

The Purse Building · 601 Elm Street, Dallas

Three ways this building earns. Every single day.

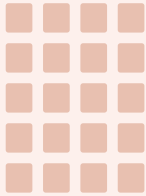
Rooms. Retail. Rooftop. Bottom to top — the whole building works for you.

**Rooftop
Bar + Events**
~4,500 SF

Rooftop bar + destination venue

360° skyline views — Reunion Tower, Hunt Hill Bridge.
Historic protections lock in the view permanently.

Floors 2–6
112 Guest Rooms
~9,100 SF per floor



112 boutique guest rooms

Refined from 102 → 106 → 112 through historic + code planning.

Convention Center expansion
Goldman Sachs HQ
Dealey Plaza + JFK Museum
Construction timeline
Stoplight exposure + foot traffic

6 blocks — opens 2029

Steps away — built-in corporate demand

4M+ visitors/yr across the street

~9 months · open in ~1 year

3M+ pedestrians annually

**Ground Floor
Retail**
~9,000 SF

~9,000 SF ground-floor retail

Prime corner on Elm Street — stoplight exposure, 3M+ annual walkers.
Restaurant · bar · flagship retail · hotel lobby.

One building. Three revenue streams.

Rooms earn nightly. Retail earns daily. Rooftop earns memorably.