

An aerial architectural rendering of a modern city skyline at dusk. The scene features numerous glass-clad skyscrapers and mid-rise buildings, many of which are illuminated from within, casting a warm glow. A large, lush green park with winding paths, trees, and a central circular plaza is situated in the lower-left quadrant. The city is surrounded by a dense residential area with smaller houses and trees. The overall atmosphere is one of a vibrant, modern urban environment.

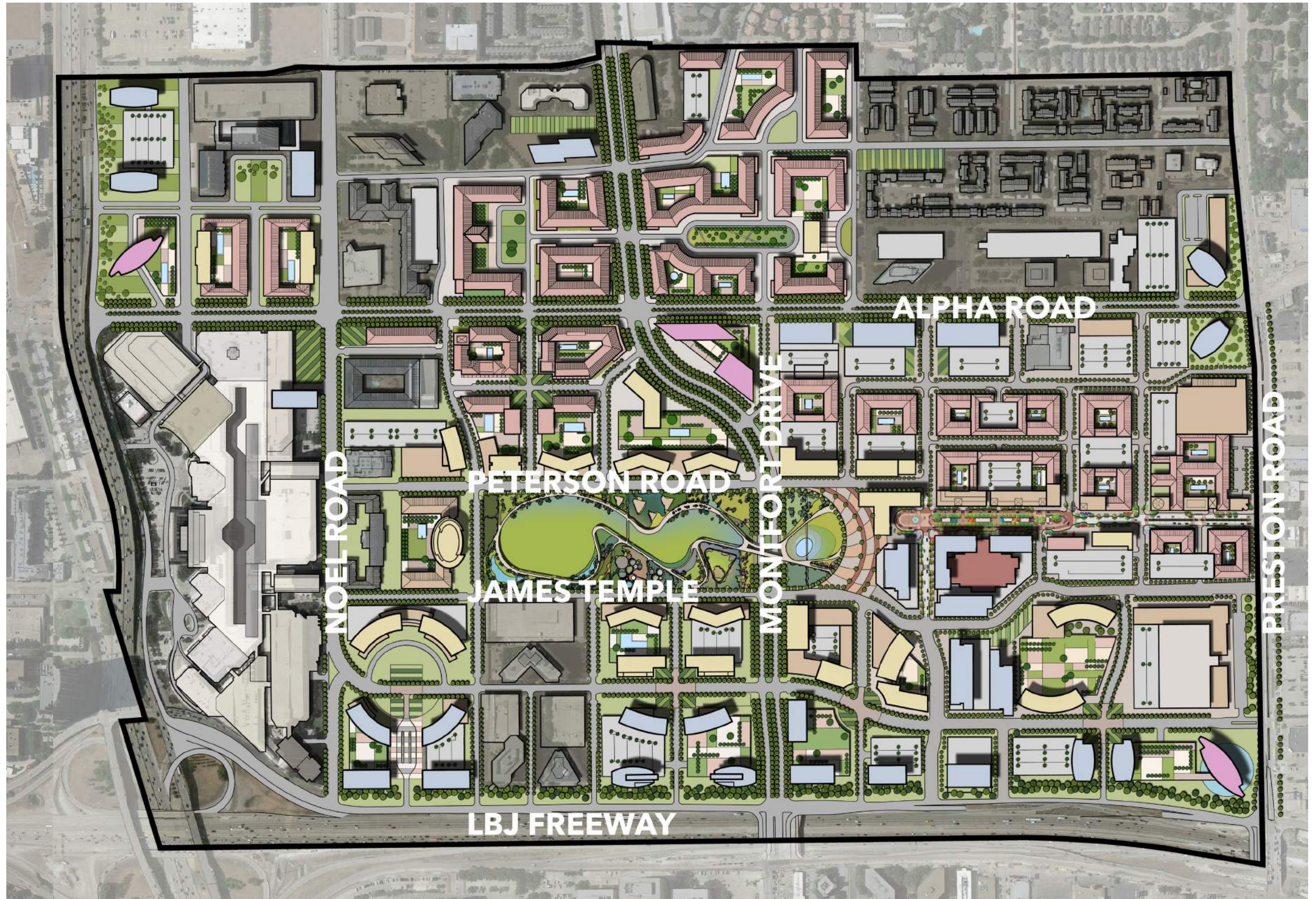
# DM

DALLAS MIDTOWN



# DALLAS MIDTOWN DISTRICT

- Largest urban re-zoning in City of Dallas' history
- Over 400+ Acres
- Created the largest TIF District in City of Dallas
- 20 Acre Dallas Midtown Park will be centerpiece





A PROMINENT LOCATION IN THE HEART OF THE CITY PUTS  
DALLAS MIDTOWN AT THE CENTER OF IT ALL



DALLAS MIDTOWN DEVELOPMENT

While Dallas Midtown seeks to be a reliable retail and entertainment destination for young people and families, the new combined program elements of residential, office towers, retail, and hotels will be an internationally-recognized attraction that draws people across nations and demographics.

