



# THE BREWERY

DEVELOPMENT SITE

±3.63 ACRES AT THE ENTRANCE TO URBAN DALLAS

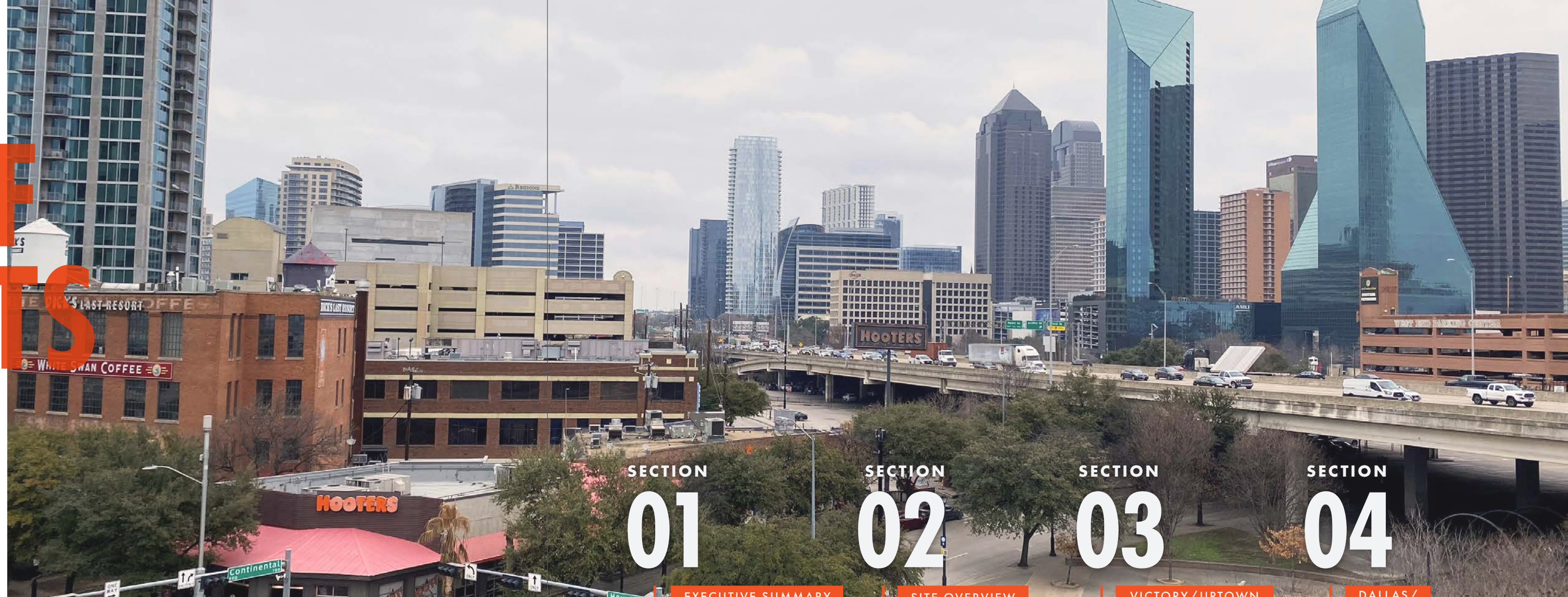
703 McKinney Avenue, Dallas, TX



FOUNDRY  
COMMERCIAL



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Northeast view from the rooftop of The Brewery

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01

# EXECUTIVE SUMMARY



# THE ENTRANCE TO URBAN DALLAS

## WELCOME

Interstate 35 is the most important highway in Texas, connecting the Central U.S. from Mexico to Canada. Woodall Rogers is the entrance to Dallas' urban core. Welcome to your front row seat.





# PROPERTY DETAILS

ADDRESS	703 McKinney Ave, Dallas, TX 75202
ACREAGE	±3.63 acres
JURISDICTION	City of Dallas
ZONING	PD 193, base zoning CA-2 (mixed-use)
IMPROVEMENTS	4-story, 143,000SF building built 1925 with expansive surface parking
UTILITIES	All utilities to site
ACCESS	McKinney Ave, Houston St, Continental Ave, I-35E (via Continental exit), Woodall Rogers Fwy (via Field exit)
VISIBILITY	Highly visible from I-35 and Woodall Rodgers; potential for 360 degree views of Dallas
PRICING	Call for Pricing

## EXECUTIVE SUMMARY

### THE INVESTMENT OPPORTUNITY

Foundry Commercial, as exclusive agent for the owner, is pleased to offer **The Brewery** (the “Property”) - a landmark urban redevelopment and investment opportunity located in the highly sought-after Victory Park neighborhood of Dallas, TX. This prominent 3.63-acre property features a 24/7 marketing window to two major highways, a bustling and authentic Class A environment, convenient access methods, and the potential for dramatic 360-degree rooftop views of Dallas.

Located at the junction of Woodall Rodgers and Interstate 35, The Brewery is a high-visibility entrance into Dallas’ most dynamic urban markets. Tenants and visitors can enjoy the walkability to Victory Plaza, American Airlines Center, the House of Blues, a plethora of restaurants and much more. The site is just south of two larger developments, The Union and NorthEnd, that will expand the area greatly with office, multi-family, retail, and urban parks. With more than \$1 billion in new development underway in uptown Dallas, the results are sure to improve the area and bring in more traffic.

With a surrounding area so rich in walkable entertainment, restaurants, hotels, parks and Fortune 100 offices, this well-positioned property offers developers and investors a true landmark opportunity.

### POTENTIAL USES

This property’s underlying CA-2 (Central Area) base zoning allows a wide mix of both commercial and residential uses. Multifamily, hotel, retail, office and entertainment are just some of the possibilities on this unique property.

## INVESTMENT HIGHLIGHTS

- One of the highest visibility sites in Texas
- Potential for unobstructed views of Dallas in all directions
- The most flexible and high-density base zoning in Dallas
- Walkable to major sports games, music, restaurants, museums, nightlife, hotels and more
- Large developable site area
- Over \$1B in surrounding new developments
- Previous tenant invested \$17M in building preparations
- Rooted in the history of Dallas





02

# PROPERTY OVERVIEW



PROPERTY DETAILS

LOCATION	703 McKinney Avenue, Dallas, TX
SITE SIZE	~ 3.63 Acres
ACCESS	McKinney, Continental & Houston
CURRENT ZONING	PD 193, base zoning CA-2
TRAFFIC COUNT (PER DAY)	I-35: 262,777 366: 171,505

PROPERTY OVERVIEW

THE INVESTMENT OPPORTUNITY

The Brewery is a ±3.63 acre land development opportunity located within the highly sought after and walkable Victory area of Dallas, TX at the intersection of McKinney Avenue and Houston Street. The desirable area has attracted \$1B in new development, bringing even more retail, residential, and entertainment to uptown Dallas.

