

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

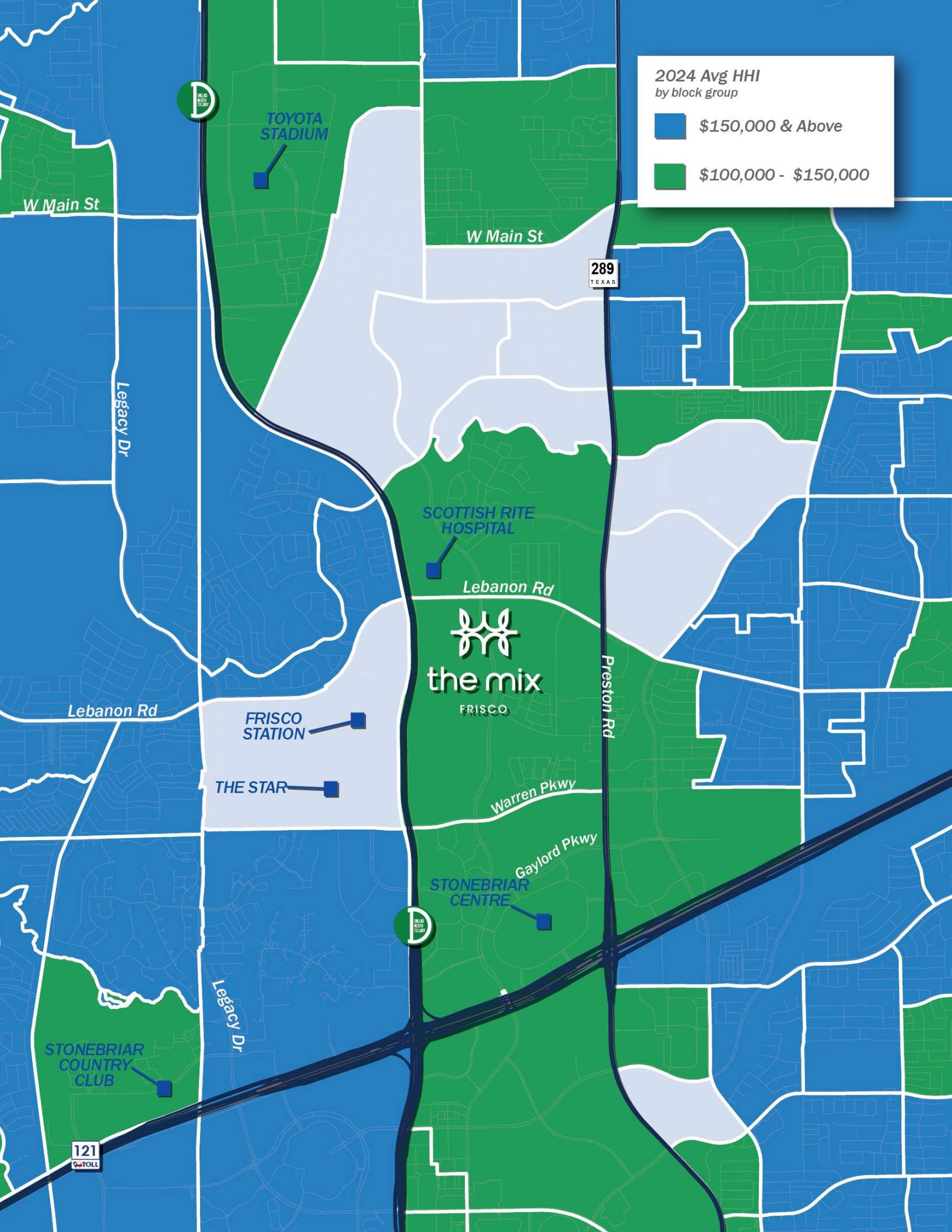


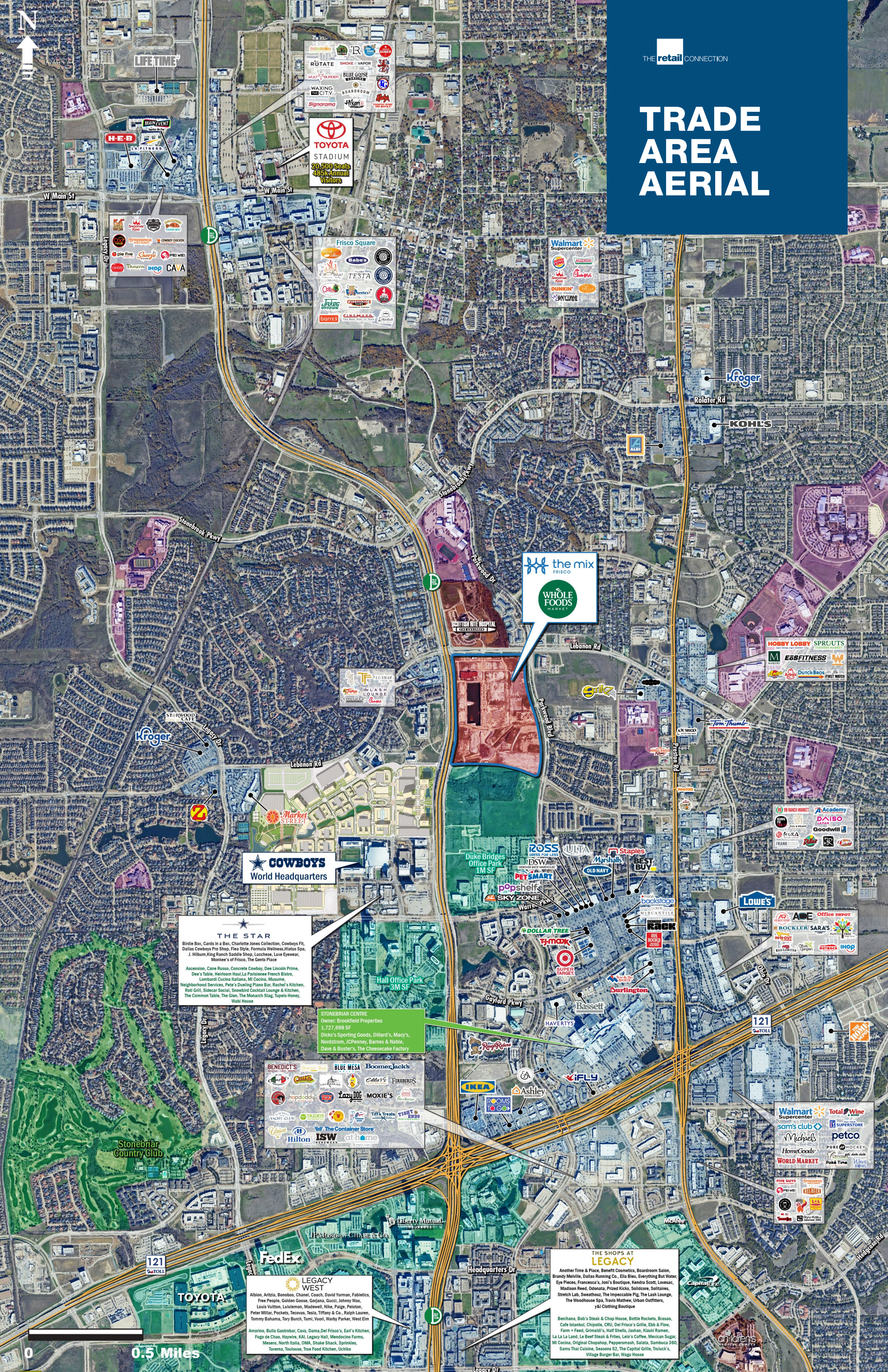
ATHLETIC CENTER



**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 HHI	\$137,941	\$156,128	\$176,498





THE retail CONNECTION

TRADE AREA AERIAL

LIFETIME

H-E-B

DAI FITNESS

ple five
SARGE
TANERA
IHOP
CAVA

TOYOTA
STADIUM
20,500 Seats
485k Annual Visitors

Frisco Square
Babe's
TESTA
Cafe Pazzo
Jakes
UPSTOWN
CINEMARK
Lexus

Walmart
Supercenter
DUNKIN'
ANYTIME FITNESS

Kroger

KOHL'S

the mix
FRISCO
WHOLE FOODS
MARKET

SCOTTISH RITE HOSPITAL
KEESVILLE

Kroger

Market
STREET

COWBOYS
World Headquarters

THE STAR
Birdie Box, 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, Live Eyewear, Monkee's of Frisco, The Gents Place
Ascension, Cane Russo, Concrete Cowboy, Dee Lincoln Prime, Dee's Table, Hairloom Haul, La Parisienne French Bistro, Lombardi Cucina Italiana, Mi Cocina, Musume, Neighborhood Services, Pete's Dueling Piano Bar, Rachel's Kitchen, Red Grill, Sidecar Social, Snowbird Cocktail Lounge & Kitchen, The Common Table, The Glen, The Monarch Stag, Tupelo Honey, Wabi House

Hall Office Park
3M SF

