

PARK HERITAGE

DALLAS' NEW FUTURE



SERITAGE
GROWTH PROPERTIES





Park Heritage is the Next Generation of Mixed-Use Development



Why Midtown

As the old saying goes in real estate - Location, location, location. Midtown DELIVERS! At the intersection of I-635 and Preston Road, the high-traffic area is highly visible, accessible and delivers movements in every direction.



Why Park Heritage

Park Heritage will feature office, residential, retail, entertainment, services, restaurants, hospitality and outdoor spaces. KDC and Seritage will deliver the true build-to-suit experience that will perfectly fit your needs.



About the Building

Delivering the “NEXT GENERATION” of office building that responds to and delivers a healthier work and living environment.



Schedule

- On and off-site infrastructure is underway
- Phase I vertical development starts 2021
- First openings Q1 2023



Team

Seritage Growth Properties and KDC are partnering to develop up to 2.3 million square feet of premier office, living and retail space in Midtown Dallas

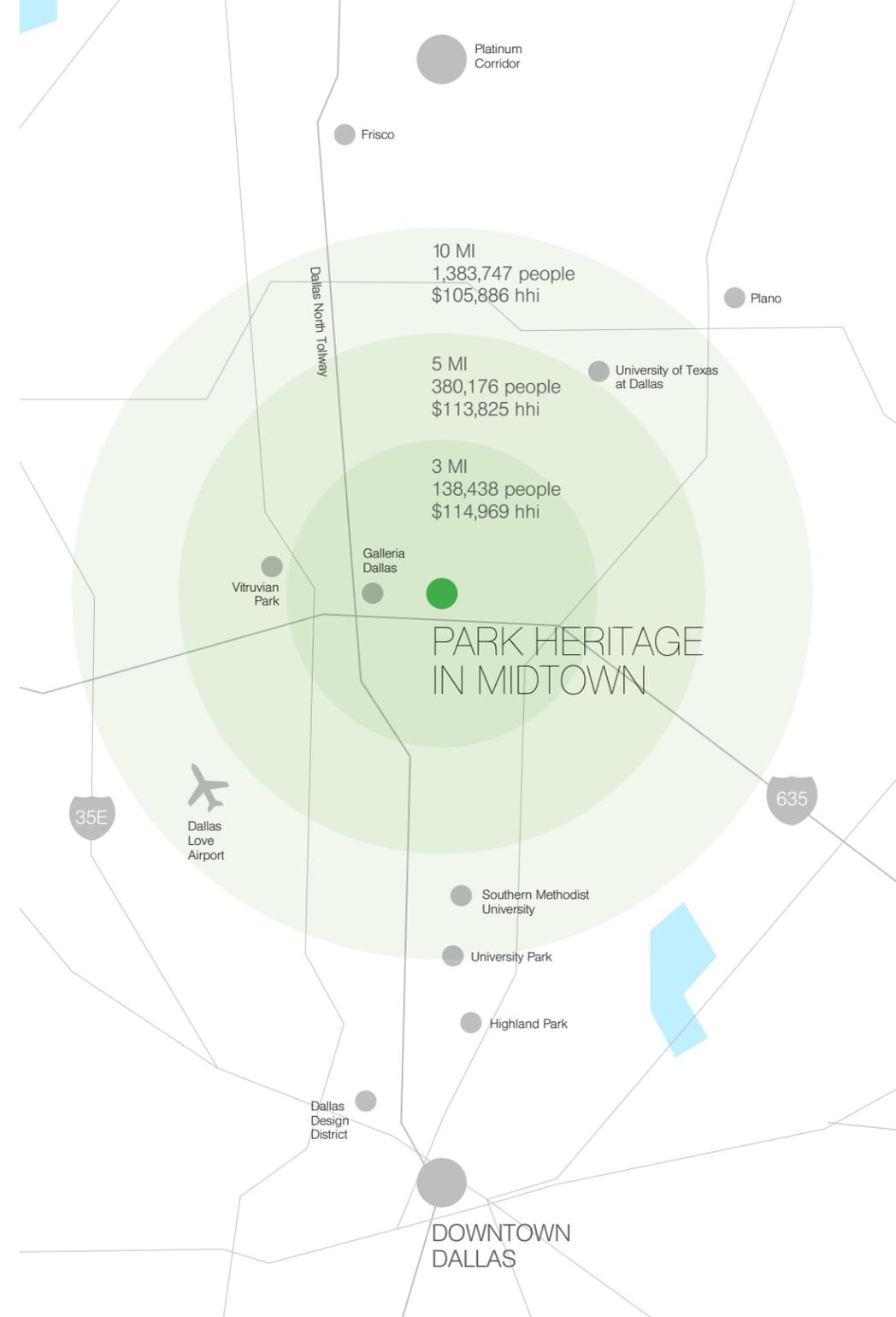
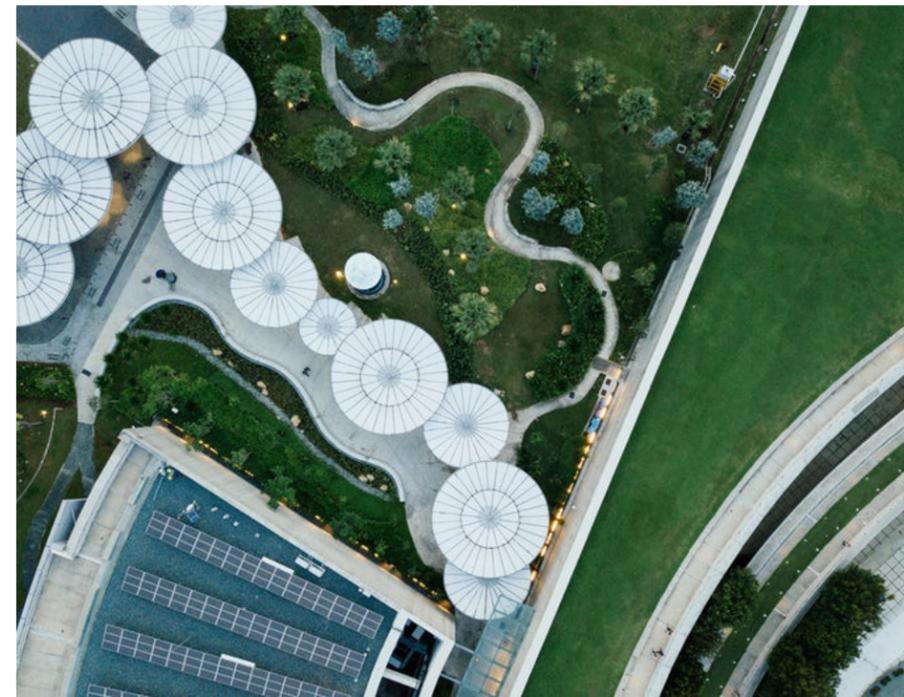


