



Dallas HOTSPOT



INTRODUCING THE NEW

MOCKINGBIRD STATION





Get on the guest list

THE PARTIES · THE PEOPLE · THE PLACES

Art & Wine at The Station · Cook For A Cause
What To Wear Fashion Show · March Of Music Concert Series
Station Insiders · Las Vegas Trip Giveaway
Yoga at The Station · Dallas International Film Festival



check out our NEW LOOK

10,000+

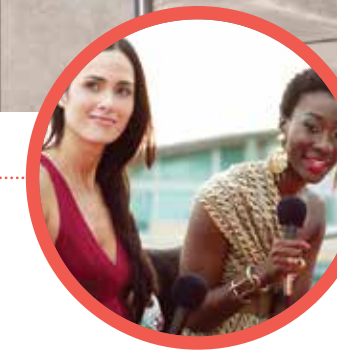
facebook fans

7,000+

followers on twitter

77%

increase in web traffic in 6 months



THE BUZZ

The Station kicked off the New Year with a renewed energy from its more pedestrian-friendly look to its engaging lineup of events and social media promotions.

THE STATION INSIDERS

Our expanding list of influential local bloggers keep the buzz going about The Station's many festivities and promotions.

LIVELY EVENTS

In addition to our array of medium-size, in-store events, our popular What To Wear Fashion Show and Cook For A Cause Night have become well-attended staples of The Station, with sold-out seating, notable special guests and tenant-promoting activities.

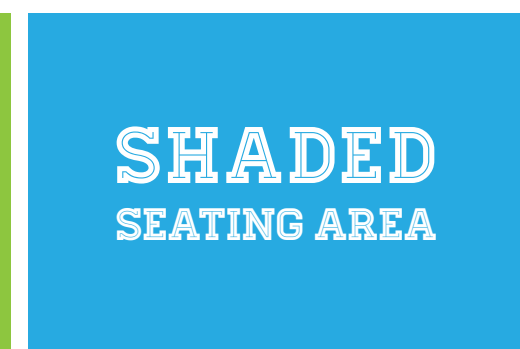
SEASONAL CAMPAIGNS

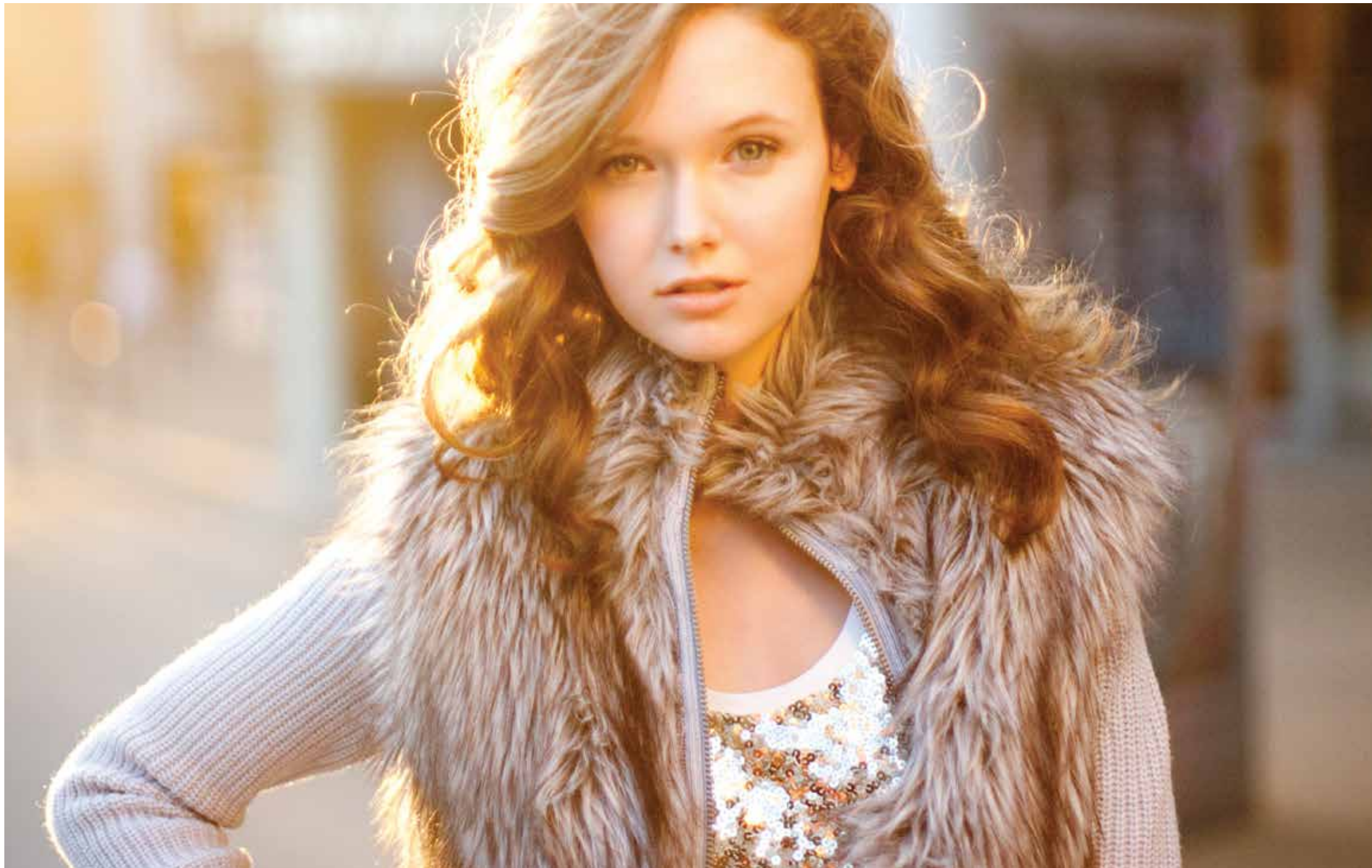
Splashy campaigns focus on Station events and promotions, delivering increased traffic and sales.



FRESH LOOK *at* 2013

This spring, The Station unveiled a revamped new look and feel. The reenergized atmosphere will set the stage perfectly for exciting new events and promotions throughout summer 2013 and beyond.





toast what makes you sparkle...

**THE STATION
IS WHERE YOU SHINE**

Seen by almost 300,000 commuters each day, The Station consistently yields results for retailers and restaurants. Property enhancements continue to elevate the status as a vibrant, iconic destination with around-the-clock energy and excitement.



NEW FACES

The Station has welcomed several new hotspots to its assortment of more than 30 shops and 10 restaurants. These strong tenants are setting the stage for its thrilling new atmosphere.

**CAFÉ HERRERA
LAVO COLLECTIONS · MOCKINGBIRD TAPROOM
POUF · SMASHBURGER · TWIN PEAKS**



PROPERTY OVERVIEW

197,670 square feet

More than 30 shops and 10 restaurants

Entertainment offerings include a popular Dallas comedy club and a signature 8-screen cinema

Home to 350 residents in 212 unique-to-market lofts

More than 1,500 daytime professionals have pedestrian access to The Station at the on-site Class A office building and the Premier Place tower next door

More than 2,000 surface and garage-level parking spaces

DEMOGRAPHICS

	1-MILE	3-MILE	5-MILE
2010	21,603	219,385	404,800
Residential Population			
2009	24,834	139,911	437,837
Daytime Population			
2010	\$107,764	\$88,894	\$85,566
Average HH Income			

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