

WEIR'S
PLAZA
DALLAS



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01





01

Weir's Plaza is bringing a world-class office and retail experience through an iconic building that speaks to the history of the neighborhood as well as the future.





A Sense of Place

297,000 SQUARE FEET

- RETAIL & RESTAURANT: 12,500 SF
- CLASS AA OFFICE SPACE: 250,000 SF
- WEIR'S FURNITURE FLAGSHIP STORE: 28,000 SF

GROUND LEVEL COMBINATION OF BOUTIQUE RETAILERS
AND BEST-IN-CLASS RESTAURANT OFFERINGS

HIGH-END FINISHES AND SPACIOUS TERRACES THROUGHOUT

CLASS AA OFFICE SPACE WITH DOWNTOWN VIEWS

STATE-OF-THE-ART MEETING ROOM AVAILABLE TO TENANTS ONLY

EXPANSIVE SIDEWALKS WITH PEDESTRIAN-ORIENTED STREETScape

GENEROUS OUTDOOR AREA & RESORT-STYLE TENANT FITNESS CENTER

6 LEVELS OF UNDERGROUND PARKING WITH OVER 800 PARKING STALLS

PROJECTED DELIVERY EARLY 2021

02

THE BUILDING





02

Weir's Plaza is designed to be as dynamic as the people who will walk through its doors every day. Careful observers who appreciate the subtlety of thoughtful design will find Weir's Plaza to be smart and refreshing.

Ultimately, this building is the product of caring deeply about the future of the neighborhood, as well as the people who live and work there now.



From the Architect

PRESERVING A COMMUNITY LANDMARK

THE WEIR FAMILY AND THE DEVELOPMENT TEAM BEGAN THE VERY FIRST MEETING WITH GFF PARTNERS BY DESCRIBING THEIR 70-YEAR STEWARDSHIP OF THE KNOX / TRAVIS SITE, THEIR COMMITMENT TO THE NEIGHBORHOOD AND THE IMPORTANCE OF HONORING THIS LEGACY IN ANY NEW DEVELOPMENT. THIS CLEAR VISION AND STRONG DIRECTIVE SET THE TONE FOR THE PROJECT AND INFLUENCED GFF'S RESPONSE IN SEVERAL IMPORTANT WAYS, INCLUDING THE FOLLOWING.

APPROACH TO THE HIGHLAND PARK SODA FOUNTAIN BUILDING

THE SODA FOUNTAIN BUILDING IS A MUCH-LOVED INSTITUTION THAT HAD SERVED THE NEIGHBORHOOD FOR GENERATIONS. ALTHOUGH NOT A LEGALLY DESIGNATED LANDMARK, IT WAS CERTAINLY A COMMUNITY LANDMARK. ACCORDINGLY, IT WAS IMPORTANT TO KEEP THE BUILDING, AND DO SO IN A WAY THAT HONORED ITS STATUS IN THE COMMUNITY. AS SUCH, ONE OF THE ESSENTIAL ARCHITECTURAL ISSUES BECAME HOW TO COMBINE A 2-STORY MASONRY BUILDING FROM THE EARLY 1900S WITH A 12- STORY MIXED-USE BUILDING DESIGNED FOR THE 21ST CENTURY – AND TO ACHIEVE A UNIFIED, ARCHITECTURALLY HARMONIOUS DEVELOPMENT.



DUNCAN T. FULTON

PRESIDENT / CEO, GFF ARCHITECTS



HARMONIOUS DESIGN

UNDERSTATED & TIMELESS, BRICK WITH LIMESTONE ACCENTS
SERVE AS THE PRIMARY MATERIALS.

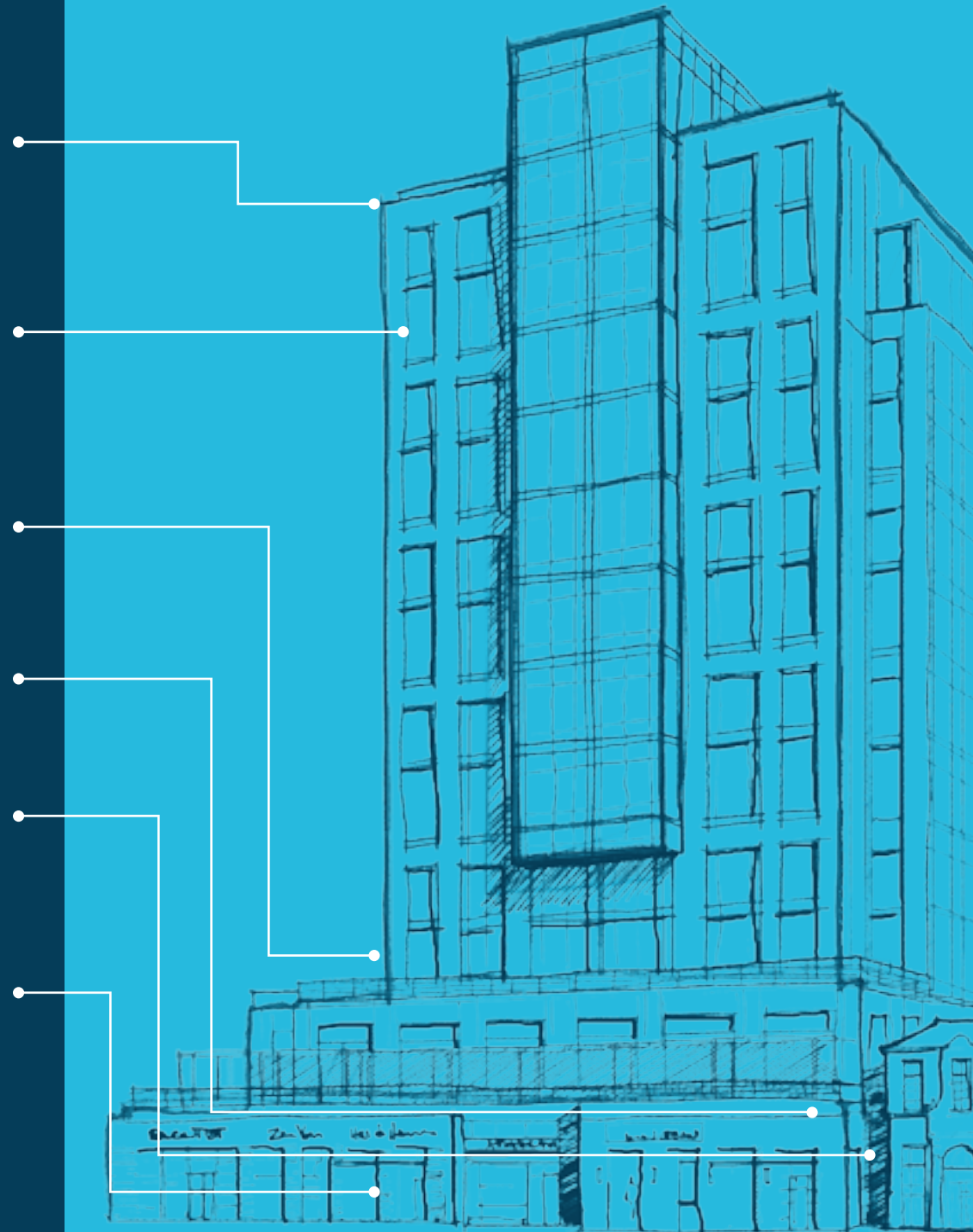
THE DISTINCTIVE TALL & NARROW WINDOW OPENINGS ON THE SODA FOUNTAIN
ARE UTILIZED AS THE PRIMARY WINDOW SHAPE THROUGHOUT.

