

Archetype/pe



ARCHETYPE



3151

NO PARKING FIRE LANE

NO PARKING FIRE LANE



# archetype with us.



**The Archetype** at 3131 Irving Boulevard has been transformed from a six-building, 112,741 square foot light industrial park into a modern urban industrial project filling a much-needed niche in the Brookhollow market. The Archetype has been redeveloped with a full rebrand, total project renovations, storefront upgrades, environmental graphics, enhanced landscaping, public art installations, and a real brand presence the market has been lacking.

Strategically located at the gateway between the East Brookhollow and Dallas Design District/North Trinity submarkets, this is the premier project of choice for logistics, showroom, medical, distillery, roastery, brewery, and ecommerce players. With immediate access to I-35E, the project enjoys market momentum from neighboring Community Beer Co.'s new brewery and taproom at Pegasus Park, a \$350M mixed-use development adjacent to the Dallas Design District.

The building's enhanced design and unbeatable access coupled with coveted visibility at a prime intersection allows it to attract the most discerning mix of **archetypes** from 2,000 SF to 10,500 SF.

**Welcome to The Archetype.**

# archetype

ar·che·type  
/'ärkəˌtīp/

The heartbeat of a brand; Personas that convey meaning allowing customers to relate to a product, offering or space.

see also: [www.archetypedallas.com](http://www.archetypedallas.com)



- 1 public art throughout
- 2 new landscaping
- 3 new wayfinding & signage
- 4 enhanced storefronts & overall facade updates
- 5 exterior lighting upgrades



# dynamic tenant mix

Attracting the most discerning mix of *archetypes* from 2,000 SF to 10,500 SF.

