

# Dillard's to open fifth Austin store at Domain

## Movie theater, Dick's Sporting Goods also moving into center.

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Central Texas is getting a fifth Dillard's store, as part of an expansion of the upscale Domain shopping center in North Austin.

The new part of the center, which is scheduled to open in the spring of 2009, will have a 200,000-square-foot, three-story Dillard's store, along with a Dick's Sporting Goods and also a movie theater with eight auditoriums.

Indianapolis-based Simon Property Group Inc. announced the tenants Friday.

The first part of the Domain, which opened in March, includes a Neiman Marcus, a Macy's and a variety of high-end retailers, plus office space and 390 luxury apartments that are integrated into the outdoor shopping center.

The new section is expected to encompass 300,000 square feet of shops and restaurants, 75,000 square feet of office space, 350 luxury apartments and a Westin hotel.

Dillard's Inc. has three stores in Central Texas: at Highland Mall, Barton Creek Mall and Lakeline Mall.

A fourth store will co-anchor the Hill Country Galleria shopping center in the Village of Bee Cave. That center is scheduled to open in September.

A news release from Simon says the store's design and merchandise will reflect the department store chain's "renewed focus on upscale and contemporary fashion."

Dillard's did not return calls Friday.

Jill Rowe, president of Rowe Investments, an Austin-based retail brokerage, said it's common to see a Dillard's near a Macy's.

"While they compete, the synergy complements one another also," Rowe said. "It will make the area an even more dominant trade area."

Rowe said Dillard's has been aggressive in Central Texas, "positioning themselves as a leader in all of the dominant trade areas of Austin."

"I predict we will see additional expansion from them in the near future in the suburbs," she said. "The region can easily support the Domain store, as well as additional stores in outlying areas."

"The Domain area is positioned to be the dominant retail trade area of Austin. This is only the beginning."

Dick's, a Pittsburgh-based sporting goods chain, will enter the Austin market with its 75,000-square-foot, two-story Domain store.

The company, which had \$3.1 billion in sales last year, has 294 stores but plans to grow to as many as 800.

The chain sells a full-line of sporting goods including traditional bats and gloves, shoes, elliptical exercise machines and golf equipment, including indoor driving ranges.

Dick's recently acquired Golf Galaxy Inc., which is a major competitor to Austin-based Golfsmith Inc.

The Domain's movie theater will be a Village Roadshow Gold Class Cinema.

**Simon says the theater will be "unlike anything else offered in Austin," with food and alcohol served in its auditoriums that each will seat about 40 people.**

**Courtesy of JB Goodwin**