THE SECOND AND THIRD LEVELS PROGRESSIVELY STEP BACK FROM THE
STREET, WHICH FURTHER REDUCES THE BULK OF THE BUILDING, OPENING
THE STREET TO THE SKY.

THE HEIGHT OF THE NEW STREET LEVEL RETAIL IS PURPOSEFULLY
SET TO ALIGN WITH THE SODA FOUNTAIN'S STRONG CORNICE.

THE SODA FOUNTAIN IS SEPARATED FROM THE LARGER STRUCTURE BY A GLASS
"HYPHEN" TO PRESERVE ITS INDEPENDENCE AS AN ARCHITECTURAL ELEMENT.

THE WALKABLE PORTIONS OF BOTH KNOX AND TRAVIS ARE NOT
WELL-CONNECTED. THE DEVELOPMENT WILL CONVERT THE HEAD-IN
PARKING ON TRAVIS TO A PEDESTRIAN-ORIENTED STREETScape,
THEREBY CONNECTING THE TWO AND ENHANCING THE WALKABILITY
OF THE ENTIRE DISTRICT.







RESTORATION OF THE SODA FOUNTAIN BUILDING

THE HIGHLAND PARK SODA FOUNTAIN BUILDING BELONGS ON KNOX STREET, THE STREET TO WHICH THE BUILDING'S DOORS HAVE OPENED FOR OVER A CENTURY. ITS ARCHITECTURE IS A PERMANENT FIXTURE OF THE URBAN STREETScape AND A REMINDER THAT KNOX STREET IS INDEED HISTORIC GROUND.

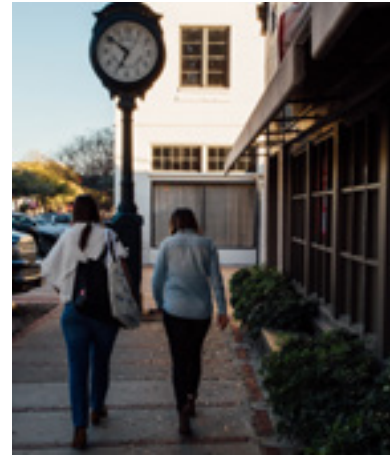


03



03

The Knox District has the unique ability to connect seamlessly with the vibrant urban metropolis while staying true to its historic roots. It has evolved into more than just another trendy Dallas destination; Knox Street is a place with a heart and soul and where the history of the neighborhood is embraced.



