

DALLAS GATEWAY



DALLAS OVERVIEW

4TH

LARGEST METRO CITY
IN THE U.S

7.5M

TOTAL RESIDENTS
IN 2020

11.3M

PROJECTED POPULATION
BY 2045

\$66,982

MEDIAN HOUSEHOLD
INCOME

4TH

LARGEST WORKFORCE
IN THE U.S



CURRENT SPACING FROM PROJECT SITE FROM OTHER NOTEWORTHY RETAIL DESTINATIONS IN DALLAS:

MAIN STREET DOWNTOWN:
APPROXIMATELY 1 MILE OR 7 MIN DRIVE

DEEP ELLUM:
APPROXIMATELY 1.5 MILES OR 8 MIN DRIVE TIME

VICTORY PARK:
APPROXIMATELY 1.1 MILES OR 7 MIN DRIVE TIME

MAPLE AND CEDAR SPRINGS:
APPROXIMATELY 1 MILE OR 6 MIN DRIVE TIME

WEST VILLAGE:
APPROXIMATELY 2 MILES OR 7 MIN DRIVE TIME

PROGRAM OVERVIEW

3.63

ACRES

400,000

SF CLASS-A OFFICE

894

RESIDENTIAL UNITS

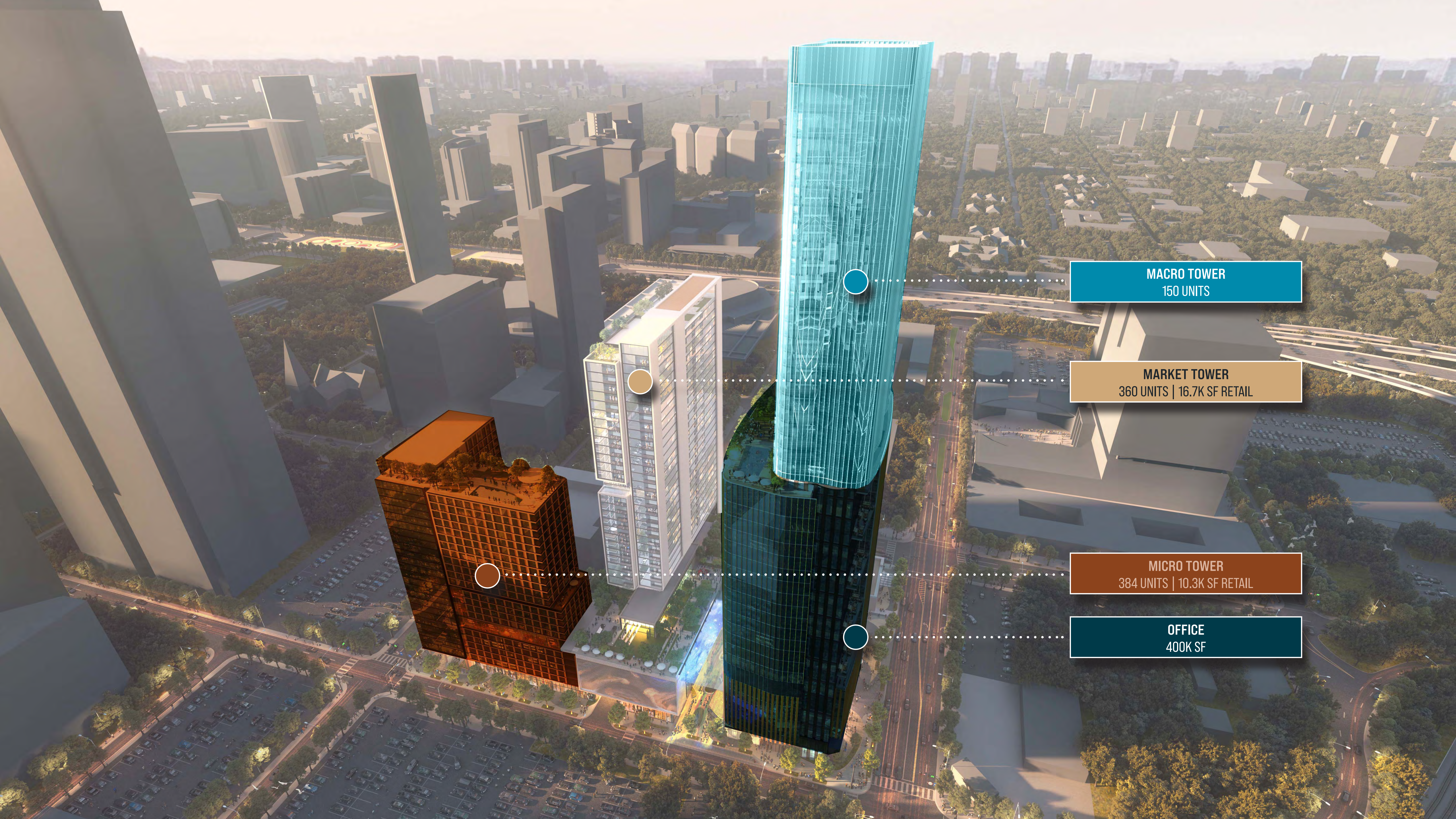
50,000

SF RETAIL

150 LUXURY MACRO

360 MARKET

384 MICRO



MACRO TOWER
150 UNITS

MARKET TOWER
360 UNITS | 16.7K SF RETAIL

MICRO TOWER
