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Whole Foods Breaks Ground at Frisco's \$3 Billion Development

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Construction is officially underway on a new Whole Foods Market at The Mix, a \$3 billion, 112-acre mixed-use development located in the fast-growing city of Frisco, Texas. The high-end grocery store will serve as the anchor retail tenant in the first phase of the project, signaling significant progress in what is expected to be one of the region's most ambitious real estate undertakings.

The first phase of The Mix, which began in January 2025, spans 28 acres and will include roughly 100,000 square feet of upscale retail, 115,000 square feet of premium Class A

office space, 635 residential units, and a portion of the planned 8-acre central park. Once completed, the entire development will offer more than 2 million square feet of office space, 375,000 square feet of luxury retail, two hotels, and over 3 million square feet of residential housing.

“We are excited to welcome Frisco’s first Whole Foods Market to The Mix,” said Tim Campbell, head of development for The Mix. “We believe the store will offer Frisco residents high-quality food and an elevated grocery shopping experience.” According to Campbell, Whole Foods Market has remained committed to this location for over a decade.

Beyond Frisco, real estate activity remains robust across the Dallas-Fort Worth (DFW) metroplex. In Rockwall County, Dallas-based developer Huffines has launched the first phase of its 900-acre *Horizon Lakes* community in McLendon-Chisholm. The development’s opening phase will feature 1,650 homes and an amenity center by the lake. Huffines has partnered with CastleRock Communities, Pulte Homes, and Toll Brothers to deliver housing units by 2027. Financing for the project is being provided by Trez Capital.

Don Huffines of Huffines Enterprises stated, “This outstanding community is in place to take advantage of the eastward-moving DFW growth and will offer multiple home options and amenities for families interested in a more relaxed and nature-driven lifestyle.”

In Fort Worth’s Central Business District (CBD), one of the last undeveloped city blocks is now up for sale. Located at the corner of Calhoun Street and 7th Street, the nearly one-acre parcel sits just two blocks from the Texas A&M Law and Research Campus and within close reach of the \$701 million Fort Worth Convention Center expansion. Breck Besserer, a senior advisor with Citadel Partners, emphasized its potential: “This is more than just a piece of land; it’s a front-row seat to the future of Fort Worth.”

Meanwhile, new residential builds continue to reshape Frisco. Rosewood Property Group and MetLife Investment Management have broken ground on *Penrose*, a 382-unit apartment project within the Southstone Yards development. The community is expected to be completed by fall 2027, with leasing set to begin earlier that year. Project partners include Hensley Lamkin Rachel Inc. (architecture), LandDesign (landscape), B2 Design Co. (interior design), KFM (civil engineering), and OHT Partners (general contracting). Veritex Community Bank and Associated Bank are financing the build.

In the build-to-rent market, Legacy Partners and The Resmark Companies have launched leasing for two new communities: Harlow in Melissa and Adair in Aubrey. Harlow features 133 homes ranging from 780 to 1,500 square feet, with rent starting in the mid-\$1,600s. Adair offers 134 units between 770 and 1,690 square feet, also starting in the mid-\$1,600s per month.

Palladium USA has also initiated construction on Palladium Buckner Station, a \$107 million transit-oriented development in Dallas. Designed to offer affordable housing, approximately 80% of the 304 units will be priced for residents earning up to 60% of the Area Median Income (AMI). The funding package includes \$34 million in tax credit equity, a \$47 million Federal Housing Administration (FHA) 221(d)(4) loan via Regions Bank, and \$14.5 million in City of Dallas funding, among others.

In Lewisville, SPI Advisory and FCP have acquired Crest Manor Apartments, a 600-unit multifamily community, through a deal that was five years in the making. The transaction involved the assumption of long-term financing from the United States Department of Housing and Urban Development (HUD), locking in a 3.6% blended interest rate with over three decades remaining.

Finally, leadership shifts are taking place in the architecture and real estate services sectors. Humphreys & Partners Architects has appointed Robin Bellerby as its new Chief Architecture Officer and promoted Brad Tillett to Chief Operating Officer. Stream Realty Partners has named Tom Boyer as Senior Director of Project Management in Dallas.