Walkability
score of 98





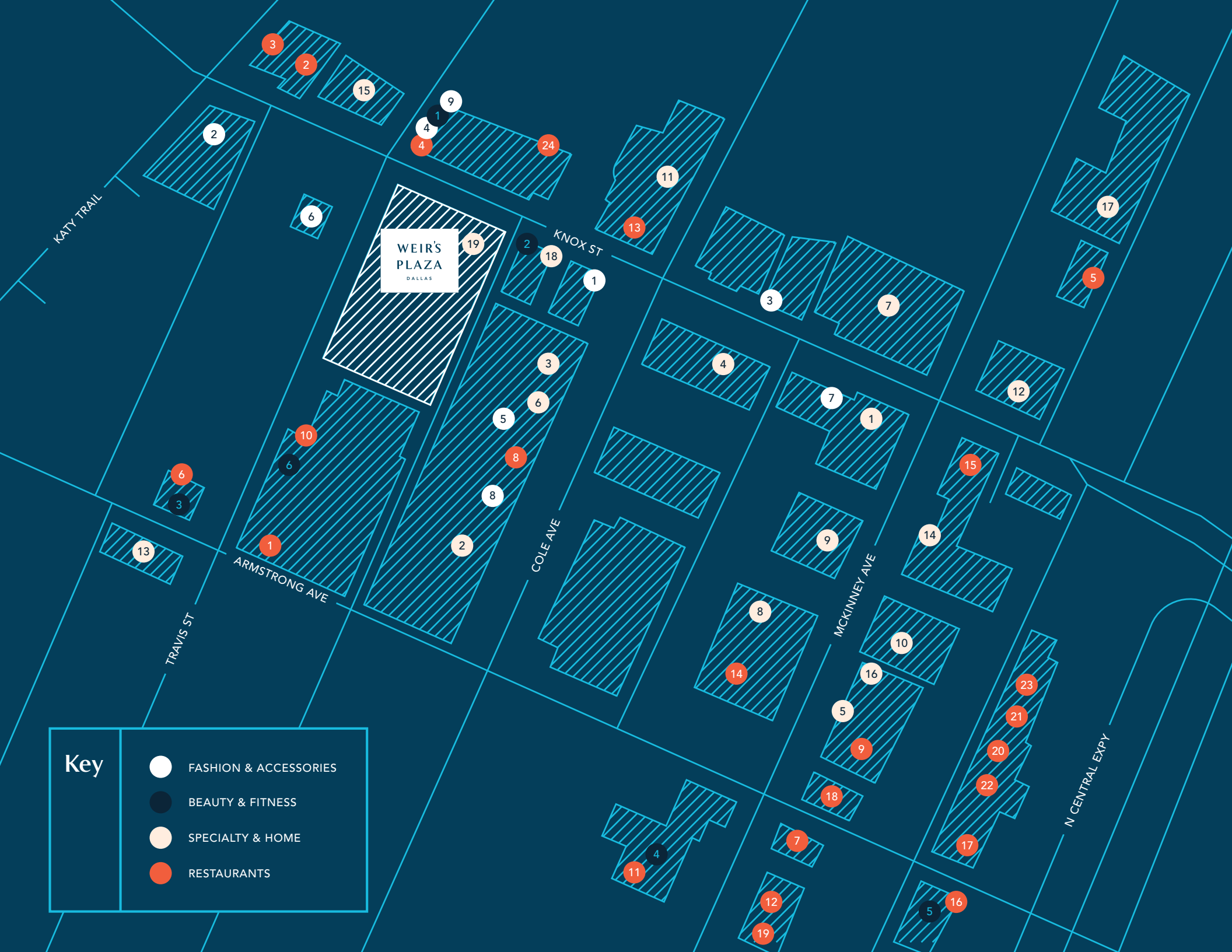




Katy Trail

WEIR'S PLAZA IS LESS THAN 300 FEET FROM TWO MAIN ENTRANCE POINTS OF DALLAS' PRIZED KATY TRAIL. THE PAVED PATH WINDS 3.5 MILES THROUGH THE CITY'S URBAN CORE, STRETCHING FROM SOUTHERN METHODIST UNIVERSITY TO UPTOWN'S AMERICAN AIRLINES CENTER AND WEST END. A HALLMARK AND CENTERPIECE OF DALLAS, THE KATY TRAIL HOSTS OVER A MILLION VISITORS EACH YEAR.





Key

- FASHION & ACCESSORIES
- BEAUTY & FITNESS
- SPECIALTY & HOME
- RESTAURANTS

FASHION & ACCESSORIES

- 01 LULULEMON 0.08 Miles
- 02 SID MASHBURN & ANN MASHBURN 0.07 Miles
- 03 KATE SPADE 0.15 Miles
- 04 MARINE LAYER 0.05 Miles
- 05 BLACK OPTICAL 0.16 Miles
- 06 GARRETT LEIGHT 0.16 Miles
- 07 STAG PROVISIONS FOR MEN 0.13 Miles
- 08 VELVET BY GRAHAM & SPENCER 0.04 Miles

BEAUTY & FITNESS

- 01 AESOP 0.04 Miles
- 02 OSGOOD O'NEIL SALON 0.07 Miles
- 03 PEACHY KEEN 0.09 Miles
- 04 L.A.R.C. SALON 0.96 Miles
- 05 BLO BLOW DRY BAR 0.33 Miles
- 06 BODY BAR 0.06 Miles

SPECIALTY & HOME

- 01 APPLE 0.19 Miles
- 02 TRADER JOE'S 0.18 Miles
- 03 SUR LA TABLE 0.14 Miles
- 04 RESTORATION HARDWARE 0.13 Miles
- 05 FORTY FIVE TEN 0.28 Miles
- 06 PAPER SOURCE 0.15 Miles
- 07 CRATE & BARREL 0.18 Miles
- 08 MITCHELL GOLD & BOB WILLIAMS 0.26 Miles
- 09 JONATHAN ADLER 1.17 Miles
- 10 ROOM & BOARD 0.25 Miles
- 11 POTTERY BARN 0.09 Miles
- 12 Z-GALLERIE 0.20 Miles
- 13 GRANGE HALL 0.12 Miles
- 14 BASSETT HOME FURNISHINGS 0.23 Miles
- 15 INTO THE GARDEN 0.05 Miles
- 16 THE SHADE STORE 0.27 Miles
- 17 KOHLER 0.27 Miles
- 18 WEIR'S FURNITURE 0.00 Miles

RESTAURANTS

- 01 LE BILBOQUET 0.08 Miles
- 02 TAVERNA 0.07 Miles
- 03 TOULOUSE 0.07 Miles
- 04 UP ON KNOX 0.03 Miles
- 05 LA DUNI 0.28 Miles
- 06 CAFE MADRID 0.10 Miles
- 07 MR. MESERO 0.28 Miles
- 08 LITTLE KATANA 0.23 Miles
- 09 T ROOM 0.29 Miles
- 10 FERNANDO'S 0.05 Miles
- 11 KOZY 0.29 Miles
- 12 ORIGIN KITCHEN + BAR 0.30 Miles
- 13 ZIZIKI'S 0.08 Miles
- 14 ABACUS 0.29 Miles
- 15 CHUY'S 0.21 Miles
- 16 POTBELLY SANDWICH WORKS 0.33 Miles
- 17 PEI WEI 0.38 Miles
- 18 CHIPOTLE 0.28 Miles
- 19 ROTI GRILL 0.31 Miles
- 20 FADI'S MEDITERRANEAN GRILL 0.37 Miles
- 21 JERSEY MIKE'S SUBS 0.37 Miles
- 22 GO FISH POKE 0.31 Miles
- 23 STARBUCKS 0.06 Miles



