

SOUTH VICTORY DISTRICT

Victory Park

DALLAS, TEXAS









Victory Park, a walkable, urban development in the Uptown neighborhood of Dallas, is home to some of the cities best restaurants, entertainment, and retail.

- Victory Park is a 75 acre masterplanned, mixed-use development in Downtown Dallas anchored by the American Airlines Center (home of the Dallas Mavericks & Stars), The House of Blues, HERO, Tom Thumb, W Dallas Hotel and the new 44,000 SF Cinepolis Luxury Cinemas.
- The bar and restaurant scene at Victory Park is about to experience a dramatic change as we welcome new concepts, opening later this year, from some of Dallas' top food and beverage operators.
- WeWork opened in early 2019 on the 2nd & 3rd floors of the Victory Plaza Office building. The space features their signature mid-century modern decor, open floor plan, floor to ceiling glass and steel framing, private office suites and communal working space.









Demographics







1 MI RADIUS

-  Population (2018) – 29,603
-  Households – 13,124
-  Avg. HH Income – \$117,552
-  Median Age – 33
-  Daytime Demo – 141,525
-  Education (Bach+) – 57%

3 MI RADIUS

-  Population (2018) – 187,692
-  Households – 87,023
-  Avg. HH Income – \$91,322
-  Median Age – 34
-  Daytime Demo – 393,259
-  Education (Bach+) – 48%

5 MI RADIUS

-  Population (2018) – 398,518
-  Households – 163,296
-  Avg. HH Income – \$94,878
-  Median Age – 34
-  Daytime Demo – 642,221
-  Education (Bach+) – 43%



Aerial Key

HOTELS ■ Total Rooms: 831

- Harwood Hotel 20 Story Tower Announced
- W Hotel 252 Keys
- Hyatt House Hotel 141 Keys
- Ritz-Carlton 218 Keys
- The Crescent Hotel 220 Keys

POINTS OF INTEREST ■ Total Visitors: 3,008,000+

- American Airlines Center Visitors: 800,000+
- House of Blues 20 Story Tower Announced
- Perot Museum Visitors: 1,000,000+
- Dallas World Aquarium
- Dallas Museum of Art Visitors: 800,000+
- AT&T Performing Arts Center Visitors: 408,000+
- & Winspear Opera House
- Cinepolis

RESIDENTIAL BUILDINGS ■

Total Residences: 7,089

- W Hotel 146 Condos
- Ritz-Carlton 165 Luxury Residences
- Sky House 336 Units
- The Victor 347 Luxury Units
- The 23 Dallas 285 Units
- The Ascent 352 Units
- Future Mixed-Use 300 apts
- Victory Place 352 Units
- Magnolia Station 70 Units
- The Union 309 Apt Units
- Park 17 Apartments 292 Units
- Park District 253 Apt Units
- Park District Residences 228 Units
- 1900 McKinney 230 Units