**mixy**

**ZELLI**  
ITALIA

**Lone  
Star**  
darkroom

**OUTLOUD**

**FIREFLY**

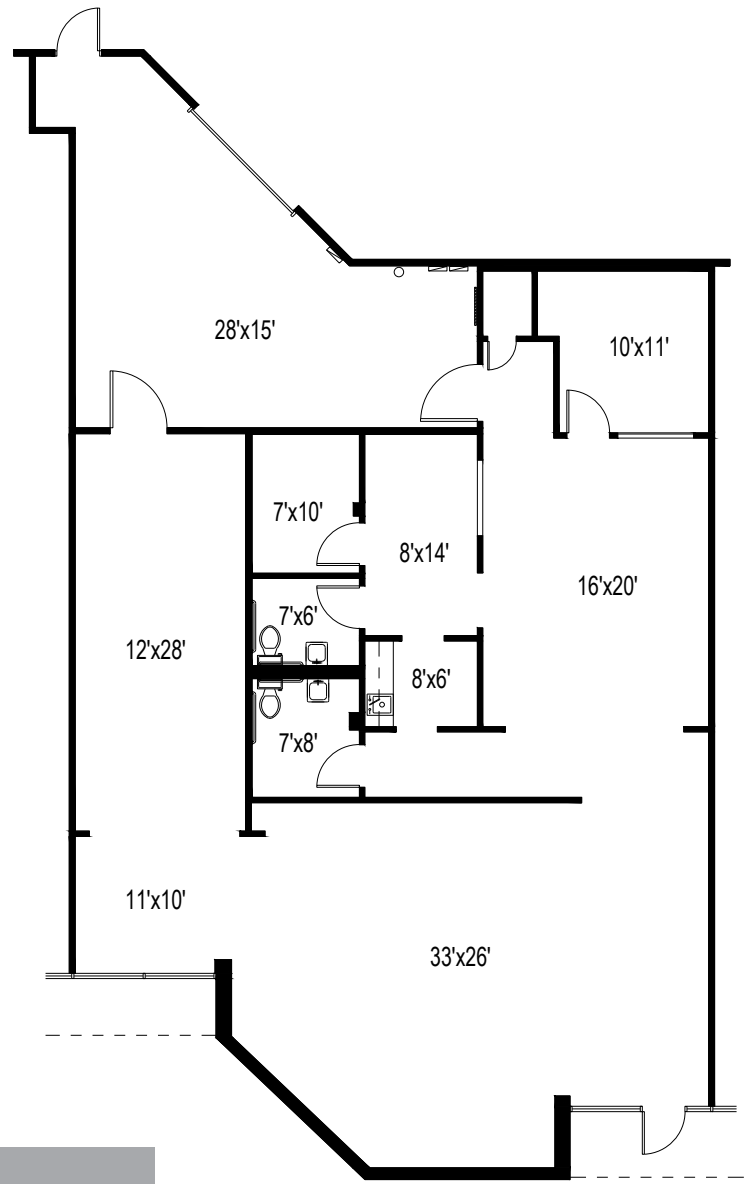


2,000 SF TO 10,425 SF  
AVAILABLE

Archetype

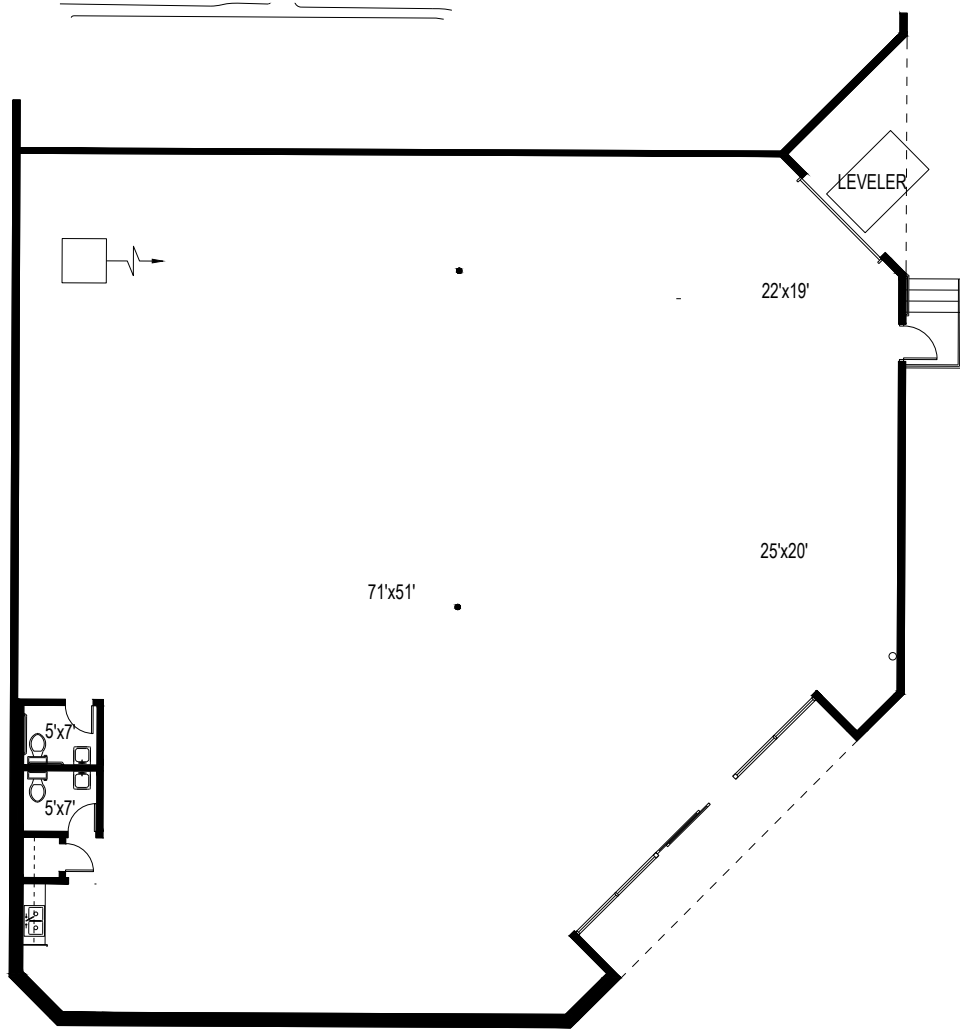


available spaces

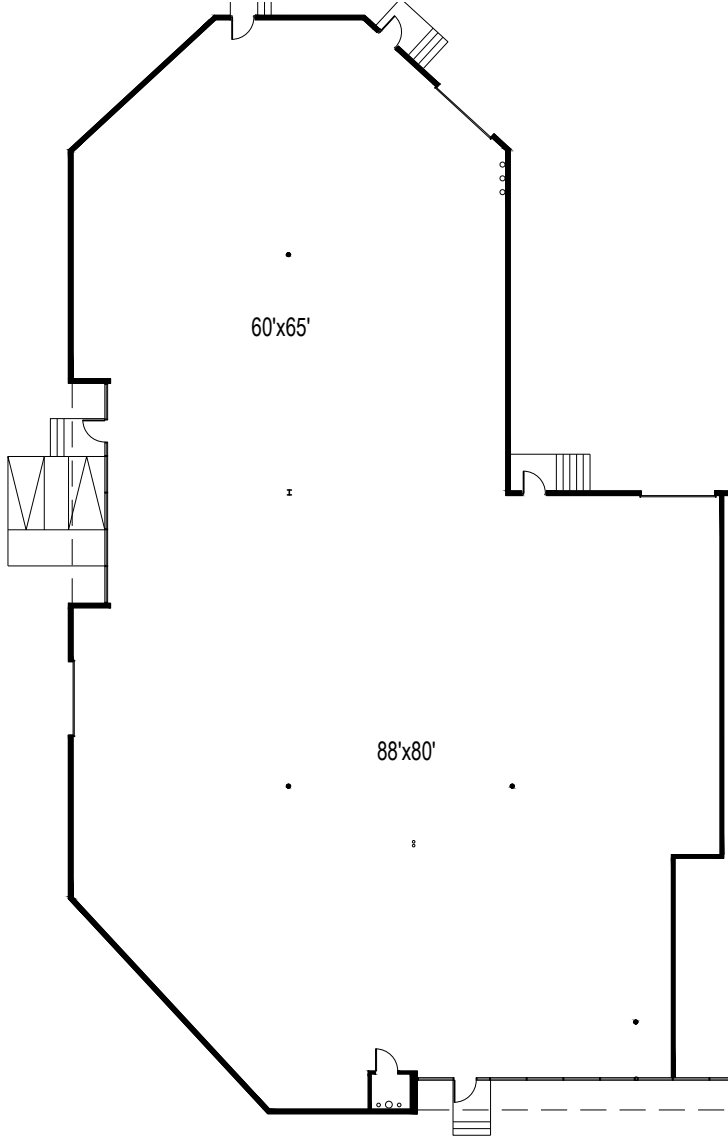