384 UNITS | 10.3K SF RETAIL

OFFICE
400K SF





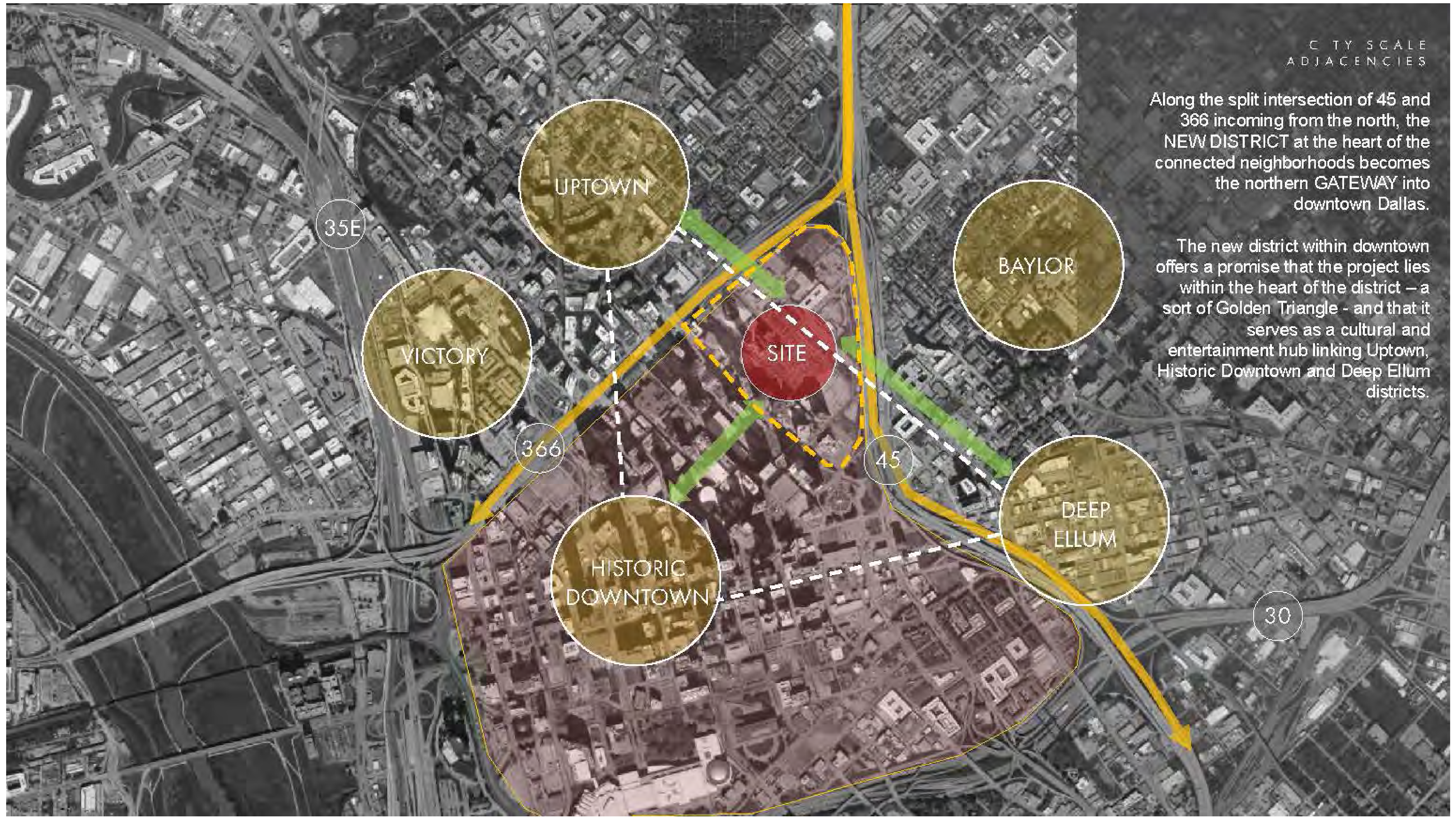




CITY SCALE
ADJACENCIES

Along the split intersection of 45 and 366 incoming from the north, the NEW DISTRICT at the heart of the connected neighborhoods becomes the northern GATEWAY into downtown Dallas.

The new district within downtown offers a promise that the project lies within the heart of the district – a sort of Golden Triangle - and that it serves as a cultural and entertainment hub linking Uptown, Historic Downtown and Deep Ellum districts.





NEIGHBORHOOD SCALE DISTRICTS

The existing Districts within and adjacent to Downtown Dallas create an array of various commercial cores with unique spatial and architectural languages, scales and tenant mixes.