Why Midtown? Big Things are Happening in the Dallas Metroplex

Midtown Dallas is a 40-block, 430-acre district surrounding the former Valley View Mall on Preston Road and goes all the way to the Galleria. It has been rezoned to support mixed-use development. Midtown is the missing link in Dallas. At the corner of "Main and Main" for the metroplex, the district sits on the newly-completed LBJ Corridor, carrying over 300,000 cars per day, and the Dallas North Tollway. Park Heritage is halfway between downtown/uptown Dallas and Plano/Frisco suburbs.

DFW has recently captured corporate commitments by Toyota North American HQ (2MM SF), Liberty Mutual (1MM SF), JPMorgan Chase (1.5MM SF) and FedEx Office (300,000 SF). The next wave of corporate employers will want to be in Midtown to deliver their employees the next generation of mixed-use and office in DFW.

The finest of Dallas in food, entrepreneurship, retail, entertainment, architecture will merge. It is where like minded people can share ideas and create new connections. Midtown will be a walkable district tailored to a catered lifestyle. This will be a place to be connected and to experience a lifestyle that is deliberate and curated. This will be a place for storytellers, influencers, forerunners, makers, and inventors.



Midtown Is...

- Softer Urban
- Connecting & Collaborating
- Collection of Live, Work, Play in Park
- Forerunners of All Ages
- Curated Moments
- Thoughtful Living
- Community Hub
- Forward thinking



Why Park Heritage?

Seritage Growth Properties, a national owner and developer of retail and mixed-use projects, and KDC, a developer of corporate office campuses for the country's leading companies, are partnering to develop up to 2.3 million square feet of premier office, living and retail space in Midtown Dallas.

The development, Park Heritage at Midtown Dallas, will feature two Class A office towers with anchor retail and entertainment space, is part of Seritage's planned 23-acre mixed-use project within the 430-acre Midtown Dallas Redevelopment Zone. This transformational project will create a dynamic live-work-play environment featuring luxury residences and vibrant shopping, dining and entertainment areas in a walkable community.



22.4 ACRES

TOTAL SITE AREA



200,000 - 300,000 SF
TOTAL RETAIL AREA

80,000 SF
UPPER LEVEL RETAIL / ENTERTAINMENT

7,500 SF
APPROXIMATE
PARKING SPACES

180,000 SF
GROUND LEVEL RETAIL



A Park-Focused Design



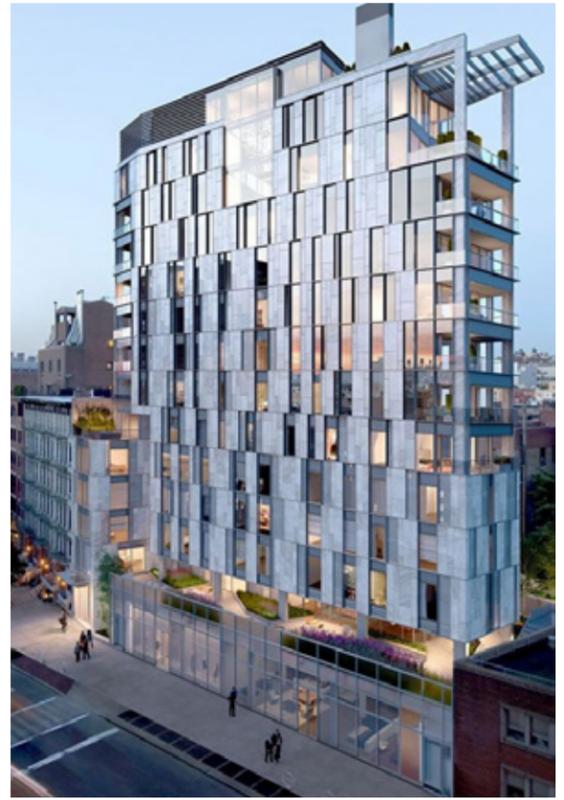
Park Heritage and all of its buildings will embrace the 3-acre park in the heart of the neighborhood. This “softer urban” design of all the buildings will include cascading outdoor spaces and rooftop gardens which will offer the occupants a constant and “fresh” retreat to the outdoors.