**SUITE 160**  
2,863 SF

available spaces



**SUITE 490**  
5,767 SF



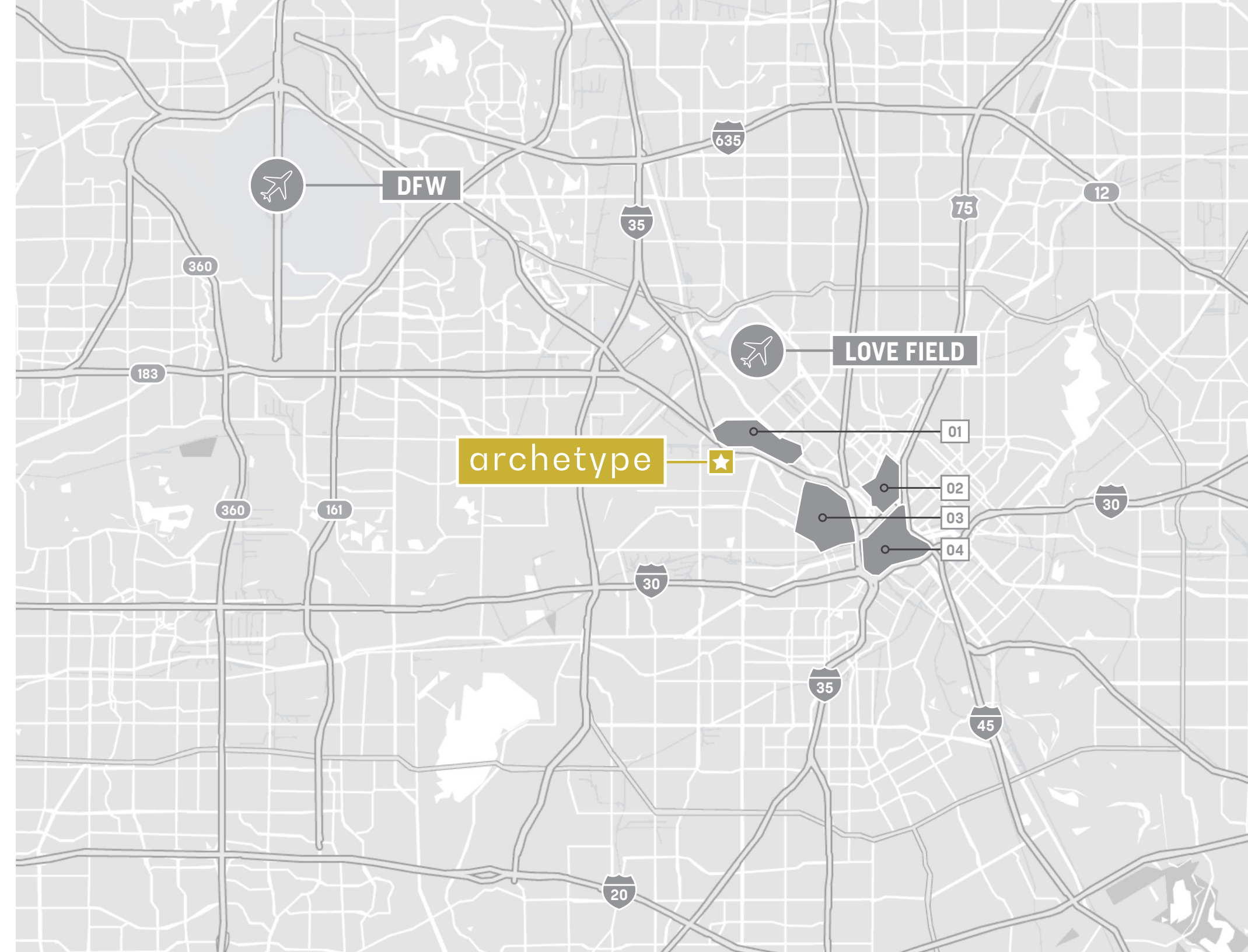
**SUITE 601**  
10,425 SF



the premier project of choice; strategically located between the design district & love field.

DISTRICTS

01	MEDICAL DISTRICT
02	UPTOWN
03	DESIGN DISTRICT
