





We always like to be on the winning team, and we think the next triumph of Dallas is the Victory Park neighborhood.







This area is booming with change and ingenuity and quickly becoming one of the most popular districts in Dallas. Victory Park offers excitement around every curve as its urban evolution ensues. Enjoy your time out dining in swanky style at Imoto or grabbing dessert at the gourmet popsicle shop, Pop Bar.

In Victory Park, there is no shortage of entertainment. Enjoy a sports event or a musical extravaganza at the American Airlines Center. Check out the ever-evolving experiential art installation at Sweet Tooth Hotel. Whatever your niche is, Victory Park has got it.









# 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

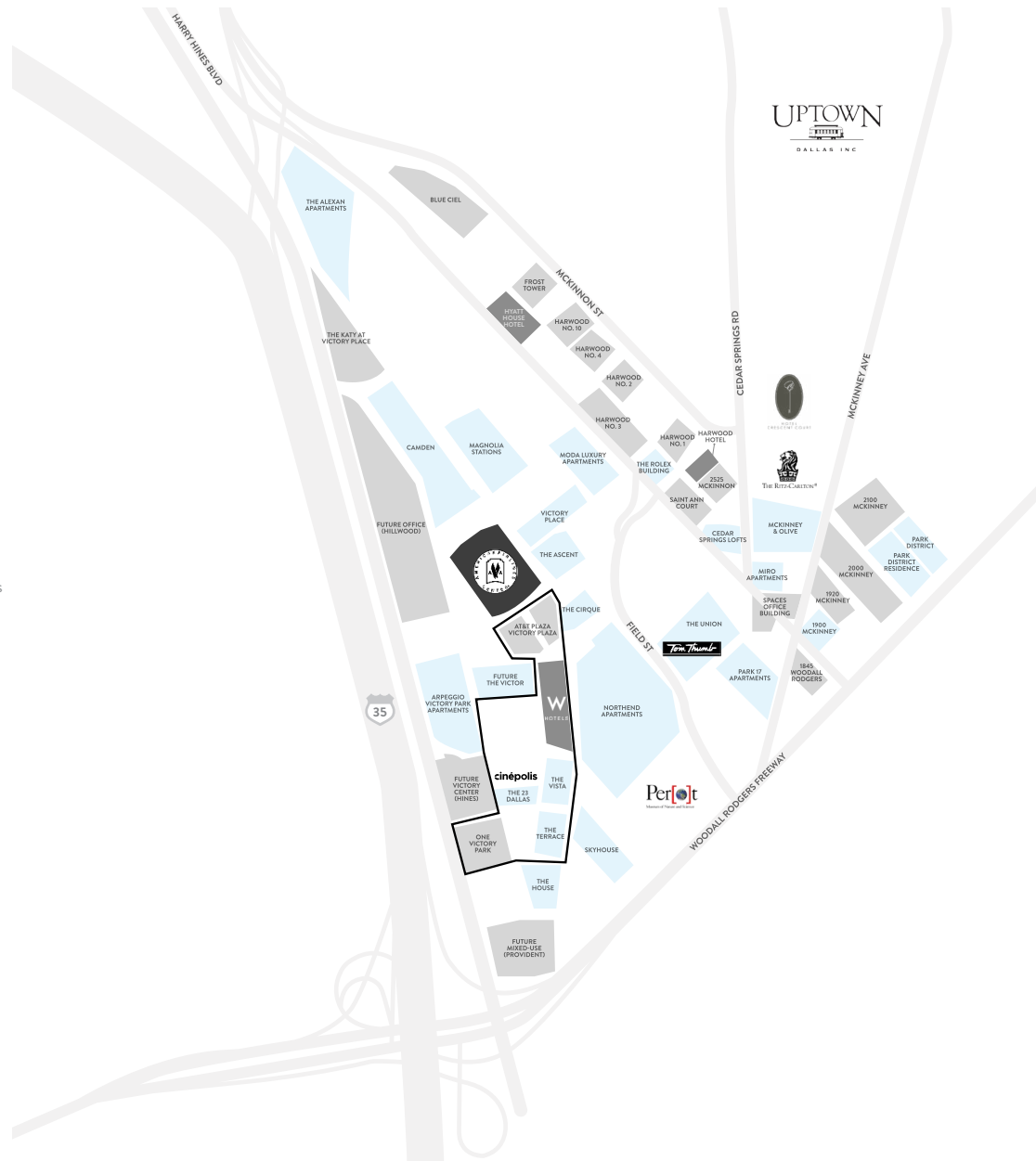
Northend Apartments 540 Units  
 Arpeggio Victory Park Apts 377 Units  
 The House 133 Condo Units  
 The Terrace 95 Condo Units  
 The Vista 129 Apt Units  
 The Cirque 252 Units  
 Alexan 365 Units  
 Camden 425 Units  
 Moda Luxury Apts 264 Units  
 Bleu Ciel 158 Condo Units  
 2011 Cedar Springs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