AREA ATTRACTIONS

HOUSE OF BLUES DALLAS  
AMERICAN AIRLINES CENTER  
PEROT MUSEUM  
DALLAS MUSEUM OF ART  
DALLAS WORLD AQUARIUM  
VICTORY PLAZA  
THE UNION  
HAPPIEST HOUR  
WEST END  
MESO MAYA/EL FENIX  
NORTHEND

NEARBY TRAVEL

DART STATIONS (3)  
DART BUS STATIONS (8)  
TRINITY RAILWAY EXPRESS  
M-LINE TROLLEY  
DALLAS STREETCAR  
HIGHWAY I-35  
HIGHWAY 366  
LOVE FIELD AIRPORT (6 MILES)  
DFW AIRPORT (21 MILES)





SITE OVERVIEW

The Brewery acts as an entrance to urban Dallas, an entertainment mega-site. With amenities such as the American Airlines Center, House of Blues and the Perot Museum within walking distance, this is a rare multi-generational site.

THE AREA

71%

POPULATION

GROWTH IN 10 YRS

03

NEARBY

DART STOPS

02

MAJOR

HIGHWAYS

10

MIN WALK TO AMERICAN

AIRLINES CENTER

TOP

US HOUSING

MARKET

26M

VISITORS

ANNUALLY

THE BREWERY

DART LINE

35E

366

AMERICAN AIRLINES CENTER

VICTORY PLAZA

DART STOP

MEYERSON SYMPHONY CENTER

KLYDE WARREN PARK

DALLAS MUSEUM OF ART

PEROT MUSEUM

NORTH END

HOUSE OF BLUES

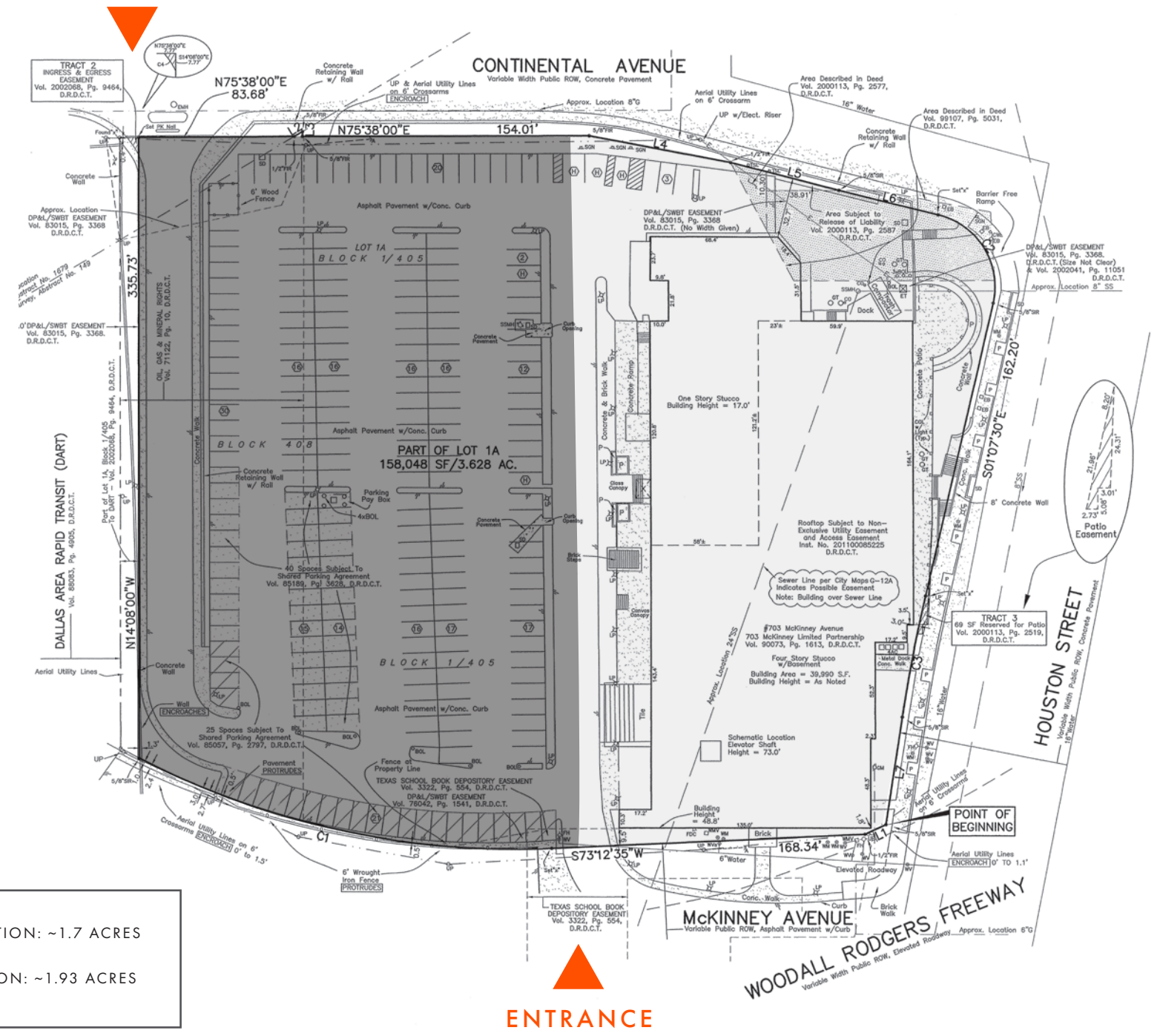
DALLAS  
WORLD  
AQUARIUM

DART STOP

SIXTH FLOOR MUSEUM



ENTRANCE



ENTRANCE

# PROPERTY SURVEY

## 703 MCKINNEY AVENUE

Provided by Pacheco Koch, the survey to the left contains information pertaining to the full area of The Brewery site. Detailed within is the current building that resides at 703 McKinney Avenue as well as the full lot, currently containing parking spaces and a drive into the site. Any questions concerning the survey can be directed to Marty Neilon or Zach Hartzer at Foundry Commercial.

### SITE STRENGTHS

- OVER 400,000 CARS PASS THE SITE DAILY ON I-35 AND WOODALL RODGERS
- EXCEPTIONAL ACCESS AND MULTI-MODAL TRANSIT AVAILABILITY
- LOCATED IN A RAPIDLY-REVITALIZING DISTRICT
- 0.4 MILES TO AMERICAN AIRLINES CENTER
- FRONTAGE ON 3 MAJOR ROADS
- WALKABLE TO ENTERTAINMENT
- GENEROUS ACREAGE

### TOTAL LAND SIZE

- ±3.63 Acres Total

## SITE PLAN DATA TABLE

PROJECT NAME	The Brewery
YEAR BUILT	1925, Renovated (partial) in 2020
TOTAL ACREAGE	~ 3.63 Acres
FLOORPLATES	~35,000 SF
TOTAL BUILDING SQUARE FOOTAGE	143,285 SF
EASEMENTS	Telecom, electric, access, parking
PARKING PROVIDED	236 Total 5 Handicap included
FRONTAGE	±407' on McKinney ±316' on Houston ±462' on Continental
PARCEL NUMBER	000405000101A0000

Note: All information to be coordinated and verified based on final design, unit mix, building design and site access.





