



**PRESTON  
ROYAL  
VILLAGE**

 DALLAS,  
TEXAS

# FROM 1958...

For decades, the neighborhoods surrounding Preston Royal Village have relied on the center for its warm atmosphere and its unique places to shop and dine. Families have made memories here, from their first movie at the old Preston Royal Theater to visits to the soda fountain at Dougherty's Pharmacy.





# ...TO TODAY

Inextricably tied to the community, the center has grown and changed as new generations continue to take their first steps on the sidewalks, creating new memories as they go.

# DALLAS BY THE NUMBERS

**426,000**  
**RESIDENTS**

Over 426,000 people living within a 5-mile radius

**22**  
**FORTUNE 500**

The Dallas area is home to 22 Fortune 500 companies

**1.33M**  
**POPULATION**

9th largest city in the US, with over 1.33 million residents

**27M**  
**VISITORS**

Over 27 million people visit Dallas annually, spending \$5.2B



**\$335,123**  
**HOUSEHOLD INCOME**

Within a 1-mile radius, average HHI is \$335,123, average home value is \$1,067,422

**\$8.6 BILLION**  
**BUYING POWER**

Over \$8.6 Billion in a 3-mile radius, over \$55.9 Billion in a 5-mile radius

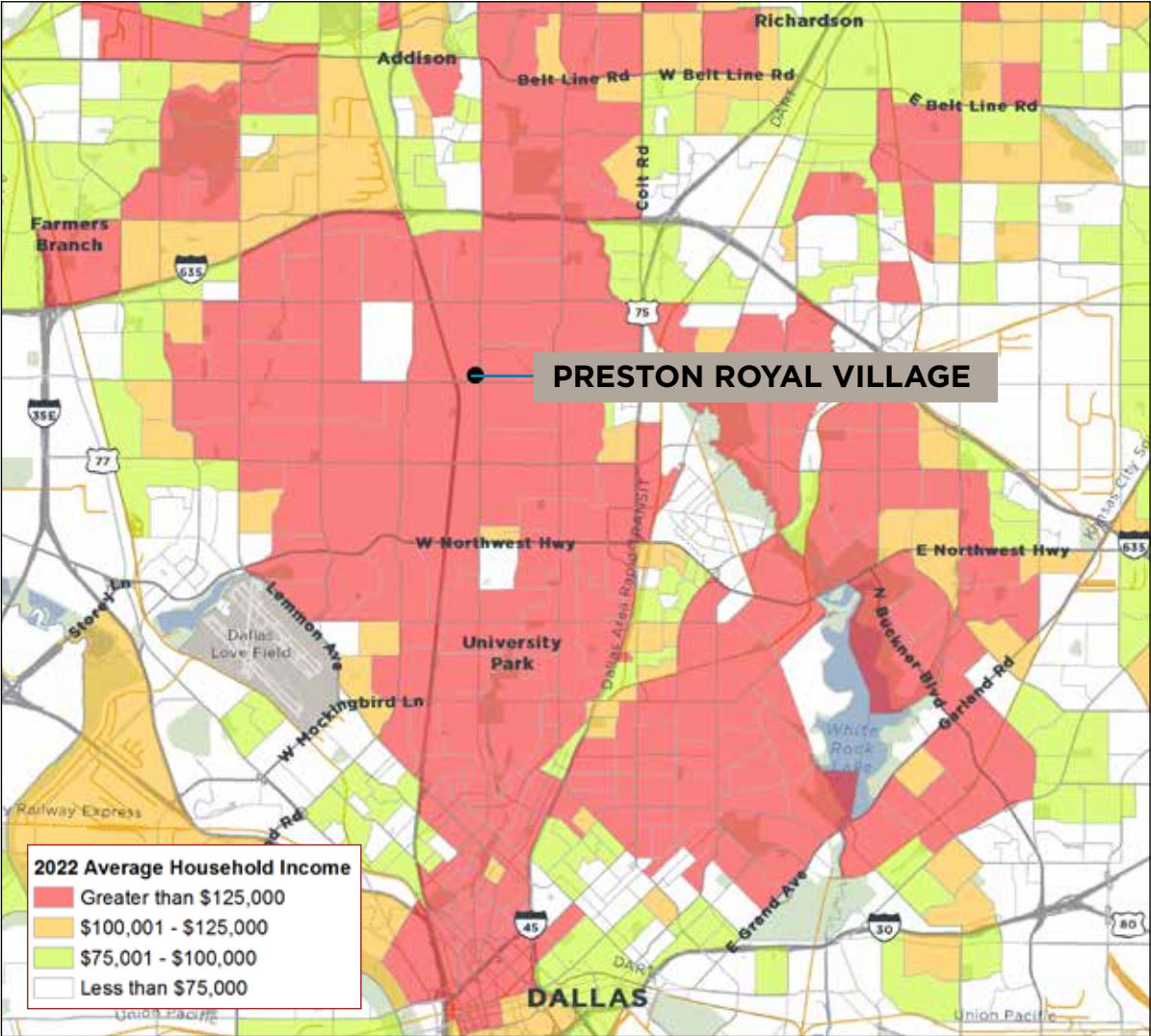
**100K**  
**JOB GROWTH**

The Dallas metro area gained nearly 100,000 jobs in 2018, a 2.6% gain

**87%**  
**WELL-EDUCATED**

87% within a 1-mile radius have a bachelor's degree, 40% have a graduate degree

# AVERAGE HOUSEHOLD INCOME



DEMOGRAPHICS	1 MILE	3 MILE	5 MILE
Population	7,497	102,766	407,538
Households	2,788	46,519	177,922
Daytime Pop.	9,022	206,912	576,420
Avg. HH Income	\$335,123	\$185,729	\$137,345
Education Attn.	87%	70%	56%

**+102,000 RESIDENTS WITH +\$185K AVERAGE HOUSEHOLD INCOME, WITHIN A 3-MILE RADIUS.**

**25% OF HOUSEHOLDS HAVE +\$200,000 INCOMES, WITHIN A 5-MINUTE DRIVE.**

# THE TRADE AREA

**A UNIVERSITY PARK**

Population	15,117
Daytime Population	22,530
Avg. Household Income	\$262,044
Avg. Home Value	\$1,006,703
Education	86.11%

**B PRESTON HOLLOW**

Population	56,082
Daytime Population	93,145
Avg. Household Income	\$168,789
Avg. Home Value	\$669,807
Education	68.62%

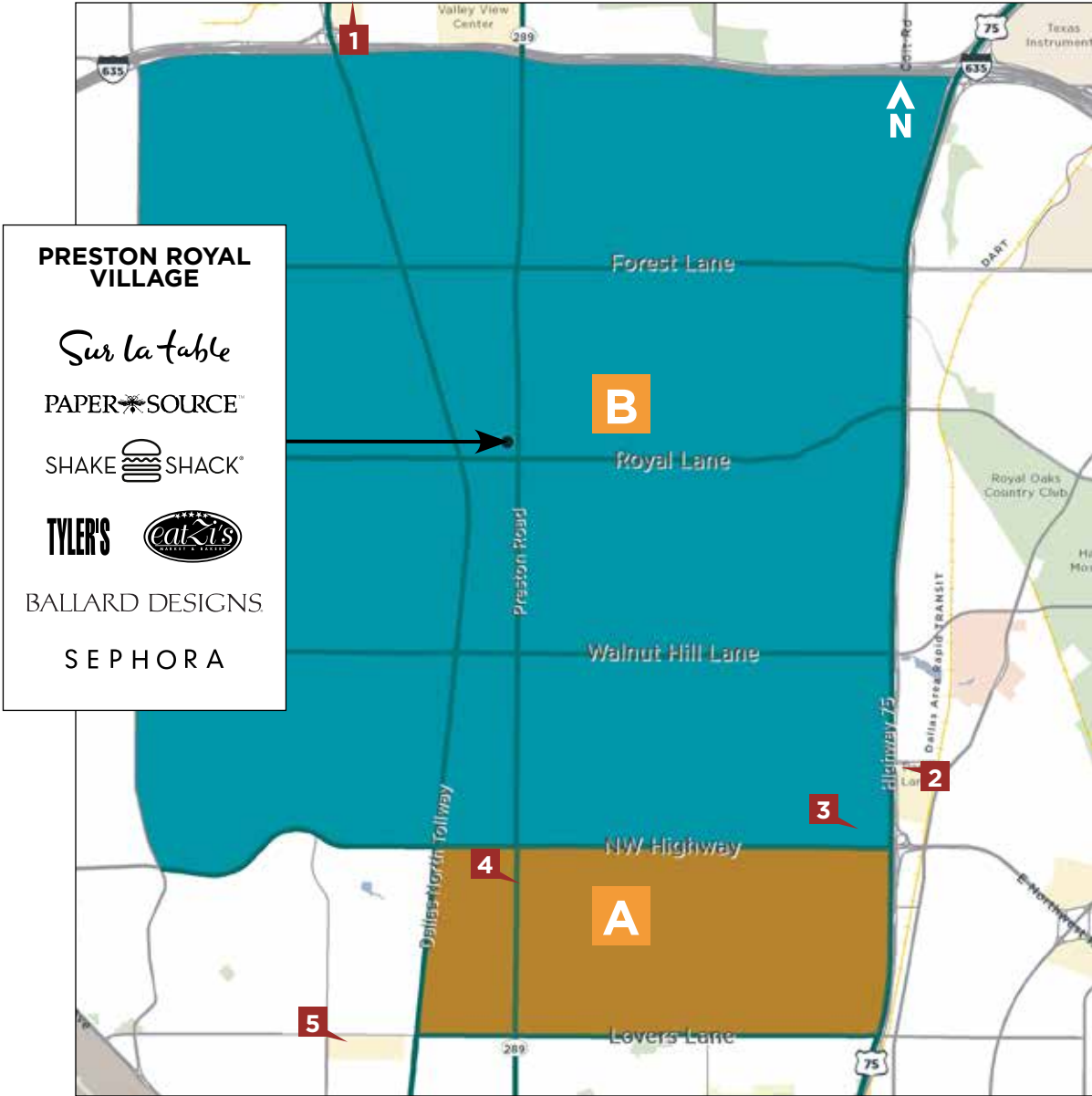
**1 GALLERIA DALLAS**  
15 minutes/3 miles