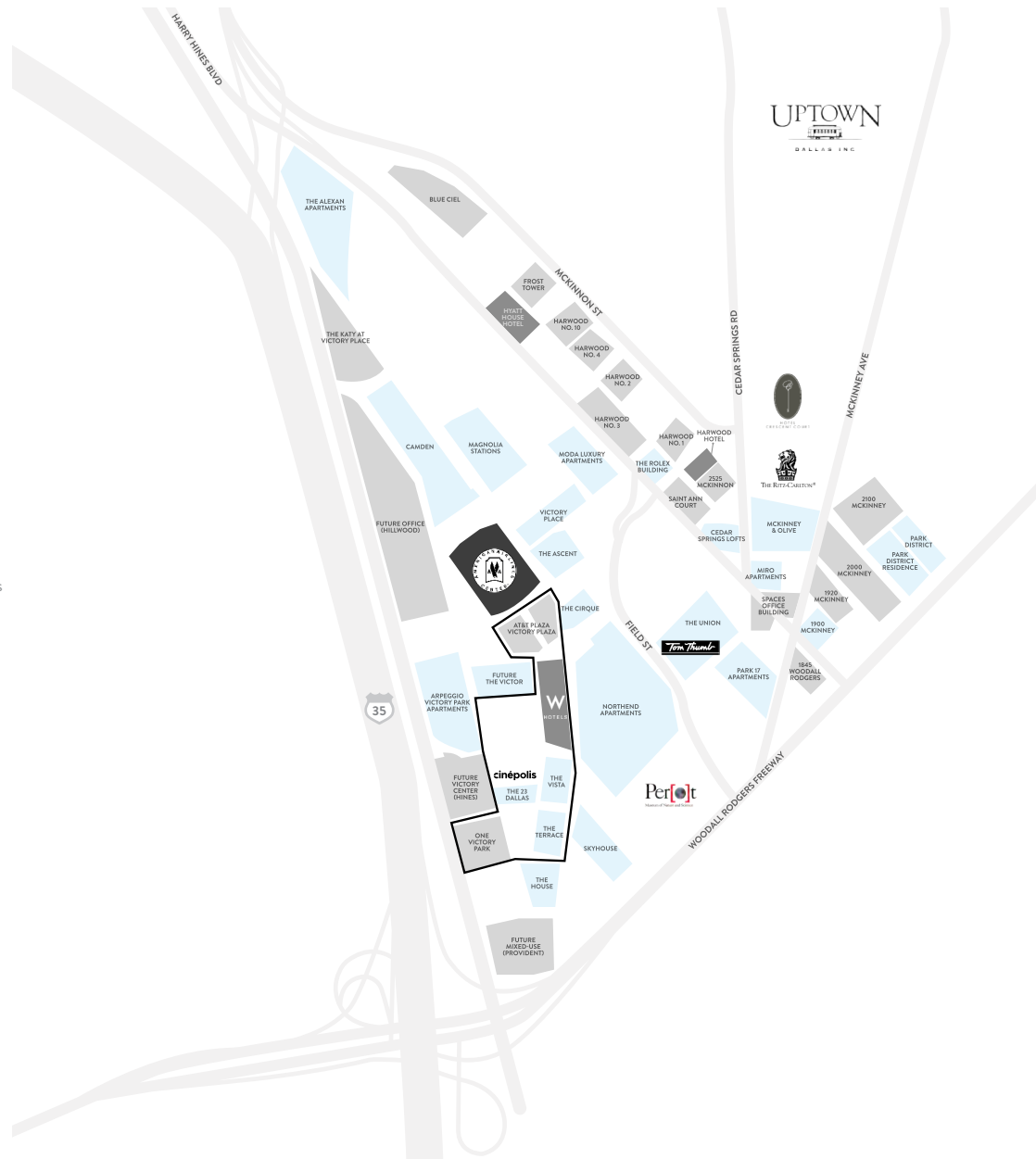
- Northend Apartments 540 Units
- Arpeggio Victory Park Apts 377 Units
- The House 133 Condo Units
- The Terrace 95 Condo Units
- The Vista 129 Apt Units
- The Cirque 252 Units
- Alexan 365 Units
- Camden 425 Units
- Moda Luxury Apts 264 Units
- Bleu Ciel 158 Condo Units
- 2011 Cedar Springs Lofts 43 Condos
- Miro Apartments 180 Units
- The Katy at Victory Park 463 Units