WITHIN A 1-MILE RADIUS

2017 AVERAGE HOUSEHOLD INCOME \$148,806

% POPULATION GROWTH 2017–2022 12.2%

% HOUSEHOLD GROWTH 2017–2022 13.2%

2017 TOTAL POPULATION 24,733

% THRIVING ALONE 61.2%

% CRÈME DE LA CRÈME 21.3%

WITHIN A 3-MILE RADIUS

2017 AVERAGE HOUSEHOLD INCOME \$130,044

% POPULATION GROWTH 2017–2022 12.0%

% HOUSEHOLD GROWTH 2017–2022 14.0%

2017 TOTAL POPULATION 215,442

% THRIVING ALONE 42.8%

% CRÈME DE LA CRÈME 21.0%

MEANING OF THRIVING ALONE

- CREATING LIFESTYLES OF THEIR OWN DESIGN, WORKING LONG HOURS AT CAREERS THEY LOVE, MAKING PURCHASES THAT SATISFY THEIR SPECIFIC PREFERENCES, AND ENJOYING THEIR FREE-TIME
- ENJOY HIGH INCOME LEVELS AND URBAN LIVING, HAVE COLLEGE DEGREES, AND ARE EMPLOYED IN WHITE-COLLAR MANAGEMENT POSITIONS

MEANING OF CRÈME DELA CRÈME:

- THE NEIGHBORHOODS MANY AMERICANS DRIVE THROUGH, DREAMING OF THE GRANDEUR THAT LIES WITHIN, BUT DO NOT THEMSELVES RESIDE
- HOMES ARE LIKELY FILLED WITH THE FINEST FURNISHINGS, DESIGNER LABEL CLOTHING & VALUABLE ARTWORK, WHILE GARAGES ARE FILLED WITH UPSCALE VEHICLES

Area Insights

DALLAS AREA

- HOME TO 21 FORTUNE 500 COMPANIES
- DALLAS HAS ADDED 717,000 JOBS SINCE 2010
- 48.9 MILLION VISITORS TO THE METRO AREA ANNUALLY SINCE 2016
- THE DALLAS | FORTH WORTH METROPLEX AREA RANKS FIRST ON FORBES 2017 LIST OF THE BEST CITIES FOR JOBS
- DFW ADDED 120,605 NEW HOMES OVER THE PAST 5 YEARS
- DFW ADDED OVER 100,300 JOBS YEAR OVER YEAR, AS OF MARCH 2017
- IN 2016, THE KATY TRAIL AVERAGED OVER 3,000 BICYCLE & PEDESTRIANS PER DAY, THE HIGHEST OF ANY TRAIL IN DALLAS | FORT WORTH

DALLAS LOVE FIELD

- HOSTS APPROXIMATELY 14 MILLION PASSENGERS PER YEAR
- SERVES AS THE CITY'S FRONT DOOR, PROVIDING A VITAL LINK IN THE ECONOMY OF THE CITY OF DALLAS
- OFFERS 143 DOMESTIC NON-STOP FLIGHTS DAILY

DFW INTERNATIONAL AIRPORT

- THE WORLD'S 4TH BUSIEST AIRPORT IN TERMS OF OPERATIONS [TAKEOFF & LANDING]
- CARRIES OVER 66 MILLION PASSENGERS PER YEAR

04

HERITAGE & HISTORY



04 Tradition never goes out of style.

WEIR'S PLAZA IS A BYPRODUCT OF THE WEIR FAMILY'S EXTRAORDINARY INSIGHT— THEY'VE WATCHED BUSINESSES COME AND GO SINCE THE 1940'S— AND THEIR EXTRAORDINARY COMMITMENT TO SEE THE KNOX NEIGHBORHOOD THRIVE. AS THE LONGEST PROPERTY OWNERS STILL IN RESIDENCE, THE WEIR FAMILY IS PROFOUNDLY FAITHFUL TO THE KNOX DISTRICT LEGACY.





