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New venture aims to create dream garages

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Collectors of classic, exotic and luxury vehicles or motorcycles will soon have a motor haven in Dallas.

Dream Garage USA, a Dallas-based venture, is planning to break ground on a high-end garage facility that will boast 54 luxury garages for car enthusiasts. The \$10 million project will also include a 17,000-square-foot retail building that will house car-related businesses.

Car collectors, who already have an expensive hobby, will have to pay between \$230,000 and \$350,000 for a high-end garage.

Dream Garage is planning to build its first facility at 6124 Denton Drive, just south of Mockingbird Lane near Dallas Love Field airport -- an area saturated with luxury car dealerships. The flagship Dream Garage will also be situated close to the company's target affluent neighborhoods: Park Cities, Turtle Creek and Uptown.

Additionally, AutoScope, a luxury and exotic car repair shop with Dallas and Plano locations, intends to build a 20,000-square-foot facility at the site. The repair business will also offer car detailing services and concierge services to car condo owners.

Dream Garage is the brainchild of commercial real estate veteran and car enthusiast Jack Griffin. Griffin's own car collection is made up of everything from Porsches to a vintage Volkswagen bug.

"The concept grew out of my experiences," Griffin said. "So many people are interested in collecting cars, but don't have a good facility."

"People want a place to showcase their collections and socialize with other car people," Griffin added.

Griffin enlisted partners Travis Blalock, Jerry W. Mooty and Justin Whitman, all of Dallas real estate firm TreVista Group LP, on Dream Garage. TreVista Group is providing an undisclosed portion of the funding for the project.

Entertaining spaces

The project plans to offer an 1,100-square-foot car condominium, which houses four cars, as its smallest unit. Larger garage condos would hold eight to 10 cars. Each unit will be outfitted with air conditioning/heating and compressed air machines.

The garages are designed with a second level viewing loft meant to serve as the owner's entertaining space. That space could be customized by owners. Dream Garage hopes to break ground in the next few months. The garages could be ready for occupancy by the end of the year.

Ted Wernimont, service manager for Park Place luxury car dealerships, points out that there are a finite number of high-end car collectors, but believes there is a demand for luxury garages from serious collectors.

So far, five gear-heads have reserved units at Dream Garage.

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