04	DALLAS CBD



0.3 MILES  
1-35

5.7 MILES  
Dallas CBD

31.5 MILES  
Fort Worth  
CBD

4.2 MILES  
Dallas Love  
Field Airport

2.3 MILES  
Design District

3.3 MILES  
Medical District

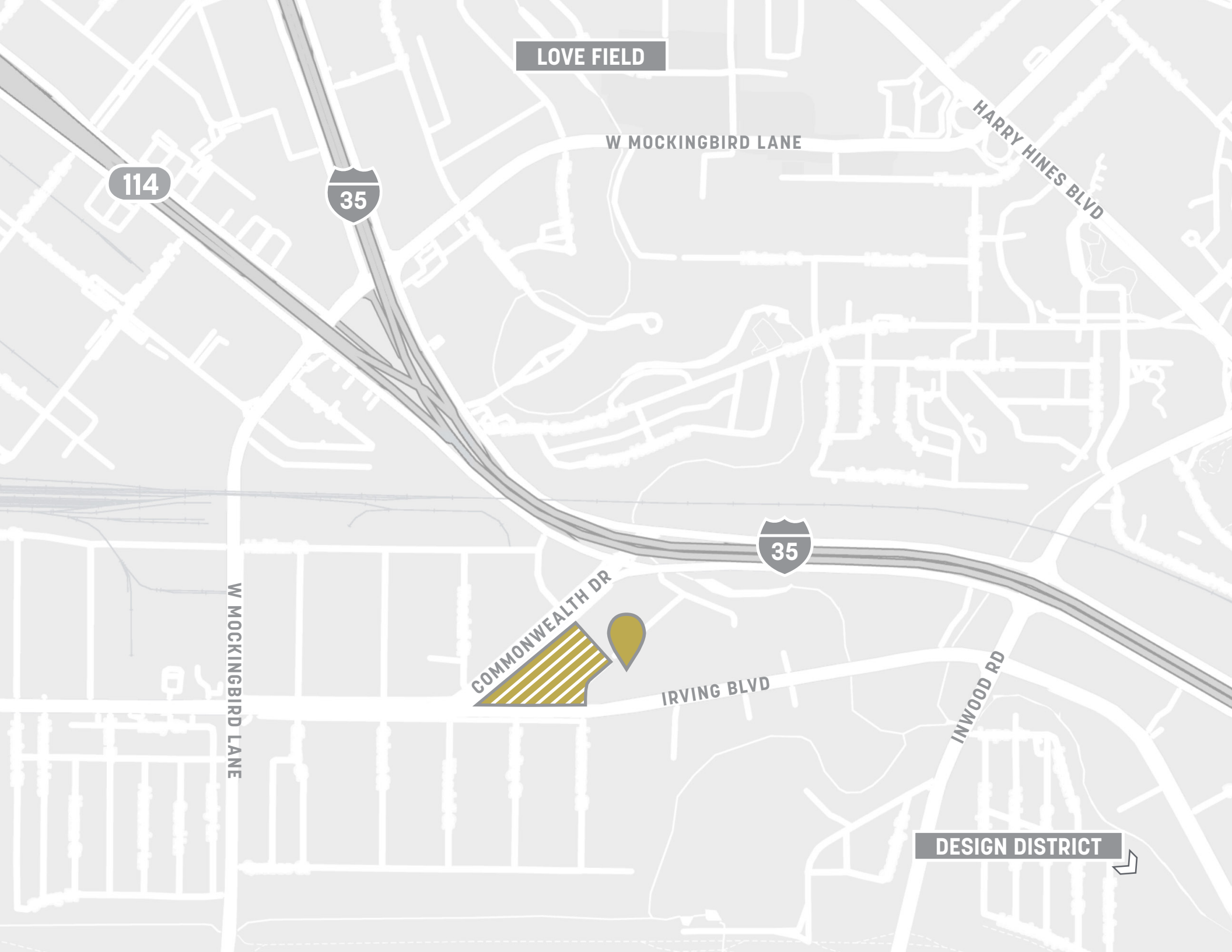
14.7 MILES  
Dallas  
International  
Airport