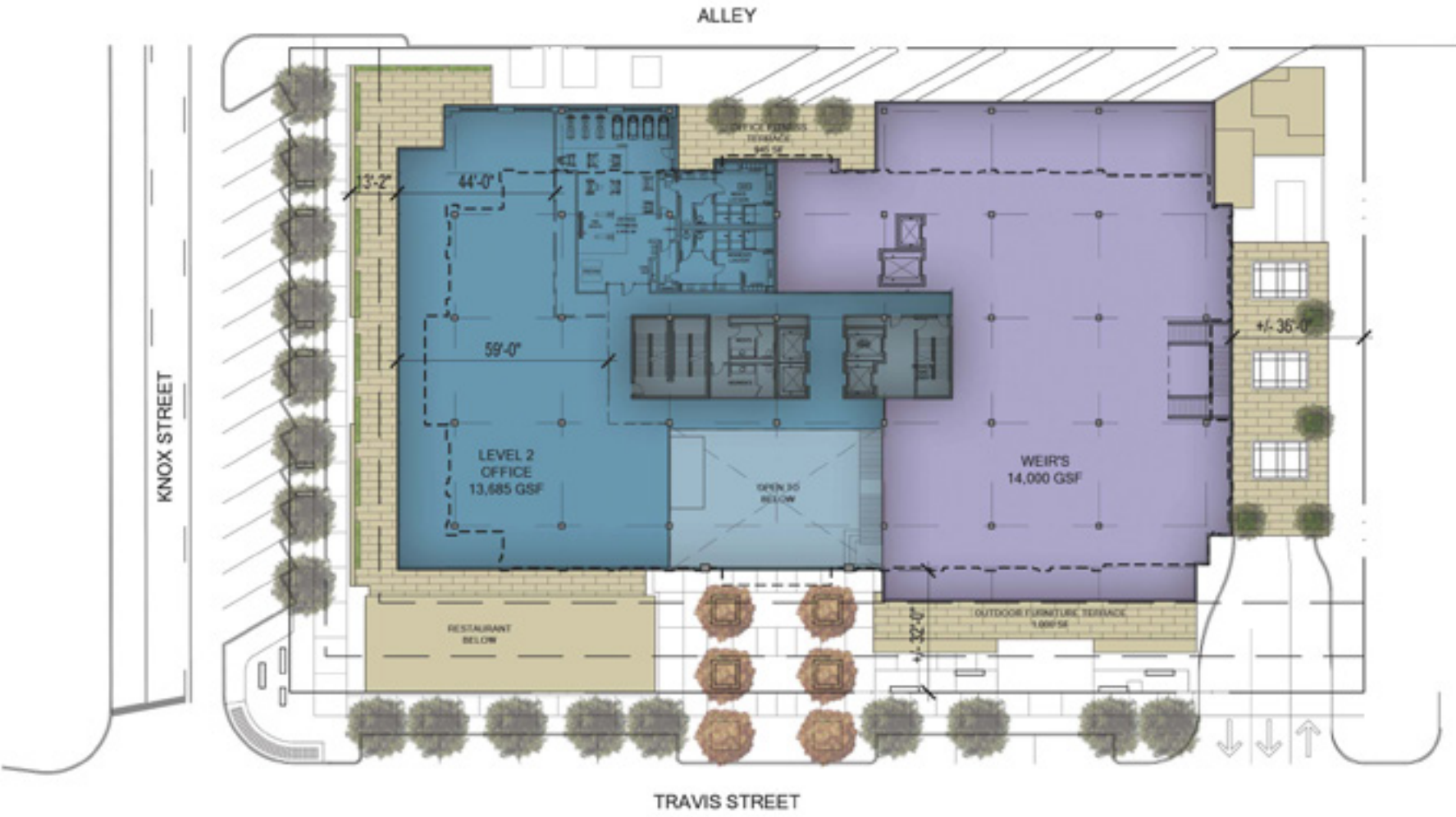
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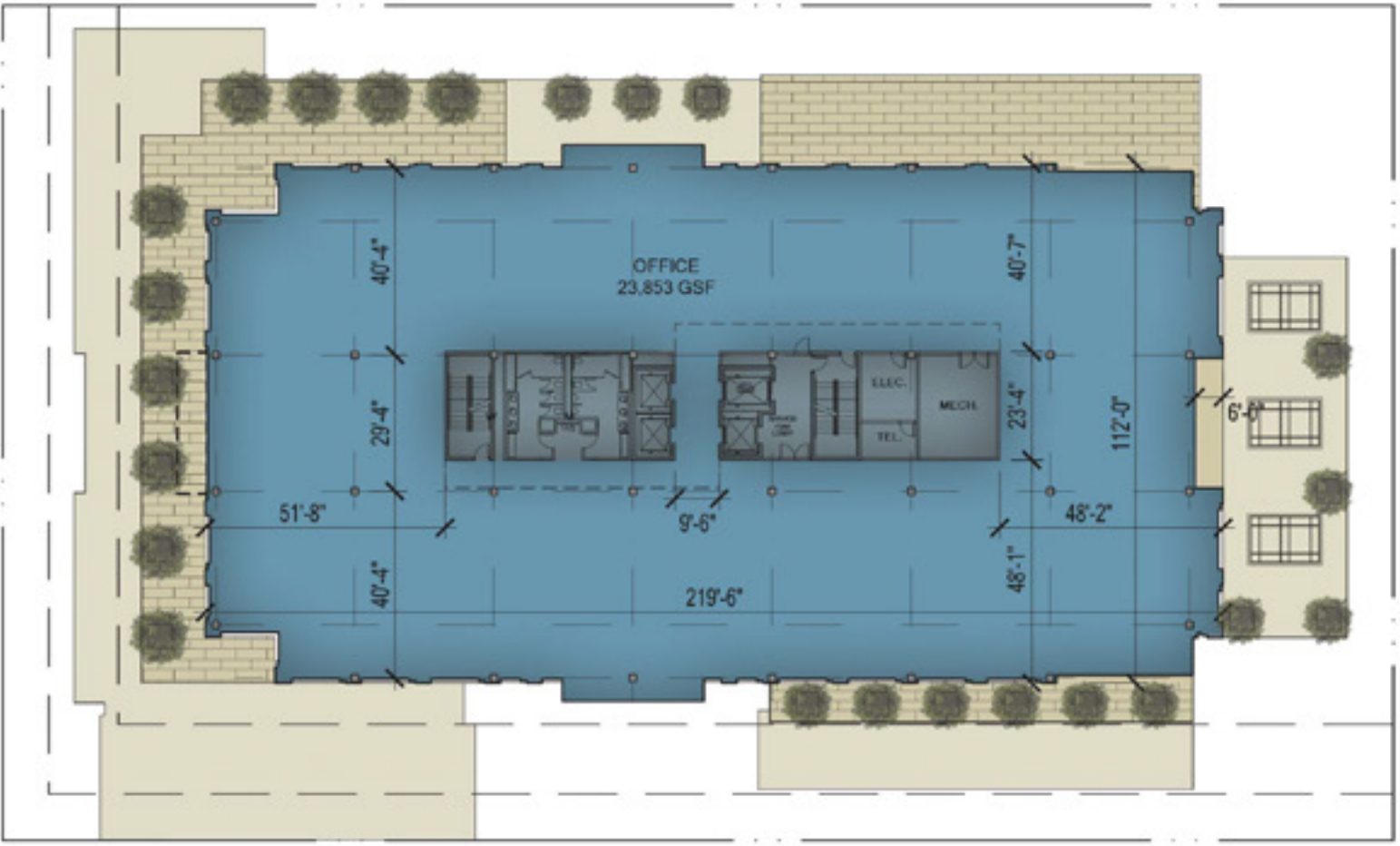
Ground Level Floor Plan