OFFICE BUILDINGS ■

Total: 4,674,000 SF

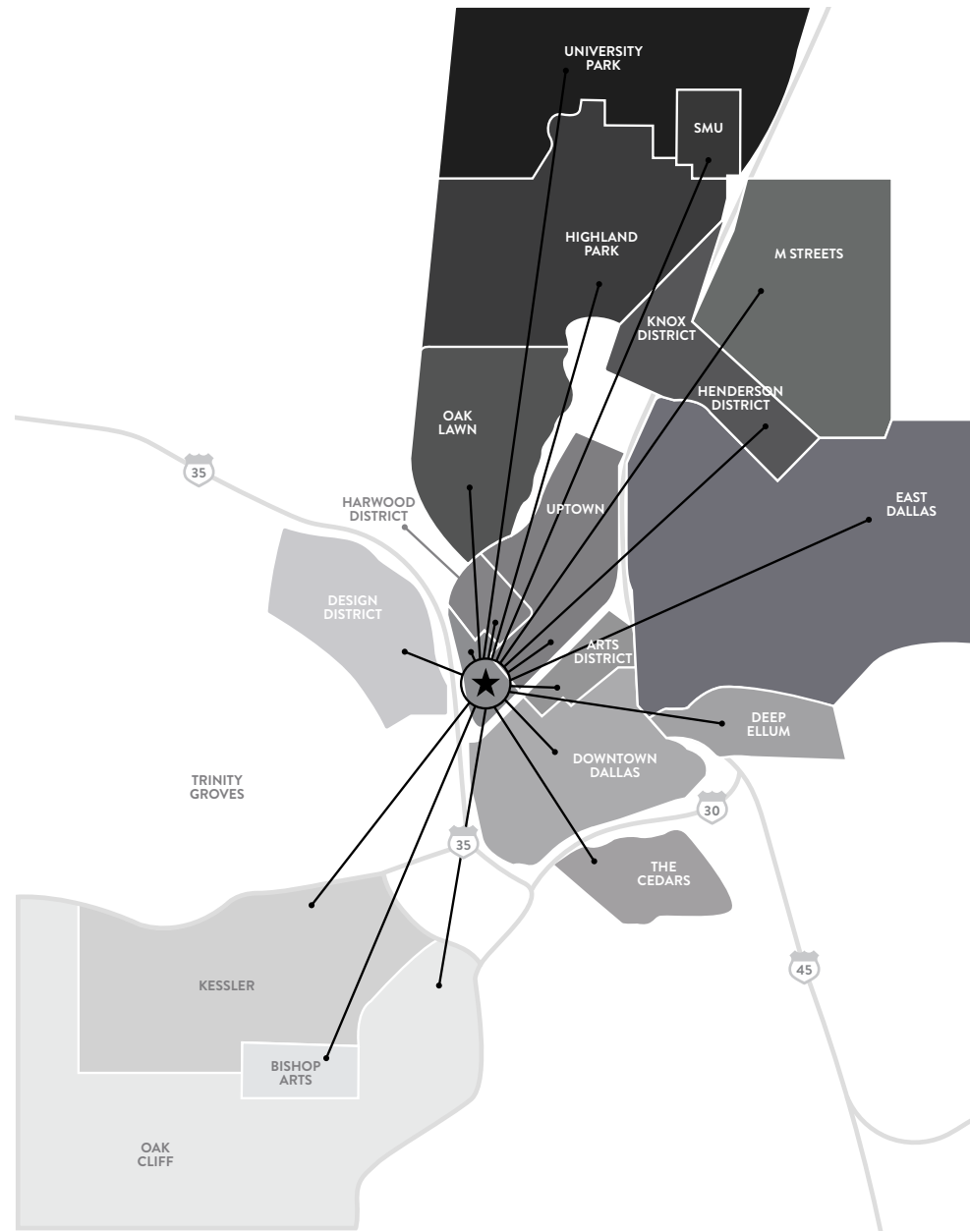
- Frost Tower 167,000 SF
- Future Mixed-Use 180,000 SF
- Hillwood Future Office
- Spaces Office Building 100,000 SF
- McKinney & Olive 480,000 SF
- The Rolex Building 56,000 SF
- The Union 417,000 SF
- Harwood No. 10 200,000 SF
- Park District 500,000 SF
- Future Victory Center Tower 455,000 SF
- One Victory Park 456,000 SF
- Victory Plaza/ AT&T Plaza 173,000 SF

- Harwood No. 2 180,000 SF
- Harwood No. 3 200,000 SF
- Harwood No. 4 11 Floor Office
- 1920 McKinney 30,000 SF
- 1845 Woodall Rodgers 150,000 SF
- 2000 McKinney 470,000 SF
- 2525 McKinnon 110,000 SF
- 2100 McKinney 350,000 SF



