAS. 5310 2<sup>ND</sup> AVE. 174,327 SF. 626' FRONTAGE. \$198,733.**

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## **EXECUTIVE SUMMARY**

The Texas Land Man, Inc. and Coldwell Banker Commercial Southwest Partners are proud to represent 174,327 SF in Dallas with 628' frontage and excellent visibility from Second Avenue priced under \$200,000 (\$1.14 SF). **7% buyer broker commission!**

Compared to the City of Dallas and Dallas County, the 75210 zip code has higher annual % growth in:

- (a) After tax income
- (b) Average household income
- (c) Households with at least \$150K incomes
- (d) Households with at least \$250K incomes

4.1 miles to downtown, 1.5 mi. to Central & Hawn Expressways, 3 mi to I 30 at I 45, 8 mi. to I 20 at I 635, 12 mi. to Dallas Love Field and 25 mi. to DFW Intercontinental.

Located in the 75210 zip code, the area has significant unmet local retail demand to be recaptured by entrepreneurial businesses.

This offering's value proposition may represent the best under \$200K real estate investor/entrepreneur opportunity in the Dallas CBSA.

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## **HIGHLIGHTS**

- (1) 4 acres with 628' frontage on Dixon Avenue with excellent Second Avenue visibility.
- (2) 7% buyer broker commission!
- (3) At 1-mile radius and across the 75120 zip code, top 5 opportunities to meet unmet local retail demand each exceed \$5M, and at 2-miles, each average \$19M+.
- (4) At 1-mile radius top 3 opportunities to meet unmet local GAFO demand are: General merchandise at \$8.7M+, Electronics & appliances at \$1.2M+ and Office supplies, stationery & gifts at \$350K.
- (5) In zip code 75210, top 3 GAFO opportunities are: General merchandise at \$9M+, Electronics & appliances at \$800K, and Clothing & accessories at \$575+K.
- (6) In the Dallas CBSA with a \$140B estimated economy growing by 6.39% annually combined with a 1.9M population growing by 2.26% annually (more than twice the growth rate of the US).

## **CONTACT INFORMATION**

Call 979.421.9996 to contact any member of the listing team to set up an appointment, request additional information or answer any questions.

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## **7% BUYER BROKER COMMISSION**

7% buyer broker commission is payable on this property.

A buyer broker **MUST** be disclosed with the buyer's first communication with CBC for the buyer broker to be eligible for the 7% buyer broker commission.

A buyer broker does **NOT** have to accompany their buyer to any showings of the property.

## **PROPERTY**

- (1) **Overview.** 174,327 SF. 4.001 acres. In Dallas city limits.
- (2) **Utilities.** All in place on site.
- (3) **Frontage.** 628' of estimated frontage on Dixon Avenue.
- (4) **23,000 estimated average daily traffic ("ADT").** ADT on Second Avenue estimated at 15,710 in 2004 and on Dixon Avenue estimated at 1993. Inadequate data available for trending based on regression analysis.
- (5) **Topography.** Mostly flat at 400' elevation sloping down to 390' to the back and southeast edge of property.
- (6) **Swale, wooded & low area.** Part of the back of the property is in a swale area. The southeast corner of the property is a wooded

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and low area with approximately 390' elevation. We estimate approximately 0.76 acres in the swale, wooded & low areas.

- (7) **Site plans.** Sample site plan developed with 7 structures that could accommodate plans for:
- (a) low density multi-family
  - (b) Retail, professional and/or commercial
  - (c) Mixed use

## **LOCATION**

- (1) **Excellent proximity to major highways.** Less than 1 mi. to Scyene Road (TX Highway 352), 1.5 mi. to Central Expressway and Hawn Freeway, 3 mi to I 30 and to I 45, and 8 mi. to I 20 and the LBJ Freeway (I 635).
- (2) **Excellent access to downtown and the airport.** 4.1 mi. to downtown, 12 mi. to Dallas Love Field and 25 mi. to DFW Intercontinental.
- (3) **Outstanding regional access based on proximity to I 635 major interchanges.** 8 mi. to I 635 at I 20, 9 mi. to I 635 at I 45/I 20, 10 mi. to I 635 at US 80, 17 mi. to I 635 at Central Expressway and 17 mi. to I 635 at I 35/Loop12.