STONEBRIAR CENTRE
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

BENEDICT'S
Blue Mesa
Boomerjacks
Cafe Pazzo
COCO CHURROS
Edie's
FIREBIRDS
hopdoddy
LAZY DOG
MOXIE'S
Taziki's
Tiff's Treats
TIGER & OWLS
The Container Store
ISW
athome

Stonebriar Country Club

LEGACY
WEST
Albion, Artista, Bonobos, Chanel, Coach, David Yurman, Fabrics, Free People, Golden Goose, Gojiana, 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
Amorino, Bulla Gastrobar, Cava, Dama, Del Frisco's, Earl's Kitchen, Fogo de Chao, Haywire, KAI, Legacy Hall, Mendocino Farms, Mesero, North Italia, OMA, Shake Shack, Sprinkles, Taverna, Toulouse, True Food Kitchen, Uchiko

THE SHOPS AT
LEGACY
Another Time & Place, Benefit Cosmetics, Boardroom Salon, Brandy Melville, Dallas Running Co., Ella Bleu, Everything But Water, Eye Pieces, Francesca's, Joni's Boutique, Kendra Scott, Lovesac, Madison Reed, Odonata, Prized Kicks, Solidcore, Solitaires, Stretch Lab, Sweathouse, The Impeccable Pig, The Lark 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 Shell, Jaahan, Kizuki Ramen, La La Land, Le Beet Steak & Frites, Lolo's Coffee, Mexican Sugar, Mi Cocina, Original Chopshop, Peppermash, Salata, Sambuca 360, Samu Thai Cuisine, Seasons 52, The Capital Grille, Tuluck's, Village Burger Bar, Wagu House