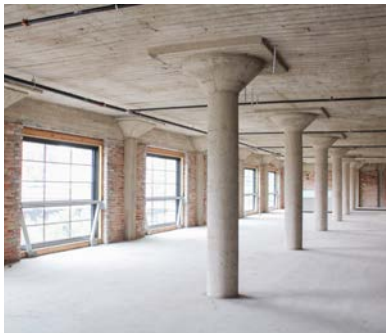
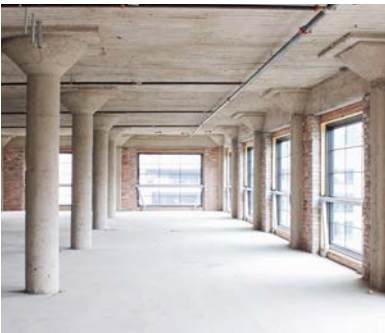




# CURRENT BUILDING

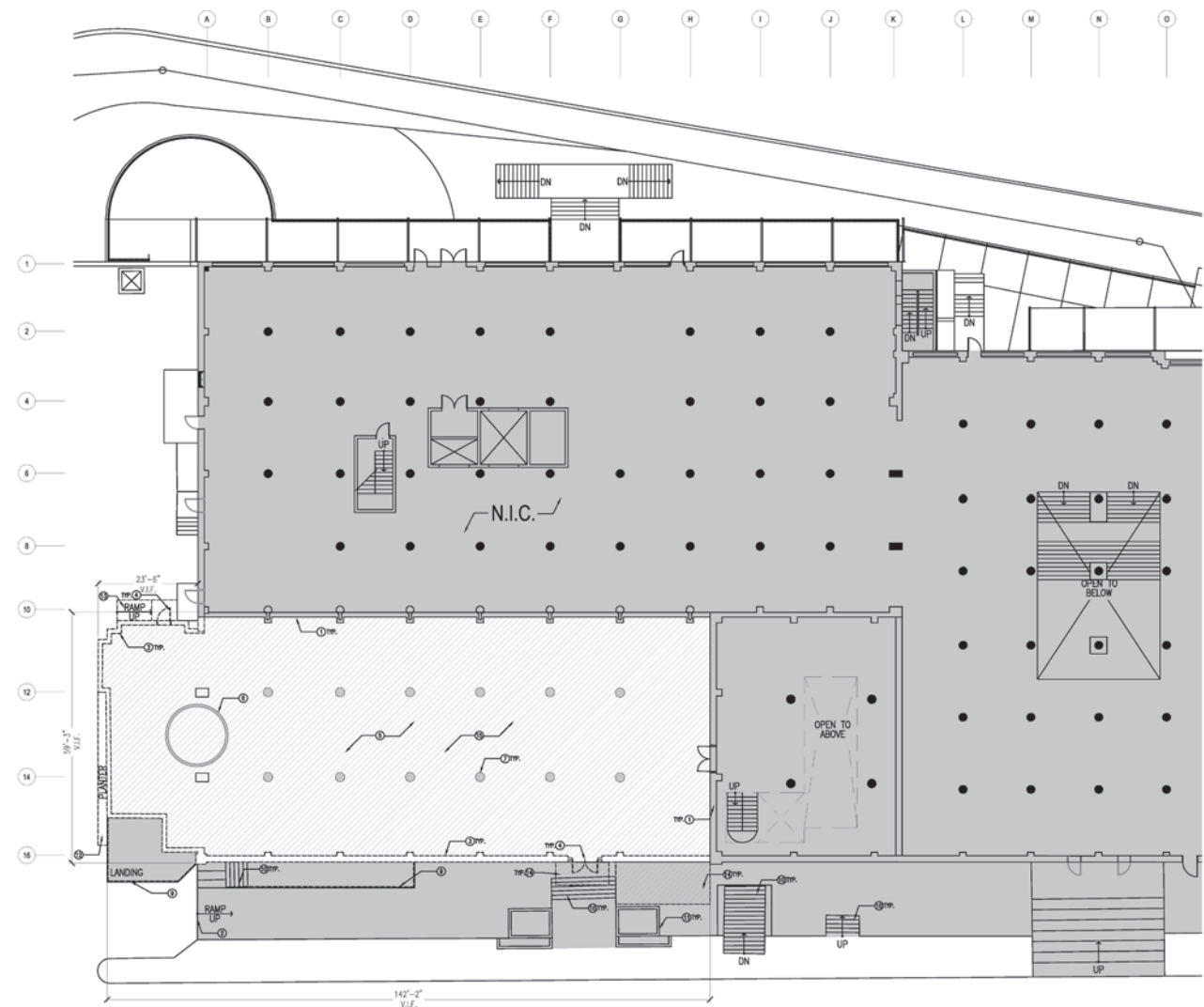
## BUILDING DETAILS

TOTAL BUILDING SF	±143,285 SF
LAND SF	±158,048 SF
FLOORS	4 Floors (~35,000 SF floorplate)
ACCESS	McKinney, Continental & Houston
ELEVATOR BAYS	Two elevator shafts
STAIRWELLS	Three stairwells
POWER	Three phase
PARKING RATIO	2.91/1,000 SF