Drive Times

- UNIVERSITY PARK**
 6 Miles, Drive Time of 12.5 Minutes
- SMU**
 5.5 Miles, Drive, Duration of 12.5 Minutes
- HIGHLAND PARK**
 5 Miles, Drive Time of 12.5 Minutes
- KNOX DISTRICT**
 4 Miles, Drive Time of 10 Minutes
- HENDERSON DISTRICT**
 4.3 Miles, Drive Time off 10.25 Minutes
- M STREETS**
 5 Miles, Drive Time of 13 Minutes
- OAK LAWN**
 2.5 Miles, Drive Time of 9 Minutes
- UPTOWN**
 2 Miles, Drive Time of 8.5 Minutes
- EAST DALLAS**
 5.5 Miles, Drive Time of 13 Minutes
- HARWOOD DISTRICT**
 1 Mile, Drive Time of 4 Minutes
- DESIGN DISTRICT**
 1.5 Miles, Drive Time of 7 Minutes
- ARTS DISTRICT**
 1 Mile, Drive, Duration of 6 Minutes
- DEEP ELLUM**
 4.5 Miles, Drive Time of 10.5 Minutes
- DOWNTOWN DALLAS**
 1.5 Miles, Drive Time of 8 Minutes
- THE CEDARS**
 3 Miles, Drive Time of 9 Minutes
- KESSLER**
 3.5 Miles, Drive Time of 9 Minutes
- BISHOP ARTS**
 4.5 Miles, Drive Time of 11 Minutes
- OAK CLIFF**
 6 Miles, Drive Time of 12.5 Minutes
- TRINITY GROVES**
 2 Miles, Drive Time of 7 Minutes



By the Numbers

TOTAL GLA

408,437 sf

HOUSEHOLD INCOME (3 MI)

\$91,322

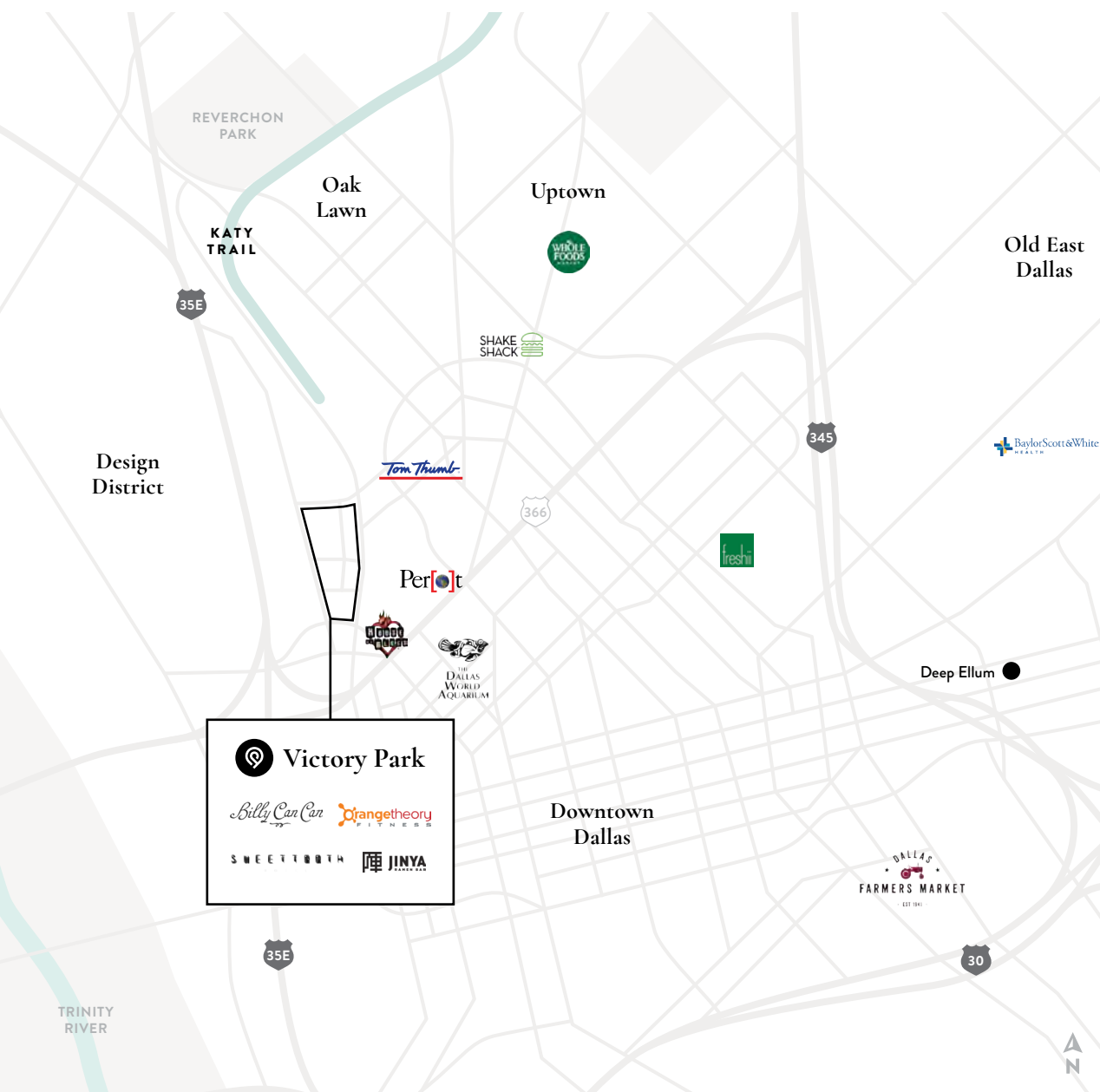
AVERAGE AGE (3 MI)

