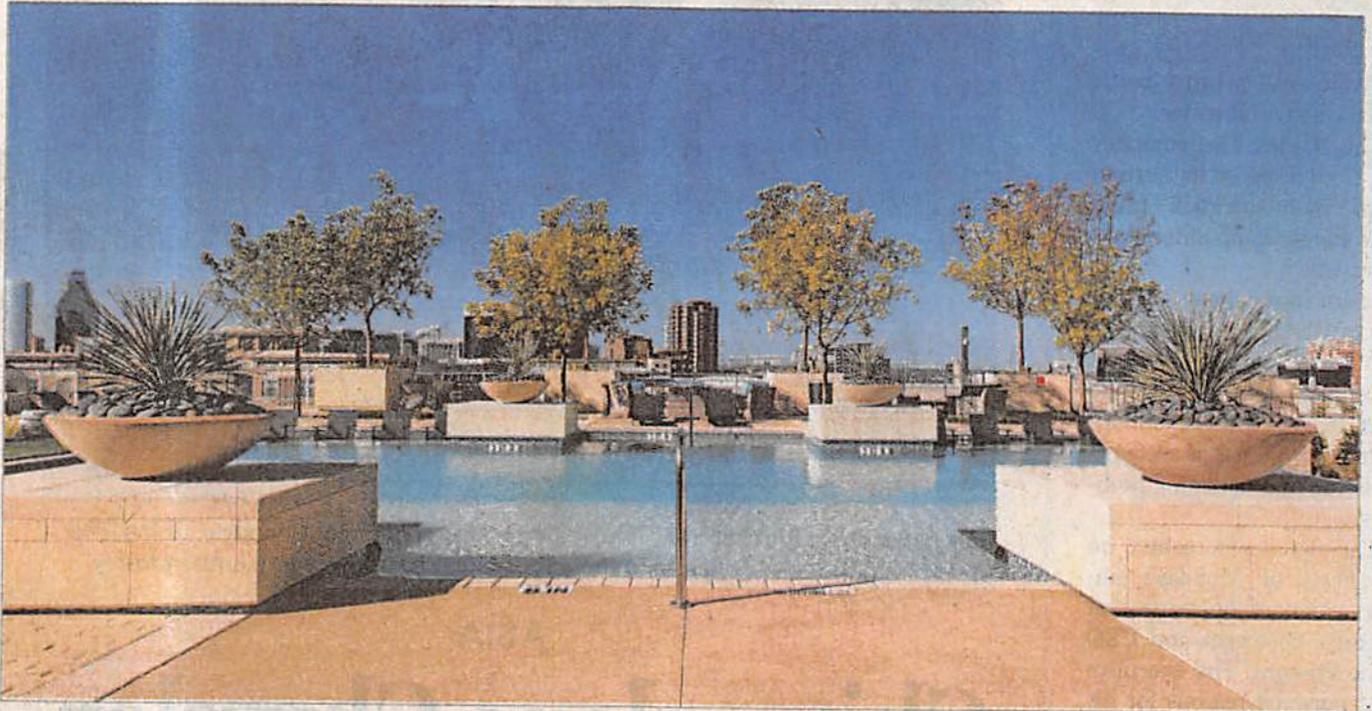


REAL ESTATE REPORT

New Cityplace apartments put focus on the finer things



Photos by Rex C. Curry/Special Contributor

A sprawling deck at 3700M has a swimming pool, a hot tub, a fire pit and panoramic views of the neighborhood and downtown. Studio apartments start at about \$1,400 a month. A one-bedroom unit runs \$1,800 to \$1,900.

Oh, the amenities!

By **STEVE BROWN**
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The first tenants have moved into the newest tower in Dallas' Cityplace development.

The \$100 million 3700M apartment and retail tower on McKinney Avenue is the largest addition to the project since its original skyscraper opened in the 1980s.

With 380 apartments and

37,000 square feet of retail and restaurant space, the 21-story development has about 430,000 square feet of space.

The first 50 apartment tenants have already moved in, said Brian Ratner, Texas president of project developer Forest City Enterprises.

"It's being well-received," Ratner said this week during a

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Retail at 3700M will include J.Crew, Suitsupply, three restaurants and a French bakery.



Steve Brown: Construction will start soon on two developments in Prosper, projects of Jerry Jones' Blue Star Land Co. 6D
Locke Lord cements office plans. 8D

High-rise puts focus on the finer things

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tour of the property. "In Dallas, this is our largest deal.

"And it's in a location that lent itself to this kind of development. This is where people want to be."

The tower, across the street from the popular West Village shopping center, has been almost three years in the making and won't be finished for another month or so.

Designed by Dallas' Good Fulton & Farrell, it's built on the site of the old Hank Haney Golf Center.

"We are 22 percent leased so far," said Jim Truitt, Forest City senior vice president. "Our average unit size is right at 900 square feet.

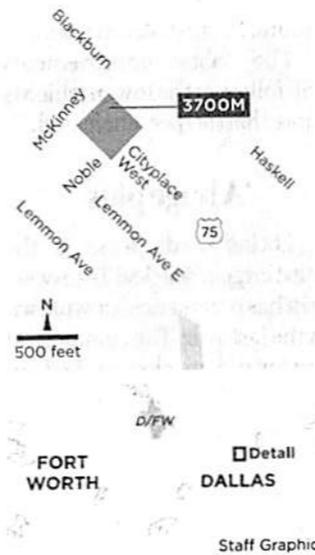
"And our smallest studio apartment starts at about \$1,400 a month."

A one-bedroom unit runs \$1,800 to \$1,900.

Like most new Uptown apartment towers, 3700M is crammed with amenities that would appeal to renters willing to pay high prices for a prime location.

There's a lounge on the seventh floor with views of the downtown skyline. Tenants can reserve a large private reception room and dining/boardroom on the same floor.

A sprawling outside deck has seating areas, a swimming pool,



a hot tub, a fire pit and panoramic views of the neighborhood and downtown in the distance.

A large exercise room and a yoga room overlook the pool area.

"There's an amenity race going on with all these buildings," Truitt acknowledged. "But we are also going to compete by offering our tenants service.

"They will secure all types of reservations, event planning for each resident, coordinate maid service and dog walking, arrange deliveries — just about anything the resident will need," he said.

Along with the luxury living, 3700M includes the biggest chunk of new retail space at Cityplace since 2006.

Cityplace Co. built and owns



Rex C. Curry/Special Contributor

The living room and kitchen of a two-bedroom apartment at 3700M look out on a panoramic view of the neighborhood and the city spreading out beyond it. A lounge on the seventh floor also provides views of downtown's skyline.

the retail portion of the project, space that fronts on three sides of the building plus a large interior courtyard.

J. Crew has rented space for a store fronting on McKinney Avenue that will open next week, Cityplace president Neal Sleeper

said.

Suitsupply, a European men's apparel firm, will also have a location at 3700M.

"We have three restaurants coming in and a French bakery," Sleeper said.

Cityplace Co. bought the

mostly vacant land where 3700M and the surrounding buildings now stand back in 1990.

There are only three development sites left in the 130-acre project. Forest City is in talks to buy one of those next door to

3700M.

"We are right at about \$900 million in new development here since we started back in 1990," Sleeper said.

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