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- (4) **In Dallas about 4 miles from downtown!** The City of Dallas boasts a \$28 billion economy. The City's economy represents over 50% of the County's economy. The County economy is projected to grow by \$2+billion per year through 2013.
- (5) **In the Dallas CBSA.** The Dallas CBSA has a \$140 billion estimated economy projected to grow by 6.39% per year through 2013. With a 2008 estimated population of 1.9 million, the population is growing by 2.26% per year (more than twice the growth rate of the US).

## **DEMOGRAPHICS & ECONOMETRICS**

While the immediate area currently is a low income and with moderate population density than the greater Dallas CBSA, there are several demographic and econometric indicators that combine with unmet local GAFO demand and retail gap opportunities to support entrepreneurial and investor interest in this property and the area.

With the low relative land acquisition cost compared to the market, this offering appears to be ideal for an investor or entrepreneur interested in a low land cost investment in Dallas with potential for significant future value improvement.

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- (1) **Estimated economy.** At a 1-mile radius, the estimated local area economy exceeds \$100,000,000.
- (2) **Estimated population.** 7,684 at a 1-mile radius, 27,697 at a 2-mile radius and 74,739 at a 3-mile radius.
- (3) **Population density.** At a 1-mile radius and across the 75210 zip code, the density is lower than the City of Dallas and Dallas County. This suggests future opportunities for population growth based on the property's close proximity to downtown and excellent highway access.
- (4) **Annual growth in average household income and after tax income.** At 1-mile radius, 2-mile radius, 3-mile radius and in the 75210 zip code, the annual growth in after tax income ("Effective Buying Income") is higher than the City of Dallas and Dallas County. This suggests growth in income to power one or more local businesses.
- (5) **Annual % growth in high income households.** The 75210 zip code projected annual % growth in households with at least \$150,000 annual incomes is 14% (twice the rate of the City of Dallas). The % growth in households with at least \$250,000 annual incomes is over 70% (over 7 times the rate of the City of Dallas and Dallas County. This suggests an expected revitalization of the area with high income households as an alternative to the

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very expensive housing costs in the immediate Downtown Dallas market.

- (6) **Number households per business.** At a 1-mile radius and across the 75210 zip code, there is an average of at least 12 households per business compared to 7 households per business in the City of Dallas and Dallas County (almost 50% fewer in the immediate area). This suggests an opportunity for small business to penetrate this market and meet the needs of local households.
- (7) **Low % of construction employees.** Construction jobs are typically significantly reduced during economic downturns. At a 1-mile radius construction jobs represent 0.9% of jobs and across the 75210 zip code represents 1.5% of jobs. In both geographies, the percentage is less than half the City of Dallas and Dallas County. This suggests the immediate area may experience a lower % of job losses related to construction slow down than other areas in the Dallas CBSA.



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## **BUSINESS OPPORTUNITIES**

The following summarizes business opportunities identified based on analysis of local retail services and products available compared to local retail demand (retail gap analysis).

All estimates of unmet retail demand are based on 2008 population, local retail demand and retail availability estimates.

### **One-Mile Radius**

- (1) **Top 3 opportunities** each average \$5,800,000+ potential annual revenues from unmet local demand.
- (2) **Top 5 opportunities** each average \$5,000,000+.
- (3) **Top 10 opportunities** each average \$3,000,000+.

### **Two-Mile Radius**

- (4) **Top 3 opportunities** each average \$24,000,000+.
- (5) **Top 5 opportunities** each average \$19,000,000+.
- (6) **Top 10 opportunities** each average \$11,000,000+.

