



Springdale

SHOPPING CENTER

7112 ED BLUESTEIN BLVD & 6901 MANOR RD, **AUSTIN, TEXAS**



ENRICH COMMUNITY

EDENS purpose is to enrich community through human engagement. We are the owner, developer and steward of a nationally leading portfolio of more than 100 open-air retail and mixed-use places in high-growth markets coast to coast.

We design our places to achieve 3.5 trips per week and 5 hours of dwell time, reaching over 15 million people daily. We know that when people come together, they feel a part of something bigger than themselves and prosperity follows – economically, socially, culturally and soulfully.

*Our work is bigger than real estate;
we are in the business of humanity.*

**\$6.8B IN REAL
ESTATE ASSETS**
**100 COMMUNITY-
FOCUSED PLACES**
**\$8B IN AVG.
BUYING POWER***

**15M DAILY
REACH AT
OUR PLACES**
**13 MAJOR
MARKETS**

**215 TEAM
MEMBERS**
**3 INSTITUTIONAL
INVESTORS**



Preston Royal, Dallas TX



Plaza in the Park, Houston TX



Uptown Park, Houston TX



Strawberry Village, San Francisco CA



Union Market, Washington DC

CULTURE, CANVAS AND CONVERSATION

EDENS places are rich with stories — from our communities, from retailers and restaurateurs, from the artists who infuse our properties with life, color and originality, and from our own team.

We lead with our people, who create our culture. Places are the canvas in which we design and curate meaningful experiences.

We engage through conversation: a compelling collection of visuals, words and creative intellect.

Springdale

Springdale is a 163,145 sf, H-E-B-anchored hub, situated in the path of unprecedented population and income growth of northeast Austin.



Springdale, 2021

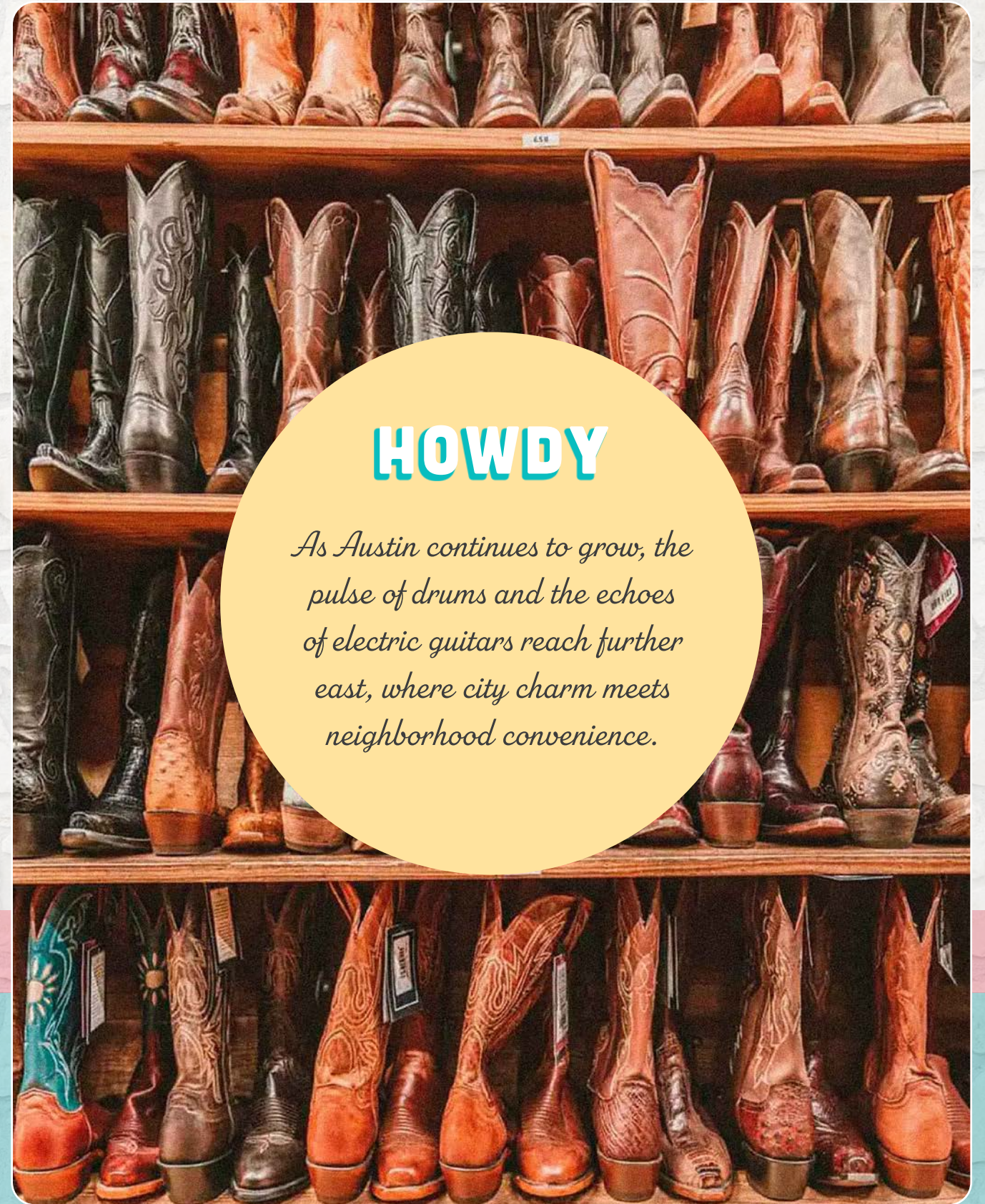
Positioned directly on the recently completed US 183 corridor, a \$750 million project, Springdale provides easy access to downtown, The University of Texas, and east Austin's growing employment centers.

