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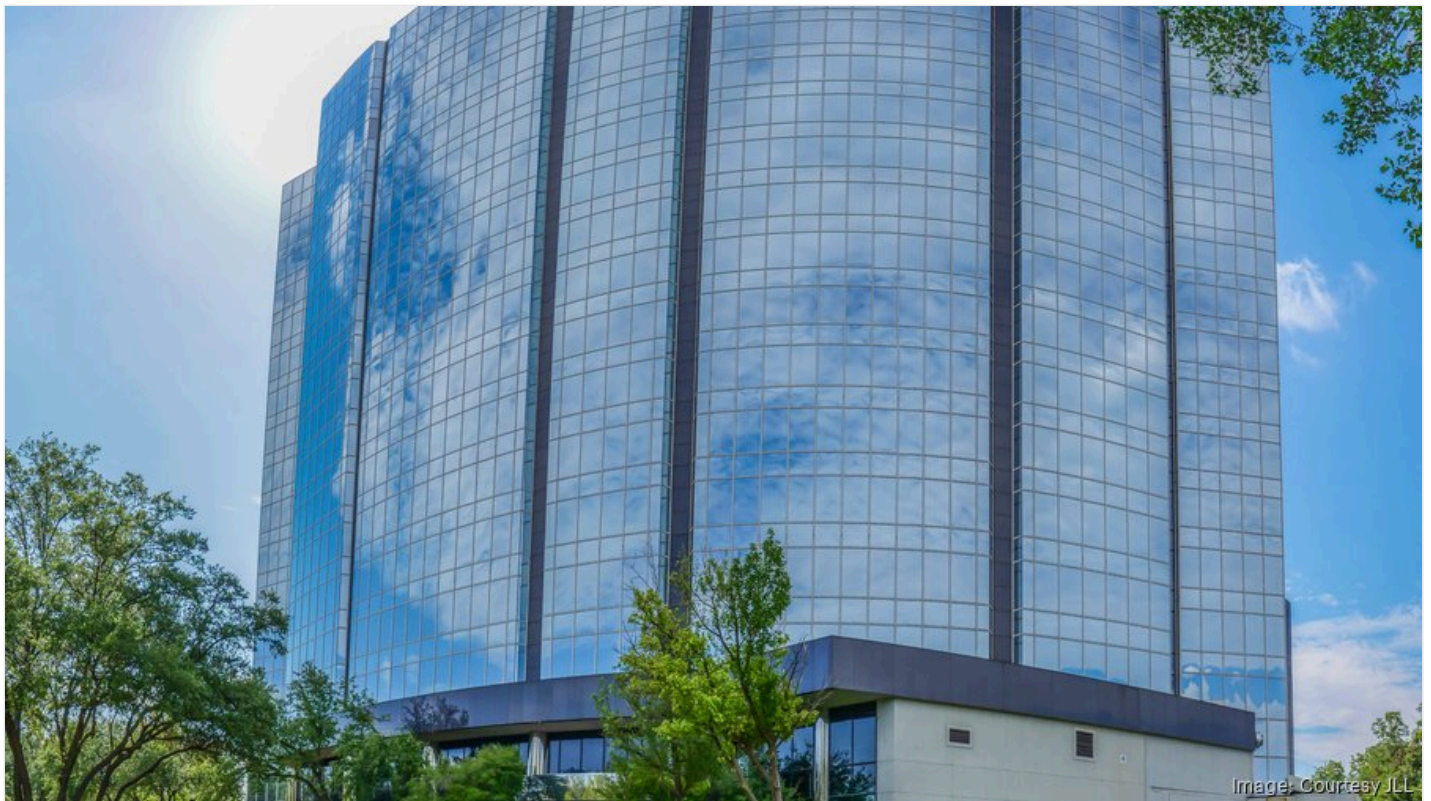
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Lakeside Square in North Dallas/Preston Hollow