## OFFICE BUILDINGS ■

Total: 4,674,000 SF

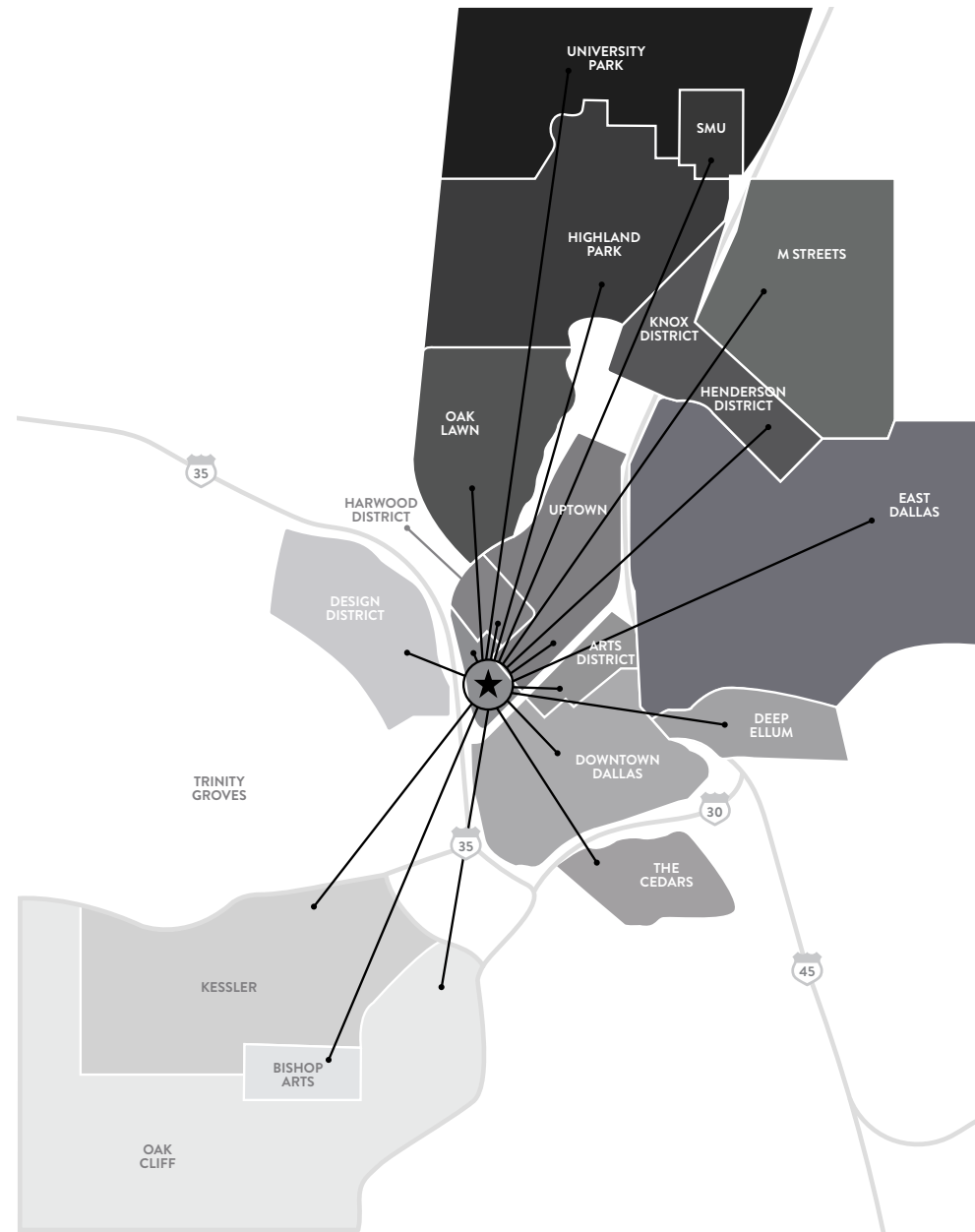
Frost Tower 167,000 SF  
 Future Mixed-Use 180,000 SF  
 Hillwood Future Office  
 Spaces Office Building 100,000 SF  
 McKinney & Olive 480,000 SF  
 The Rolex Building 56,000 SF  
 The Union 417,000 SF  
 Harwood No. 10 200,000 SF  
 Park District 500,000 SF  
 Future Victory Center Tower 455,000 SF  
 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	DESIGN DISTRICT 1.5 Miles, Drive Time of 7 Minutes
SMU 5.5 Miles, Drive, Duration of 12.5 Minutes	ARTS DISTRICT 1 Mile, Drive, Duration of 6 Minutes
HIGHLAND PARK 5 Miles, Drive Time of 12.5 Minutes	DEEP ELLUM 4.5 Miles, Drive Time of 10.5 Minutes
KNOX DISTRICT 4 Miles, Drive Time of 10 Minutes	DOWNTOWN DALLAS 1.5 Miles, Drive Time of 8 Minutes
HENDERSON DISTRICT 4.3 Miles, Drive Time off 10.25 Minutes	THE CEDARS 3 Miles, Drive Time of 9 Minutes
M STREETS 5 Miles, Drive Time of 13 Minutes	KESSLER 3.5 Miles, Drive Time of 9 Minutes
OAK LAWN 2.5 Miles, Drive Time of 9 Minutes	BISHOP ARTS 4.5 Miles, Drive Time of 11 Minutes
UPTOWN 2 Miles, Drive Time of 8.5 Minutes	OAK CLIFF 6 Miles, Drive Time of 12.5 Minutes
EAST DALLAS 5.5 Miles, Drive Time of 13 Minutes	TRINITY GROVES 2 Miles, Drive Time of 7 Minutes
HARWOOD DISTRICT 1 Mile, Drive Time of 4 Minutes	