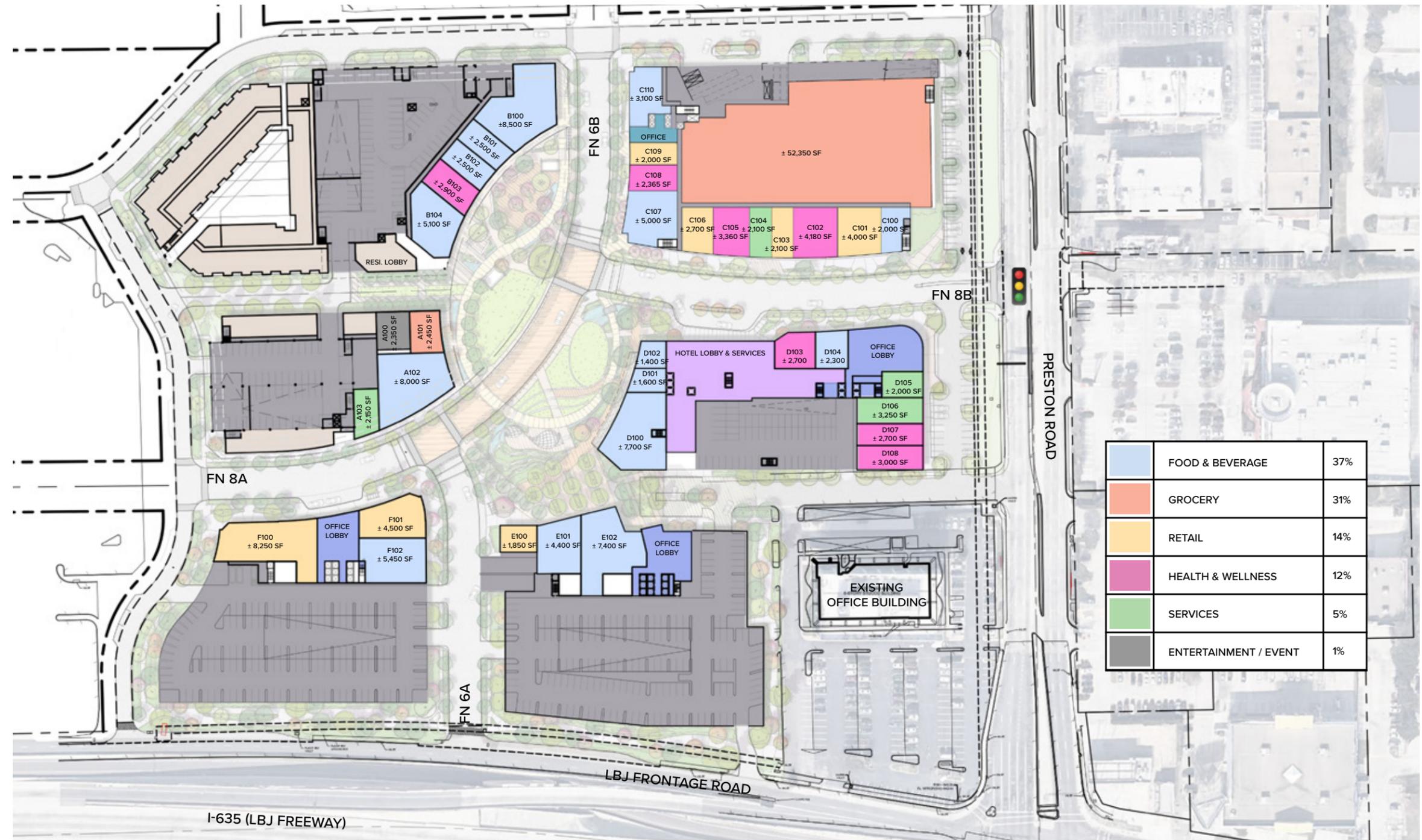
This is Life: Get Living

Live in the park in an urban escape. The heart of the project will be surrounded by 650-800 high rise and mid rise residences by Toll Brothers. Live the life of abundance at Park Heritage in a neighborhood community with amenities such as a fitness center, grocer, multiple restaurant options, entertainment and most of all the heart of the project, the park. The residential architecture will feel unprecedented in the Dallas market - it will be crafted, refined, elegant, modern, sophisticated, and unexpected. It will be your enclave, a place of privacy for those much needed moments of respite and with the excitement of the city right outside your front porch.



Shop. Dine. Be Entertained.

Park Heritage will feature 180,000 square feet of the finest in retail and dining. Luxuriously paved, romantically lit, and shade canopies in The Row and Promenade will lead you along on the ground level. The stores and restaurants will have a permeable character with accordion doors and windows so the shopping and dining experience flows into the Park. It is truly an indoor outdoor experience.

