

The background of the entire image is a repeating pattern of light orange hexagons separated by white lines, creating a honeycomb effect. In the center, there is a white shield-shaped emblem with a thin orange border. Inside the shield, the text "est. 1954" is at the top in a small, italicized, teal font. Below it, the word "HILLSIDE" is written in a large, bold, teal, sans-serif font. At the bottom of the shield, the word "VILLAGE" is written in a smaller, teal, sans-serif font.

*est. 1954*

HILLSIDE

VILLAGE



In a city historically characterized by big hair and oil tycoons, East Dallas has an identity all its own. Those that know this pocket of Dallas consider it to be so close, yet so far from the more-is-more clichés often associated with “Big D.”

# WHY LAKEWOOD?

Nestled along White Rock Lake, the Lakewood neighborhood of East Dallas is home to a tight-knit community where homes range from impressive historic estates to mid-century cottages, and buying local is favored over big-box. Lakewood truly is the best of both worlds: a lakeside retreat that feels removed from the hustle of the big city, but with easy access to all of Dallas’ top amenities and attractions.





# PAST MEETS PRESENT

Hillside Village is a historic property in a prominent location.

Built in 1954, Hillside Village was the talk of the town, known for having the largest A&P supermarket in Greater Dallas (15,000 SF!) and launching more than 30 local businesses at the burgeoning corner of Abrams Road and Mockingbird Lane. Early on, locals frequented Hillside Village for Beck's Fried Chicken, Davenports 1¢ to \$1 Store, Mrs. Northcutt's Dress Shop and other unique shops.



Black and white photos from the collections of the Dallas History and Archives Division, Dallas Public Library.



## The Heartbeat of Lakewood

Today, the property holds a certain nostalgia for Lakewood natives and is once again poised to be the community's place to shop, dine & celebrate. Exciting plans will reinvigorate the property for a new generation, while paying homage to its history.





# THE NUMBERS

Hillside Village boasts an outstanding location within the trade area and some of the most attractive demographics in Dallas.

“Lakewood locals love walking their elementary-age children to school along the rolling, shady streets of their neighborhood.” — *D Magazine*



71.4%

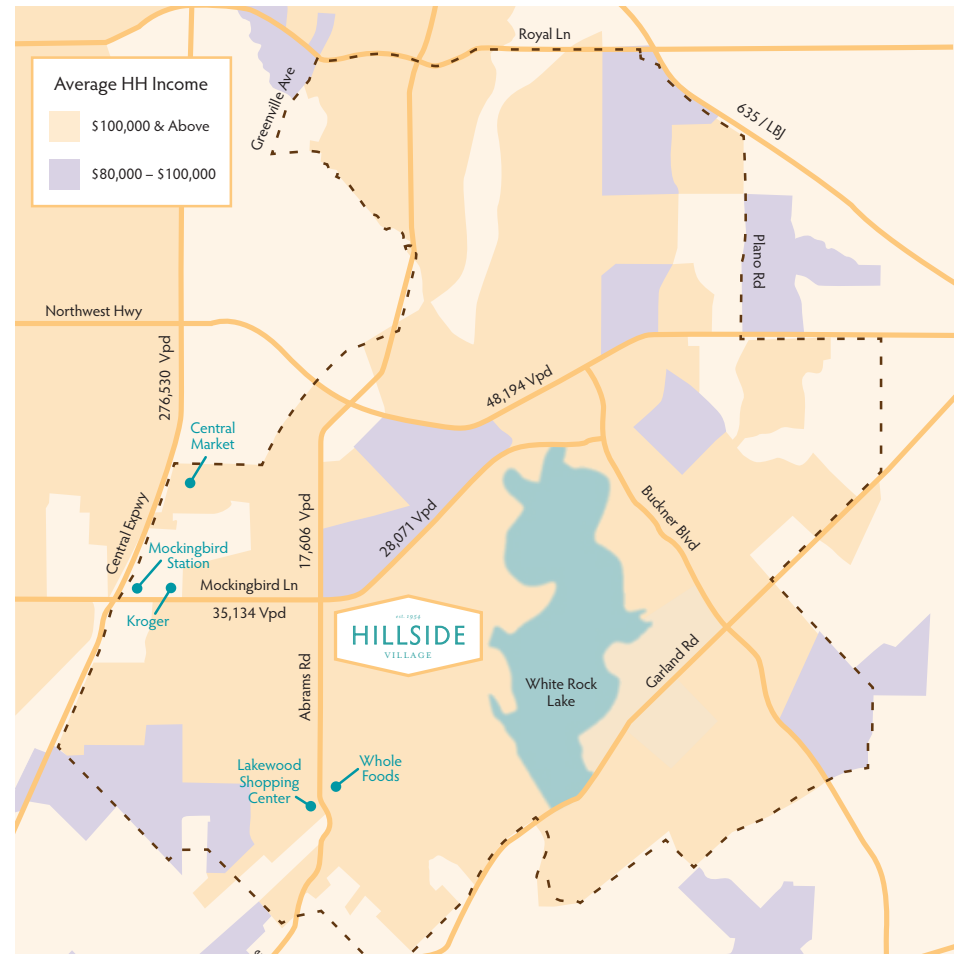
have a bachelor's degree  
or higher

90.1%

of Lakewood Elementary  
students are  
considered affluent

80,811

cars per day



\$111,902

average HH income

Lakewood  
Elementary

boasts nearly 2x  
the enrollment of any  
other East Dallas  
elementary school

41.3%

of residents  
are ages 20-39



2.38

average  
household size



16.6

average length in years  
of residency in the  
neighborhood

Median  
home value is  
52%  
higher than the  
Dallas average



# THE SHOPPER

Meet the current generation of the Hillside Village shoppers.