# By the Numbers

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TOTAL GLA

408,437 sf

HOUSEHOLD INCOME (3 MI)

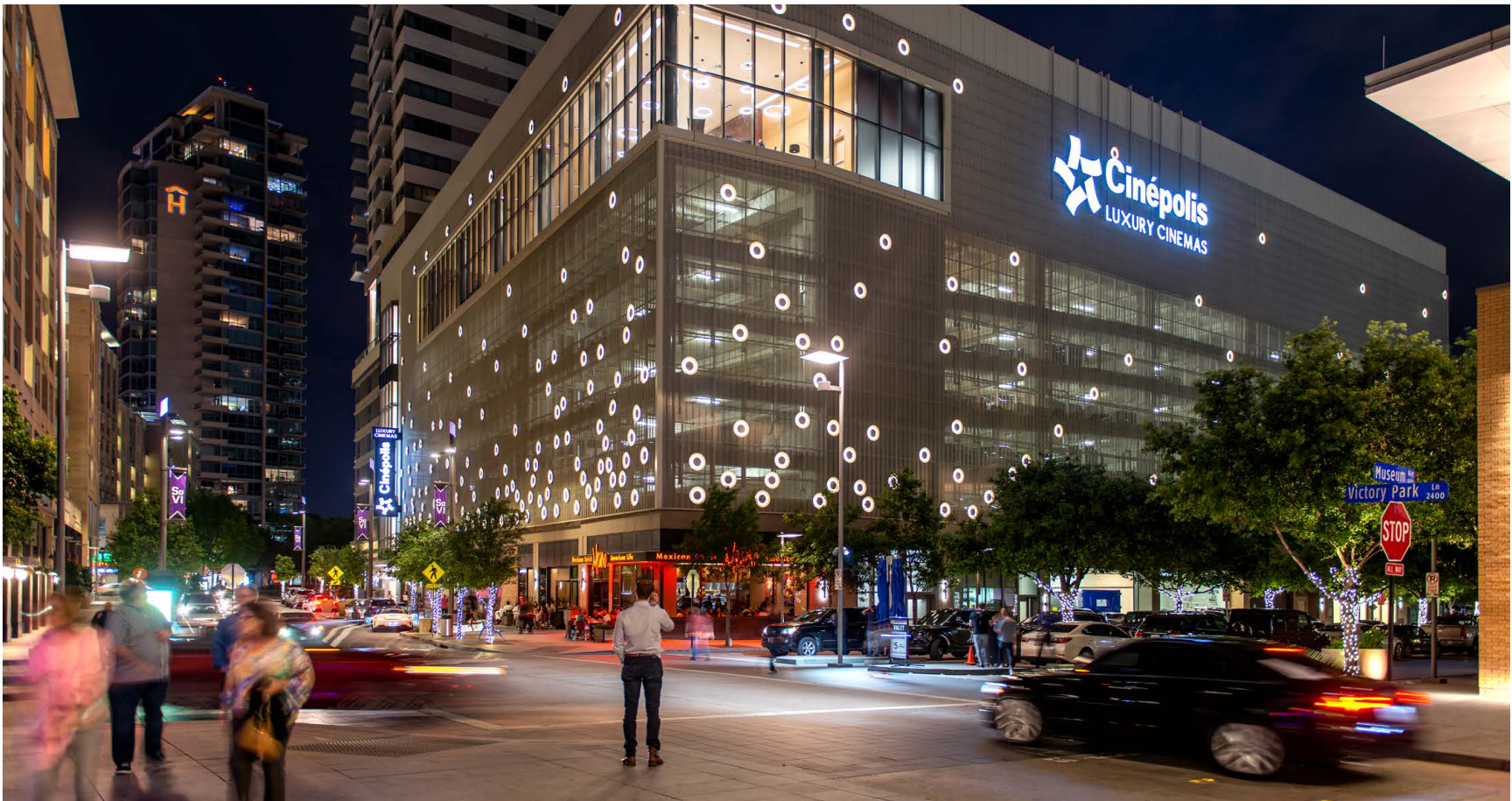
\$91,322