UNIQUE IDENTITY

The new development will have a unique market offering because of the wide variety of amenities available in one place. The property features retailers in a diverse mix; all parcel developments feature connections between the natural park attractions and unique, retail and entertainment-filled draw of the district and the inspirational attractions of residential and office towers.





# WHY DALLAS MIDTOWN?

- Dallas Midtown will be anchored by Cinepolis Luxury Cinema, Lifetime Athletic, a 183,000 SF flagship fitness facility, a 440 room luxury star hotel, and first class restaurant and retail users
- Midtown is located along Preston Road & LBJ Freeway – one of the most highly visible retail sites in the DFW metroplex with average daily traffic counts exceeding 350,000 vehicles per day and capacity to serve over 500,000 cars per day.
- Midtown has a daytime population of 380,000 with +30 million square feet of office in a 5-mile radius
- The district is anchored by the Galleria Dallas, a 1.7 million square feet super regional mall that generates 19 million visitors per year
- 12,000 hotel rooms including 448 rooms at the Westin Hotel within a five mile radius of Midtown with additional hotels planned for the district, including +600 rooms within 2 hotels at Dallas Midtown
- There are +3,000 residential units planned for Dallas Midtown – all within walking distance of retail and restaurants
- The district is surrounded by multiple affluent neighborhoods with 1/3 of households earning over \$100,000 per year
- Addison's private airport within 4 miles of Midtown
- Multiple Nationally recognized private schools including St. Mark's, Hockaday, Greenhill and Jesuit all within 3 miles
- Country Clubs, Cooper Clinic and Internationally acclaimed TBarM Tennis Center within walking distance of Midtown
- The 20 acre Dallas Midtown Central Park will be connected to the White Rock Hike and Bike Trail with over 30 miles of trails



Dallas Midtown Central Park - Largest Programmed Dallas City Park





# PROJECT DETAILS

## PROJECT SCOPE

Parcel Size	70 Acres
Cinepolis Luxury Cinema	40,000 SF
Lifetime	183,000 SF
Retail   Rest.	200,000 SF
Residential Rental	2,440 units
Residential Condominiums	250 units
Office	1,497,000 SF
Hotel	600 rooms
Total Parking	11,170 spaces
Public Spaces	5.8 acres
Timing	2019

## TRAFFIC COUNTS

LBJ FWY (635)	283,402 VPD
Preston Road	39,090 VPD
Dallas North Tollway	218,223 VPD

## DEMOGRAPHICS

	3 mi
Population	133,200
Daytime pop.	237,200
Avg HH Income	\$90,389
Med HH Income	\$55,421
% Age 15-49	51.1%
% Renter Occupied	59.71%

	5 mi
Population	365,475
Daytime pop.	537,534
Avg HH Income	\$90,200
Med HH Income	\$55,520
% Age 15-49	48.88%
% Renter Occupied	52.01%

	10 mi
Population	1,323,115
Daytime pop.	1,797,034
Avg HH Income	\$90,588
Med HH Income	\$58,848
% Age 15-49	51.94%
% Renter Occupied	52.08%

