



LAKWOOD SHOPPING CENTER

DALLAS, TEXAS

A DAILY DESTINATION FOR EAST DALLAS

Positioned in the heart of one of East Dallas's most sought-after neighborhoods, Lakewood Shopping Center connects brands with a discerning, high-frequency customer base. The center's blend of established daily-needs retailers and neighborhood staples drives reliable traffic today, while a targeted redevelopment within the center will add new GLA and improve placemaking and traffic flow—further elevating the opportunity for best-in-class dining and curated retail seeking long-term relevance, visibility, and repeat engagement.





THE DALLAS MARKET

27 MILLION

annual visitors driven by business travel, conventions, sports, dining and cultural tourism.

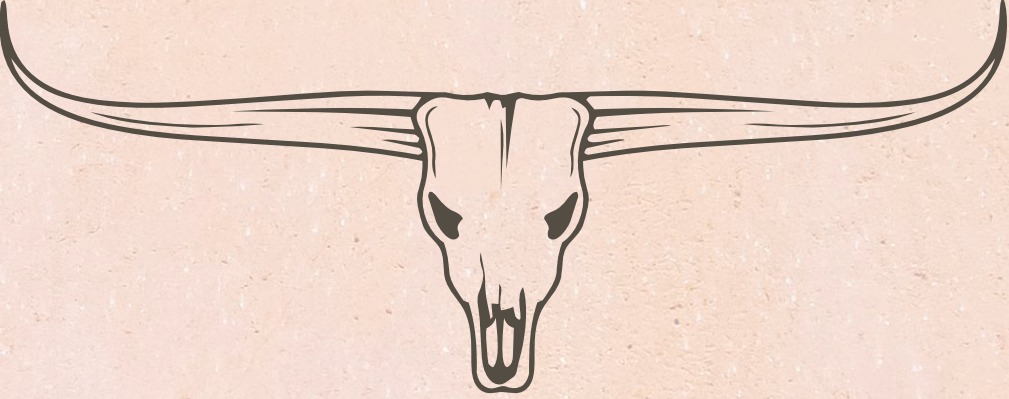


Above-Average HHI
Households earn above the U.S. average, with strong concentrations of affluent, dual-income professionals driving consistent daily traffic and repeat visits.



ONE OF THE LARGEST MSA'S IN THE USA

National economic engine with sustained population and job growth.



POPULATION OF **8.3 M +**

Largest Metro area in Texas and one of the fastest growing MSA's in the US.

JOB GROWTH

The region has created over **600,000** new jobs in the past five years.



