

# TOWERS

Dallas real estate, architecture, and city life

## Even Without Amazon's HQ2, Victory Park Is Still a Tower Magnet

NOVEMBER 27, 2018 BY [ADOLFO PESQUERA](#) [LEAVE A COMMENT](#)



*An amenity lounge at The Victor, with artsy interiors by Eric Ragni. Image: Hines*

Although local developers tried, **Victory Park** in Dallas did not land an [Amazon HQ2](#) — but with three more tower projects in progress in or very near the district, there will still be plenty of cranes going into 2019. Let's take a tour:

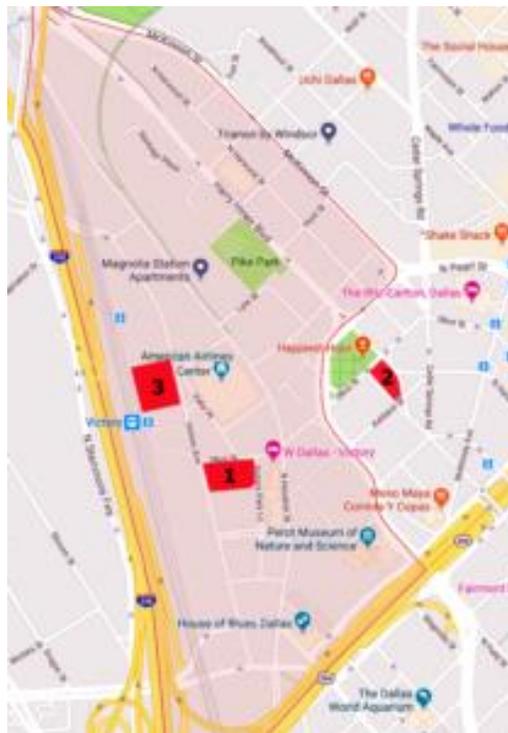
### The Victor

In the spring, Houston-based developer **Hines** submitted plans for a [39-story residential tower](#), but we could only imagine its scale at the time, based on the global developers' descriptions. Hines has since put a name, a face and a website to its offering. Keeping in mind that Victory Park doesn't have the height restrictions in place for its northern border district, **Uptown**, Hines planned [The Victor](#) at **3099 Olive Street** to be the tallest building in Victory Park:



*The Victor, a Hines luxury apartment, will be the tallest tower at 39 stories in Victory Park. Image: Hines*

Hines broke ground earlier this month on what will be a **344-unit** apartment building with 18 penthouses on levels 37 to 39.



*(1) The Victor by Hines; (2) The Link at Uptown by Kaizen; (3) 12-story office tower by Hillwood Urban. Image: Google Maps / Graphics, Adolfo Pesquera.*

The Victor couldn't have a more prominent location. It is across Victory Park Lane from the lobby of W Dallas Victory Hotel by Marriott and a block south of the American Airlines Center.

Future residents of the building, which for years has been a surface parking lot, will have access to 24-hour valet parking, a 9th-level resort pool with cabanas and daybeds, a 36th-level sky deck with dining room, sports simulator and theater room, fitness center, coworking and conference spaces, guest suites, several lounge areas with complimentary beverage and coffee bars, a dog park, bike shop, and 9,500 square feet of street-level retail and restaurants.

The Hines design team includes building architect **Munoz+Albin**, interior architects **Mayfield and Ragni Studio (MaRS)**, and landscape architects **TBG**. MaRS principal **Erick Ragni** said the interiors are influenced by the Dallas arts and culture scene, adding, “we have introduced a number of commissioned pieces as a means to experience the work of local and international artists within the framework public living space.”

Construction is expected to reach completion by the second quarter of **2021** and pre-leasing will begin in the fall of **2020**.

### **The Link at Uptown**



*The Link at Uptown, a 22-story office tower, will be constructed next to The Union Dallas. Image: Kaizen Development Partners.*

Okay, [The Link at Uptown](#) is technically not in Victory Park. It is, however, one block east of the district boundary, and only three blocks from the Hines project. It's also going up right next to [The Union Dallas](#).

**Kaizen Development Partners** is proposing a 22-story office tower at **2414 Akard Street**. The block is presently home to an abandoned church and a six-story office building, both of which will have to be

razed. The 300,000 square foot office building is being designed by architects **BOKA Powell**. Kaizen is promoting the architecture as a “sleek and sophisticated” building that “will serve to enhance the Dallas skyline while tenants ... benefit from extraordinary access, unparalleled signage opportunities, state-of-the-art building technology, generous parking ratios, and a robust amenity package.”

The exterior has a curved shape, heavy on glass with light bluish tones. It is reminiscent of the new [SXSU headquarters](#) in Austin.



*Bird's-eye view of The Link at Uptown, just a few blocks from American Airlines Center. Inset (lower right) of the church and office building that must be removed. Images: Kaizen and Google Streets.*

The Link at Uptown is scheduled for completion the fall of **2021**.

## Hillwood Urban

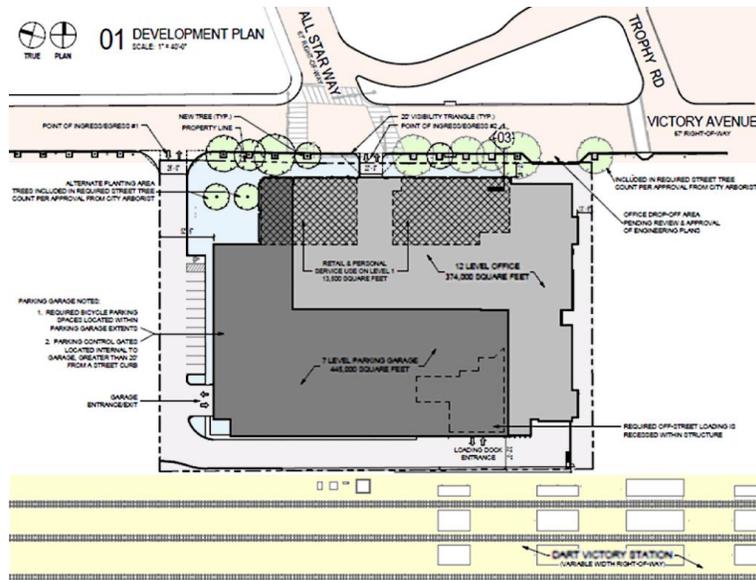


*Concept rendering of Hillwood Urban's planned 12-story office tower and parking garage. Image: Hillwood Urban.*

The **Perot** company, **Hillwood Urban**, has been keeping a teaser on its website since April about a 12-story office tower project in Victory Park. However, the company has been focusing most of its attention this year on completing office campuses on Turtle Creek Boulevard and in Las Colinas.

What we do know is that the Victory Park project will be joined along its south and west walls by a 445,000-square-foot, seven-story parking garage, and that the two new structures will be across Victory Avenue from the west facade of American Airlines Center. The area of the building dedicated to office use will contain 347,000 square feet. It seems odd that the area for an office building would be smaller than the space dedicated for parking, but this land was originally a surface parking lot adjacent to the arena. Facing Victory Avenue, the tower will have 13,500 square feet of retail spaces.

Hillwood Urban has done a number of projects in Victory Park, including The House Condos, a 28-story high-rise at 2200 Victory Ave.



Concept site plan of the Hillwood Urban project. Image: City of Dallas.