Springdale will continue to evolve to serve the new and generational residents by providing a curated mix of retail and a gathering place for the community.



HOWDY

As Austin continues to grow, the pulse of drums and the echoes of electric guitars reach further east, where city charm meets neighborhood convenience.



SPRINGDALE'S VISION



*A frosty mug of Lone Star drips
into the grain of an old picnic table, as
a peaceful 'om' rings out of a yoga class.
Put away that laptop and cheers to living.*

RENDERINGS

PROPOSED



NORTHEAST AUSTIN

Northeast Austin is predominantly characterized by tranquil, mid-century neighborhoods featuring delightful vintage homes, and a burgeoning blend of young families and diverse seniors. The revitalization initiated by Mueller Airport has fueled residential expansion in Northeast Austin, extending towards the flourishing Springdale Shopping Center. This growth is further fueled by Austin's thriving tech industry.



EMPLOYMENT, INCOMES & RISING HOME PRICES

THE UNIVERSITY OF TEXAS

The region's Tier 1 University with over 51,000 students on a 437-acre campus. Continually ranked among the nation's top 20 public universities, providing Austin with a highly educated workforce.

DOWNTOWN AUSTIN

Austin's primary live work play destination, home to 200 restaurants, 150 bars, 140 retailers and some of the city's largest employers in Google, Facebook, indeed, Cirrus Logic, Silicon Labs, and the Whole Foods corporate HQ.

ORACLE HQ

Oracle recently announced their company HQ transition to Austin, TX. The IMSF Riverside campus is already home to 5,000 employees with plans to double the employee footprint and develop-able land under Oracle's control to expand their HQ over the coming years.

