

# Follow the Food to West Dallas



ULI - FALL 2016

# West Dallas – Before & After

**Before - 2010**



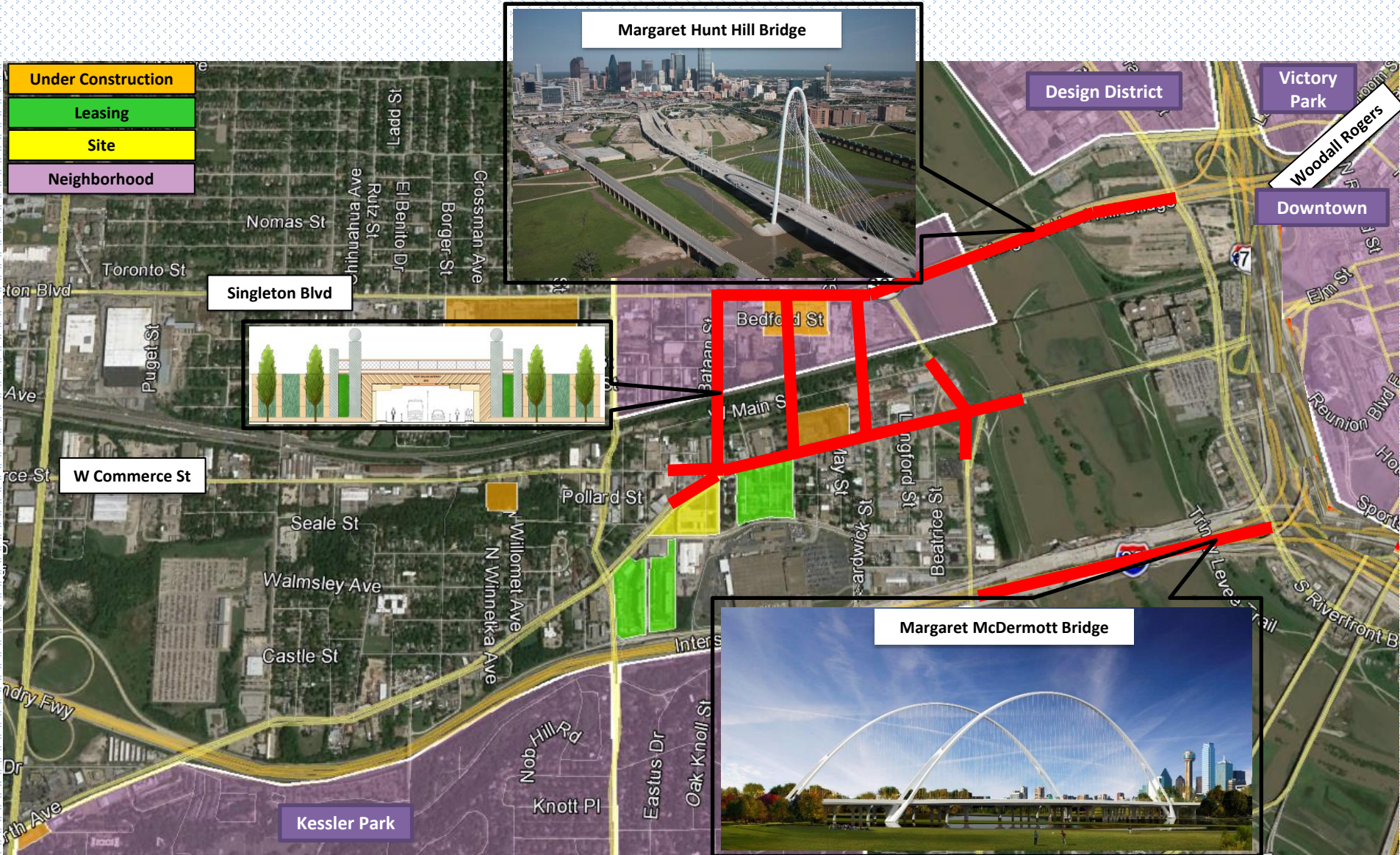
**After - 2013**





# \$250M+ Infrastructure Investment by City of Dallas

118% Increase in Taxable Value Over Last 5 Years





# Explosion of Housing Growth in West Dallas

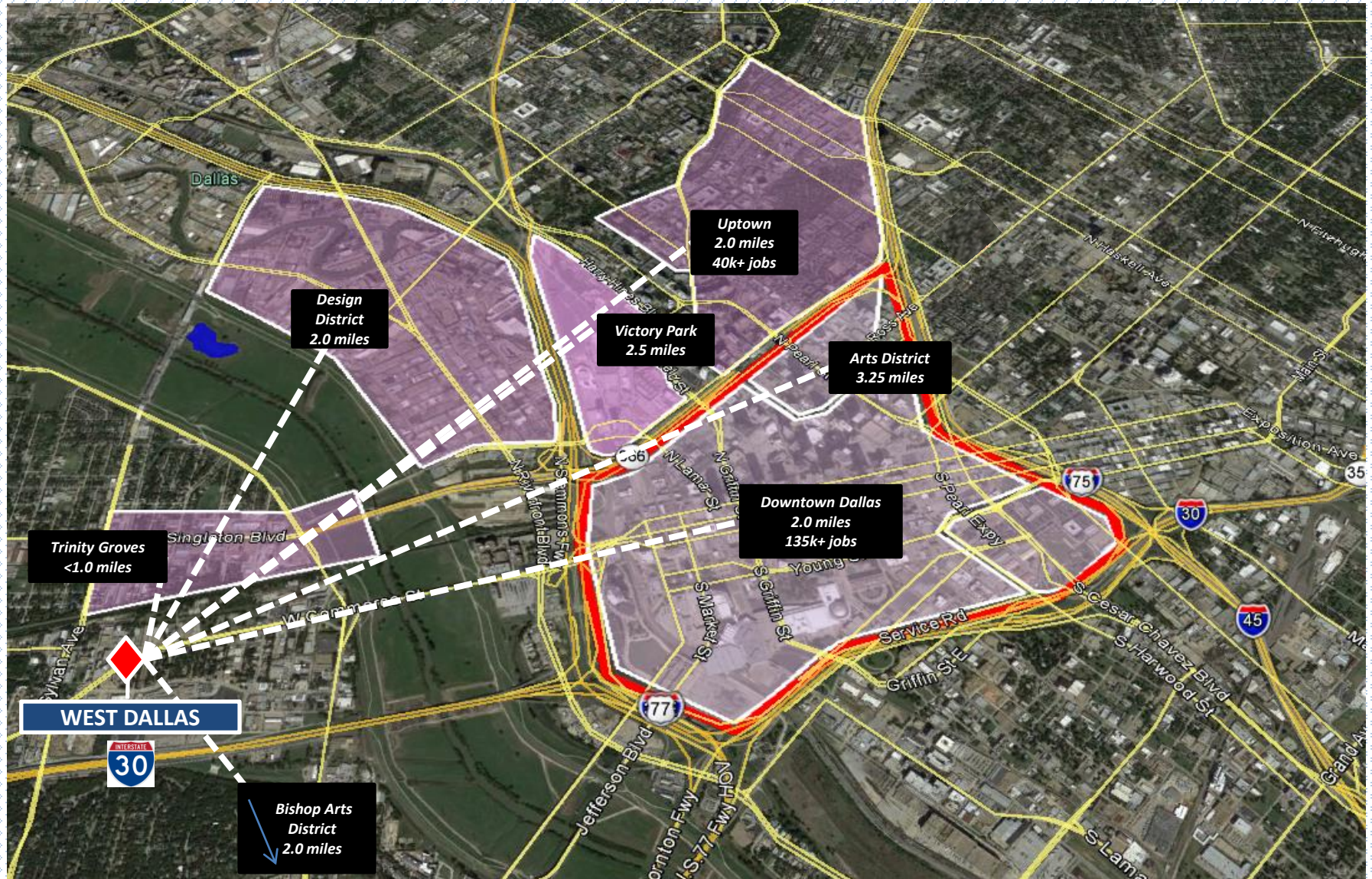
FROM ZERO TO **2,656** MF UNITS IN 4 YEARS





# Proximity to Jobs, Entertainment & Recreation

\$5 Uber Ride or \$400+ in Rent?





# Staying Authentic to the Submarket

## West Dallas



*Alexan West Dallas – Leasing Office*



*Alexan West Dallas - Furniture*

## Uptown



*Alexan Fairmount – Leasing Office*



*Alexan Fairmount – Clubhouse*



# Alexan West Dallas– Business Plan

- **“Discount to Uptown” play**
  - \$400+ less rent than Class “A” product in Uptown
  - Uptown = Hi-rise game
- **\$5 Uber** ride to Uptown amenities
- **Quickly Gentrifying Neighborhood**
  - Restaurants
  - For Rent Housing
  - For Sale Housing
- **“Win” in units, amenities, and architecture**
- **Stay Authentic**





# David Weekley – Central Living Product Examples





# David Weekley – Central Living Product Examples





# David Weekley – Central Living Product Examples

