

the mix

FRISCO

OVERVIEW

ABOUT THE DEVELOPMENT



Frisco's first mixed-experience development that brings the unexpected to the North Platinum Corridor.

A blend of architectural styles and design all focused around a 9-acre central park that serves as the development's inspiration for bringing the outside in and the inside out. Allowing the residents and visitors of Frisco an abundance of adventure, encounters, and possibilities all in a single, spectacular setting – one place, infinite experiences.

The Mix will feature more than 2 million square feet of Class A office space, 375,000 square feet of upscale retail, two hotels, and over 3 million square feet of residential.



112-acre
mixed-use
development in
Frisco's North
Platinum Corridor

Phase I
28 Acres fronting
Lebanon to include a
40,000 sf grocer, 60,000
sf of retail, 114,000 sf
medical office building,
and 650 multifamily units



Phase I
Delivery Dates
Grocery / Surrounding Retail:
January – May 2026
MOB: Late Summer 2026
Multi-Family / Retail:
June – Sept 2027

**Targeted retail
categories:**
Restaurant,
entertainment, service,
general retail, fitness

WHY FRISCO?

ABOUT THE CITY



**Experience a space to live, work, play, educate and innovate
in one of the best locations in the nation to do business.**

Strategically located in the development hotbed of the North Platinum Corridor, Frisco means business when it comes to space for growth and innovation. Frisco is an inclusive community, empowered by a lower cost of living, shorter commute times and an outstanding public education system.

239K

FRISCO
Population Base

8.4M

DFW REGION
Population Base

Median Age

39.3 years old

Median HH Income

\$141,129

[City estimates as of
October 1, 2024]

AVG Assessed Home Value

\$688,359

[City estimates as of
March 1, 2025]

Population Growth

696% since 2000

Total Households

84,791

[City estimates as of
March 1, 2025]