### **78210 Zip Code**

- (7) **Top 3 opportunities** each average \$6,900,000+.
- (8) **Top 5 opportunities** each average \$5,000,000+.
- (9) **Top 10 opportunities** each average \$2,750,000+.

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## **GENERAL MERCHANDISE, APPAREL, FURNITURE & OTHER**

General merchandise, Apparel, Furniture and Other (“GAFO”) represents sales at department stores. It excludes demand related to anyone other than a local resident.

### **Top 3 Unmet Local Demand GAFO Categories at 1-Mile Radius**

- (1) #1. **General merchandise** \$8,700,000+.
- (2) #2. **Electronics & appliances** \$1,200,000+.
- (3) #3. **Office supplies, stationery & gifts** \$350,000+.

### **Top 3 Unmet GAFO Categories at 2-Mile Radius**

- (4) #1. **General merchandise** \$32,000,000+.
- (5) #2. **Electronics & appliances** \$4,700,000+.
- (6) #3. **Clothing & accessories** \$4,600,000+.

### **Top 3 Unmet GAFO Categories at a 75210 Zip Code**

- (7) #1. **General merchandise** \$9,000,000+.
- (8) #2. **Electronics & appliances** \$800,000+.
- (9) #3. **Clothing & accessories** \$575,000+.

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## **DEMOGRAPHIC, ECONOMETRIC & GAFO DATA SOURCES**

- (1) **Nielson Claritas Background.** Our source for data is Nielson Claritas (“Claritas”). Claritas is the premier provider of marketing information resources and solutions for companies engaged in consumer and business-to-business marketing. You may be familiar with a consumer affiliate, Nielson Ratings. Claritas provides targeted, measurable marketing programs and enterprise-wide technology solutions based on defensible data sources and methodologies. For more information, see [www.claritas.com](http://www.claritas.com).
- (2) **Clarita’s data sources.** Claritas' data is derived from two major sources of information. Demand data is derived from the Consumer Expenditure Survey, which is fielded by the U.S. Bureau of Labor Statistics. Supply data is derived from the Census of Retail Trade, which is made available by the U.S. Census.
- (3) **Gap analysis overview.** The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When demand is greater than supply there is an opportunity gap for that retail product line. For example, a positive value signifies an opportunity gap. When demand is less than supply there is an opportunity surplus for that retail product line. For example, a negative value signifies a surplus.

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### **23,000+ ESTIMATED AVERAGE DAILY TRAFFIC VOLUME**

- (1) **Estimated 2009 ADT.** The result of the analysis below is an estimate of 23,303 ADT for '09 for the combined Second Avenue and Dixon Avenue.
- (2) **Traffic point for Second AVE.** A traffic point is a specific geographic location utilized to capture traffic data. The traffic point is at the intersection of Second AVE and Dixon AVE. The most recent ADT was 15,710 for calendar year 2004.
- (3) **Traffic point for Dixon AVE.** The closest traffic point was Dixon AVE at Grovewood ST with an ADT of 7,293 in 1993.
- (4) **ADT consolidation.** To define the total ADT we combined (2) with 15,710 with (3) 7,293 for a total of 23,303.
- (5) **No ability to trend.** We could not identify multiple ADTs for the same traffic points for more than one year. TXDOT does not provide ADTs applicable to this property. As a result, we did not attempt to utilize our regression models to trend traffic to 2009 or through 2014.
- (6) **Limitations.** These projections are estimates only based on assumptions and limitations stated.
- (7) **Regression model source.** Trend projection models based on linear and exponential regression analysis modeling under license from Microsoft Corporation.

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## **GRAPHIC ANALYSIS**

All analysis is based on defined and published sources.

796 underlying Nielson Claritas reports available upon request.