**2 SHOPS AT PARK LANE**  
(15 minutes/3.4 miles)

**3 NORTHPARK CENTER**  
12 minutes/3 miles

**4 PLAZA AT PRESTON CTR.**  
10 minutes/2.2 miles

**5 INWOOD VILLAGES**  
15 minutes/3.9 miles



# PRESTON ROYAL SHOPPERS



## TOP TIER

These consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects.

With an accumulated average net worth of over 1.5 million dollars and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.

Annually, they earn more than three times the US median household income, primarily from wages and salary, but also self-employment income and investments.

They regularly cook meals at home, attentive to good nutrition and fresh organic foods.



## PROFESSIONAL PRIDE

Highly qualified in the science, technology, law or finance fields; they've worked hard to build their professional reputation or their start-up businesses.

Willing to risk their accumulated wealth in the stock market. They have a preferred financial institution, regularly read financial news and bank online.

Goal-oriented and strive for lifelong earning and learning. Well organized; routine is a key ingredient to daily life.

They take pride in their picture-perfect homes, which they continually upgrade.



## URBAN CHIC

Well educated, more than 60% of residents hold a bachelor's degree or higher.

Labor force participation is higher at 69%; unemployment rate is well below average.

Employed in white collar occupations — in managerial, technical and legal positions.

Over 40% of households receive income from investments.

Environmentally-aware, residents actively recycle and maintain a "green" lifestyle.

Busy, tech-savvy residents that use computers extensively for shopping, banking and staying current — a top market for Apple computers.

# THE SITE PLAN

## WEST

## EAST



# THE RETAILERS



## WEST

NO.	RETAILERS	SF
10	La La Land Kind Café	1,380
20	Palladino's	9,848
25	Bold Bungalow	936
30	Spa Habitat	1,937
35	Neuhaus Cafe	1,742
40	Sessions Pilates	2,154
45	Botolino Gelato	956
50	Tyler's	13,347
60	Frontgate	12,800
70	Flower Child	3,800
80	Chico's	6,670
85	US Postal Service	4,360
95	SkinSpirit	2,881
100	Tom Thumb	32,299
140	Bobbie's Airway Grill	5,560
145	LOI/Lease Pending	1,667
150	Sweathouz	1,690
155	Cobblestone	1,329
160	AT&T Mobility	3,120
170	Princi Italia	3,156

## EAST

NO.	RETAILERS	SF
300	Starbucks	2,000
310	JD's Chipperry	1,354
320	Rowan	1,562
330	LOI/Lease Pending	3,252
340	Pressed	1,162
350	Johnnie-O	2,545
360	The Hair Bar	1,800
370	TJ's Seafood Market & Grill	3,148
380	Sephora	5,700
400	Ballard Designs	12,080
410	Face Haus	1,936
420	LilyRain	1,626
425	ROAM	1,650
430	Shade Store	1,051
435	Paper Source	2,910
440	Sur La Table	6,028
450	Royal China	3,952
460	Pure Barre	1,981
470	Bird's Bookstore & Art House	1,999
480	Eatzi's	6,534
490	FedEx	2,190
500	Future Available	2,504
510	The Toy Maven	6,263
520	LOI/Lease Pending	2,227
530	European Wax Center	1,881
540	The Anchor Bar	6,000
550	Lucy's Tailor & Cleaners	1,190
560	Madison Reed	1,538
570	Ernesta	1,256
575	SportClips	1,154
580	Ken's Man's Shop	3,316
600	Shake Shack	3,346
620	Lovesac	2,040
630	Vacant	1,142
650	Bank of America	6,000

# THE VISION

Preston Royal and the surrounding community have a long history together. Having served the community for 50 years, it has become a place for convenient shopping. But we want to make this a place where neighbors gather, shop, break bread and celebrate the milestones in their lives.