Sports City USA

Home to 12
Professional / Collegiate
sports organizations &
5 major stadiums



TRADE AREA

2024 DEMOGRAPHICS

TRAFFIC COUNTS

DNT: 95,614 VPD

Lebanon Road: 24,917 VPD

Parkwood Boulevard: 16,447 VPD

AREA TRAFFIC GENERATORS



**TOYOTA
STADIUM**



THE STAR

**STONEBRIAR
CENTRE**



FORD CENTER

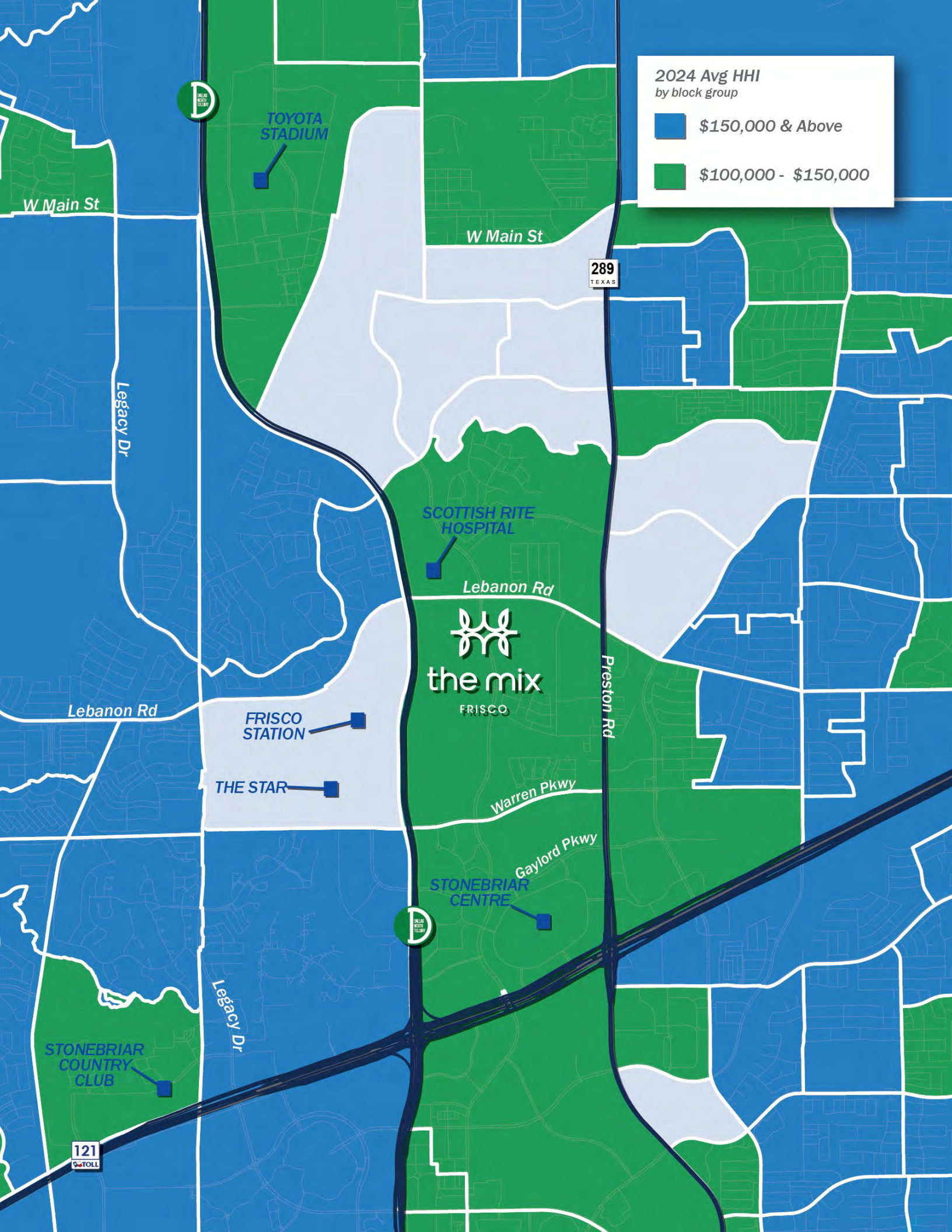


ATHLETIC CENTER



**COLLIN
COLLEGE**

	1 MILE	3 MILE	5 MILE
POPULATION	11,179	110,335	311,085
DAYTIME POP	16,572	152,760	363,419
TOTAL HOUSEHOLDS	5,278	46,172	114,400
AVG HHV	\$137,941	\$156,128	\$176,498





TRADE AREA AERIAL

LIFE TIME

W Main St

TOYOTA
STADIUM
20,500 Seats
485k Annual
Visitors

Frisco Square

Orange Julius

Babe's

The Frisco Square

TESTA

Cakes

Pirella's

JAKE UPTOWN

FIREHOUSE

CHICKAR

barre3

Lovers

KOHL'S

Stoneh

...Pkw...

SCOTTISH RITE HOSPITAL
CHICAGO

Lebanon Rd


Mark
STREET

THE STAR
Box, Charlotte Jones Collection, Cowboys Fit,
Shop, Flea Style, Formula Wellness, Hiatus Spa,
Saddle Shop, Lucchese, Luxe Eyewear,
Lee's of Frisco, The Gents Place

3M SF

Owner: Brookfield Properties
1,727,698 SF
Dicks's Sporting Goods, Dillard's, Macy's,
Nordstrom, JCPenney, Barnes & Noble,
Dave & Buster's, The Cheesecake Factory

[illegible]

Stonebriar Country Club

Legacy West

Arizona, Bonobos, Chanel, Coach, David Yurman, Fabietics, The People, Golden Goose, Gorgina, Gucci, Johnny Was, Vuitton, Lululemon, Madewell, Nike, Paige, Peloton, Pillar, Pockets, Tecovas, Tesla, Tiffany & Co., Ralph Lauren, Bahama, Tory Burch, Tumi, Vero, Warty Parkier, West Elm

Bulla Gastrosbar, Cava, Dado, Del Frisco's, Earl's Kitchen, de Gasse, Hawyrie, Kiki, Legacy Hall, Mendocino Farms, Pizzeria, North Italia, OMA, Shake Shack, Sprinkles, Taverna, Toulouse, True Food Kitchen, Uchiko