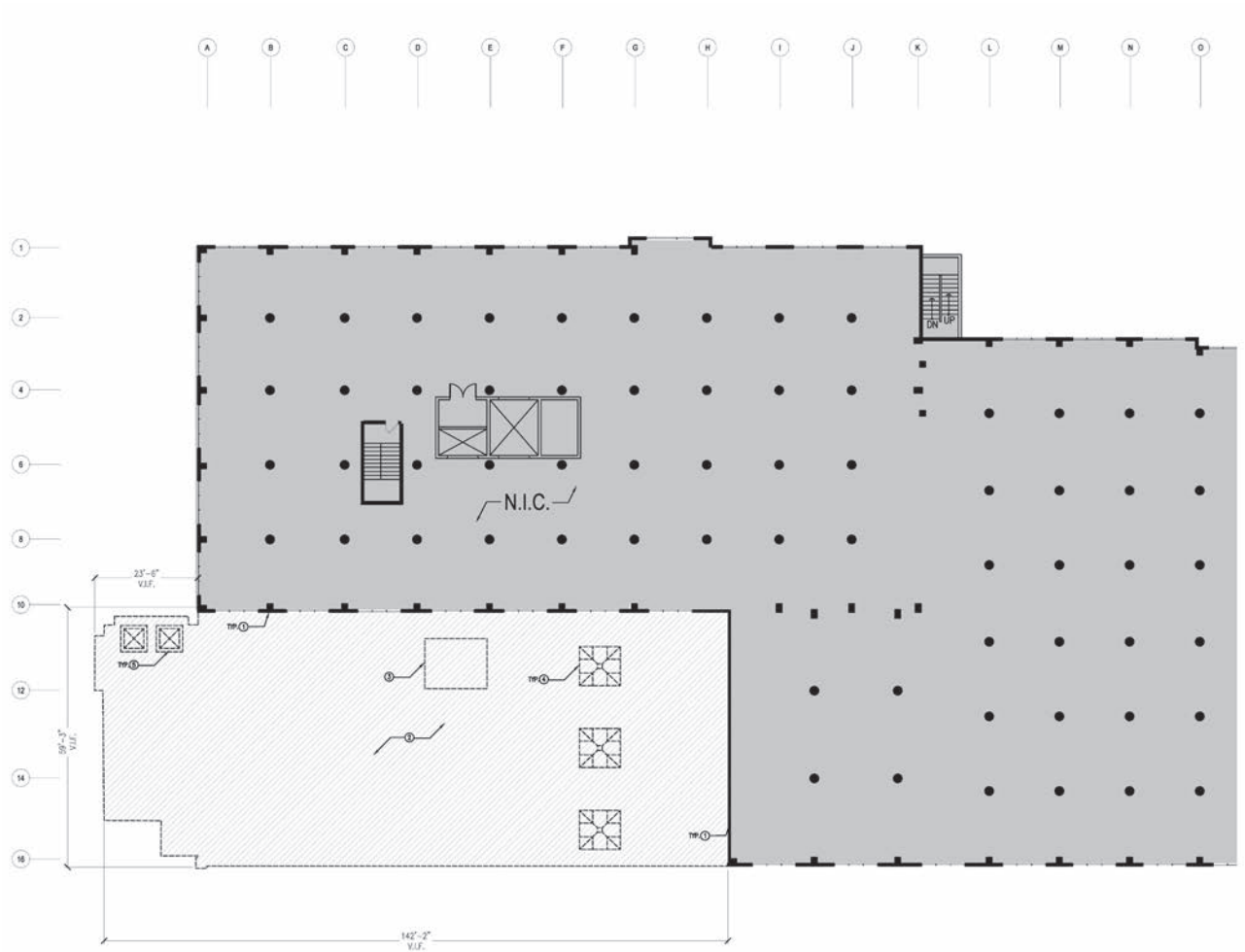




FLOORPLATES | FIRST FLOOR



FLOORPLATES | SECOND FLOOR







# THE BREWERY

## THE FACTS

- SITE ESTABLISHED IN 1880'S
- CURRENT BUILDING CONSTRUCTED IN 1925
- 143,285 SF
- ACQUIRED BY PROVIDENT 2013

## ANOTHER LIFE

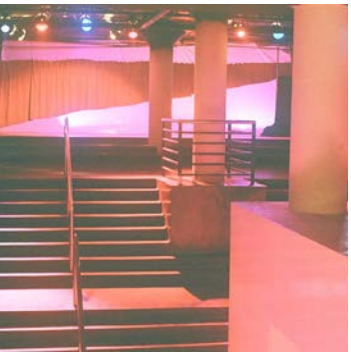
- SITE OF THREE BREWERIES
- THE STARCK CLUB (1984-1989)
- NEWPORT RESTAURANT

## A RICH HISTORY

While the original Dallas Brewery began as a site for local brewers in the 1880s, the building currently sitting at 703 McKinney Avenue was established in 1925, after the demolition of the initial site. The property has been home to three separate breweries: the original Dallas Brewery, and then years later, the Dallas Brewing Company and St. Andrew's Brewing Company that resided in the basement.

The 1980s saw the rise of the Starck Club, an iconic club that influenced the Dallas nightclub scene. Where celebrities and everyday party-goers could mix and socialize in an electric space.

Once the Starck Club closed in 1989, the Newport restaurant and a variety of office tenants called the building home. Provident acquired The Brewery in 2013, and it's future is yet to be written.





# SAMPLE RENDERINGS

## CONCEPTUAL PLAN

One original plan theorized by Provident was to restore and add onto the existing structure with new facades and amenities for creative office space and ground floor retail, and deliver a new multi-family development with shared structured parking on the paved ~1.93 acre lot.

## PLAN DETAILS

- OFFICE SPACE
- RESIDENTIAL SPACE
- RESTAURANT ON GROUND FLOOR
- OUTDOOR SPACE & SEATING
- OFFICE PLAZA
- PARKING GARAGE



Robinson Company  
LANDSCAPE ARCHITECTURE

PROJECT NAME:  
the BREWERY

PROJECT LOCATION:  
Dallas, Texas

OWNER / DEVELOPER:  
Provident Realty Advisors  
10215 N. Central Expressway, Suite 300  
Dallas, Texas 75231

PROJECT NO: 15-217  
SHEET (01 OF 01)

REVISIONS AND REVISIONS  
DATE DESCRIPTION  
08/07/2018 SCHEMATIC DESIGN

LANDSCAPE ARCHITECT  
WILLIAM D. ROBINSON - TX #2049

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SHEET CONTENT:  
SCHEMATIC  
DESIGN- 01

NORTH

SCALE:  
1/8" = 1'-0"

SHEET NUMBER:



03

**VICTORY—  
UPTOWN  
SUBMARKET**





# UPTOWN SUBMARKET

## A CITY OF GROWTH

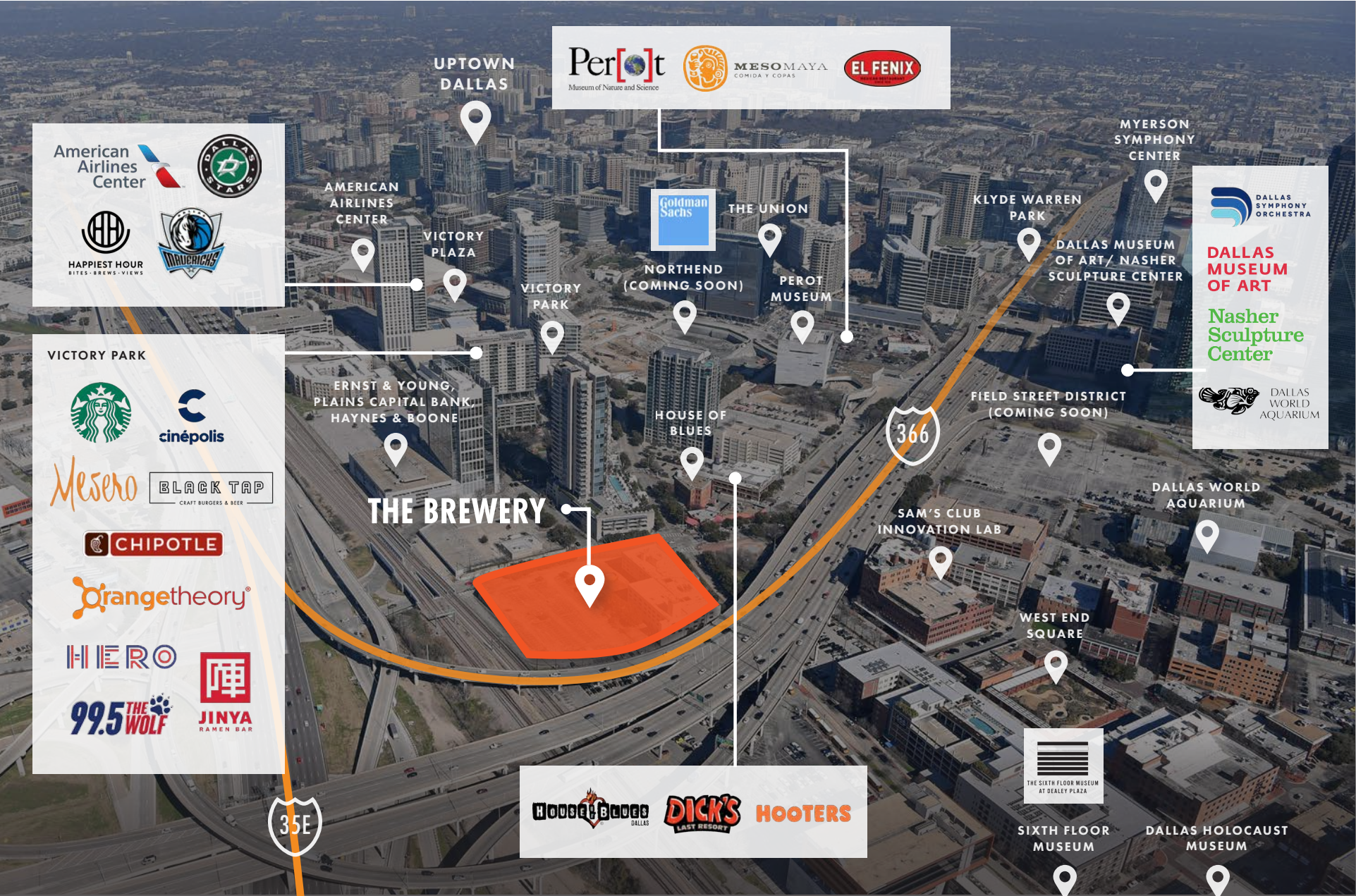
The population has grown 88.7% in the last 3 years within 5 miles of The Brewery. As of 2023, the estimated population of the same area was 403,797. Among adult residents in Dallas Uptown, 23.2% have a Master's degree and 46% have a bachelor's degree.

- REGIS and D Magazine

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DALLAS, TX | VICTORY PARK/UPTOWN SUBMARKET



DALLAS, TX | VICTORY PARK/UPTOWN SUBMARKET

DEMOGRAPHICS

**4.6K**  
RESIDENTS  
WITHIN  
ONE MILE

**4%**  
GROWTH  
IN THE LAST  
THREE YEARS



**36%**  
RESIDENTS WITH  
BACHELORS DEGREES  
OR HIGHER



**16,463**  
RESIDENTIAL  
UNITS

**300**  
PEOPLE MOVE  
TO DALLAS  
EACH DAY

**20%**  
POPULATION  
BETWEEN 25-34

EMPLOYMENT

**114.4K**  
UPTOWN  
EMPLOYEES



**17.6M SF**  
OFFICE  
SPACE

**7,874**  
BUSINESSES  
WITHIN A ONE  
MILE RADIUS

**2.3M SF**  
RETAIL  
SPACE

ONE OF ONLY **8 CITIES**  
IN THE U.S. WITH ALL MAJOR SPORTS  
TEAMS



VISITORS



**26M**  
VISITORS  
IN 2023

**\$7.2B**  
2023 VISITOR  
SPENDING



**35K**  
HOTEL ROOMS

CONNECTIVITY



**WEST END STATION**  
LOCATED ON PACIFIC AVENUE,  
BETWEEN MARKET & LAMAR  
STREETS, WEST END STATION  
IS SERVED BY THE CENTRAL  
BUSINESS DISTRICT (CBD)  
SEGMENT OF THE DART RAIL  
RED, BLUE, GREEN AND ORANGE  
LINES.