17 PDF sets of graphics, an analysis and data available from our site, most professional sites and on request:

- (1) Narrative detail
- (2) Highlights
- (3) Plat, survey, topographic map and satellite maps
- (4) Survey detail
- (5) Sample site plan and traffic count
- (6) Business opportunities
- (7) GAFO analysis
- (8) Maps, driving distances & driving times
- (9) Micro market\* demographic & econometric (D&E) analysis summary table
- (10) Micro market\* D&E analysis
- (11) Micro market\* workplace & employment (WP&E) summary table
- (12) Micro market\* WP&E analysis
- (13) CBSA\*\* D&E analysis summary table
- (14) CBSA\*\* D&E analysis
- (15) CBSA\*\* WP&E summary table

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(16) CBSA\*\* WP&E analysis

(17) Downloadable PDF sets, available Claritas reports and web links

\* “Micro market” includes: 1-mile, 2-mile & 3-mile radiuses, City of Dallas, 75210 zip code & Dallas County.

\*\* “CBSA” is the Dallas CBSA and includes: Collin, Dallas, Denton, Ellis, Hunt, Johnson, Kaufman, Parker, Rockwall, Tarrant and Wise Counties.

## **LINKS**

(1) Professional listing:

<http://edg199914.local.cbeworldwide.com/cbclistings/4617828.html>

(2) LoopNet listing: <http://listing.loopnet.com/16102961>

(3) Lands of America listing:

[www.landsofamerica.com/listing/357741](http://www.landsofamerica.com/listing/357741)

(4) Dedicated website: <http://property.loopnet.com/16102961>

(5) Consumer listing: <http://www.txls.com/detail.asp?PropID=51701>

(6) PDF flyer with HTML links:

<http://invision3cold.reapplications.com/public/viewFlyer.aspx?ID=9649ebc5-d0ca-4eb0-b38b-50dcca64a0e>

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(7) Street view:

[http://maps.google.com/maps?f=d&source=s\\_d&saddr=32.690243,-96.631279&daddr=Dixon+Ave&hl=en&geocode=%3BFc7Z8wEd1Ns7-g&mra=dme&mrcr=0&mrsp=0&sz=12&sll=32.731841,-96.730843&sspn=0.132851,0.307617&ie=UTF8&ll=32.7581,-96.740488&spn=0,359.990387&z=17&layer=c&cbll=32.758445,-96.740295&panoid=-pMeOov3xEDAUNCnt7oxBg&cbp=12,112.42204754634747,,0,13.625311913938969](http://maps.google.com/maps?f=d&source=s_d&saddr=32.690243,-96.631279&daddr=Dixon+Ave&hl=en&geocode=%3BFc7Z8wEd1Ns7-g&mra=dme&mrcr=0&mrsp=0&sz=12&sll=32.731841,-96.730843&sspn=0.132851,0.307617&ie=UTF8&ll=32.7581,-96.740488&spn=0,359.990387&z=17&layer=c&cbll=32.758445,-96.740295&panoid=-pMeOov3xEDAUNCnt7oxBg&cbp=12,112.42204754634747,,0,13.625311913938969)

## **TAXES**

2008 reported taxes are \$1,748.64. We increased 2008 by 10% to estimate 2009 property taxes at \$1,923.50. Consult your tax advisor regarding your expected taxes.

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## **DIRECTIONS**

**From Scyene Road (TX Highway 352) and Dixon Avenue**, it is 0.7 mi. and about 2 min.

- (1) Head west/southwest on Dixon Avenue for 0.7 mi.
- (2) Immediately before you reach Second Avenue, the property is on your left with a CBC sign.
- (3) If you continue to Second Avenue, turn left (south) and the property is on your left with a CBC sign.

**From Central Express/Hawn Expressway (US Highway 175) and Second Avenue**, it is 1.5 mi. and 3 min.

- (1) Head north on Second Avenue for 1.5 miles.
- (2) Immediately before Dixon Avenue, it is on your right with a CBC sign.
- (3) If you continue to Dixon Avenue, turn right (east north east) and the property is on your right with a CBC sign.



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## **DISCLOSURES & COPYRIGHTS**

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