LEGACY

Another time & place, Benet Cosmetics, Boardroom Salon, Brandy Melville, Dallas Running Co., Ella Blau, Everything But Water, Eye Pieces, Francesca's, Joni's Boutique, Kendra Scott, Lovesac, Madison Reed, Odona, Prized Kicks, Solidcor, Solitaires, Stretch Lab, Sweatshop, The Impeccable Pig, The Lash Lounge, The Woodhouse Spa, Travis Mathew, Urban Outfitters, y&i Clothing Boutique

Benihana, Bob's Steak & Chop House, Bottle Rockets, Brazo, Cafe Istanbul, Chicago, CRU, Del Frisco's Grille, Ella & Flow, Farm + Feed, Grimaldi's, Half Shell's, Jashan, Kizil Ramen, La La Land, Le Beef Steak & Pappas, Lelo's Coffee, Mexican Sugar, Mi Cocina, Original Chopshop, Peppers, Salata, Sambuca 360, Samu Thai Cuisine, Seasons 52, The Capital Grille, Truckee's, Village Burger Bar, Wagu House

BY LOBBY

SPROUTS FARMERS MARKET

Egg FITNESS

Arby's

Dutch Bros

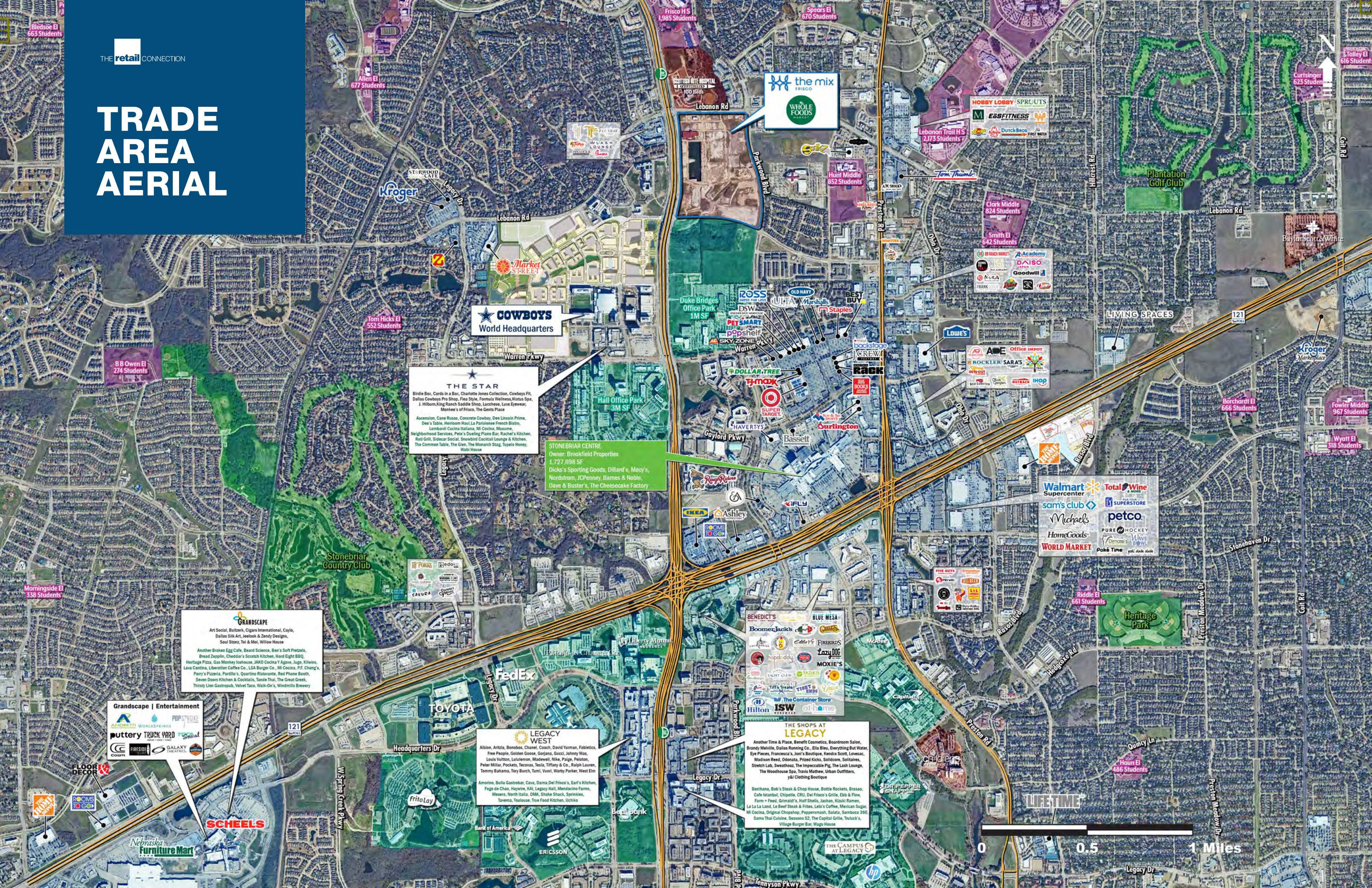
FIRST WATCH

Walmart Supercenter
Sam's club
Michaels
HomeGoods
WORLD MARKET
Total
SUPER
petco
PURE
Poke Time

An aerial photograph showing a large, light-colored house with a swimming pool in the foreground. The house is surrounded by lush greenery and trees. In the background, there are other houses and a road. The image is oriented vertically.

0.5 Miles

TRADE AREA AERIAL



Bledsoe El
663 Students

Morningside El
338 Students

Grandscape | Entertainment
Art Social, Bullzerk, Cigars International, Caylo, Dallas Silk Art, Jeelook & Zandy Designs, Soul Stonz, Toi & Moi, Willow House