The site straddles the north boundary of the Thanksgiving Commercial District – a designation which may not allow the site to capture all the opportunities as there appears to be a greater connection and potential linkages to The Dallas Arts District and Deep Ellum.

Creating a NEW DISTRICT would capitalize on the unique strengths of the location and draw from the attributes of the adjacent neighborhoods.

UPTOWN

VICTORY PARK

DALLAS ARTS DISTRICT

NORTH GATEWAY

BAYLOR

THANKSGIVING COMMERCIAL DISTRICT

WEST END HISTORIC DISTRICT

MAIN STREET DISTRICT

FARMER'S MARKET

DEEP ELLUM

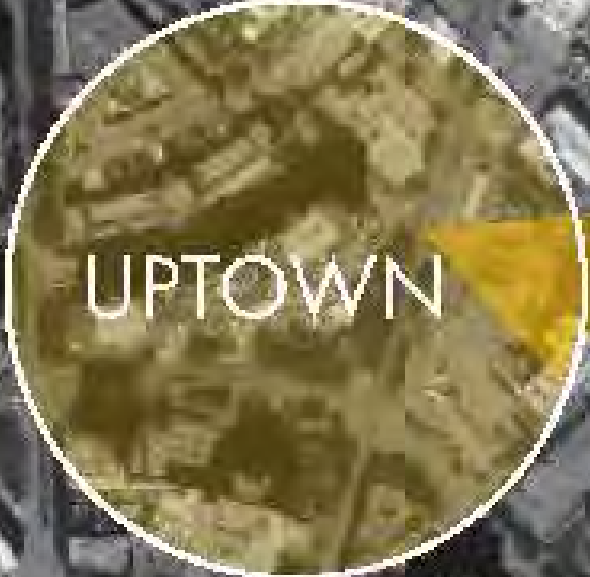
Two major arterials serve the heart of the new NORTH GATEWAY district and intersect at the heart of the new neighborhood.

Ross Avenue connects with the greater downtown core along THE DALLAS ARTS DISTRICT corridor, and Maple/Routh/North Good-Latimer creates an important cross neighborhood connection linking UPTOWN and DEEP ELLUM.