**6 MILES**  
TO LOVE FIELD  
AIRPORT

STREETSCAPE



**6**  
GROCERY



**4**  
PHARMACY



**12**  
MUSEUMS  
& THEATERS



**93**  
AVG WALK  
SCORE



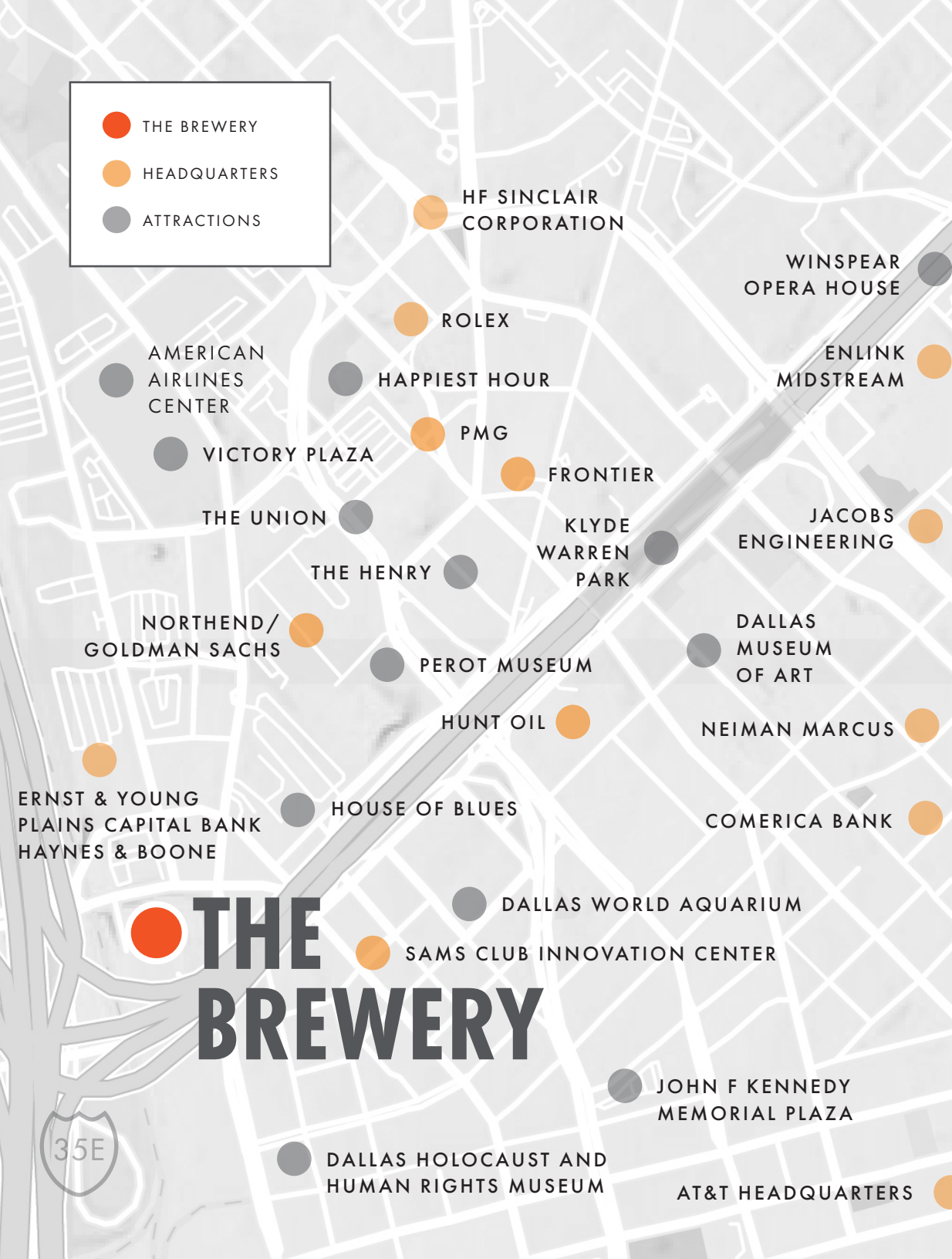
**24**  
URBAN  
PARKS

**100 ACRES** OF PARK AREA  
DALLAS' **DOWNTOWN MASTER PLAN**  
AIMS TO BRING 30 MORE MILES OF PARKS AND  
TRAILS TO THE CITY

ENTERTAINMENT HIGHLIGHTS







# POINTS OF INTEREST

## SATURATED AREA

The Dallas Uptown area is an entertainment-rich community that sees hundreds of thousands of visitors each year. The Victory area, where The Brewery resides, bringing in a large portion of those visitors due to the amenities the area offers.

## 10 MINUTE WALK

HOUSE OF BLUES DALLAS  
AMERICAN AIRLINES CENTER  
PEROT MUSEUM  
DALLAS MUSEUM OF ART  
DALLAS WORLD AQUARIUM  
VICTORY PLAZA  
THE UNION  
HAPPIEST HOUR  
WEST END  
MESO MAYA/EL FENIX  
NORTHEND

## HEADQUARTERS

GOLDMAN SACHS (2027)  
AT&T  
FRONTIER COMMUNICATIONS  
PMG  
JACOBS ENGINEERING  
AND MORE



## AMERICAN AIRLINES CENTER

A premier arena for sporting events, concerts and entertainment events alike, continually ranking as one of the busiest arenas in the world.



## HOUSE OF BLUES

Concert and event venue in the heart of Dallas, bringing big-name shows to the area.



## PEROT MUSEUM

Nature and science museum in downtown, attracting more than 670,000 visitors per year and thousands of field trips annually.



## THE UNION

Mixed-use development for retail and multifamily. The Union contains 31 floors of apartment building, and 87KSF of retail and restaurant space.



## VICTORY PLAZA

Two 5-story buildings that flank the American Airlines Center, each housing retail, office, and restaurants.



## NORTHEND

Expected to be completed in 2027, the new 800KSF Northend building will serve as Dallas headquarters for Goldman Sachs.



## KLYDE WARREN PARK

An oasis in downtown Dallas, Klyde Warren Park serves as a hub of natural, cultural and educational experiences for its guests.



## HISTORIC WEST END

A collection of restaurants, museums, shops, entertainment and office space in downtown Dallas.



## HAPPIEST HOUR

Sports bar with incredible views of downtown Dallas, a large deck for gatherings, and a lively atmosphere.



## MESO MAYA

A culinary experience where Mexican and Mayan food, methods and techniques collide.





## NORTHEND

### OVERVIEW

NorthEnd will be the Dallas headquarters to Goldman Sachs upon its completion in 2027. The mixed-use site will be a magnet for living, working and entertainment in Uptown.

GOLDMAN SACHS RELOCATION

### DETAILS

- 800,000 SF BUILDING
- TWO WINGS, TALLEST IS 14 FLOORS
- 11 ACRE SITE
- 1.5 ACRE URBAN PARK INCLUDED
- ACCOMODATE 5,000+ EMPLOYEES
- MIXED-USE: OFFICE, MULTI-FAMILY, RETAIL
- SOCIAL AND CONFERENCE SPACES
- ON-SITE CAFE
- FITNESS CENTER
- CHILDCARE
- UNDERGROUND PARKING



## THE UNION

### OVERVIEW

The Union sits in the center of Uptown Dallas, both surrounded by incredible entertainment amenities, and providing them as well. Housing both office and multifamily living spaces, as well as retail and restaurants, tenants and visitors alike will experience Dallas to the fullest.

BUILT ON 3.5 ACRES COMPARED TO THE BREWERY'S 3.63

### DETAILS

- 800,000 SF TOTAL
- 420,000 SF OFFICE TOWER
- 309-UNIT, 31 STORY HIGH-RISE APARTMENT BUILDING
- 87,000 SF OF RETAIL AND RESTAURANT SPACE
- OUTDOOR PLAZA
- UNDERGROUND PARKING
- TOM THUMB ON GROUND FLOOR
- DINING OPTIONS
- CONFERENCE CENTERS
- GYM
- POOL DECK
- DOWNTOWN DALLAS VIEWS



# 04 DALLAS— FORT WORTH



# TEXAS IS THE BEST STATE FOR BUSINESS

Texas provides an excellent climate for both large and small business. Startups in the state are thriving, while more and more Fortune 500 companies choose to call Texas home. Among the list are Tesla, AT&T, Exxon Mobil, Southwest Airlines, Atmos Energy, Dell Technologies and many more.