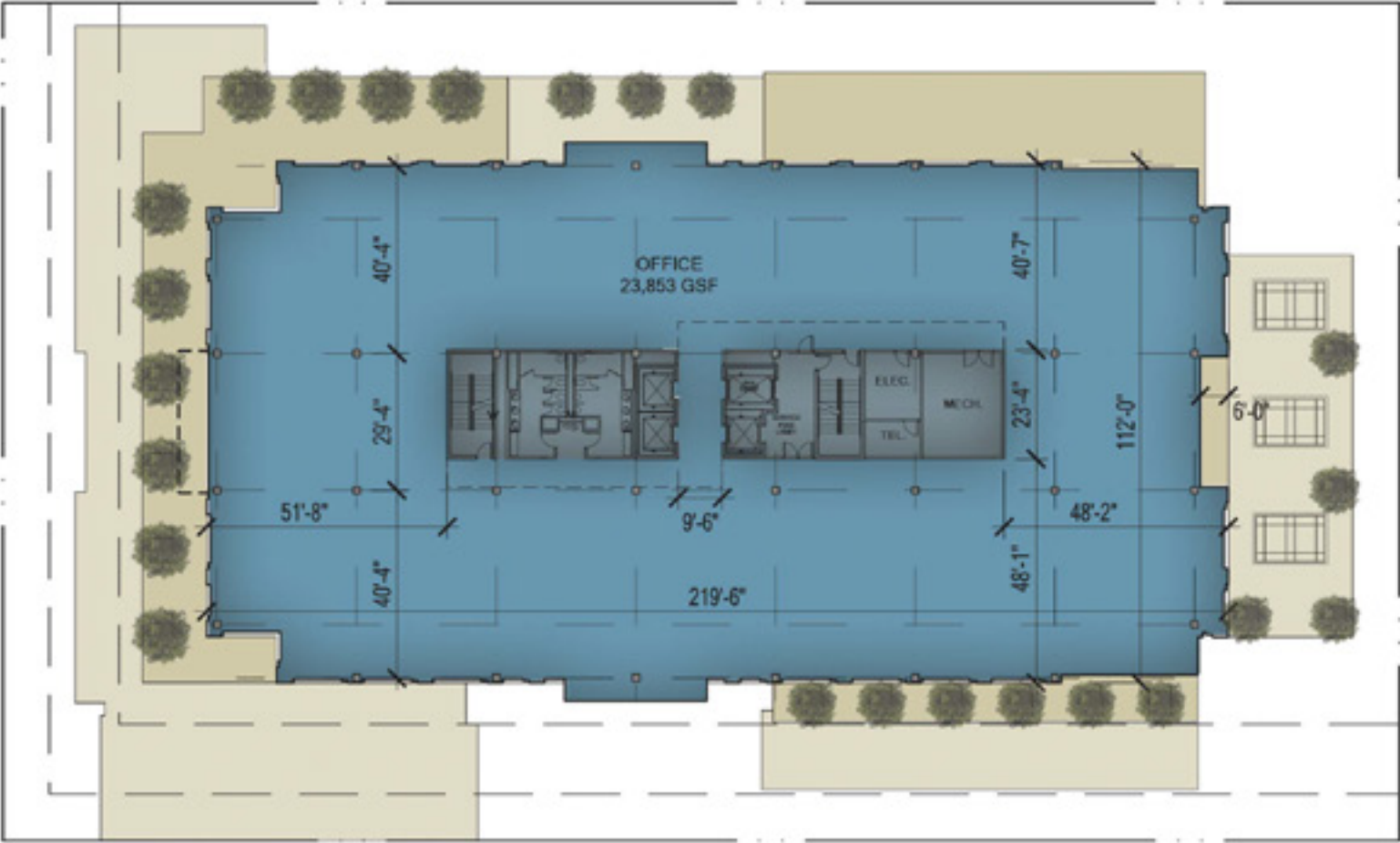
Level 2 Floor Plan



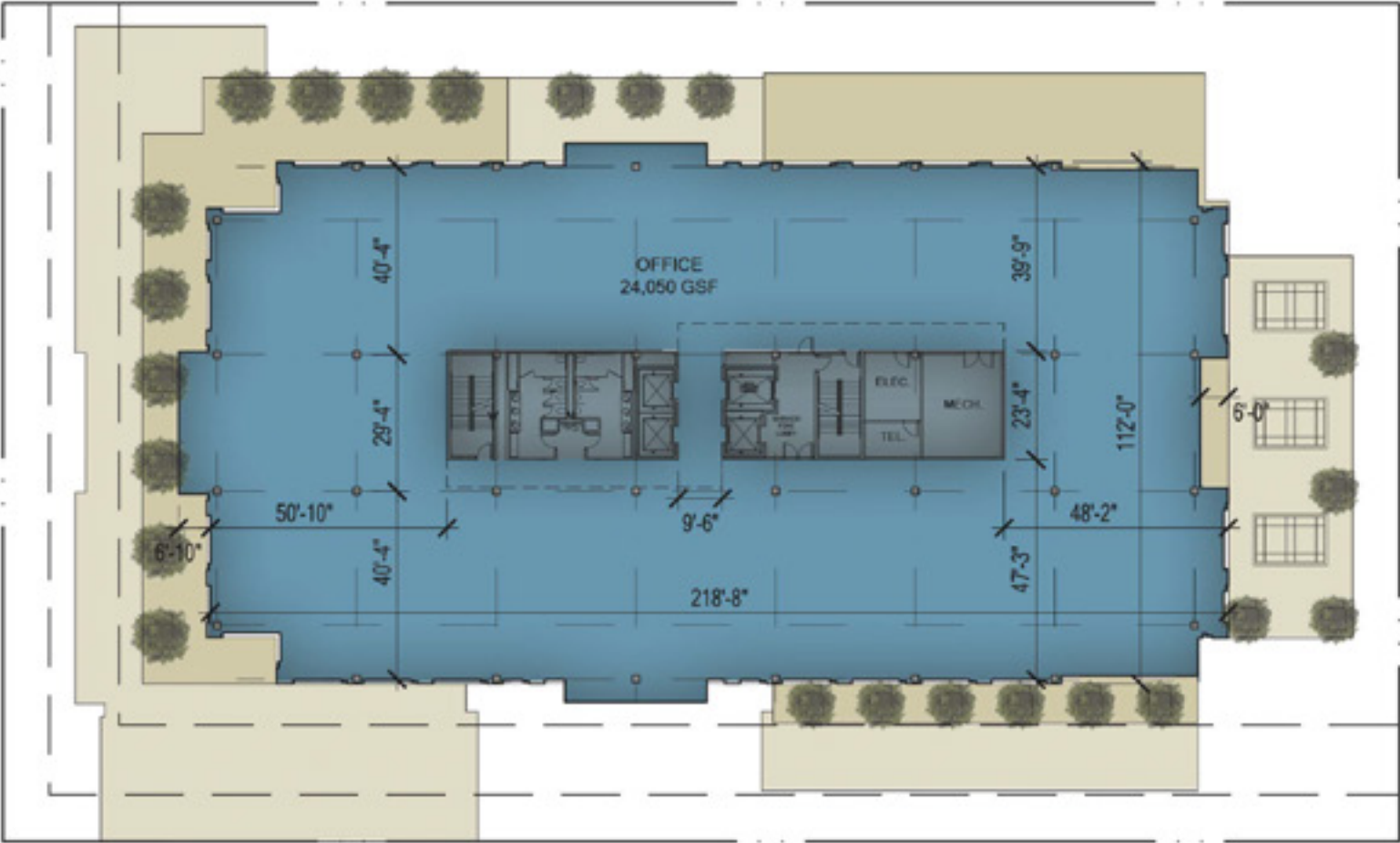
Level 3 Floor Plan



