

**Dallas: Developers aim to build \$300M Uptown tower with some affordable housing**

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## **Developers aim to build \$300M Uptown tower with some affordable housing**

**They're planning a 30-story, 398-unit high-rise at 3300 McKinney Ave.**

The Dallas Morning News

By [Nick Wooten](#), *Staff Writer*

April 2, 2026



Renderings of a planned \$300 million tower at 3300 McKinney Ave.  
Courtesy of Oak Lawn Committee filings

Developers aim to build a roughly \$300 million mixed-use tower with mixed-income apartments along McKinney Avenue in Uptown.

Dallas-based firms Sycamore Development and Stratega Capital plan to build a more than 30-story, 398-unit high-rise at 3300 McKinney Ave. The 376-foot tower is expected to be just under 600,000 square feet. The firms will spend roughly \$250 million to \$300 million to build the skyscraper, said attorney Philip Kingston at Sheils Winnubst P.C., who is serving as Sycamore's consultant on the project.

The residential portion of the project features 273 market-rate units and 125 mixed-income apartments. Nearly all of the 63 affordable units will be for residents making around 80% of the area's median income, Kingston said.

In 2025, 80% area median income for a single household in Dallas County was \$65,700.

“That’s the headline. Nobody builds affordable housing in Uptown,” Kingston said. “The developments that have gone in there or that are under development now are paying large fees in lieu of providing affordable developments. ...[These] are actual affordable units for normal working people on McKinney Avenue.”

Plans for the project will be presented to the Oak Lawn Committee on April 7. Support from the committee isn’t required, but it’s a critical step that shapes projects and informs decision makers ahead of City Plan Commission and City Council review.

Kingston said he’s hopeful the project will appear before the city plan commission in September, with planning and permitting complete by late winter this year. At the earliest, the project could break ground in summer 2027 and be finished in mid-2029.

The market-rate units and mixed-income apartments will be in different parts of the building, each with its own entries and amenities. The project’s financing dictates that the market-rate tower has separate ownership from the affordable segment, Kingston said.

The proposal includes widened sidewalks and added greenery around the tower to increase the pedestrian experience. Gensler is slated to be the project’s architect.

An entity affiliated with Stratega Capital acquired the site in 2020, county records show. Stratega owner Josh Bock is a member of the Oak Lawn Committee.

Sycamore Development is behind several notable projects in Dallas. The firm has a \$200 million plan to renovate the 29-story Magnolia Building at 1401 Commerce St., placing hotel rooms and mixed-income rental apartments within the Dallas landmark.

The developer is also leading the West End Lofts development, a \$103.2 million project to include 154 mixed-income apartments. The Dallas City Council approved a \$49 million incentive package to support the work.

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