

## Commercial Real Estate



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### DEAL WIRE

## California firm opens wallet for more of Dallas

A San Francisco-based real estate investment firm acquired a 19-story office tower in Preston Center that recently underwent renovations and is slated to undergo more updates.

Shorenstein Investment Advisers LLC announced July 14 that it purchased Sterling Plaza for an undisclosed amount. The seller was KBS Real Estate, which purchased the building in 2013 as part of a three-property acquisition that totaled \$268.8 million.

The property was last valued by Dallas Central Appraisal District at nearly \$113 million. The land underneath the site was factored into this amount and was valued at around \$11.6 million, per DCAD.

Sterling Plaza, built in 1984 and spanning more than 313,000 square feet, is 87% leased, according to CoStar data. Major tenants include Sammons Enterprises Inc., real estate firm Walker & Dunlap LLC and private equity firm NMS Capital. It's the second-tallest building in Preston Center, right after 20-story Sherry Lane Place, near wealthy residential enclaves such as Preston Hollow and the Park Cities.

The Preston Center submarket's office vacancy rate was 8.4% in the second quarter, a five-year low, according to data from JLL. Class A space is especially scarce leading the JLL report to call it "Dallas' most competitive office district."

Newmark's Robert Hill, Chris Murphy, Gary Carr and Austin Sheahan represented KBS.

### HIGH-RENT DISTRICT

# TALLEST APARTMENT TOWER IN UPTOWN MAKES DEBUT



ERIC LAIGNEL

*The first residents are expected to move into 2811 Maple in the coming weeks. Seventeen of the tower's 177 apartments had been leased as of early July.*

**Rents average \$7,300; units range from 950 to 1,900 square feet**

A luxury apartment tower that developers are touting as the first of its kind has opened in Uptown Dallas.

2811 Maple, from Crescent Real Estate LLC, opened to the public July 7 and can be toured by appointment. Seventeen of the building's 177 apartments have already been leased, about 10% of the total, according to property manager FirstService Residential.

Construction on the property at 2811 Maple Ave., just north of Cedar Springs, began in December 2022.

The first residents are expected to move in by July 19. At 31 stories and 375 feet high, the building is the tallest residential tower in Uptown. It's also one of the tallest buildings in the neighborhood overall, trailing adjacent office tower 23Springs in height, which is 399 feet.

Residences range from 950 to 1,900 square feet and there are no more than seven units for most floors. Floors 29 through 31 each have four penthouse units, for a total of 12 for rent.

Joseph Pitchford, managing director of development for Crescent Real Estate, said the building is designed for privacy and convenience. More than 60% of the apartments are corner units, with floor-to-ceiling windows that offer sweeping views of Uptown.

**"It's the next level of luxury in Uptown Dallas for rent."**

Joseph Pitchford, managing director of development, Crescent Real Estate

"It's like a boutique hotel – warm and welcoming," Pitchford said.

The lobby of the tower also resembles that of a hotel, featuring a 24/7 concierge services for residents, comfortable seating and several art installations. A hand-carved plaster wall relief, depicting maple branches and leaves, hangs behind the concierge desk.

Pitchford said the apartment complex could be a perfect secondary home for Metroplex residents looking for property closer to central Dallas. So far, property managers have seen interest from couples, singles and families who have decided to sell homes in the Park Cities, North Dallas or even Plano and try their hand at urban living.

Rental rates start at \$4,175 monthly and go up to \$19,500 with an average of about \$7,300. Leases currently range from 13 to 18 months

2811 Maple adds to the high-rise transformation of the neighborhood. It sits next to 23Springs, a 26-story office high-rise that is nearing completion and has already landed notable tenants including Bank OZK, Deloitte and Sidley Austin. 23Springs, from Granite Properties, is also working on adding its restaurant tenants, including a coastal Italian restaurant called Éléphante and an all-day cafe called Little Ruby's.

2811 Maple also right next to upscale sushi restaurant Uchi and across the street from Nuri, a steakhouse with Korean-inspired flavors. At the iconic Crescent mixed-use complex, owned by Crescent Real Estate, a new Greek restaurant called Avra is on the way.

"The explosion of restaurants is a draw to living here," Pitchford said

GFF is the architect of record for the building and Houston-based MaRS Culture handled interior design. Richard Keating, who is based in Los Angeles, is the design architect for the sleek tower, bringing his affinity for the natural beauty and landscapes of California to Uptown Dallas.

Keating also designed Trammell Crow Center, the 50-story skyscraper in Dallas' Arts District, as well as Dallas Arts Tower, formerly Chase Tower, in downtown.