

Project Location: 1705–1709 Martin Luther King Jr. Blvd & Colonial Ave
Developer: Winners Development Corporation

Total Private Investment: \$125 Million (No City Tax Subsidies)

Project Scale & Neighborhood Fit

- **Why did you change the original plan?**

We listened to you. The initial proposal for a massive 25-story skyscraper was rejected by neighbors and the City Plan Commission because it did not fit South Dallas' fabric. We went back to the drawing board and downsized the project by 60% into a community-conscious **10-story design**.

- **Is there a helipad in the new plan?**

No. The controversial helipad from the 25-story design has been **completely removed** from the project.

- **What exactly will be inside the 10-story tower?**

The mixed-use building is designed to bring a balance of local services and residential spaces:

- **Ground Level:** 30,375 square feet of neighborhood-focused retail, dining, and small business spaces.
- **Mid-Level:** An 80-room premium boutique hotel to host visitors and drive local economic spending.
- **Upper Level:** 125 residential condominiums fostering local homeownership.

Economic Opportunity & Realistic Job Creation

- **How many actual jobs will this project bring to our neighborhood?**

We want to be completely transparent about our workforce numbers:

- **On-Site Construction:** Over **400 temporary jobs** during the 12-month build window. We continue to engage local South Dallas contractors first.
- **Permanent Operations:** **100 to 150 permanent, daily careers** once the tower opens (hotel staff, retail employees, property managers, and security. This estimate does not include employees of our potential anchor tenants and small businesses

at this time).

- **Total Regional Impact:** An estimated **1,500 total jobs** across the broader North Texas regional economy, including off-site material manufacturing and logistics.

- **What is the EB-5 program, and why are you using it?**

The EB-5 program allows us to secure international private investment. This means we are funding the entire \$125 million development **without asking for a single dime of South Dallas tax dollars**, keeping zero strain on your local municipal funds.

- **Will this project push current residents out?**

No. Winners Tower is a ground-up development maximizing the existing vacant/underutilized parcel. Our focus is **revitalization without displacement**. We are building an economic anchor to attract wealth *into* South Dallas so existing small businesses benefit from increased foot traffic. The idea is to empower current residents with stronger economic potentials through the principles of the EB-5 program - think of multiplier economic transformation of the community.

- Not just the jobs for individuals. We continue to invite local businesses to participate in a **renter-owner** type agreement that turns their monthly rent payments into permanent share ownerships in the business. Certainly, it will be challenging to displace such a **rooted stakeholder** at any time.

Traffic, Infrastructure & Security

- **Where will everyone park? Will cars spill onto our neighborhood streets?**

To protect surrounding blocks from overflow parking, the 10-story design integrates **dedicated underground parking structures** engineered to handle all residents, retail shoppers, and hotel guests on-site.

- **How will you manage noise, trash, and property upkeep?**

Winners Tower will feature full-time, **on-site property management, a dedicated janitorial team, and 24/7 security services** to maintain elite neighborhood quality-of-life standards.

Timeline & Next Steps

- **What is the current timeline for this development?**

- **September 23:** Dallas City Council Zoning Vote.
- **October 2027:** Targeted Groundbreaking.
- **October 2028:** Projected Construction Completion.

- **How can I make my voice heard before the city vote?**

Your input is vital. Please attend the upcoming Dallas City Council public hearing on **Wednesday, September 23**, to state your position on the community mixed-use zoning adjustment.

Contact the Development Team: For questions, local hiring fair alerts, or small-business retail leasing inquiries, please visit the official [Winners Tower Community Page](https://www.winnerstoweratmlk.com) - [winnerstoweratmlk.com](https://www.winnerstoweratmlk.com)