# neighboring access routes

The Archetype is adjacent to Dallas' Design District and represents one of the most infill locations in the DFW industrial market. Located three miles from Uptown Dallas, four miles from Dallas Love Field, and five miles from Downtown Dallas, makes it an ideal last mile location that can easily access the city's most affluent and densely populated areas.

## Archetype

3131, 3137 & 3141 IRVING BOULEVARD  
3140 & 3160 COMMONWEALTH DRIVE  
5021 LAKAWANA STREET





## ◀ pegasus park

0.1 MILES

The 23-acre Pegasus Park campus currently consists of more than 750,000 square feet of office and warehouse space across multiple buildings, including an 18-story office tower. Originally constructed for Zale Corp in 1970, it was bought by former Mobil Oil Corp in 1981. J. Small Investments purchased the campus in 2015 from Exxon Mobil. Today, J. Small Investments, in partnership with Lyda Hill Philanthropies, is repurposing the former oil industry campus, which has been near-vacant for over a decade, into a center for business, social impact, and biomedical innovation exemplifying the spirit that has made Dallas one of the nation's most dynamic cities.

## design district

2.3 MILES

The Dallas Design District is a vibrant live-work-play community comprised of luxury living, upscale galleries, showrooms, and some of the most popular restaurants in the city of Dallas. Up until the mid-2000s, the Dallas Design District was primarily an industrial hub with a large concentration of wholesale interior design showrooms. Today, the district is one of Dallas' trendiest areas with a strong history and a rapidly growing mixed-use atmosphere. As the Design District continues its growth to the north, Archetype will continue to benefit from its strategic position in the path of growth of this dynamic mixed-use district.