While preserving the history and improving the merchandising and design, we aim to solidify its place in the memories of the community for decades to come.



# THE REDEVELOPMENT

We're creating outdoor dining opportunities to give the community more places to gather together and run into their neighbors. We're establishing a larger anchor on the east side of Preston Royal to draw repeat traffic to the center — giving our shoppers even more of a reason to make Preston Royal part of their daily lives.

Remerchandising to meet the needs of our community, we're also making it more of a home away from home with an enhanced façade, signage and storefronts. Upgraded sidewalks for better pedestrian flow and accessibility are also key to creating a walkable atmosphere, as are beautified landscaping and softscapes.



# THE RETAILERS



## ROAM FINE GOODS

ROAM is a boutique from Favor the Kind owner Carley Seale, offers award-winning home, gift items, jewelry and apparel. With much of it handmade or produced with recycled or sustainable materials, the shop builds a community between shoppers and artists — resulting in a uniquely warm atmosphere.

## SUR LA TABLE

Community is most warmly felt around a dining table and Sur La Table is the perfect place to create it. It's an exciting, interactive place to celebrate cooking, while setting the standard for excellence. It's a celebration of cooking and entertaining, featuring the world's finest cookware, bakeware, serveware and more.



## EATZI'S

This Texas-adored, European-style market specializes in chef-crafted meals for the taking. It's prepared meals ready for your table and items perfect for your next recipe, made with love. strive to anticipate the tastes of tomorrow and provide the convenience necessary for today's active lifestyle.



## COUSIN EARL

Cousin Earl is a clothing and accessory boutique that focuses on their community of shoppers — who fall in love with their free-spirited and bohemian vibe. They draw inspiration from their customers for their fashions and take pride in being part of the lives of those they dress.



## ROYAL CHINA

Royal China is one of the longest-loved restaurants in the center, serving their dry stirred beef, crispy duck and egg fu young for more than 35 years. But with innovations like the sweet and savory Asian Tostada, endive-wrap Lotus Blossom and dumpling bar, they draw friends and family of all ages around the same table with warm hospitality.

## PAPERSOURCE

From crafting and creating to beautiful note cards and paper — Paper Source is all about connecting people to one another through paper. Customers find something inspirational every day and learning is a part of that inspiration — they offer events, classes and workshops that provide the opportunity to interact in new and creative ways.



# THE RETAILERS



## SHAKE SHACK

This modern day “roadside” burger stand — where neighbors gather — serves up the most delicious burgers, hot dogs, frozen custard, shakes, beer, wine and more. An instant neighborhood fixture, Shake Shack welcomes people from all over the city, country and world to gather together to enjoy fresh, simple, high-quality versions of the classics.



## SEPHORA

Beauty together with Sephora. Play in the world of prestige beauty, be inspired, and discover hundreds of products plus exclusive brands. And you don't have to do it alone — meet them at the Beauty Studio for complimentary classes, makeovers, and expert advice.

## BALLARD DESIGNS

Furnishings made with inspiration from around the globe, before finding their way to your home, connect you to the world, creating a community through décor. Ballard Designs offers timeless, European-inspired home furnishings of exceptional quality and value for the design-oriented customer.





## KEN'S MAN'S SHOP

An old-world haberdashery with contemporary clothing, Ken's Man's Shop has delivered the finest men's fashion to the men of Dallas for the past 50 years. The Ken's difference is the attention to detail, impeccable customer service and the quality of unique merchandise.

## THE TOY MAVEN

With an emphasis on personal attention to customers, The Toy Maven prides themselves on their fantastic and unique selection of toys, games and puzzles. Owner Candace Williams, a former teacher, is inspired by her love of knowledge through play — and families from around Dallas have gathered here.



## TYLER'S

Since 1978, this Texas-based clothing and specialty shoe store has been offering stylish lifestyle apparel for everyone in the family, and inspiring customers and employees to pursue active lifestyles and support their local communities.









