



Victory Place Celebrates Grand Opening

Luxury Tower in Victory Park Features Club House, Pool on 25th Floor

Dallas (May 15, 2017) – Victory Place, a 25-story apartment community decked out in sky-high amenities at 1701 Payne Street officially opens the doors Thursday, May 18 with a grand opening celebration.

The 352 units of urban real estate in the heart of Victory Park are officially open and welcoming new residents. The project is across the street from American Airlines Center and within walking distance of Katy Trail, Happiest Hour, Whole Foods, restaurants, shopping, and night life in Uptown and Victory Park.

“We are pleased to deliver our second residential tower in Dallas. The pre-leasing of both the residences and the retail has gone well,” said Jim Borders, President, Novare Group. “Victory Park has come into its own as a true mixed-use community with a critical mass of vibrant residences and retail.”

Studios, one bedrooms, two bedrooms, and three bedroom floor plans offer sky-high downtown views with floor to ceiling windows and nine foot exposed concrete ceilings. The sights and sounds of Victory Park can be taken in from the units’ private balconies and terraces or from the rooftop pool.

Located on the 25th floor, the resort-style rooftop pool boasts Dallas views, in addition to a Sky Deck with outdoor kitchen, fireplace, lounge seating and TV, and a rooftop lounge with a pool table and shuffleboard.

Communal conveniences include a state-of-the-art 24-hour gym, yoga, Pilates and cross-training room, dog spa, controlled access entry, parking garage, fully equipped business center with gourmet coffee bar, conference room with Apple TV, common area Wi-Fi as well as on-site retail including a new restaurant, Italian Bistro.

Designer tiled walk-in showers, granite countertops with subway tile backsplashes, stainless steel appliances, side-by-side refrigerators, hardwood floors with stylish cut-Berber carpet in bedrooms and electronic home entry systems are some of the in-unit features of the high-end tower.

Victory Place will be under the management of Lincoln Property Company, the second largest multifamily manager in the United States, headquartered in Uptown, Dallas.

The luxury apartment tower is the 16th delivered by Novare Group and co-sponsor Batson-Cook Development Company, following projects in Texas, Florida, Colorado, Georgia, North Carolina and Tennessee. The program has delivered more than \$1.5 billion in new mixed-use development this cycle. Led by Jim Borders and Novare Group, the SkyHouse team includes general contractor Batson-Cook Construction and architect Smallwood, Reynolds, Stewart, Stewart.



About Batson-Cook Development Co.

Founded in 1963, Batson-Cook Development Company is a wholly owned subsidiary of Kajima USA. It is a fully integrated real estate organization providing development and capital solutions primarily through partnerships on commercial real estate projects in the Southeastern United States. Based in Atlanta, Georgia Batson-Cook Development Company offers a wide variety of real estate services from development and construction, to equity and credit enhancements, to brokerage and property management. Learn more by visiting www.batsoncookdev.com.

About Novare Group

Novare Group is a real estate development and investment company headquartered in Atlanta, Georgia, consisting of several investment and operating companies, including Novare Group Holdings, LLC and NGI Investments, LLC. Since 1995, Novare Group

has developed over 12,600 high-rise residences in 38 buildings in the United States. Learn more by visiting www.novaregroup.com.

About Lincoln Property Company

Lincoln Property Company was founded in 1965 as a builder and operator of high-quality residential communities. In the early 1970's, Lincoln expanded its product mix to include commercial, build-to-suit, office, hotel, industrial, and other mixed-use assets. In 1972, Lincoln took this expertise within the United States to Western Europe and the Middle East. Headquartered in Dallas, TX, Lincoln focuses on real estate investment, construction and development, in addition to property management. For more information please visit <http://www.lincolnapts.com/management-services>.

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Media Contact:

Novare Group
Thornton Kennedy
(404) 210-0363
tkennedy@novaregroup.com

Lincoln Property Company
Sheri Sandefur Killingsworth
(214) 740-3300
corporate@lpsi.com