

▼ **PINNACLE PARK SHOPPING CENTER**  
*Dallas, Dallas County, TX, 75212*



Pinnacle Park Shopping Center is an 83,535 square foot retail shopping center anchored by Best Buy, Ross Dress for Less, and Dollar Tree. The center is part of Pinnacle Park, a mixed-used development located in Southwest Dallas on a previously vacant and contaminated site. Retailers were initially reluctant to enter the south Dallas market. The city of Dallas, however, made the redevelopment of south Dallas one of their top priorities and the area is now home to many industrial users. Wal-Mart and Lowe's were among the first retailers to make the move to Pinnacle Park. P.O'B. Montgomery & Company saw the potential for other retailers to serve this urban in-fill market. In aggregating retailers focused on local market characteristics, P.O'B. Montgomery demonstrated to retailers that it could deliver a multi-tenant project rather than a set of individual transactions. The end result is an attractive and synergistic co-tenancy of the overall retail site, incorporating big box users, junior anchors, shops, and pads.

During conversations with retailers, P.O'B. convinced Best Buy of the viability of the location. Best Buy subsequently requested for delivery of their pad within three months of initial discussions. P.O'B was able to quickly negotiate a lease with Best Buy, fast-track the project with the city of Dallas through the entitlement process, and deliver Best Buy's pad within this tight timeframe in order to meet Best Buy's 2005 store rollout plan.

The efforts of P.O'B Montgomery resulted in:

- Increased retail opportunities in the largely underserved Hispanic Southwest Dallas market
- Increased sales and property tax revenues for the City of Dallas
- Expedited entitlement and construction of the shopping center, successfully meeting retailers' tight delivery deadlines