24 FORTUNE 500 HEADQUARTERS IN DALLAS-FORT WORTH

## WHY INVEST IN DALLAS?

#1 STATE FOR BUSINESS  
TEXAS | CHIEF EXECUTIVE  
(2023)

#4 MOST CONNECTED TO AIRPORTS IN THE U.S.  
DALLAS | OAG  
(2023)

TOP 20 PLACES TO LIVE FOR YOUNG PROFESSIONALS  
DALLAS | FORBES  
(2023)

#6 LARGEST EXPORT MARKET IN 2021  
DALLAS | DALLAS CHAMBER  
(2023)

26M VISITORS ANNUALLY  
DALLAS | VISIT DALLAS  
(2023)

#1 BEST SPORTS BUSINESS CITY  
DALLAS | SPORTS BUSINESS JOURNAL  
(2023)

#3 U.S. METRO AREA WITH FORTUNE 500 HEADQUARTERS  
DALLAS | OFFICE OF TEXAS GOVERNOR  
(2023)

#9 MOST DIVERSE CITY IN AMERICA  
DALLAS | WALLET HUB  
(2023)

71% POPULATION GROWTH IN LAST 10 YEARS  
DALLAS | DALLAS NEWS  
(2023)

#4 LARGEST METRO AREA IN U.S.  
DALLAS-FORT WORTH | DALLAS REGIONAL CHAMBER  
(2023)

## JOB ANNOUNCEMENTS

MORE THAN 103,000 JOBS ANNOUNCED OVER THE LAST YEAR IN THE DALLAS-FORT WORTH-ARLINGTON METROPOLITAN DIVISION

IN THE LAST YEAR, DALLAS REGION EMPLOYMENT IN PROFESSIONAL AND BUSINESS SERVICES SUPERSECTOR HAS GROWN BY 4.1% COMPARED TO 0.9% GAIN NATIONWIDE.

— U.S. BUREAU OF LABOR STATISTICS



# DALLAS, TX | OVERVIEW OF DISTRICTS

## VICTORY PARK

Victory Park is the top spot to head to in Dallas for entertainment whether it's sports, live music and national artists, movies or science you are seeking. The neighborhood is home to the American Airlines Center where you can catch the Dallas Mavericks or Dallas Stars, or some of the biggest concerts in town



## THE ARTS DISTRICT

Located in the northeast corner of downtown Dallas, the Arts District is the largest contiguous urban arts district in the nation, spanning 118 acres. It is home to a variety of museums, galleries, performance venues, and other cultural attractions. The Dallas Museum of Art is one of the most popular attractions in the district, with its impressive collection of artwork from around the world. This iconic neighborhood has more buildings designed by Pritzker award-winning architects than any location in the world.

## UPTOWN

The Uptown district is known for its upscale shopping, dining, and entertainment options, as well as its high-end residential properties. The district is home to many popular attractions, including the Katy Trail, a 3.5-mile paved trail for walking, running, and biking, and the McKinney Avenue Trolley, a historic streetcar line that runs through the heart of Uptown.



## THE REUNION DISTRICT

The Reunion district is located in western downtown Dallas. It is anchored by some of the city's most iconic attractions, such as the Reunion Tower, the historic Union Station, and the Hyatt Regency. The area is also home to a variety of restaurants, bars, and entertainment venues with easy access to the city center and vibrant nightlife. The name of the district originates from the mid-nineteenth century commune, La Reunion.



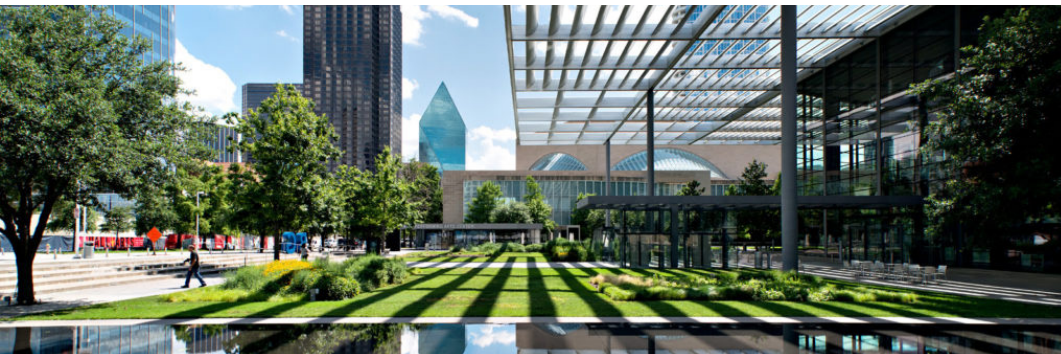
## WEST END

Originally Dallas' first factory and warehouse district in the 1920s, the West End evolved into a top tourist spot in the 1980s and 1990s with venues like the Starck Club and Planet Hollywood. Today, it's a hub of Dallas' tech boom, with renovated buildings housing new businesses and museums. Coupled with its lively dining scene, the West End remains a beacon of innovation.





# DALLAS, TX | OVERVIEW OF DISTRICTS



## DESIGN DISTRICT

The Design District is home to cutting-edge art galleries, fine-art dealerships, contemporary furniture showrooms, and a diverse food and drink scene that features everything from southern comfort food to buzz-worthy chef concoctions.

## DEEP ELLUM

Deep Ellum has a rich history, dating back to the late 1800s, when it was established as a center of commerce and entertainment for the city. This lively district is known for its vibrant street murals, quirky art galleries and long-time concert venues for indie and blues. Brewpubs, cocktail bars and Tex-Mex eateries draw a boisterous crowd on weekends, while edgy, experimental drama dominates the program at the time-tested Undermain Theatre, in a warehouse basement.



## THE CEDARS

This district is known for hip cocktail bars and eclectic live music venues hosting anything from rock to rap. Contemporary galleries display works from emerging local artists, and the open-air Dallas Heritage Village museum features pioneer homes plus an old-timey schoolhouse. Dining options include no-frills rib joints, Vietnamese banh mi spots, and trendy craft breweries.