Another Broken Egg Cafe, Beard Science, Ben's Soft Pretzels, Bread Zeppelin, Chandler's Scratch Kitchen, Havi Eight BBQ, Heritage Pizzeria, Gas Monkey Icehouse, JAMO Cocina Y Agave, Jugo, Kilwins, Lava Cantina, Liberation Coffee Co., LSA Burger Co., Mi Cocina, P.F. Chang's, Parry's Pizzeria, Portillo's, Quatro Ristorante, Red Phone Booth, Seven Doors Kitchen & Cocktails, Tande Thai, The Great Greek, Thirsty Lion Gastropub, Velvet Taco, Walk-On's, Windmills Brewery

GRANDSCAPE
Art Social, Bullzerk, Cigars International, Caylo, Dallas Silk Art, Jeelook & Zandy Designs, Soul Stonz, Toi & Moi, Willow House
Another Broken Egg Cafe, Beard Science, Ben's Soft Pretzels, Bread Zeppelin, Chandler's Scratch Kitchen, Havi Eight BBQ, Heritage Pizzeria, Gas Monkey Icehouse, JAMO Cocina Y Agave, Jugo, Kilwins, Lava Cantina, Liberation Coffee Co., LSA Burger Co., Mi Cocina, P.F. Chang's, Parry's Pizzeria, Portillo's, Quatro Ristorante, Red Phone Booth, Seven Doors Kitchen & Cocktails, Tande Thai, The Great Greek, Thirsty Lion Gastropub, Velvet Taco, Walk-On's, Windmills Brewery

LEGACY WEST
Allison, Artista, Bonobos, Chanel, Coach, David Yurman, Faberlic, Free People, Golden Goose, Goffana, Gucci, Johnny Was, Louis Vuitton, Lululemon, Madewell, Nike, Paige, Peloton, Peter Millar, Pockets, Tecovas, Tesla, Tiffany & Co., Ralph Lauren, Tommy Bahama, Tory Burch, Tumi, Vuori, Warby Parker, West Elm
Amarino, Bulla Gastrobar, Cava, Dama Del Frisco's, Earl's Kitchen, Fogu de Chao, Haywire, KAI Legacy Hall, Mendocino Farms, Mesero, North Italia, OMA, Shake Shack, Spinlock, Taverna, Toulouse, True Food Kitchen, Uchiko