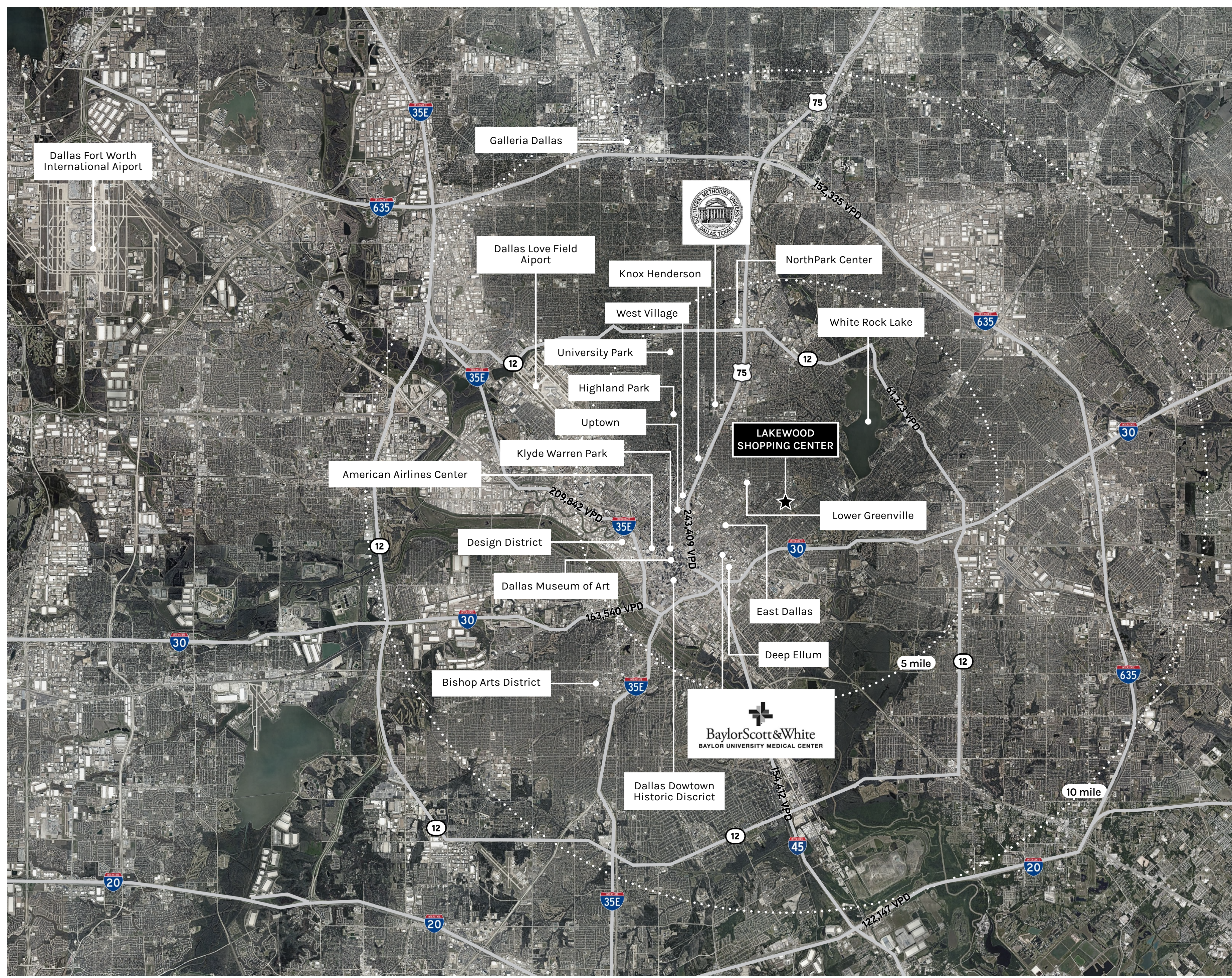
23+
FORTUNE 500 HEADQUARTERS

One of the highest concentrations of Fortune 500 companies in the country.

