

# CASE STUDY

## GATEWAY VILLAGE | DENNISON, TX



### PROJECT DESCRIPTION:

Located near the Texas and Oklahoma border, Gateway Village is the premier entertainment destination for the area. The center features a 40,000 square foot eatertainment concept and multiple national brand restaurants.

### SUMMARY:

The developer of Gateway Village purchased the site over 15 years ago with a desire to create a lifestyle shopping center for the Sherman and Dennison corridor. While Hilton Garden Inn and a convention center opened at the project, the area still lacked the growth, income, and density that was needed to support the desired tenants.

### METHODOLOGY:

After taking on the project, we immediately saw an opportunity to create an entertainment and restaurant destination. With the center's neighboring parks, there was a clear investment in youth athletics in the area. The goal became creating an environment that would drive traffic to the site by providing resources to the local community, as well as to the visitors of the area year-round.

### RESULTS:

Within the first six months, we identified "HeyDay" as a potential tenant for the center. "HeyDay" is a 40,000 square foot bowling, mini-golf, arcade and restaurant entertainment concept based in Oklahoma. We met ownership, city officials and developers in Norman, Oklahoma, to show our commitment to bringing them to the project. We created a public/private partnership agreement to ensure that the deal would work for all parties involved. With "HeyDay" coming to the project, this allowed us to attract other concepts such as Starbucks and Culver's to the property.



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