## THE JONESES

*Affluent, Community-Driven, Brand-Conscious*

**Status:** Married with young children

**Age:** 38

**Residence:** Renovated Lakewood Mid-Century

**Occupation:** Investment banker;

Lakewood Elementary PTA &

Chair of the Lakewood Home Tour

**Car:** Range Rover

**Exercise:** Golf and tennis

at Lakewood Country Club

**Favorite Brands:** Louis Vuitton, Cartier,

lululemon

**Indulgence:** Summer rental in Seaside

**Into:** Redecorating with personal

design services

## THE CREATIVE CIRCLE

*Successful, Discerning, Design-Focused*

**Status:** Married, no kids

**Age:** 35

**Residence:** Architecturally significant

Lakewood home

**Occupation:** Advertising, digital media,

graphic design

**Car:** Tesla

**Exercise:** High-end gym membership,

studio classes

**Favorite Brands:** Knoll, Céline, Assouline

**Indulgence:** Contemporary art

**Into:** Independent film

## THE TRAINER

*Athletic, Health-Conscious, Goal-Driven*

**Status:** Single or married

**Age:** 32

**Residence:** Lakewood bungalow

**Occupation:** Sales for a tech start-up

**Car:** Subaru with a bike rack

**Exercise:** Training for a triathlon at White Rock Lake

**Favorite Brands:** Brooks, Hoka, REI

**Indulgence:** Weekly sports massages

**Into:** Eating Paleo

## THE TWO OF US

*Educated, Social, Foodie*

**Status:** Married, no kids

**Age:** 31

**Residence:** Lakewood Craftsman with room to grow

**Occupation:** Finance; Architect

**Car:** Older model BMW

**Exercise:** Bike rides around White Rock Lake

**Favorite Brands:** Apple, Warby Parker,

Crate & Barrel

**Indulgence:** Dining out at chef-driven,

farm-to-table restaurants

**Into:** Craft beer at Lakewood Brewing Co.

## THE ORIGINALS

*Eco-Conscious, Cause-Driven, Practical*

**Status:** Married with adult children

**Age:** 60

**Residence:** Owned in Lakewood for 30+ years,

before it was cool

**Occupation:** Retired

**Car:** Vintage pick-up purchased when it was new

**Exercise:** Maintaining a large home garden

and tending to the chickens in their backyard

**Favorite Brands:** Anything local, nothing

too flashy

**Indulgence:** Sunset strolls along

White Rock Lake with wine in hand

**Into:** Keeping up with local politics

## THE BOHEMIAN

*Individual, Creative, On a Budget*

**Status:** Single

**Age:** 40

**Residence:** Rental in Lakewood Heights

or Munger Place

**Occupation:** Hairdresser, tattoo artist

**Car:** Uses ridesharing apps instead

**Exercise:** Walking to and from neighborhood services

**Favorite Brands:** Converse, vintage Levi's,

Jeffrey Campbell

**Indulgence:** Cold brew from White Rock Coffee

**Into:** Rehabbing vintage furniture



# A NEW GENERATION

A new chapter is beginning at Hillside Village that will cater to the underserved trade area. A mix of local and specialty tenants will be curated to complement the lifestyle of the upscale, eclectic and creative Lakewood community.

The property's location at the highly trafficked intersection of Abrams Road and Mockingbird Lane puts it in a prime position to once again become a daily destination for the current generation of Lakewood shoppers.



## In the Works

Existing façades will be renovated to incorporate natural wood and ferrous metals, providing an updated, modern feel while preserving the center's original architectural character

New signature mid-century inspired monument signage will give a nod to the property's history

Lush landscaping, along with widened primary drives, will create a more walkable "Main Street" feel

New integrated lighting will give the property a welcoming ambiance

Reconfigured parking lots will improve circulation and create additional landscape opportunities



Property Footprint

11.91 acres  
169,299 SF



Northwood Investors is a privately held global real estate investment and management firm with approximately \$6.5 billion of assets under management. Founded in 2006 by John Z. Kukral, the former President and CEO of Blackstone Real Estate Advisors, Northwood employs a fundamental, value-driven investment strategy with a long-term outlook and focus on key global cities. The firm currently owns and manages a diverse portfolio of real estate assets worldwide, including hospitality, office, retail, residential and industrial properties.



Northwood Retail specializes in maximizing the value of Northwood Investors' retail portfolio through a disciplined approach to leasing, development, property management, marketing, and accounting. As recognized industry leaders, the Northwood Retail team has extensive experience across all retail property types and disciplines, allowing them to deliver extraordinary retail experiences.

## LEASING

### **Ward A. Kampf**

*President of Northwood Retail*

214.365.0222 office

469.828.3303 direct

wkampf@northwoodretail.com

### **Rand Horowitz**

*SHOP Companies*

214.242.5444 office

rand@shopcompanies.com

### **Ashley O'Malley**

*SHOP Companies*

214.960.4621 office

ashley@shopcompanies.com