LAKWOOD SHOPPING CENTER

MARKET OVERVIEW

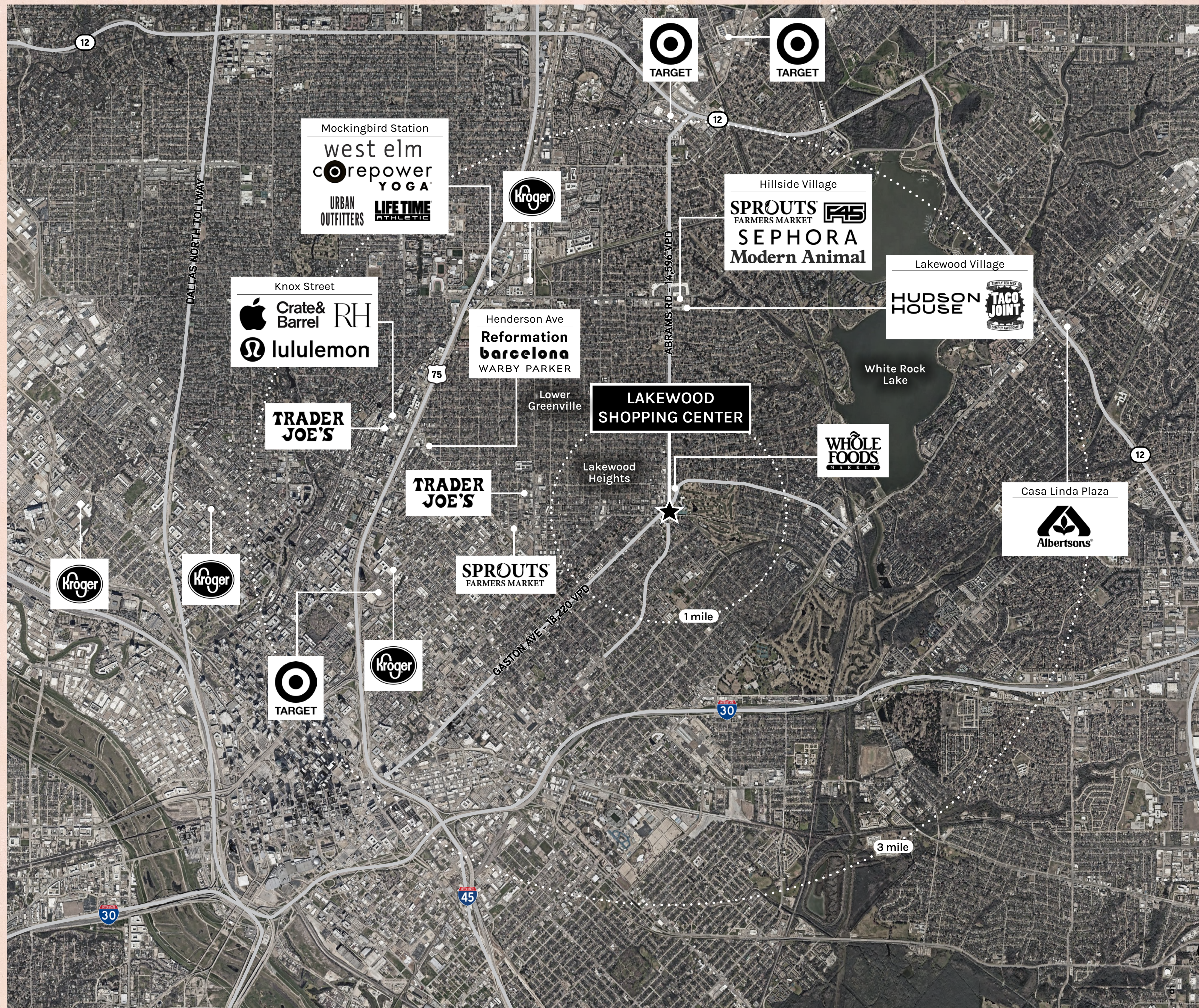
Positioned along major East Dallas corridors, and 4 miles northeast of Downtown Dallas, Lakewood Shopping Center serves a dense, affluent residential base and captures traffic from surrounding lifestyle destinations, employment centers, and cultural anchors—supporting both high-frequency daily visits and destination-driven trips.



IMMEDIATE TRADE AREA

Lakewood is a historic neighborhood known for its picturesque setting, being adjacent to White Rock Lake, which provides scenic views and recreational opportunities.

DEMOGRAPHICS + INCOME PROFILE	1 MI	3 MI	5 MI
Est. Population	20,531	170,723	422,143
Average HH Income	\$179,141	\$151,373	\$138,297
Total Housing Units	9,291	85,812	200,650
Daytime Population	14,916	187,258	590,143
Median Home Value	\$615,696	\$569,401	\$514,190
% College Educated	71.2%	70.3%	58.1%
Median Age	37.2	33.7	34.9



NEIGHBORHOOD HIGHLIGHTS

The East Dallas / Lakewood trade area includes more than 175,000 residents within a 10-minute drive, encompassing East Dallas's most established neighborhoods.



LAKWOOD

An established East Dallas neighborhood anchored by White Rock Lake, with a loyal base of families and professionals that supports consistent daily traffic and long-term demand for elevated neighborhood retail and dining.



M STREETS / GREENLAND HILLS

A character-rich residential enclave with an affluent, design-forward customer base that values quality, authenticity, and well-curated retail and dining experiences.



LAKE HIGHLANDS

A large, stable residential area with strong family density and high-income households, providing meaningful depth to the East Dallas trade area and supporting repeat, destination-oriented visits.