## medical district

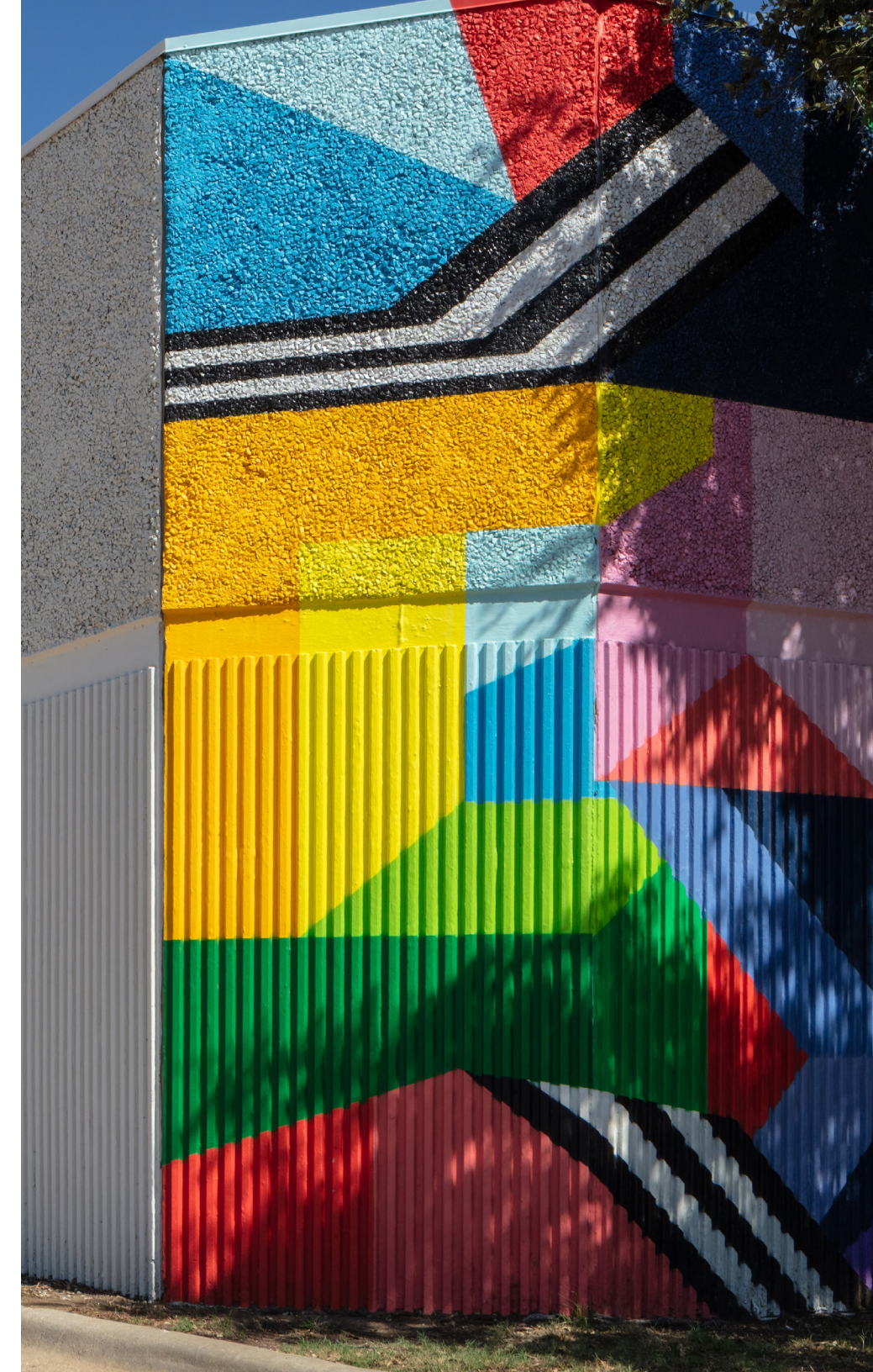
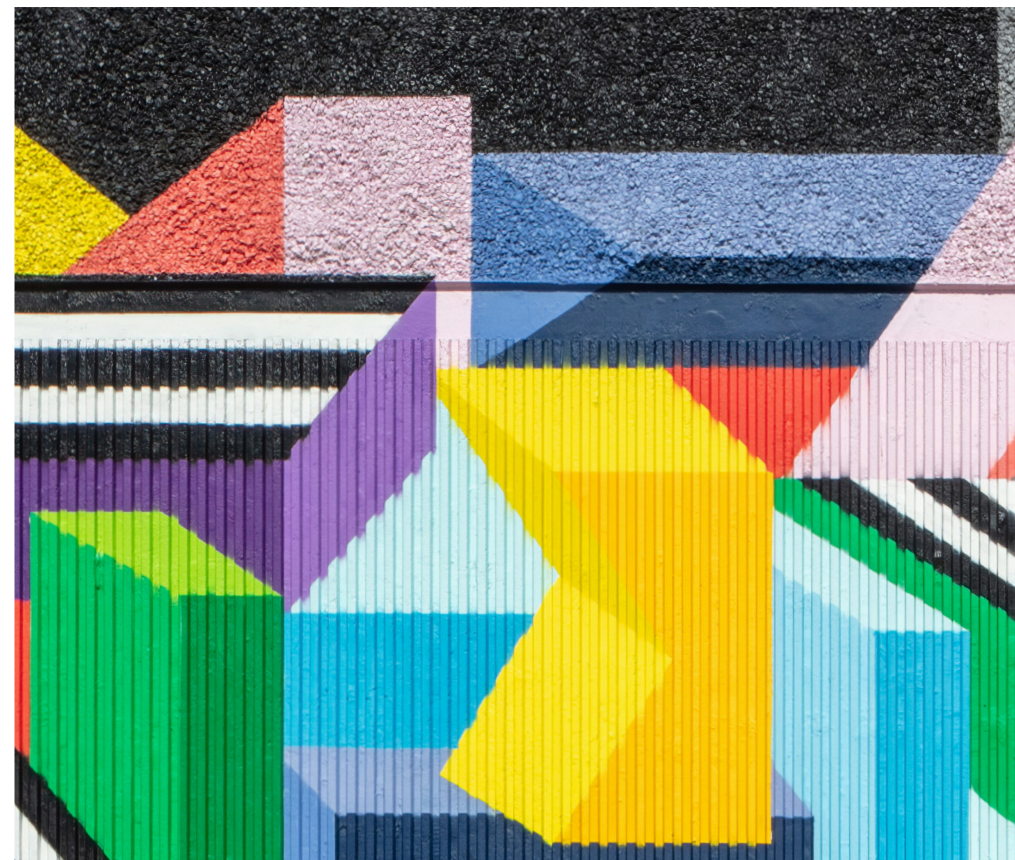
3.3 MILES

