

South Central Expressway Corridor Plan Richardson, Texas



Before



Site Details
4 miles corridor of freeway frontage

Scope/Services
Retail Merchandising Plan and Implementation

Cost
\$80k+

Completed 2013

Challenge

South Central Corridor has had significant vacancy (12%+) in 2010, coming out of the Great Recession. The city invested \$1M+ on investment when the developer went bankrupt. A new investor took control of the project with no catalyst. The project consisted of 200,000 square feet on W. Belt Line at U.S. 75 (Central Expressway). Significant \$3.8 million remodel in 2007-08. Anchor tenants: TJ Maxx, Party City, 6 restaurants.

Results

Catalyst recruited Alamo Draffthouse and assisted in underwriting and incentive negotiation to secure the tenant. This generated significant net new leasing activity and has won many project awards.



- Over 200 operators identified
- Over 40,000 square feet of first class unique operators procured
- Created over \$40m in net new tax base during implementation process

Dallas Business Journal

Retail Project Finalist 2013