34

EDUCATIONAL ATTAINMENT (1 MI)

57%





The Neighborhood

POPULATION (1 MI)

29,603

DAYTIME POPULATION (1 MI)

141,525

HOUSEHOLDS (1 MI)

13,124

AVERAGE HOUSEHOLD INCOME (1 MI)

\$117,552

POPULATION BETWEEN 25-34 (1 MI)

38%

Victory Park Site Plan



GET IN TOUCH

We'd love to hear from you, please reach out to our contacts.



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Information About Brokerage Services

Texas law requires all real estate license holders to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords.

TYPES OF REAL ESTATE LICENSE HOLDERS:

- **A BROKER** is responsible for all brokerage activities, including acts performed by sales agents sponsored by the broker.
- **A SALES AGENT** must be supervised by a broker to perform any services and works with clients on behalf of the broker.

A BROKER’S MINIMUM DUTIES REQUIRED BY LAW (A client is the person or party that the broker represents):

- Put the interests of the client above all others, including the broker’s own interests;
- Inform the client of any material information about the property or transaction received by the broker;
- Answer the client’s questions and present any offer to or counter-offer from the client; and
- Treat all parties to a real estate transaction honestly and fairly.

A LICENSE HOLDER CAN REPRESENT A PARTY IN A REAL ESTATE TRANSACTION:

- **AS AGENT OR SUBAGENT FOR OWNER (SELLER/LANDLORD):** The broker becomes the property owner’s agent through an agreement with the owner, usually in a written listing to sell or property management agreement. A subagent represents the owner, not the buyer, through an agreement with the owner’s broker. An owner’s agent must perform the broker’s minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, including information disclosed to the agent or subagent by the buyer or buyer’s agent.
- **AS AGENT FOR BUYER/TENANT:** The broker becomes the buyer/tenant’s agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer’s agent must perform the broker’s minimum duties above and must inform the buyer of any material information about the property or transaction known by the agent, including information disclosed to the agent by the seller or seller’s agent.
- **AS AGENT FOR BOTH – INTERMEDIARY:** To act as an intermediary between the parties the broker must first obtain the written agreement of *each party* to the transaction. The written agreement must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker’s obligations as an intermediary. A broker who acts as an intermediary:
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 - That the owner will accept a price less than the written asking price;
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Venture Commercial Real Estate, LLC	476641	info@venturedfw.com	214-378-1212
Broker’s Licensed Name or Primary Assumed Business Name	License No.	Email	Phone
Michael E. Geisler	350982	mgeisler@venturedfw.com	214-378-1212
Designated Broker’s Name	License No.	Email	Phone
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Agent’s Supervisor’s Name	License No.	Email	Phone
Amy Pjetrovic	550374	apjetrovic@venturedfw.com	214-378-1212
Sales Agent/Associate’s Name	License No.	Email	Phone

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Gabrielle Shaff	662554	gshaff@venturedfw.com	214-378-1212
Sales Agent/Associate’s Name	License No.	Email	Phone

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