SPRINGDALE GREEN

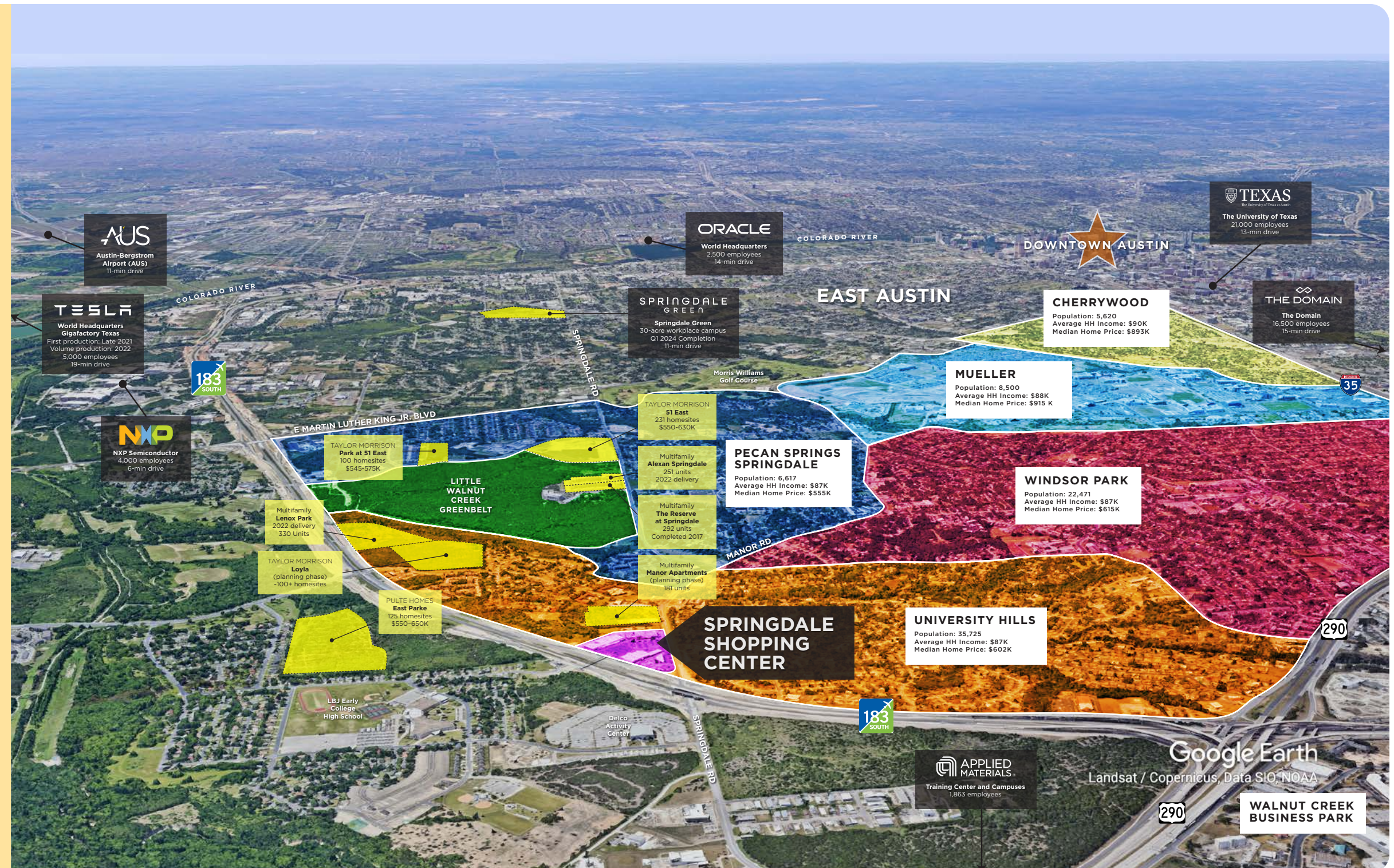
Anticipated opening in early 2024, Springdale Green's 30-acre campus will offer a modern workplace promoting health and well-being, infused with abundant natural landscaping and a unique blend of amenities that are undeniably Austin.

TESLA

2,000-acre, 5 MSF state-of-the-art manufacturing facility that will produce the company's Semi-Truck, Cybertruck, Model 3, and Model Y. The Gigafactory is estimated to cost over \$1B and employ over 5,000 people upon completion.

THE DOMAIN

The Domain is a master planned mixed-use development that features over 16,500 employees across leading employers including Apple, Google, facebook, Expedia, and IBM.



ART AT OUR PLACES

Art has the ability to evoke a memory, inspire a social movement, and transcend generations. An integral component in EDENS' mission to enrich community through human engagement, art at our places activates an existing landscape to spark conversations and encourages people to authentically connect.

