



# Downtown Dallas

## Second to None



**JOHN SUGHRUE**  
 Museum Tower Partner  
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When Ray Nasher opened his Sculpture Center in late 2003, it ushered in a new era for Downtown Dallas. The Nasher Sculpture Center introduced us to a new standard of excellence and in doing so pulled the center of gravity of Downtown back to the south which since 1986 and the completion of the Crescent had migrated to the north. The Nasher also served as a catalyst for Hillwood's multi-billion dollar Victory Park development, Crescent Equities' Ritz Hotel and Residences and the arts communities'

development of the Winspear Opera House and the Wyly Performing Arts Center. This trend continues today with the Margaret Hunt Hill Bridge spanning the Trinity River designed by Santiago Calatrava now under construction and the Woodall Rodgers Deck Park which begins construction this fall. This remarkable renaissance is well beyond the tipping point and the month of June ushered in the opening of the Adam Tahani-designed masterpiece, the Joule Hotel, and the announcement of a \$50 million gift from the Perot family to facilitate a 2009 ground breaking of the Thom Mayne-designed Perot Museum of Nature & Science.

Frankly, the promise of Downtown vastly exceeds what once were my aspirations for the center city. Our urban center is a great city today and in the next five years Dallas will be an international cultural destination complimenting our stature as an international center of commerce. This transformation of Downtown is the result of the determination of the business and arts communities to work collaboratively with City Hall to create a Downtown worthy of the citizens of Dallas. Dallasites remain our City's greatest asset and proof positive of this fact is the renaissance of Downtown.

As the co-developer of Museum Tower, I get to witness what we refer to as that "aha" moment when interested purchasers of our residences meet with us in our Arts District sales gallery and in the flash of an instant they come to realize that the future is now and a world class urban environment is here. That understanding of the new reality of Downtown is the foundation enabling Brook Partners and Turtle Creek Holdings to deliver Museum Tower which will be an incomparable high rise residence located in the true heart of the Arts District. An ambition we aspired to dating back to 1998 will become a reality in 2010. Mayor Tom Leppert speaks of Dallas as a city meant to be second to none. A visit to Dallas's urban center will evidence that "Dallas-Second to None" is a claim now under construction.