LOWER GREENVILLE

A vibrant, walkable lifestyle corridor known for its dining and nightlife scene, attracting a younger, design-aware customer with strong discretionary spend and destination-driven visitation.

THE LAKEWOOD CUSTOMER

A community of long-term, family-oriented households who value stability, quality schools, outdoor access, and a strong sense of neighborhood identity—driving loyalty, repeat visits, and consistent local spending.



POWER ELITE

- The wealthiest households in the US, living in the most exclusive neighborhoods while enjoying all that life has to offer
- Ages 36-45, HHI \$250K+



BOOMING WITH CONFIDENCE

- Prosperous, established couples in their peak earning years living in suburban homes
- Highly educated and affluent
- Ages 51-65, HHI \$125-150K



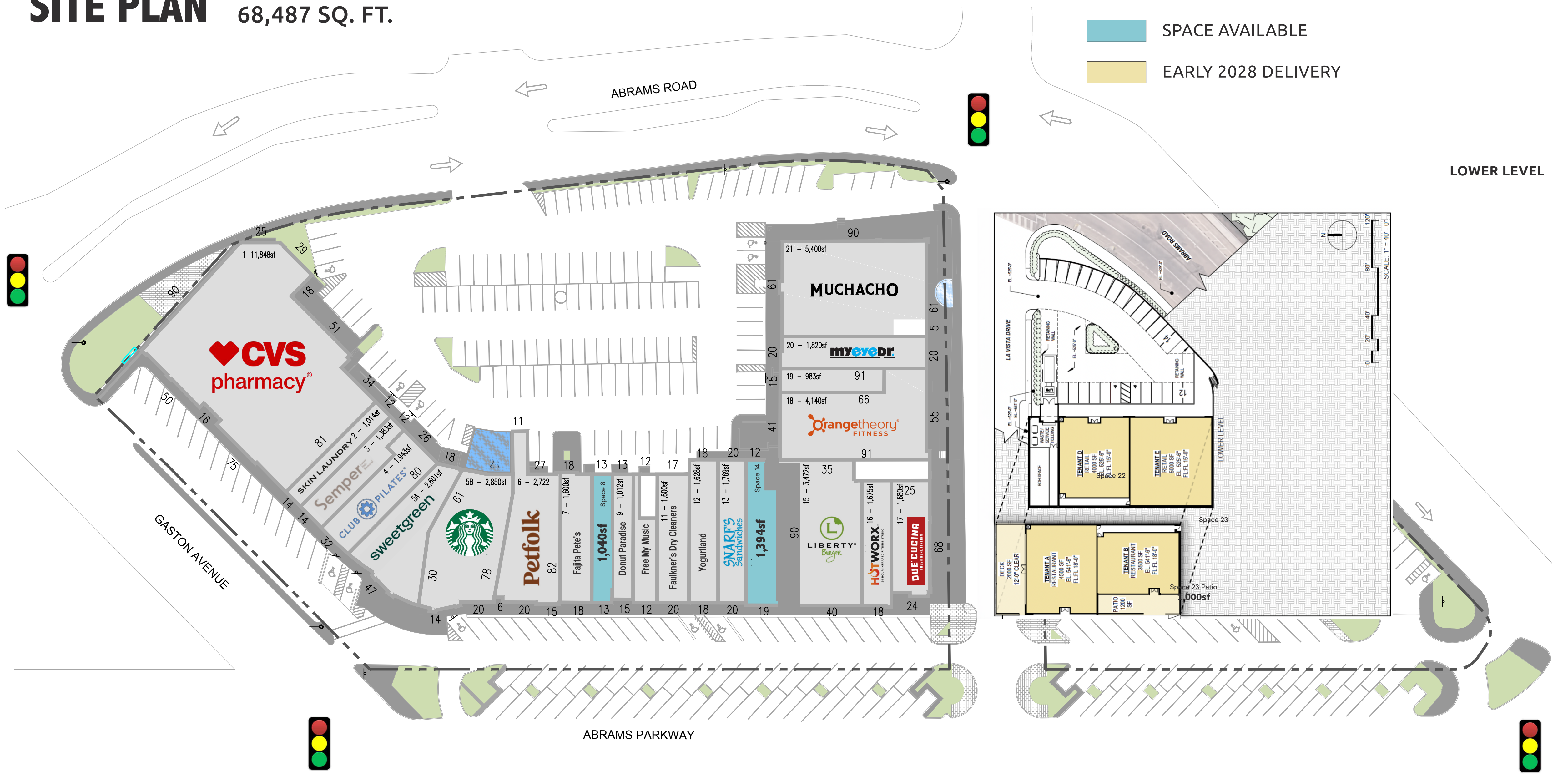
SINGLES & STARTERS

- Young singles starting out and some starter families living a city lifestyle
- Foodies and digitally savvy
- Ages 25-30, HHI \$50k-75K

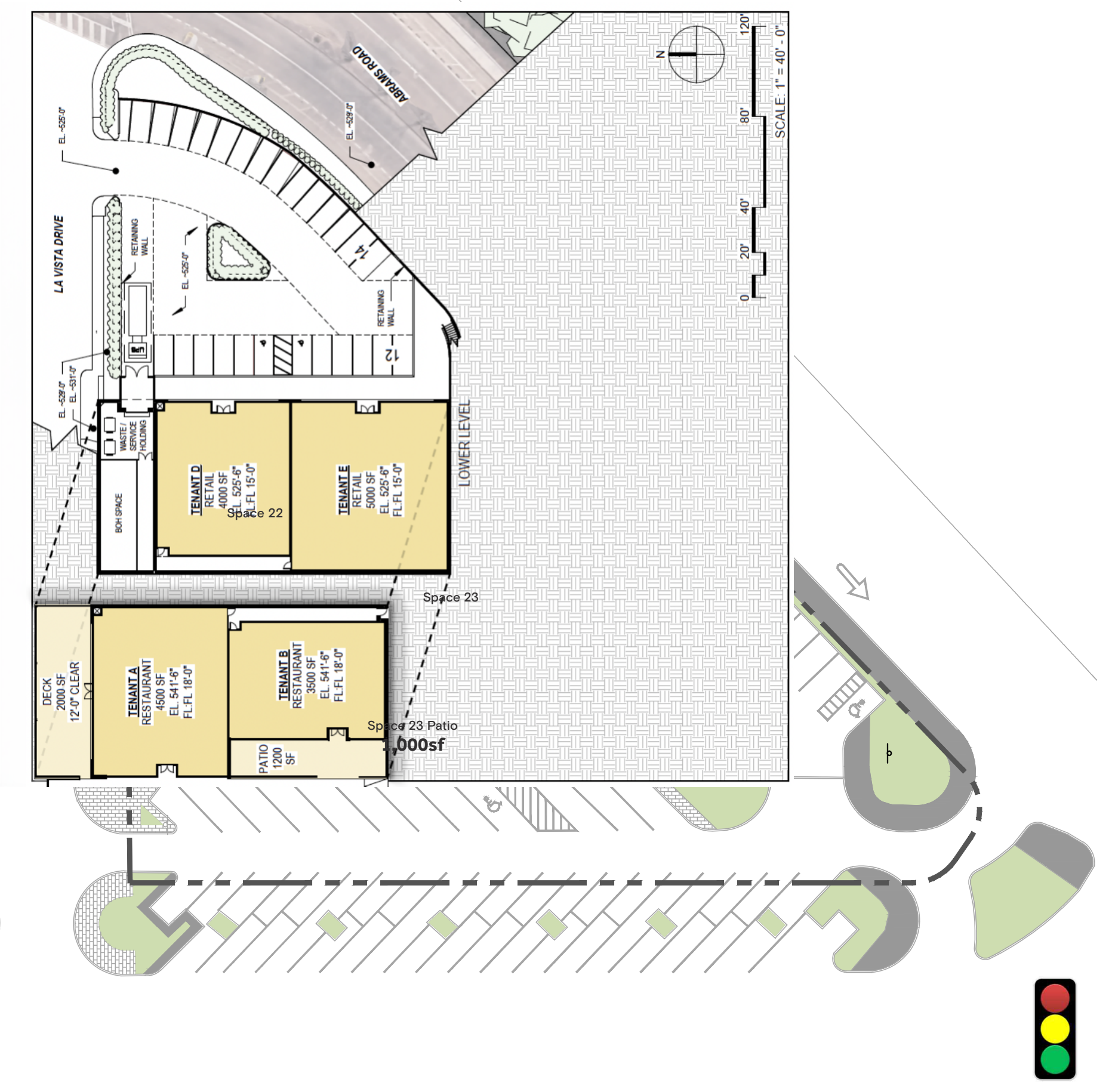
SITE PLAN 68,487 SQ. FT.