COWBOYS
World Headquarters

THE STAR
Birdie Bar, Cards in a Box, Charlotte Jones Collection, Cowboys Fit, Dallas Cowboys Pro Shop, Flea Style, Formula Wellness, Hiatus Spa, J. Hilburn, King Ranch Saddle Shop, Lucchese, Luxe Eyewear, Monkee's of Frisco, The Gents Place
Ascension, Cane Russo, Concrete Cowboy, Dee Lincoln Prime, Dean's Table, Heston Ham, La Postolone French Bistro, Lombardi Cucina Italiana, Mi Cocina, Museum, Neighborhood Services, Pete's Dueling Piano Bar, Rachel's Kitchen, Rest Grill, Sidecar Social, Snowbird Cocktail Lounge & Kitchen, The Common Table, The Glet, The Monarch Stag, Tupelo Honey, Wabi House

STONEBRIAR CENTRE
Owner: Brookfield Properties
1,727,698 SF
Dick's Sporting Goods, Dillard's, Macy's, Nordstrom, JCPenney, Barnes & Noble, Dave & Buster's, The Cheesecake Factory

THE SHOPS AT LEGACY
Another Time & Place, Benefit Cosmetics, Boardroom Salon, Brandy Melville, Dallas Running Co., Ella Bleu, Everything But Water, Eye Piers, Francesca's, Joe's Boutique, Kendra Scott, L'Oréal, Madison Reed, Odonata, Prized Kicks, Solidcore, Solitaires, Stretch Lab, Sweatshop, The Impeccable Pig, The Lash Lounge, The Woodhouse Spa, Travis Mathew, Urban Outfitters, y&i Clothing Boutique
Benihana, Bob's Steak & Chop House, Bottle Rockets, Brasao, Cafe Istanbul, Chipotle, CRU, Del Frisco's Grille, Ebb & Flow, Farm + Feed, Grimaldi's, Half Shellz, Jashan, Kizuki Ramen, La La Land, Le Beef Steak & Frites, Lelo's Coffee, Mexican Sugar, Mi Cocina, Original Chopshop, Peppersmash, Salata, Sambuca 360, Samu Thai Cuisine, Seasons 52, The Capital Grille, Thuluck's, Village Burger Bar, Wagon House

BENEDICT'S
Boomerjacks, Blue Mesa, Firebirds, Lazy Dog, Moxie's, Yacht Club, Taziki's, The Container Store, ISW, aHome

Walmart Supercenter
Total Wine & More, Sam's Club, Michaels, HomeGoods, World Market, Petco, Pure Hockey, Wave Bowl, Poké Time, gold, black, white

HOBBY LOBBY
SPROUTS, E66 FITNESS, DUTCH BROS, FIRST WATCH

Clark Middle
824 Students
Smith El
642 Students
Hill Ranch Market, Academy, DAISO, Goodwill, FRANK, KURA, OUTBACK, IHOP

Rockler Sara's
Office Depot, Rockler, Sara's, Office Depot, Rockler, Sara's, Office Depot, Rockler, Sara's, Office Depot

