

**Construction Begins on Iconic 2800 Deep Ellum Project**

Dallas, Texas – January 11th, 2016 – Real estate firm, Westdale, in collaboration with The Retail Connection, Droese Raney Architecture, and C1S Construction announced today that construction has begun on the redevelopment of 2800 Deep Ellum, one of the downtown area’s most talked about refurbishment and reconstruction projects in the past decade.

2800 Deep Ellum is a 37,754 square foot redevelopment featuring expansive public pedestrian access ways connecting Main Street and Elm Street, two rooftop decks and a creatively lighted and landscaped central courtyard surrounded by retail tenants. Space will be delivered to tenants in mid-summer 2016 with most tenants opening by 4th quarter 2016.

“We are excited to get the project underway,” said Joe Beard, President of Westdale. “This launch has been dubbed an urban renewal and major transformation of one of the most popular areas for redevelopment in the Dallas Fort Worth Metroplex, and we are happy to see it move forward,” Beard said.

Westdale was founded in 1991, and is based in Dallas, Texas. The company is privately held with flexible and responsive capital resources. Westdale has an extensive track record in sponsoring real estate investments including ventures with Met Life, GE Capital, Goldman Sachs, Sterling Equities, CarVal, Turtle Creek Partners and Chief Partners.  Since 1999 Westdale has been the largest single owner-manager of residential and commercial properties in Deep Ellum and a leading proponent of historic Deep Ellum’s growth and vitality. Westdale manages tenant relationships with prominent Deep Ellum retail businesses including The Bomb Factory, On Premise, Armoury, Truth & Alibi, Deep Sushi, Uncle Uber’s, Buzzbrews, Pepe & Mito’s, Café Brazil, Club DaDa, The Green Room, Fuzzy’s Tacos, Three Links, Café Salsera, Prophet Bar and Louie’s Piano Bar.

As its leasing partner on the project, The Retail Connection is currently working to finalize leases with several edgy and unique restaurants and retail brands to fill the project. The Retail Connection provides brokerage, advisory, investment and management services through its four statewide offices.  TRC represents more than 275 retail and restaurant clients and over 25 million square feet of retail projects.  In addition to tenant and landlord representation, the company extends the reach of its clients’ expansion programs through its three investment divisions: Connected Development Services, Connected Acquisition Services and Connected Capital.  Focused exclusively on tenant-driven collaborations, TRC joint ventures have acquired, redeveloped and developed over five million square feet of shopping centers to date and has an equivalent amount of projects in its current pipeline.  The company is headquartered in Dallas, with offices in Austin, Houston and San Antonio.

Droese Raney Architecture was formed in 1999 with goal of producing design driven architecture and interiors in Dallas. Their work includes diverse projects ranging from mixed-use urban developments to original commercial interiors and residences.  DRA believes in simple, edited design palettes that respond to the brand and personality of their clients, as each project bears its unique set of contextual issues. They advocate active collaboration between designer, client, contractor, and consultant to address the functional and technical demands that each projects poses, and embrace the challenges of site and budget to inspire creative, cost-effective solutions.

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