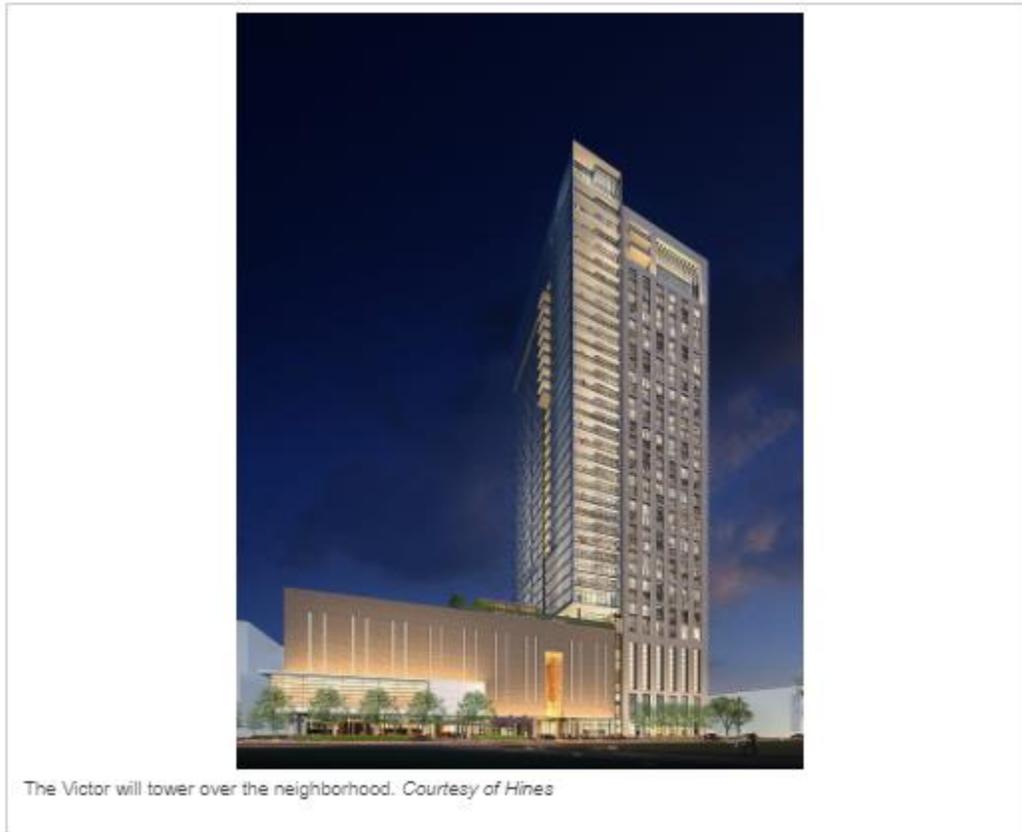


\$150 million luxury residential tower is on the rise in Uptown Dallas

By [John Egan](#)

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Construction has started on a 39-story, high-end apartment tower that'll be the tallest for-rent building in either Victory Park or Uptown Dallas.

The Victor — a 344-unit high-rise being built in the up-and-coming South Victory District — will offer 360-degree views of Turtle Creek and the American Airlines Center to the north, downtown to the south, downtown and Uptown to the east, and the Trinity River and Margaret Hunt Hill Bridge to

the west. The tower is going up at the northeast corner of Olive Street and Victory Park Lane.

[The Victor](#), with a price tag of more than \$150 million, is scheduled to be completed in the second quarter of 2021, says Houston-based developer Hines. Preleasing will start in the fall of 2020. The average rent will be \$3,800 a month.

Highlights of each single-level floor plan will include 10-foot ceilings, private balconies, flexible living spaces, and floor-to-ceiling windows, as well as Quartz countertops, stainless-steel appliances, wine fridges, wide-plank wood flooring, and Italian-made custom cabinets.

“Our work has been largely influenced by the thriving Dallas arts and culture scene, and we have introduced a number of commissioned pieces as a means to experience the work of local and international artists within the framework [of] public living space,” Eric Ragni, principal of Houston’s Mayfield and Ragni Studio (MaRS), the project’s interior architect, says in a release.

Studios, one-bedroom apartments, and two-bedroom apartments will range from 635 square feet to 2,144 square feet.

The Victor’s 18 penthouse residences will measure 1,800 to 3,000 square feet. Features will include outdoor living rooms, freestanding bathtubs and luxury finishes. Some of the penthouses also will include outdoor kitchens and indoor fireplaces.

Among the residential tower’s other amenities will be:

- 24-hour valet parking
- 36th-floor sky deck with a private dining room and catering kitchen

- Ninth-floor resort-style pool, complete with cabanas, daybeds, and a theater room
- Coworking and conference spaces
- Guest suites
- Pet spa
- Dog park
- Bike shop

Perhaps most importantly, as they say, location, location, location. By 2019, Hines says, the building's prime location will boast a WalkScore of 91 upon completion of nearby retail and dining venues. They include new Tristan Simon concepts, a sports bar, and Mesero's new flagship location. Other nearby hotspots include the Katy Trail, Kyle Warren Park, Happiest Hour, The House of Blues, Perot Museum of Nature and Science, and the new 44,000-square-foot [Cinépolis](#) Luxury Cinemas.