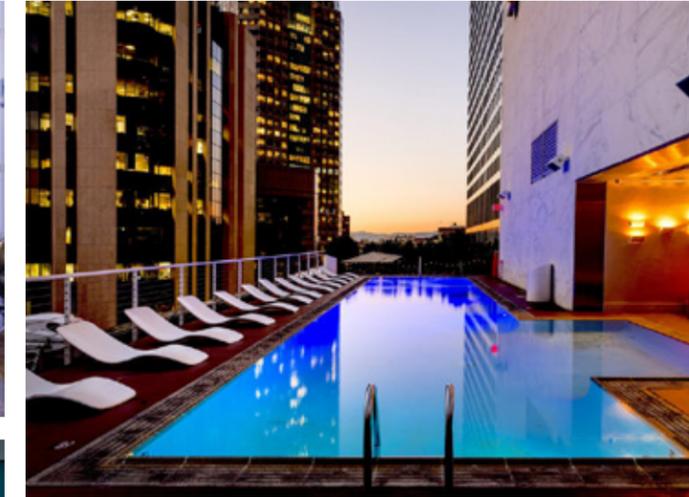


▶ COMMERCIAL PARKING ENTRANCE
 ▶ COMMERCIAL / RESIDENTIAL PARKING ENTRANCE
 ● FUTURE TRAFFIC LIGHT
 0 75 150 300

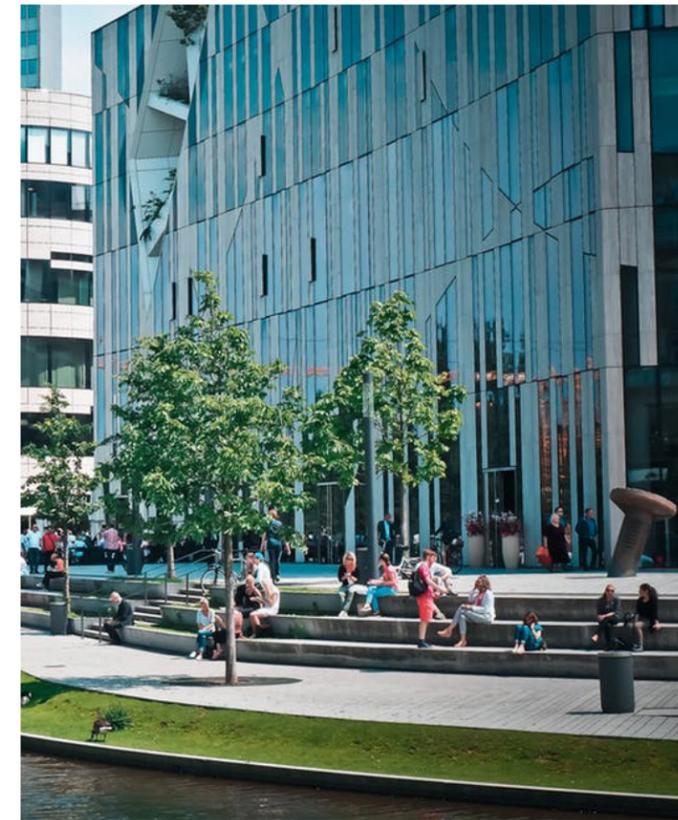


Just Visiting? Stay Awhile.

Indulge in a lavish retreat at the 200 - 300 key Park Heritage hotel. Architecture that showcases fine details, and an attribute & mark of quality. Feel gratified in a place that caters to your every need. A hotel for the traveler, the romantic, the influencer. The hotel will make a signature statement of arrival and present an opulent invitation to stay. The hotel will be an exclusive collection of intimate & curated moments.



Watch a movie, attend a performance in the park or meet for a conference at the hotel or one of the office buildings. This will be a nexus for cultural performances, state-of-the-art viewings and casual outdoor events like music in the park. Park Heritage will be a place that entertains, excites, inspires and activates.





About the Building: The Office Building of the Future

The Dallas market is known for its force in attracting some of the most exciting and new corporations from all over the world. Park Heritage will be the new home to start ups and innovative companies. Featuring 1,000,000 and 1,500,000 square feet of office space in two Class A office towers, the development will be a new economic driver in the Dallas market and the place for those in the know to work. The office product will be a place where creativity will undoubtedly be expressed and where cultural shifts and moments of discovery will be able to thrive.