## CONVENTION CENTER DISTRICT

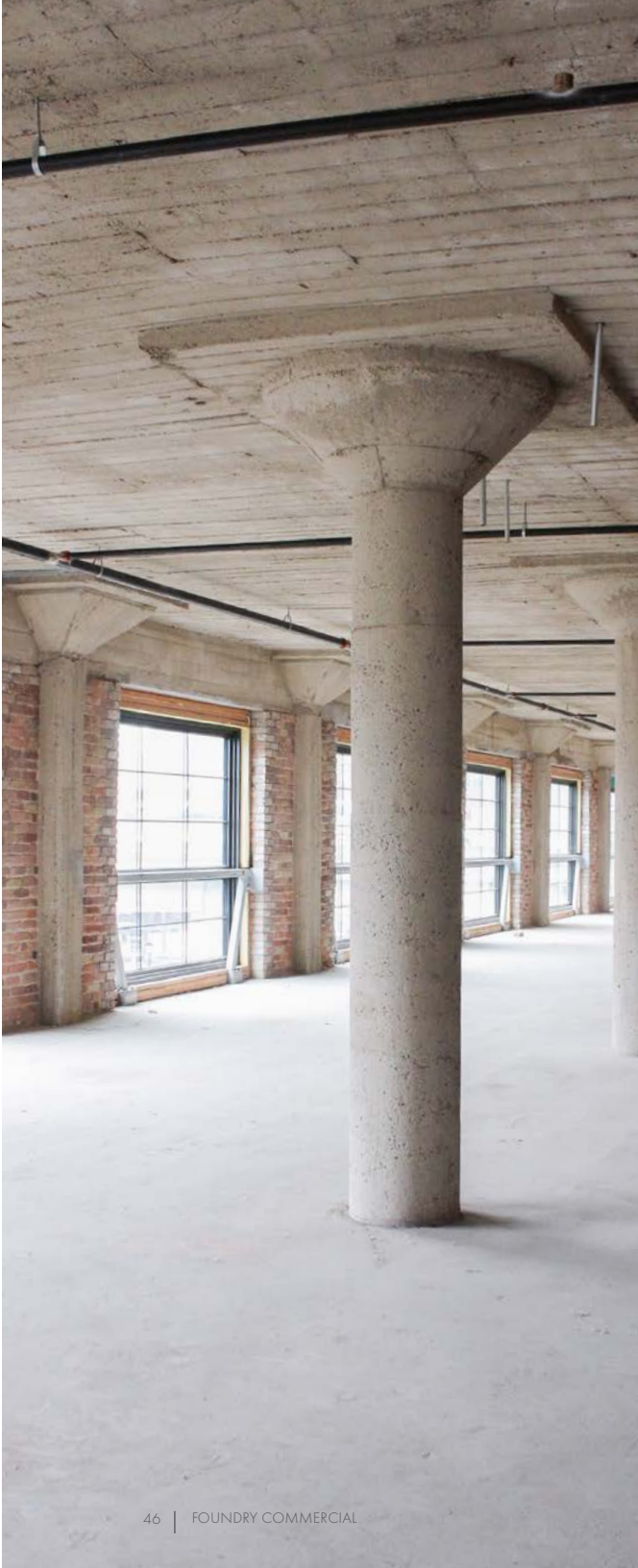
The Convention Center district is located between the Downtown Dallas and Uptown neighborhoods, and is home to the Dallas Convention Center and surrounding supportive retail. It is within walking distance of many popular attractions, such as the Dallas Museum of Art, the Dallas World Aquarium, and the Reunion Tower.

## HARWOOD DISTRICT

Nestled between Uptown and Victory Park, the vibrant Harwood District is a 19-city block, uber-walkable neighborhood packed with a wide range of dining and entertainment options. It has grown to include luxury office buildings and high-rise residents, outdoor pocket gardens, and tons of trendy restaurants.







# THE BREWERY OFFERING PROCESS

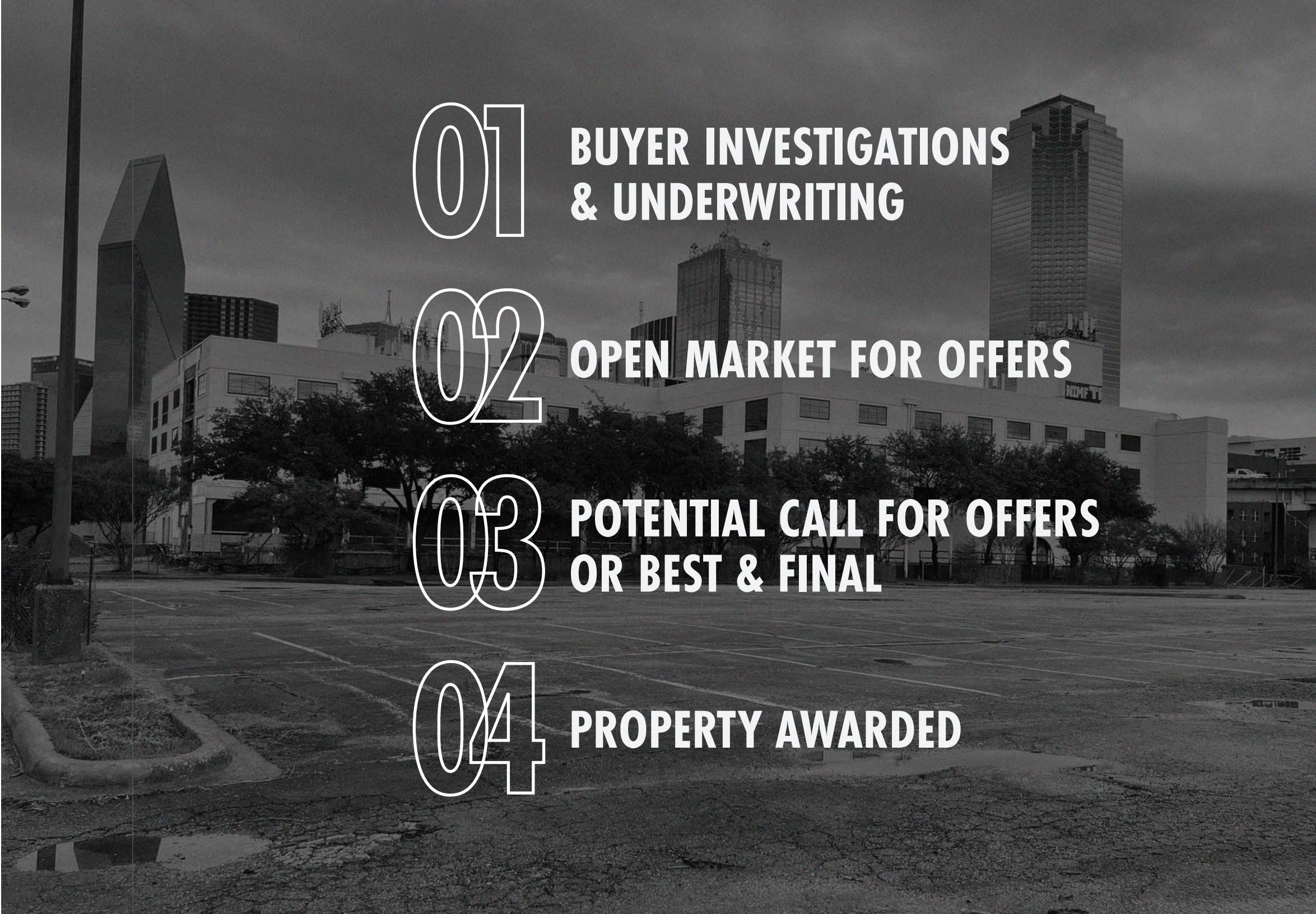
## MOVING FORWARD

Owners of The Brewery asset are willing to consider all viable fair-market offers on an AS-IS basis, which may be submitted to Foundry Commercial at any time. Depending on the number of interested parties, a Call for Offers or a more simplified Best & Final round may occur. Ownership’s top priorities for this transaction are:

### TOP PRIORITIES

- 1) SURETY OF FUNDING AND CLOSING
- 2) SPEED OF PERFORMANCE
- 3) PRICE

Urban sites as prominent as The Brewery rarely come to market. All qualified and serious offers will be considered.



01 BUYER INVESTIGATIONS  
& UNDERWRITING

02 OPEN MARKET FOR OFFERS

03 POTENTIAL CALL FOR OFFERS  
OR BEST & FINAL

04 PROPERTY AWARDED



## CONTACT INFORMATION

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Texas Market Leader  
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**FOUNDRY**  
COMMERCIAL

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