COURTESY JLL



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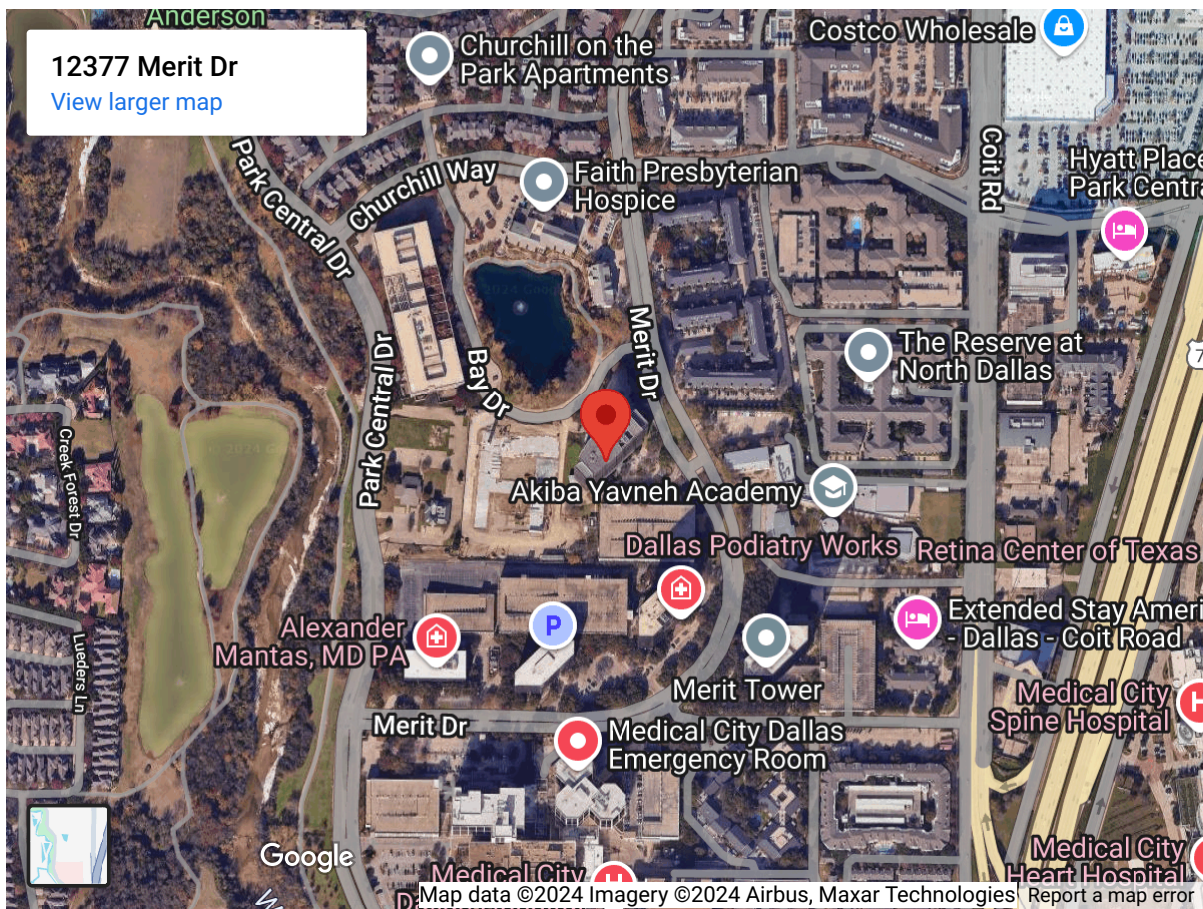


Four companies from a variety of industries have recently signed leases at an 18-story North Dallas office tower. Some of them will depart digs in Uptown and downtown.

Lakeside Square, with help from with **JLL**, secured 53,900 square feet in new leases in the past 60 days. The new tenants are audio media company Audacy Inc.; nonprofit ministry Buckner International; Texas accident law firm Sweet James; and moving company software maker SmartMoving. All of the deals were for five or more years.