Features

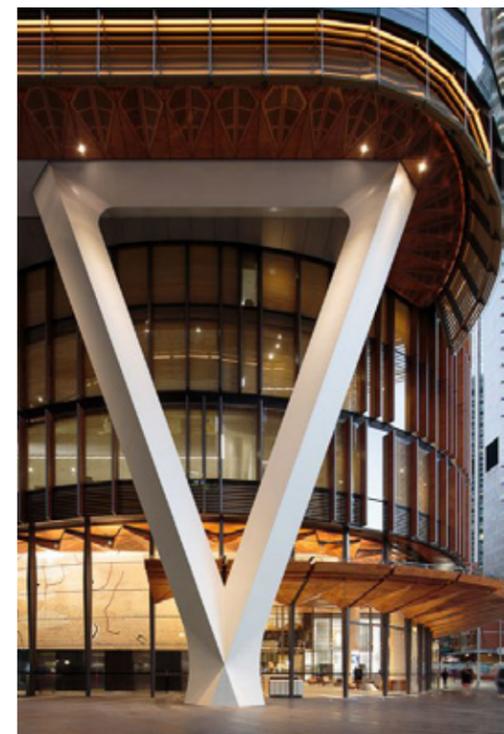
Balcony spaces

3-acre park

Outdoor amenity skyparks

Rooftop gardens

Surrounded by retail, dining, entertainment, hotel and more



Healthy & Sustainable Building Design



*Blending Indoor
& Outdoor
Spaces*

Quick access to open and safe green space for fresh air and exercise as well as the ability to work anywhere



*Increased
Ventilation*

Access to natural air and light throughout the building



*Reduce
Touchpoints*

Voice and motion activated technology from elevators to conference rooms to reduce touchpoints throughout



*Social
Distancing*

Monitor office occupancy for density and safe distancing leveraging equipment and IoT sensors and analytics