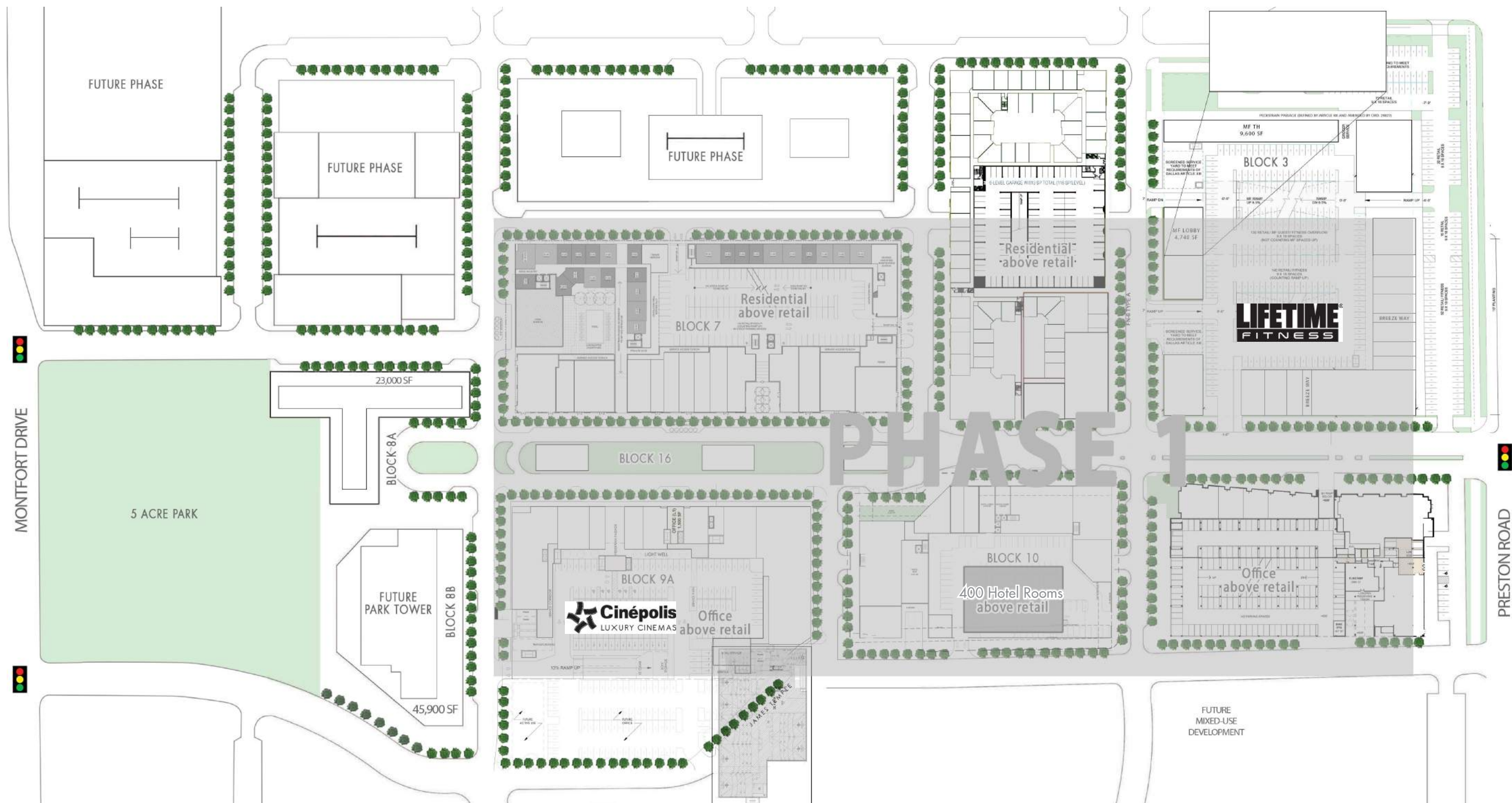
	10 min DT
Population	214,123
Daytime pop.	345,346
Avg HH Income	\$86,080
Med HH Income	\$52,029
% Age 15-49	50.47%
% Renter Occupied	59.05%





# DALLAS MIDTOWN USE PLAN HIGHLIGHTS

Include hike and bike trails connecting to White Rock Lake, parks and open space, two luxury hotels, iconic office towers, luxury condo units for sale, a luxury movie theater, boutique shopping, restaurants and health/fitness venues.





## THE DEVELOPMENT

The innovative development encompasses unique design concepts never before seen in our region. "This development will create a city within a city. With restaurants, shopping, housing and office space, Dallas Midtown will completely redefine this part of Dallas, " said Linda Koop, Former City Council Member and Current State Representative.





## SPACES FOR COMMUNITY & GATHERING

Dallas Midtown will feature multiple common spaces for groups to gather and interact. Short and long-stay dining options will be available at all price points, for multiple demographic groups.





## OUTDOOR APPRECIATION

The Midtown Central Park, at over 20 acres, along with the 6+ acres of open space in Dallas Midtown will be the largest programmed park within the city. This will include performance stages, and areas for the community to gather and appreciate the outdoors.





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Landscape Design	Studio Outside
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