HUMAN EXPRESSION

Always unique, art gives us identity. A collection of values and beliefs, identity is the cornerstone of feeling a sense of belonging to a place, to a culture, to a community — to a sum that is greater than the parts. Art helps us celebrate the differences that make up our world.

COMMUNICATION

Art gives us the freedom to react, form opinions, and share ideas. Like a language, it gives us a unifier to convey complex emotion. Through art, we can engage in thought-provoking conversations that bring us closer.

HEALING

Throughout history, we have treated art in music, dance, writing and painting as a way to soothe and stimulate our minds, bodies and souls. Art helps us pause, meditate and reflect to better understand ourselves.

SHARED EXPERIENCE

Art keeps us connected in real life, telling our stories across generations for a richer understanding of history. When we feel a part of something bigger than ourselves, prosperity follows — economically, socially, culturally and soulfully.

ARTISTS OF SPRINGDALE



FRANCESCO CAMPANELLA
@leftyoutthere



REX STERLING HAMILTON
@rexhamiltonart



BRITT
@brittpaintsalot



January 23rd, 2024 @rexhamiltonart

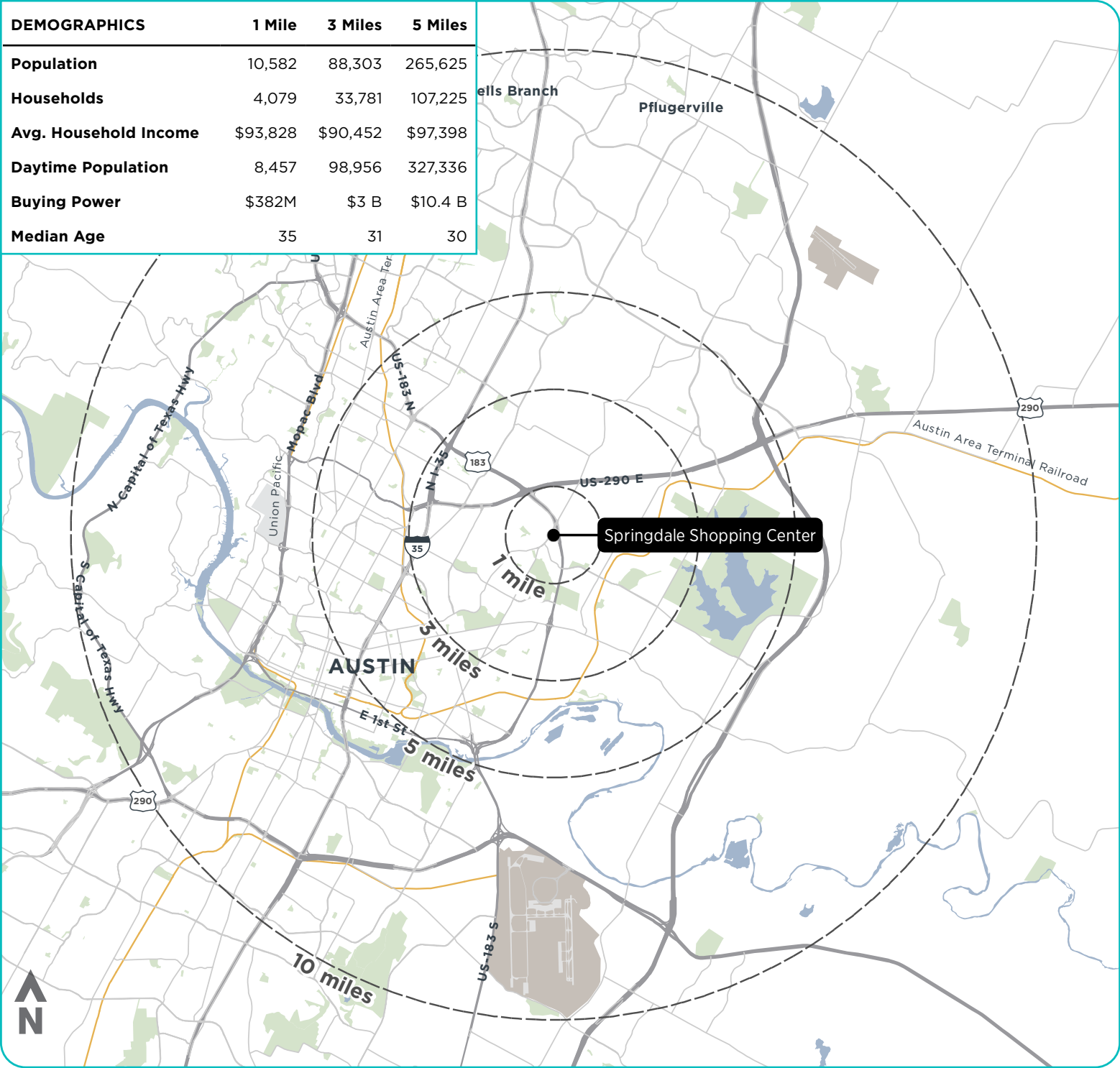


November 27th, 2023 @leftyoutthere



November 27th, 2023 @brittpaintsalot

AUSTIN BY THE NUMBERS



Within the past 30 years, the city of Austin has blossomed into a world class corporate epicenter providing pockets of live, work, play that rival any major metro in the U.S.

#1 JOB MARKET
The Wall Street Journal

#1 BEST CITY TO LIVE IN AMERICA
Money Magazine

#1 BEST CITY TO START A BUSINESS
Inc

2.2M MSA POPULATION

17.4% OF AUSTIN'S POPULATION ARE MILLENNIALS

35 CORPORATE RELOCATIONS

#1 SOARING TECH SALARIES
Bloomberg

#2 BEST JOB MARKET
Forbes

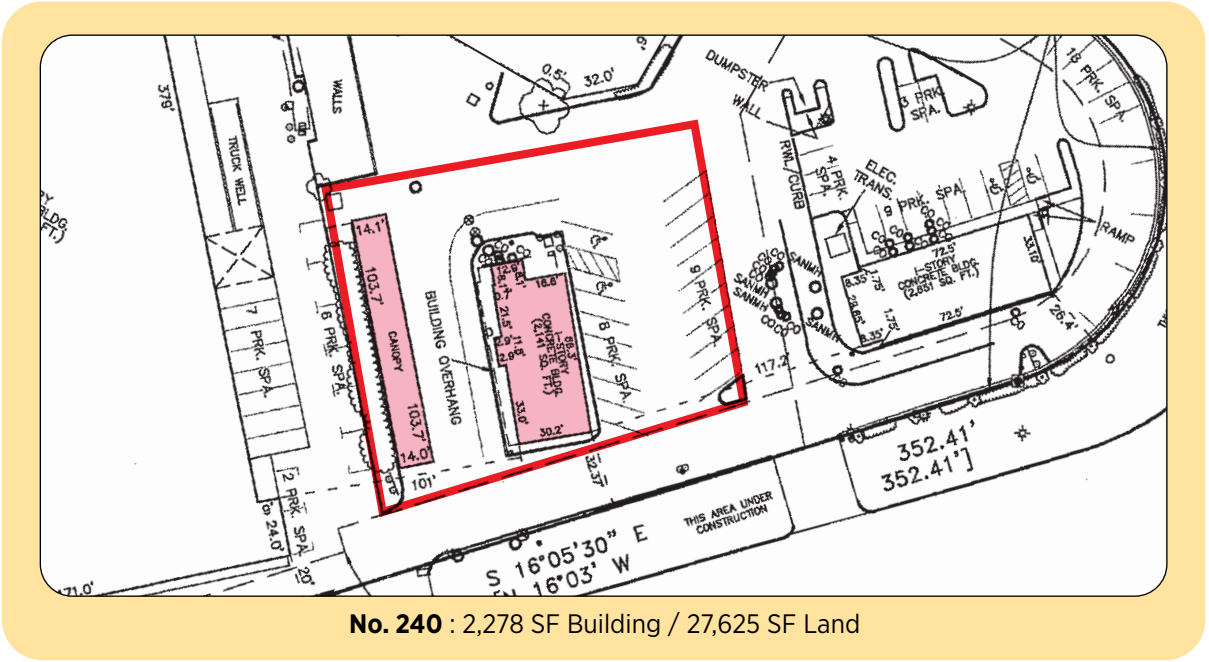
#2 LARGEST MILLENNIAL POPULATION
Commercial Cafe