*Fitwel & WELL
Certification*

Certification for occupants that promotes the health and wellness of employees



*Increased
Signage &
Wayfinding*

Increased signage and wayfinding to encourage safe-working protocols



*Air & HVAC
Filtration
Technologies*

Building systems with advanced HVAC, filtration and fresh air supply



Clean Contact

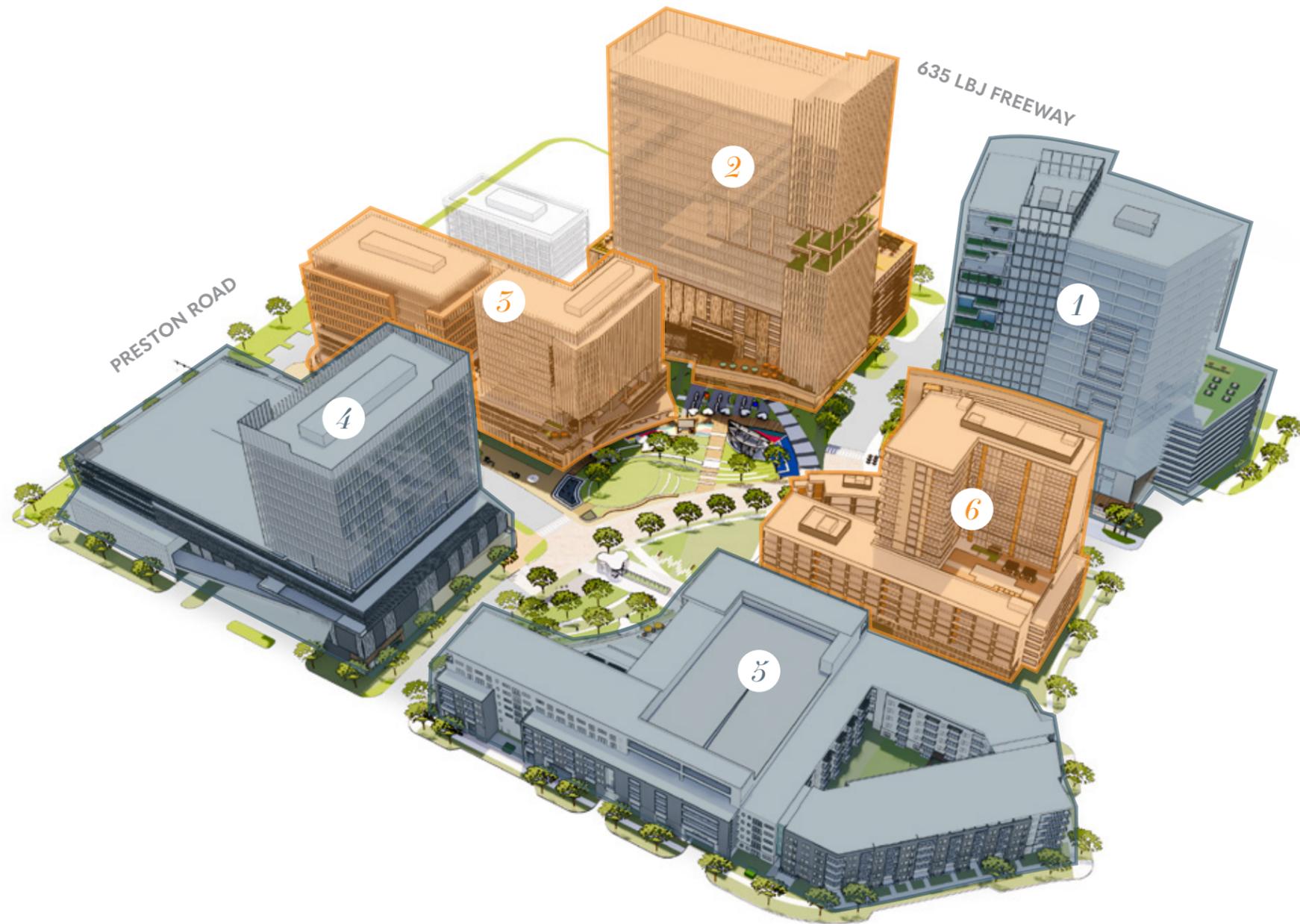
Hygiene stations throughout all public areas

Healthy building design begins at the parking garage and flows all the way through the lobbies, elevators, and workspaces of the modern day office. It is inherently about understanding the path of the worker and creating as many healthy opportunities for each person as possible.





Schedule



Phase 1

INFRASTRUCTURE
Complete 2021

BLOCK 1 - Q3 2023
Office (432,000 SF)
Retail / F&B (Ground Level)

BLOCK 4 - Q2 2023
Retail / F&B (Ground Level)
Office (300,000 SF)

BLOCK 5 - Q3 2023
Multi-Family - Toll Brothers
Retail / F&B (Ground Level)

Phase 2

BLOCK 2 - FUTURE
Office (600,000 SF, up to 650,000 SF)
Retail / F&B (Ground Level)

BLOCK 3 - FUTURE
Office (300,000 SF)
Hotel (200-300 Keys)
Retail / F&B (Ground Level)