The Dallas Medical District encompasses a 390-acre medical area with over 6 million square feet of medical space. The Medical District houses over 35,000 employees who attend to more than 3 million patients each year. Over the last several years, the Medical District has continued to evolve through substantial capital investment including the \$1.7 billion state of the art Parkland Memorial Hospital that opened in 2Q 2015 and a \$500 million expansion to UT Southwestern Medical Center which broke ground in 2017 and is expected to open next year.

## dallas love field airport

4 MILES

Dallas Love Field Airport is headquarters to Fortune 500 company Southwest Airlines and offers 143 domestic non-stop flights daily. Dallas Love Field hosts close to 16 million passengers each year, and with the abolishment of the Wright Amendment in October 2014, Love Field carriers are able to fly direct virtually anywhere in the United States.



## infusing art at Archetype

Spaces are designed to be lived in; they're thoughtfully crafted to empower those who spend time in them.

We believe in enhancing the ambiance of every property we touch, creating spaces that inspire tenants to achieve more.

Expect to see the infusion of art at Archetype - surprising and unexpected splashes of color layered with existing exterior textures and architectural enhancements.

# what's your archetype?

Build upon your extraordinary brand through  
the power of place at The Archetype.

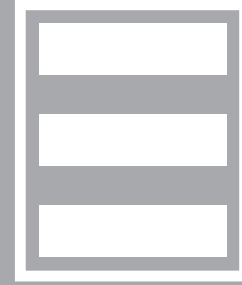
[archetypedallas.com](http://archetypedallas.com)



## OUTLAW

**Outlaws** are rebels. They reject the norm and don't adhere to social conventions. They break the rules and disrupt the industry.

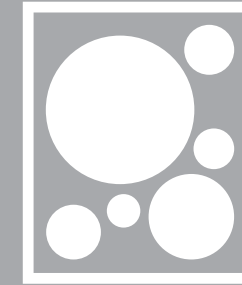
BREWERY  
DISTILLERY  
ROASTERY



## EVERYMAN

**Everyman** are regular guy archetypes defined by accessibility to all, on account of maintaining the norm and keeping neutral in their outlook and viewpoints.

TRADESMAN  
E-COMMERCE



## CURATOR

**Curator** archetype brands are essentially structured artists. They turn fantasies into realities. They are future-gazers who are constantly striving to create the best product in their field.

SHOWROOM  
CREATIVE OFFICE



## EXPLORER

**Explorer** archetype brands are fueled by adventure. They want to break free from the familiar and get out into the unknown. They are out searching for the next challenge.

LOGISTICS  
ENTREPRENEURS



## HERO

**Hero** archetype brands are on a mission to make the world a better place through being the best version of themselves. Their world is about drive, grit and determination. They do not stand still.

MEDICAL  
ENVIRONMENTAL

# archetype with us.

WHAT'S YOUR ARCHETYPE?



Pennybacker  
Capital

M2G VENTURES

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