Riddle El
661 Students
Houn El
486 Students

Talley El
616 Students

Fowler Middle
967 Students

Wyatt El
318 Students

Curtisinger
623 Students

WHOLE FOODS + RETAIL



STREETLIGHTS UPSCALE
RESIDENTIAL + RETAIL



MEDICAL OFFICE BUILDING



PHASE ONE

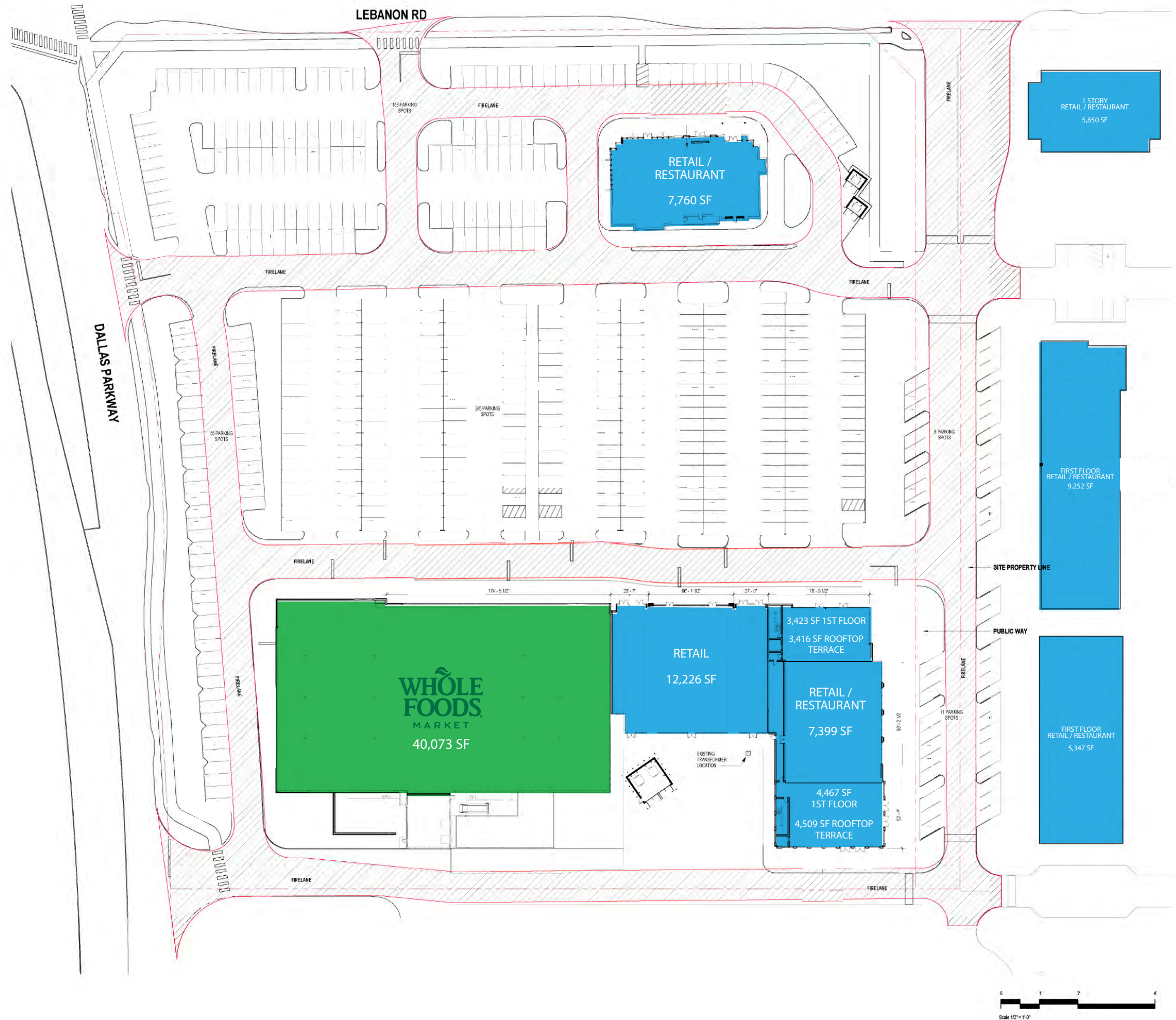


PHASE I

GROCERY | RETAIL
SECTION

 Grocery

 Retail / Restaurant





RETAIL AND RESTAURANT SPACE

Rooftop Terrace / 2nd floor
Opportunities



PHASE I

**STREETLIGHTS
MULTI-FAMILY | RETAIL
SECTION**



**ESTIMATED CONSTRUCTION
START DATE | PHASE I**

May 2025

**ESTIMATED COMPLETION
DATE | PHASE I**

Retail Delivery for Tenant
Finishouts: June – September 2027
Residential Unit Delivery - Fall 2027

630
total
units

Unit amenities include gas ranges,
screened in balconies/porches, all vinyl
units, smart appliances.

22,253*
sf retail

“

Our team has taken great care to craft unique experiences and tastefully designed buildings that will allow residents to navigate more approachable neighborhood blocks and create moments of discovery within an urban fabric.

We're designing not only to optimize how residents will experience The Mix, but also to ensure the entire Frisco community will enjoy The Mix for its high-quality shopping, urban greenspaces, and the promotion of health and wellness as a Fitwel community.