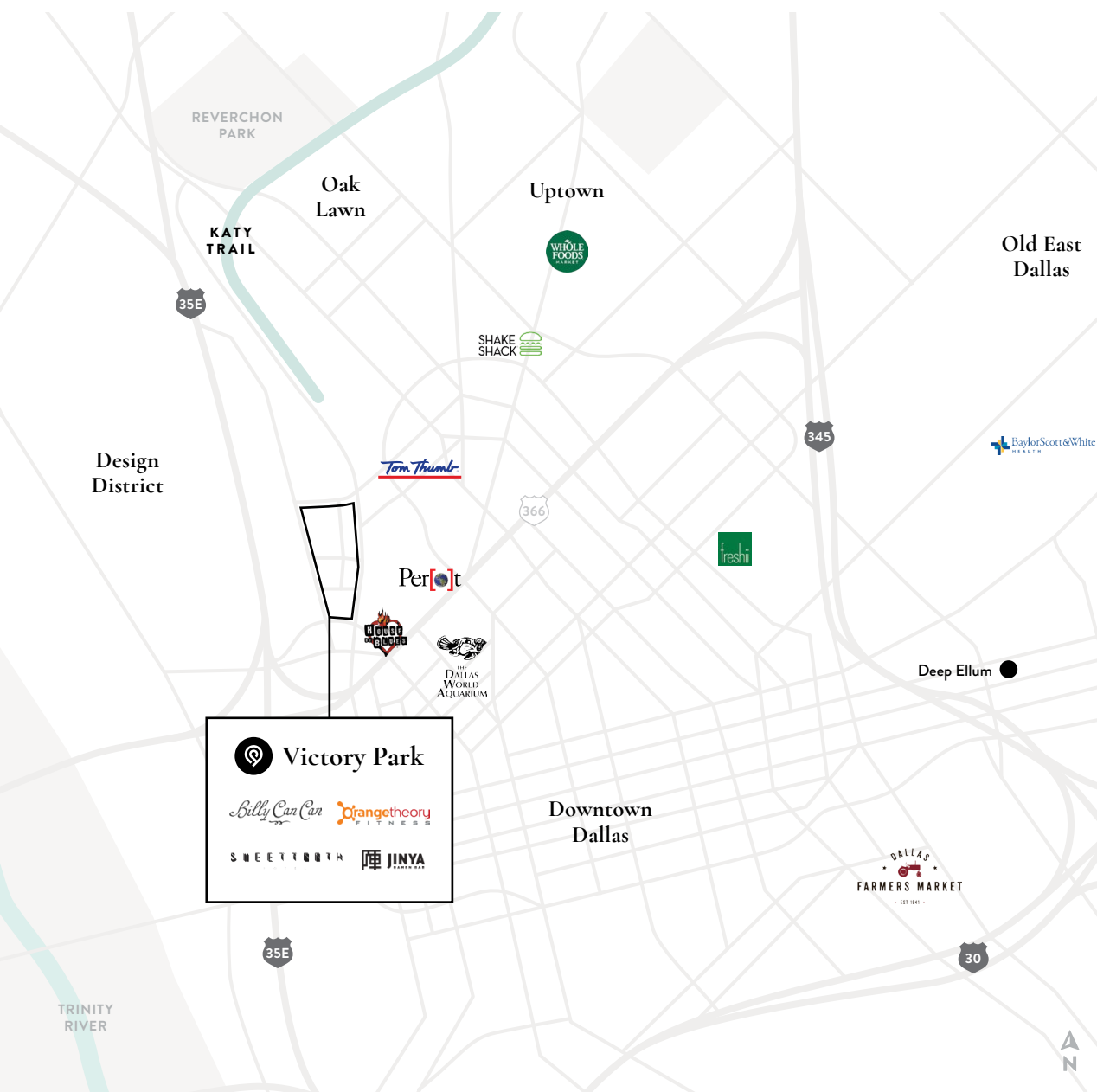
AVERAGE AGE (3 MI)

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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