169 NEW RESIDENTS DAILY

84% INCREASE IN HOME SALES SINCE 2010

MERCHANDISING PLAN

PROPOSED



NO.	RETAILER	SF	NO.	RETAILER	SF
100	Carousel Pediatrics	14,960	220	Dollar Tree	9,500
110	Austin OBGYN	1,605	230	dd's Discount	24,729
120	T-Mobile	2,271	240	Available	2,278
130	Ross	26,703	250	KFC	2,220
140	O'Reilly Auto Parts	8,400	260	Wingstop	2,400
150	H-E-B	43,186	270	Texas Low Cost Insurance	1,080
170	MobileLink	1,800	280	Subway	1,337
175	Access Dental	4,320	290	Jackson Hewvitt Tax Service	1,338
180	Cal's Beauty Salon	1,500	300	Pizza Patron	1,243
190	Rent-A-Center	4,688	310	Available	1,242
200	Tom's Liquor	1,500	320	China Kitchen	1,945
210	Dress Up	1,000			

NEW NEIGHBORS

TRENDSETTERS



- Trendsetters residents are singles — living alone or with roommates or partners
- More than 75% rent in upscale, multiunit structures
- Renters willing to pay well above US average rent
- Residents are young and well educated; more than half have a bachelor’s degree or more
- Well paid, with little financial responsibility, spenders rather than savers, they seek financial advice and are already building their stock portfolios
- Image is important to these consumers
- Socially and environmentally conscious, willing to pay more for products that support their causes
- They are attentive to good health and nutrition

YOUNG & RESTLESS



- Primarily single-person households (Index 163) with some shared households
- Highly mobile market, beginning careers, changing addresses frequently
- Labor force participation rate is exceptionally high at 75.0%
- Education completed: More than 2 out of 3 have some college, an associate’s degree, or a bachelor’s degree or higher
- Like to be the first to try new products, but prefer to do research before buying

NEWEST RESIDENTS



- Half of all households have children, in either married-couple or single- parent families
- With average household size exceeding three, presence of children less than 5 years old is high compared to the US average
- They are automotive enthusiasts
- Working full-time in blue collar jobs, works hard and dreams big, seek adventure and take risks for the betterment of their families.
- Female labor participation is slightly lower than the US average, partially attributable to the language barrier in this diverse foreign-born market.



EDENS REDEVELOPMENTS

UPTOWN PARK HOUSTON, TX

144,957 SF Retail | Anchored by Rustic, Rejuvenation, Sweetgreen, Lombardi Cucina Italiana
Legacy property acquired in 2015 | Major redevelopment completed in 2019



PRESTON ROYAL VILLAGE DALLAS, TX

209,550 SF Retail | Anchored by Ballard Design, Tom Thumb, Tyler's and Eatzi's
Legacy property acquired in 2015 | Major redevelopment completed in 2017



EDENS REDEVELOPMENTS

PARK ROAD SHOPPING CENTER CHARLOTTE, NC

372,206 SF Retail | Anchored by Harris Teeter, Blackhawk Hardware, Michael's
Legacy property acquired in 2011 | Major redevelopment completed in 2014



TOCO HILLS, ATLANTA, GA

144,778 SF Retail | Acquired in 2005 | Renovated in 2017
Defined by great landscaping, outdoor seating, public art, live music,
decorative lighting, outdoor lounging area and other outdoor activities.



Springdale

LEASING:

Brandon Schawe | 713.860.4953 | bschawe@edens.com



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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Date