StreetLights Vice President of Development Greg Coutant

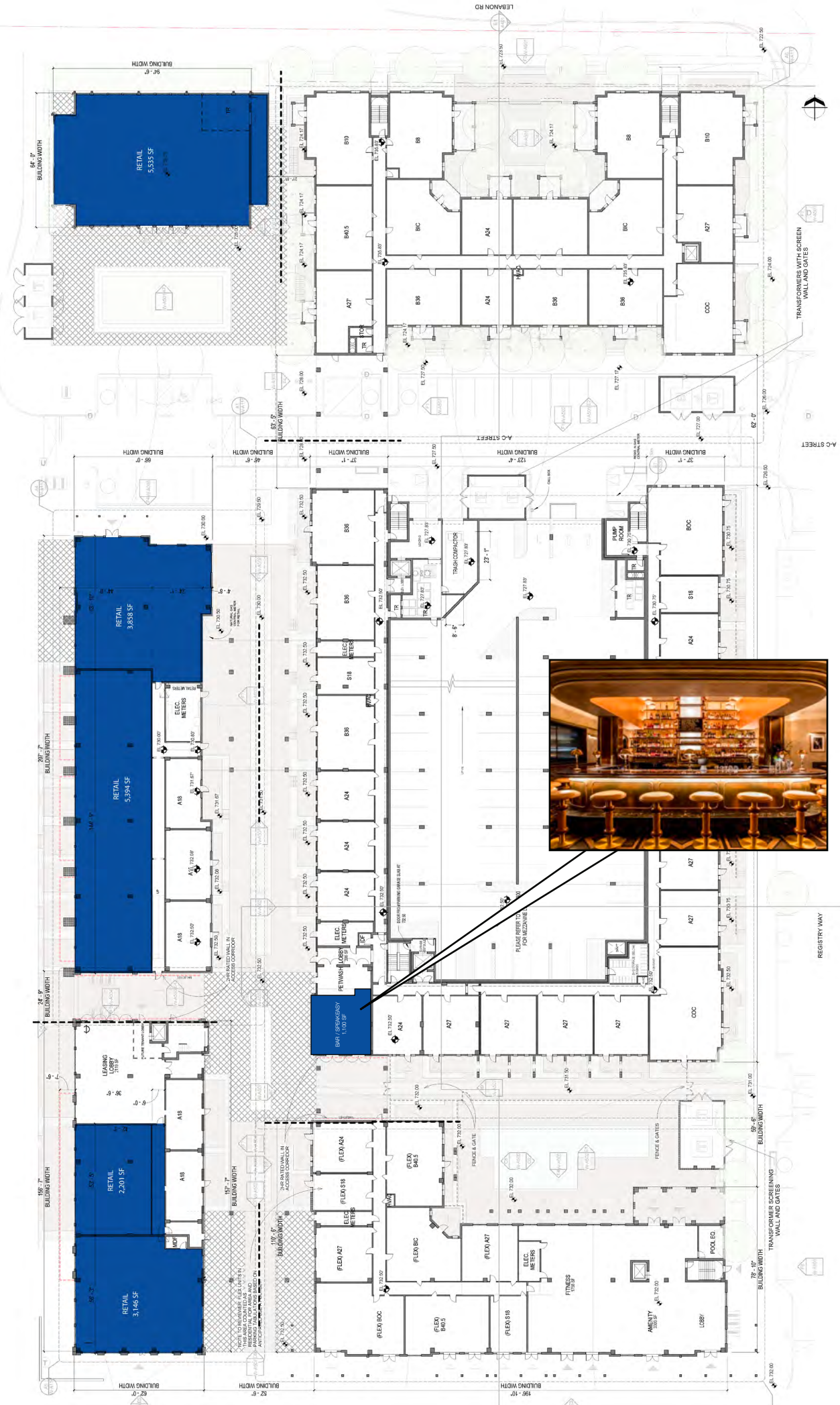




FREESTANDING RESTAURANT FRONTING LEBANON ROAD



BAR / SPEAKEASY SPACE



SHELLEY TAYLOR
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