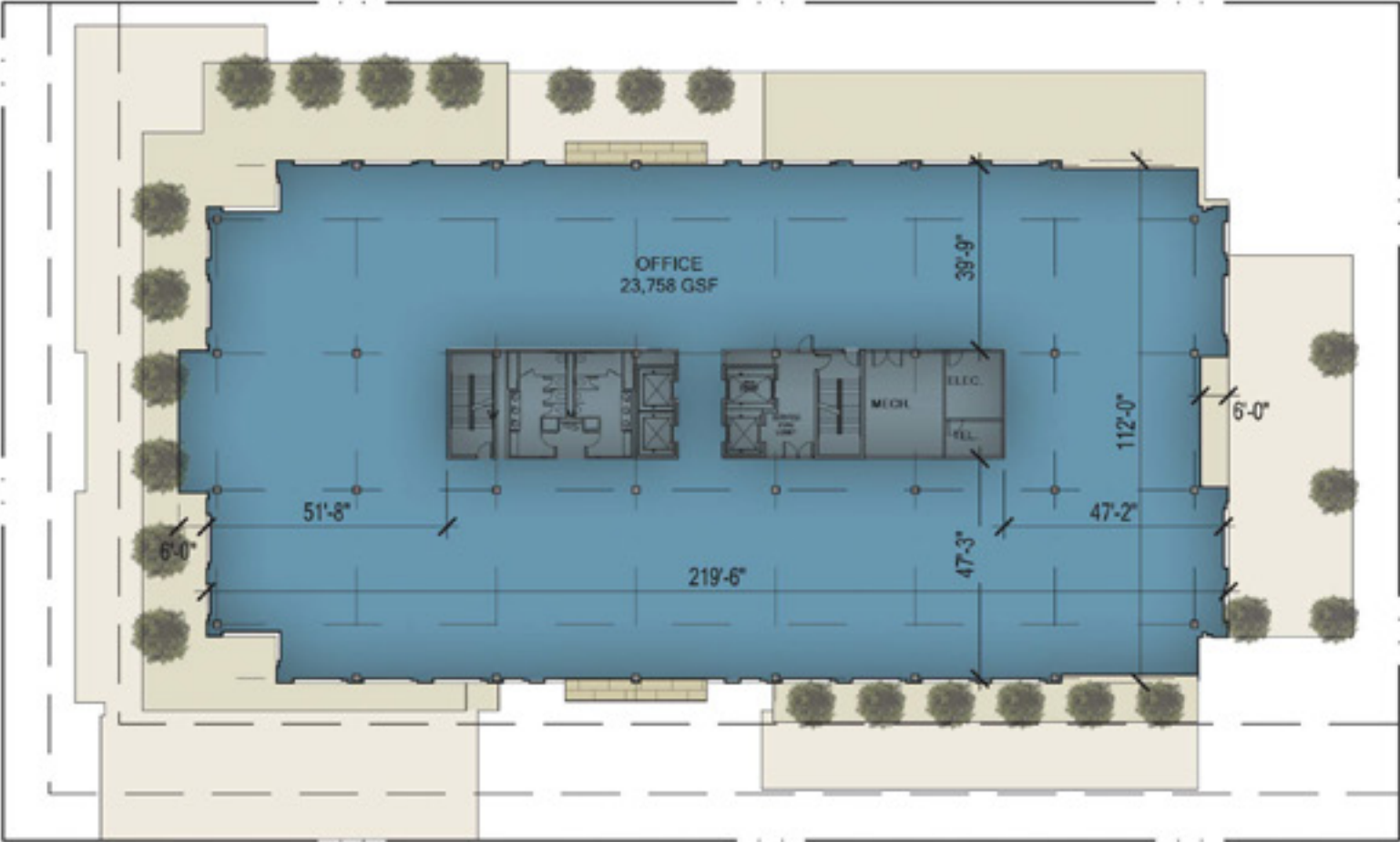
Level 4 Floor Plan



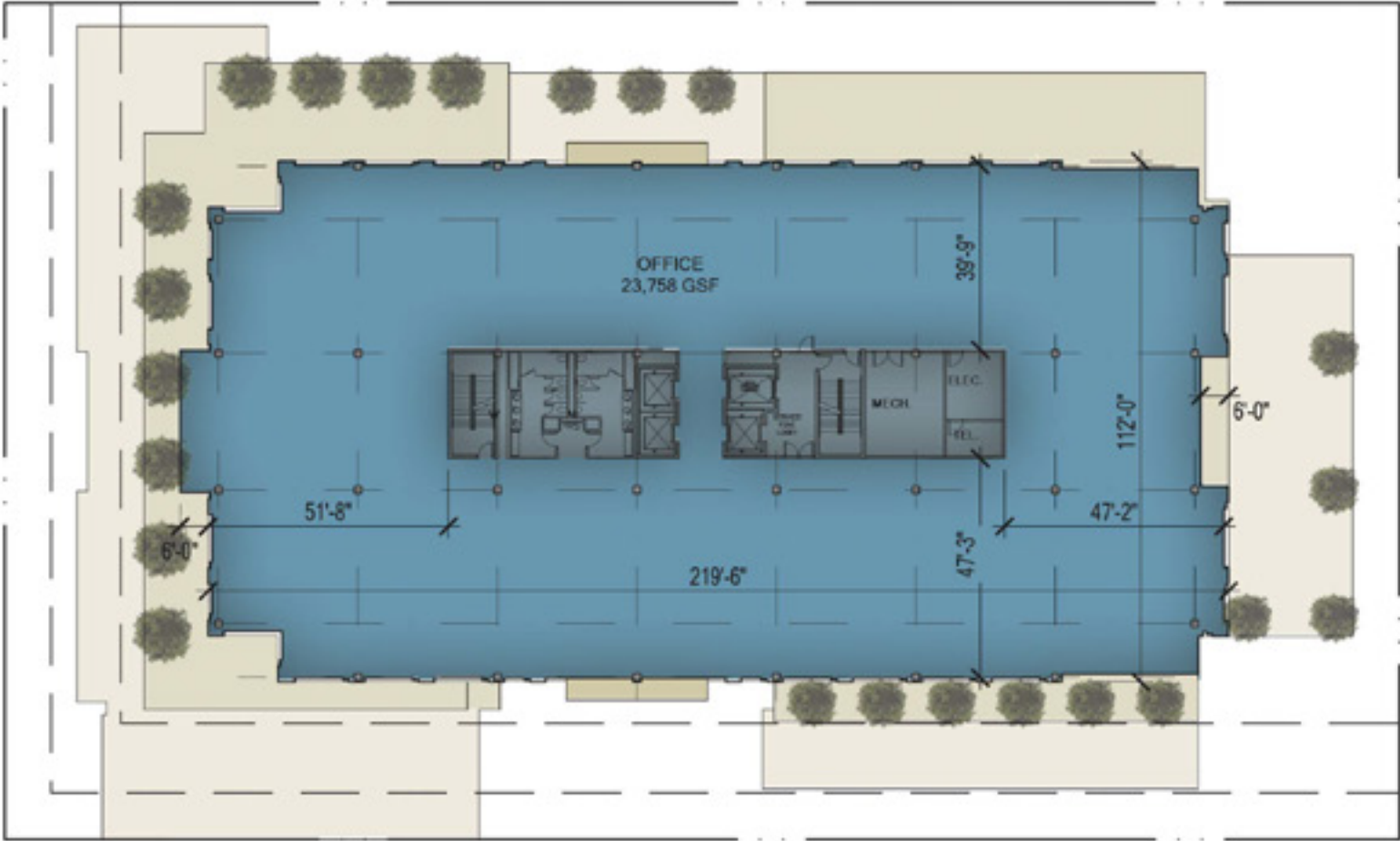
Levels 5-9 Floor Plan



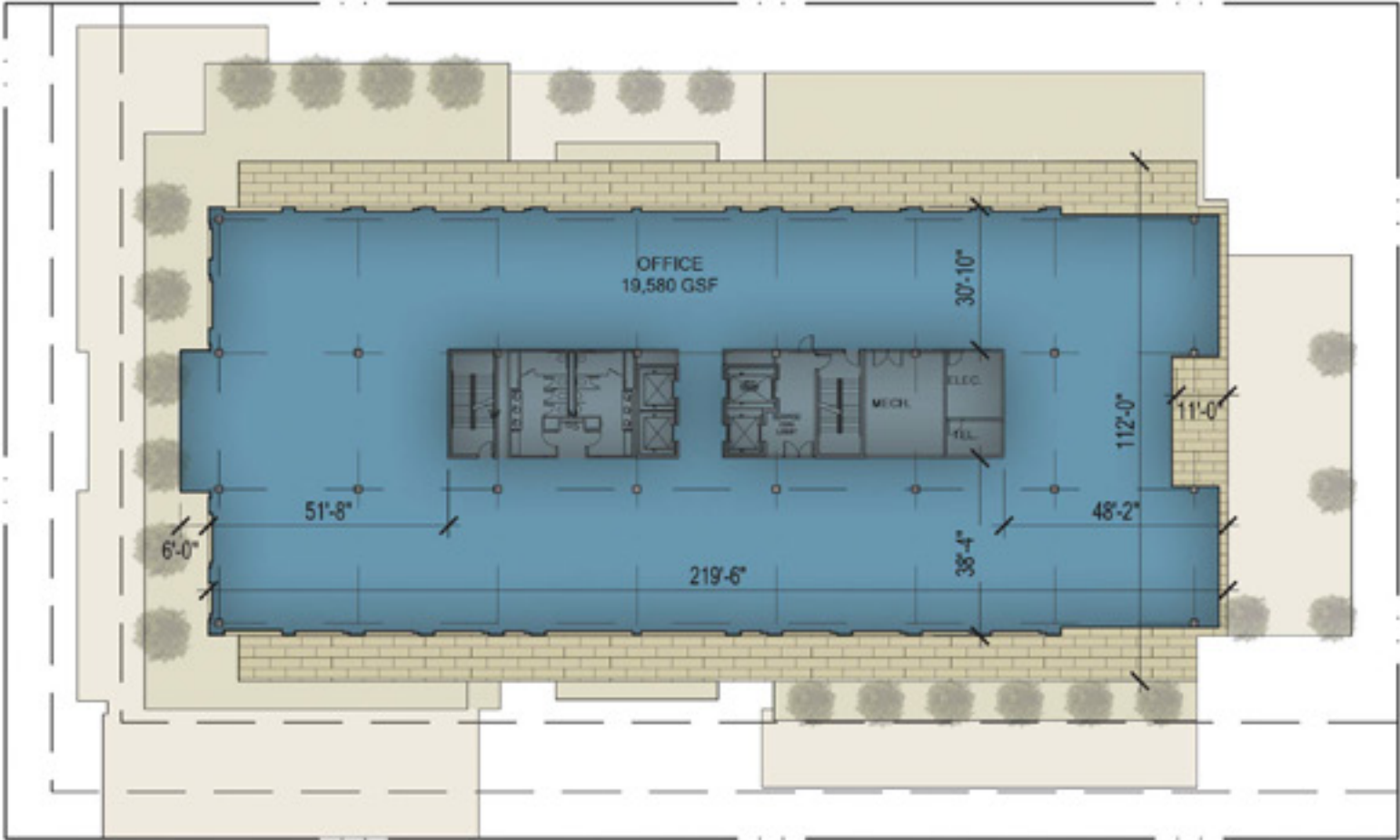
Level 10 Floor Plan



Level 11 Floor Plan



Level 12 Floor Plan





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