KEY:

- SPACE AVAILABLE
- EARLY 2028 DELIVERY



LOWER LEVEL

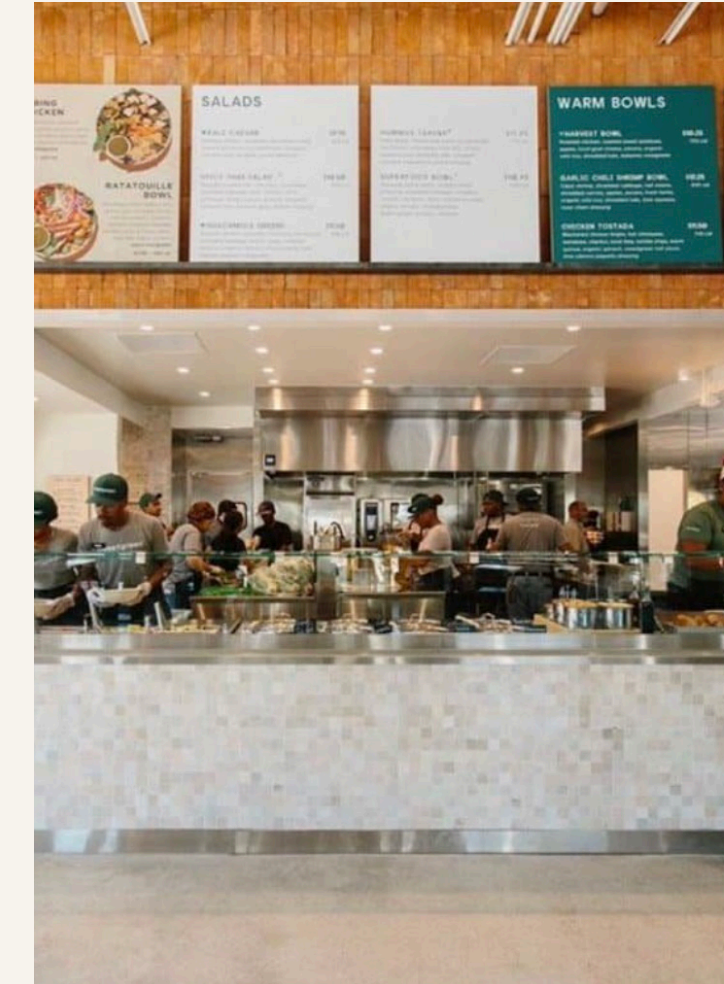


EXISTING TENANT HIGHLIGHTS



SKIN LAUNDRY

A high-frequency, wellness-driven skincare concept attracting loyal, self-care-minded customers throughout the week.



SWEETGREEN

A nationally loved fast-casual brand generating strong daily lunch and dinner demand from health-conscious customers.



DUE CUCINA

A fast-casual Italian concept delivering high-quality, approachable meals with strong lunch, dinner, and repeat-visit appeal.



PETFOLK

A modern veterinary provider driving consistent daytime traffic and deep neighborhood loyalty among pet-owning households.



MUCHACHO

Future opening -
A neighborhood-focused Tex-Mex concept supporting repeat visits and strong evening and weekend traffic.

REENVISIONING LAKEWOOD



LAKWOOD SHOPPING CENTER

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