# EDENS AT A GLANCE

**\$6.8B**  
IN REAL ESTATE  
ASSETS

**100**  
COMMUNITY-  
FOCUSED PLACES

**\$8B**  
IN AVERAGE  
BUYING POWER

**15M**  
DAILY REACH AT  
OUR PLACES

**13**  
MAJOR  
MARKETS

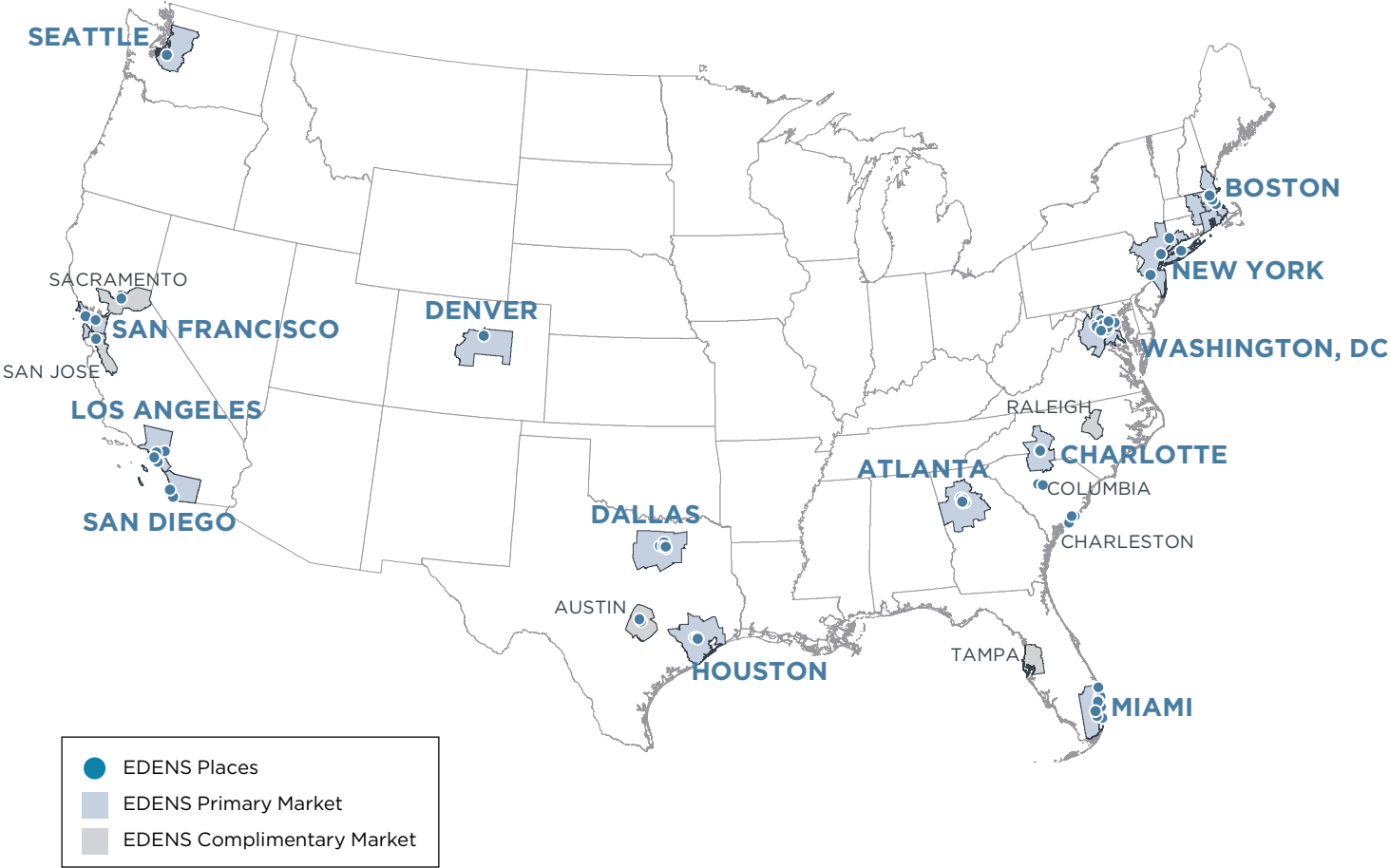
**215**  
TEAM  
MEMBERS

**3**  
INSTITUTIONAL  
INVESTORS

EDENS is a retail real estate owner, operator and developer of a nationally leading portfolio of 100 places. Our purpose is to enrich community through human engagement.

We design our places to achieve 3.5 trips per week and 5 hours of dwell time. We know that when people come together, they feel a part of something bigger than themselves and prosperity follows — economically, socially, culturally and soulfully.

Our work is bigger than real estate; we are in the business of humanity.



# EDENS APPROACH

ENRICHING COMMUNITIES



THE ARCHITECTURE—DESIGN



THE COLLECTION—CURATION



THE EXPERIENCE—ENGAGEMENT





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