Buckner said it hopes to move in around mid-2025 and SweetJames is already occupying the property.

Lakeside Square is a 409,544-square-foot tower that features a boutique cafe and expansive fitness center. Located at the intersection of Central Expressway and I-635 near Medical City Dallas, the building at 12377 Merit Dr. is considered a "darling of the submarket," **JLL's** Gini Rounsaville said.



The corporate office, the only blue glass office building in the Park Central submarket, was built in 1985. It initially served as the headquarters for Ross Perot's company and featured a helipad on the backside. Tenants skew toward oil and gas and finance and include Aethon Energy Management LLC, EXCO Resources and WRA Architects.

JLL's Rounsaville, Hudson Neuhoff and Trevor Franke led leasing efforts on behalf of the building's owner, Acram Group, which bought the tower in December 2018. Acram invested more than \$10 million in renovations that returned the building to its former glory, [the group said](#). These improvements included enhanced exterior landscaping, updating the lobby and adding a big fitness center and tenant lounge. A 40-person conference facility and a cafe with a barista are also on site.

"It has snagged a ton of attention because Preston Center is getting so expensive, 75 is getting decently expensive, and the lower Tollway is getting decently expensive," Rounsaville said.

This coupled with the building's location in Preston Hollow and not too far from the Park Cities has made the site a competitive place to office, she added.

"With so much of the Metroplex residing north of Dallas city limits, Lakeside Square provides convenience and quality," Matt Cassin, managing principal at Acram Group, said in a statement. "We are excited to welcome several new tenants that will benefit from the thoughtfully integrated amenities onsite, especially as today's workplace continues to evolve."

Pennsylvania-based Audacy, which represented the largest lease in the group, has decided to leave its offices near Uptown and move up the highway. It signed for a full floor in Lakeside Square at 24,000 square feet, which will include recording equipment and sound studios.

Deme Mekras and Travis Boothe with [Cushman & Wakefield](#) represented Audacy, which has made its media presence known in Dallas through several of its local radio brands, including 105.3 The Fan and NewsRadio 1080 KRLD.

After 25 years of leasing at [downtown Dallas' Plaza of the Americas](#), Christian ministry Buckner International has also decided to relocate and lease 20,100 square feet at Lakeside Square. It plans to move in by June 1, 2025, CEO Albert Reyes said.

"The new office space in Lakeside Square will be built out to better fit the needs of our hybrid work policies for support center employees," Reyes said in a statement, adding the location is "extremely accessible" to its other program locations around the Metroplex.

Tyler Howarth and John Armes with Holt Lunsford Commercial represented Buckner International.

SmartMoving will be relocating from its current space at Hillcrest Tower in North Dallas, which is a less than a 10-minute drive from Lakeside. It signed for 6,800 square feet and plans to move around 25 employees. The company was represented by ProStar Commercial Real Estate's Al Paniagua.

Sweet James Accident Attorneys is a Texas-based law firm that specializes in motor accidents, wrongful death and injury-related cases. It plans to occupy 3,000 square feet and was represented by Lauren Preola with Hart Commercial.

Rounsaville said there is more leasing activity in store for the building, who explained the center of gravity has shifted north after the pandemic. JLL is hopeful for leasing at the building to reach 90% in the next six months, which it thinks it can attain due to its strategic location and solid rental value.

During Covid-19, several Dallas area residents moved north to more suburban areas in search of better schools and homes, which shifted the work practices of their employers. Now, many no longer want to make the commute downtown, Rounsaville said.

“A lot of decision-makers still live in that Preston Hollow and Highland Park area,” she said. “A lot of the employees live further north, so the common ground is moving their office space further north to meet in the middle versus having everyone go all the way into downtown.”

The building is currently about 78% leased with nearly 108,000 square feet still available for lease, according to [CoStar](#) data.