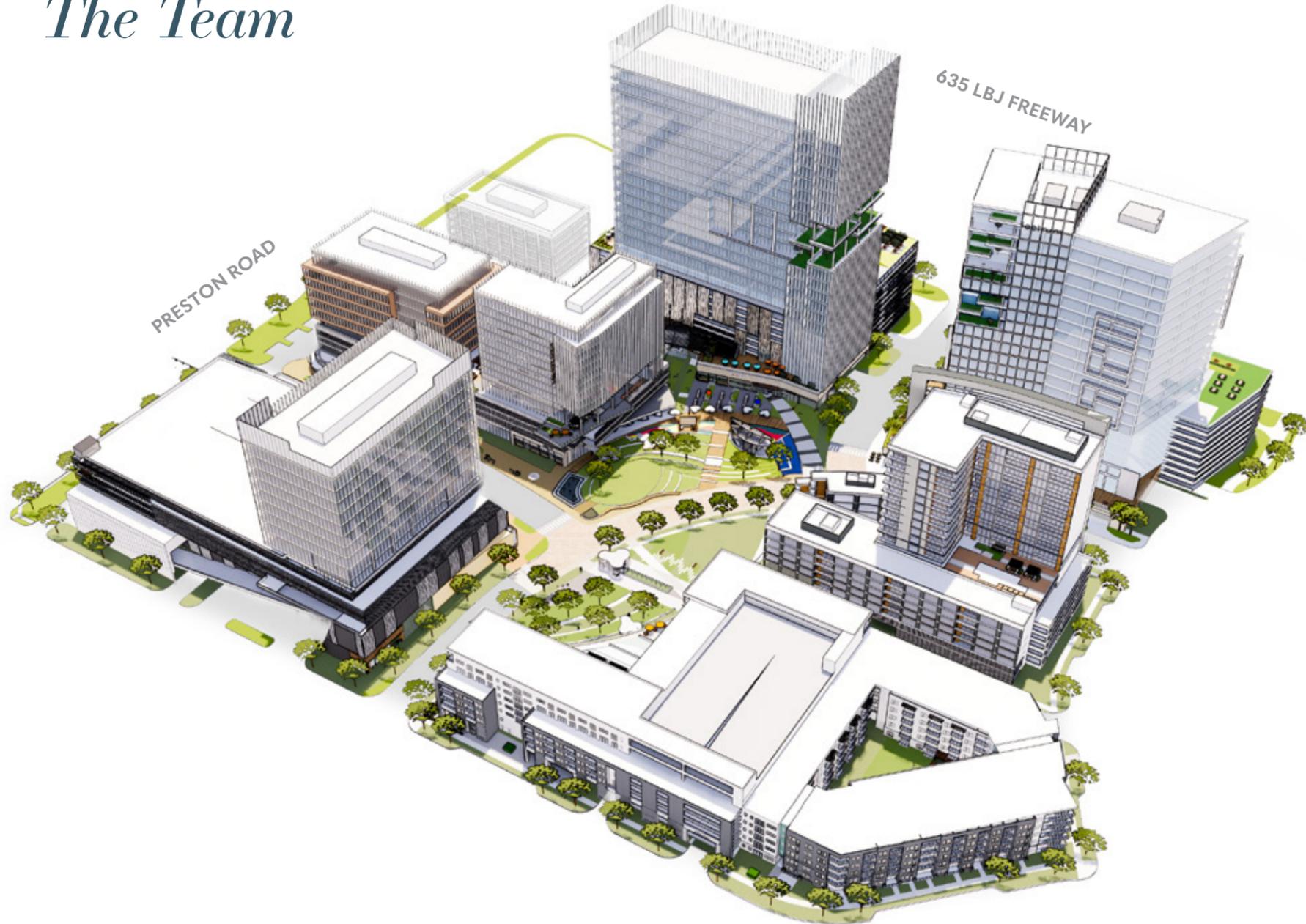
BLOCK 6 - FUTURE
Multi-Family / Office
Retail / F&B (Ground Level)

Infrastructure and Block Plan





The Team



SERITAGE GROWTH PROPERTIES

SERITAGE /'ser-i-tij/ our mission is to redevelop and own revitalized shopping, dining, entertainment and mixed-use destinations that provide enriched experiences for consumers and local communities, and that deliver long-term value for our shareholders.

Headquartered in New York, NY, Seritage is a publicly traded company with regional offices in South Florida, Los Angeles and Cleveland. Seritage's national portfolio includes 253 retail properties totaling approximately 40 million square feet of gross leasable area.

www.seritage.com



KDC is a leading corporate build-to-suit office development and investment firm for companies across the country. Within the last 27 years, KDC has produced approximately 30 million square feet valued at over \$5 billion. KDC addresses the future of Corporate America by developing walkable, mixed-use urban environments anchored by notable clients, and specializes in datacenter and broadcast studio build-to-suits. KDC's portfolio includes developments for Toyota North America, Liberty Mutual, State Farm (Dallas and Atlanta offices), FedEx, Raytheon, and J.P Morgan Chase. KDC is headquartered in Dallas and is supported by a national team.

www.kdc.com



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OMNIPLAN



LandDesign®