Live music capital of North Texas, hub for the performing arts from theater to comedy, concert venues for indie and blues, brewpubs and cocktail bars within an eclectic, authentic neighborhood

Office workers and daytime employees lacking convenient lunch offerings

Upscale affluent community with highest office and retail rents, trendy nightspots, hotels and retail offerings



UPTOWN



DOWNTOWN



DEEP ELLUM

366

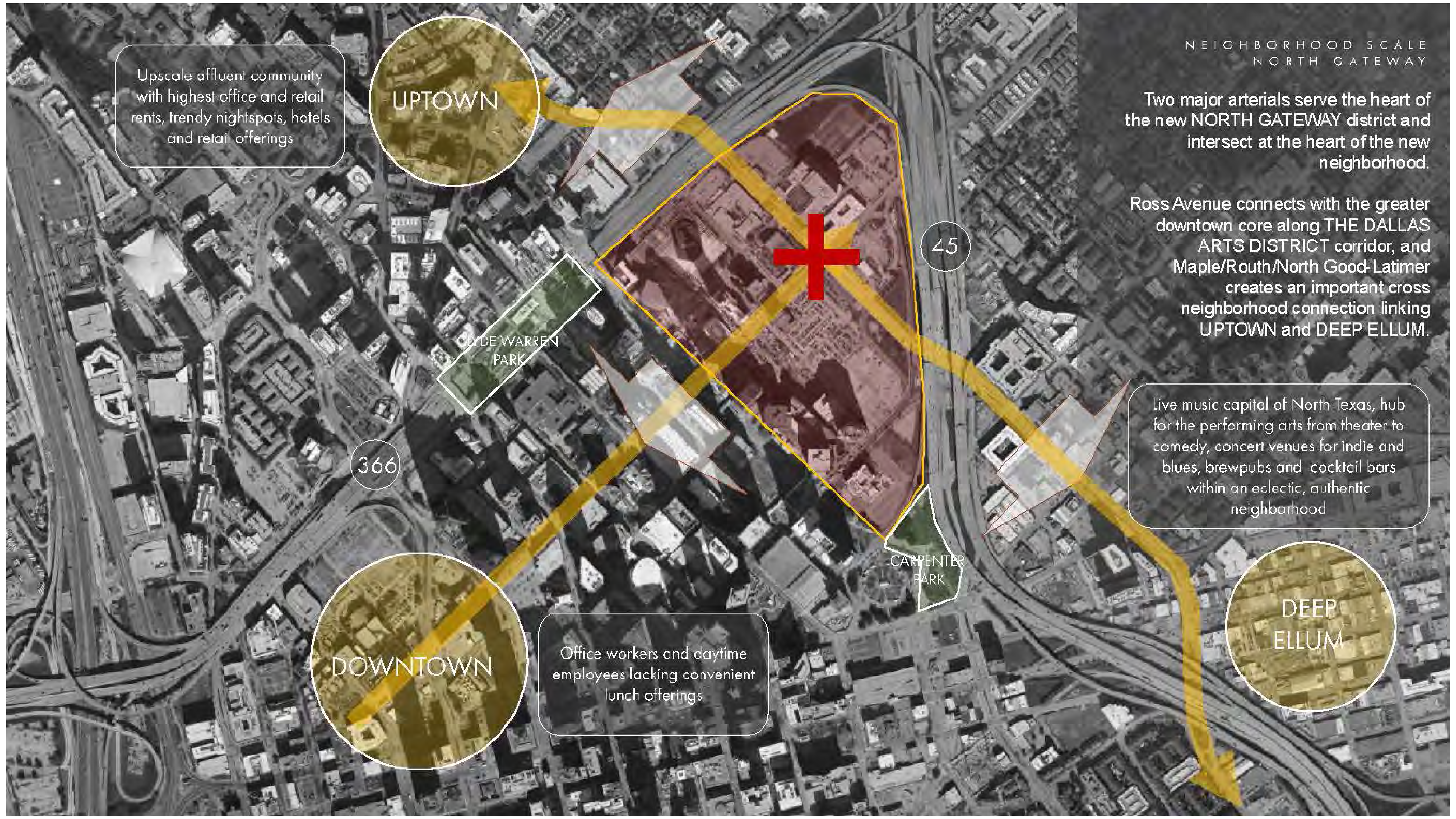
45



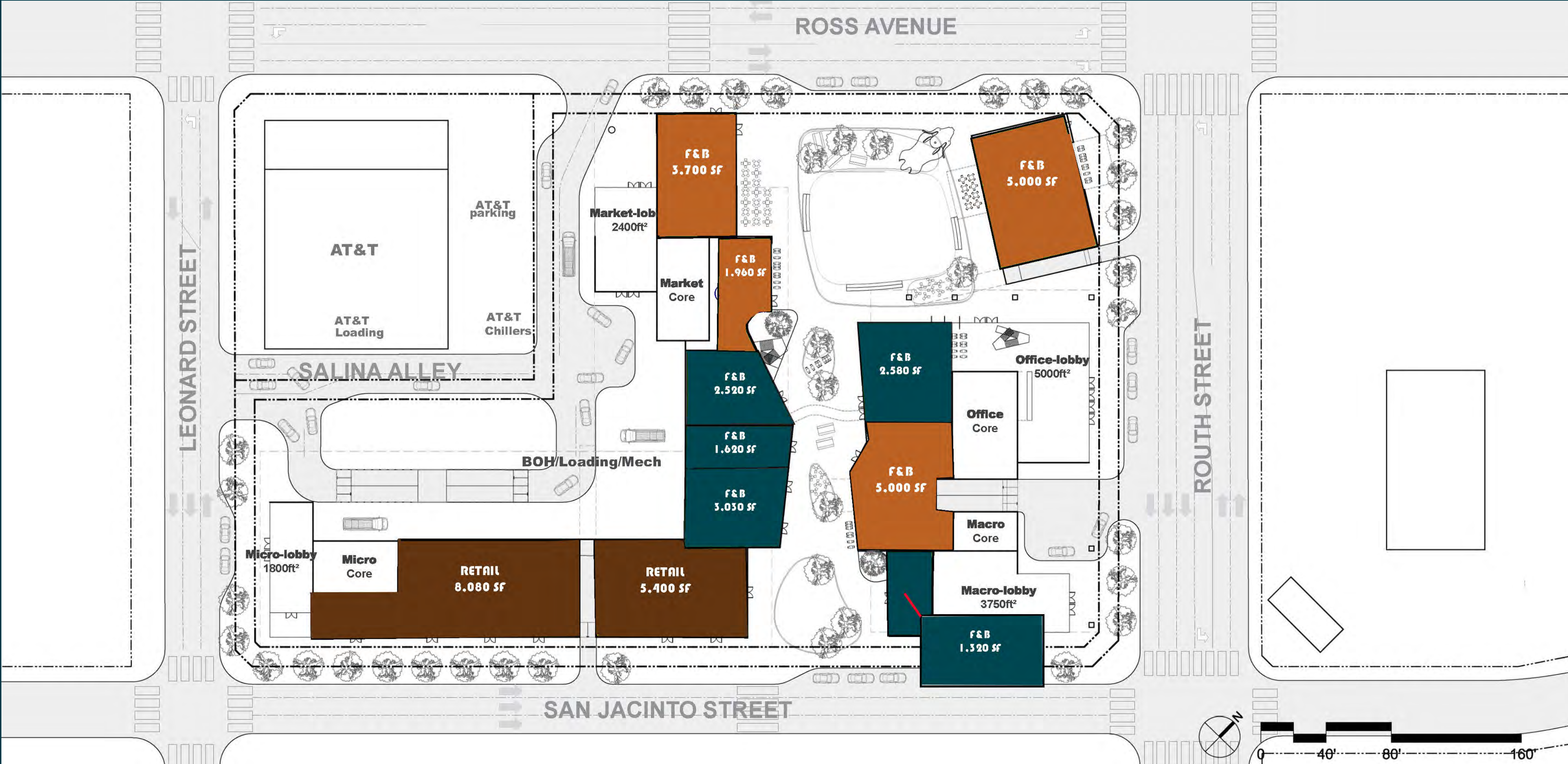
HYDE WARREN PARK

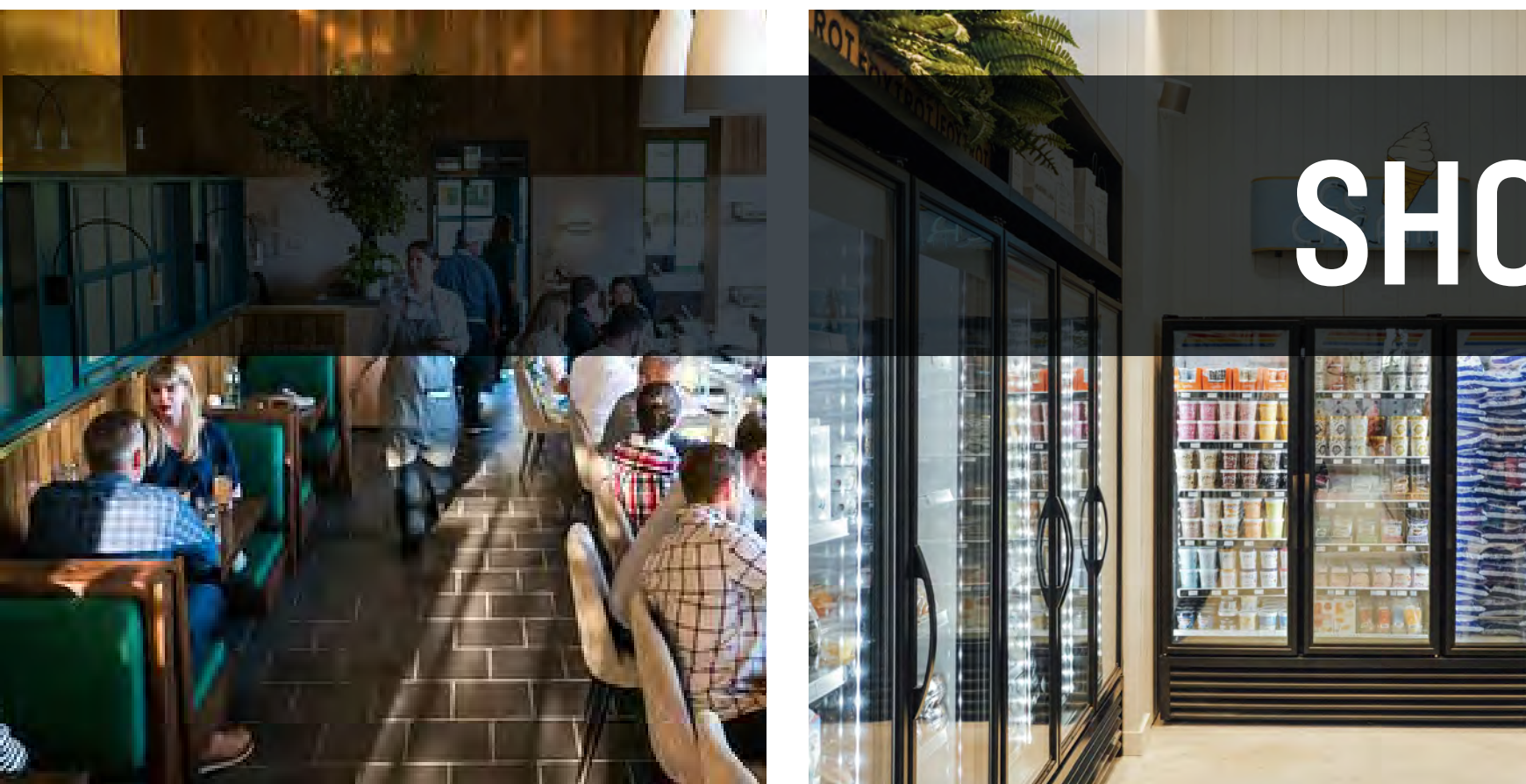


CARPENTER PARK



RETAIL MERCHANDISING PLAN





SHOP. CULTURE. DINE. DRINK.



LOCAL CHEFS



MATT MACCALLISTER



TEIICHI SAKURAI



NICK BADOVINUS



HOMEWOOD



TEI-AN



TOWN HEARTH







CONTACT US

Dotan Zuckerman

M 404.790.1234

dzuckerman@portmanholdings.com

PortmanHoldings.com