HOBBY LOBBY
SPROUTS
E55 FITNESS
Dutch Bros
FIRST WATCH

HO RANCH MARKET
DAISO
Goodwill
KURA
FRANKIE

LOWE'S
AOE
Office DEPOT
ROCKLER SARAS
IN-HOUT
RED LOBSTER
OUTBACK
IHOP

Walmart
Supercenter
sams club
Michaels
HomeGoods
WORLD MARKET
Total Wine
SUPERSTORE
petco
PURE Hockey
Poke Time
WAVE

FIVE GUYS
PEI WEI
TANERA
CAVA

children's
LEGACY CENTER

0 0.5 Miles

ERICSSON



the mix
FRISCO

WHOLE FOODS
MARKET

Lebanon Trail HS
2,173 Students

HOBBY LOBBY **SPROUTS**
EGG FITNESS **DUTCH BROS**
FIRST WITCH

Hunt Middle
852 Students

Clark Middle
824 Students

Smith El
642 Students

BB RANCH MARKET **Academy**
DAISO **Goodwill**
FRANK'S **FRANK'S**

Plantation
Golf Club

Baylor Scott & White
HEALTH

LIVING SPACES

121

Frogger
Marketplace

Borchard El
666 Students

Fowler Middle
967 Students

Wyatt El
318 Students

Walmart **Sam's Club** **Michael's** **HomeGoods** **World Market**
Total Wine **petco** **Pure Hockey** **Wave Bowl**
Poke Time **goli** **shaka shaka**

Riddle El
661 Students

Heritage
Park

Hawn El
486 Students

LIFETIME

0 0.5 1 Miles

BENEDICT'S **BoomerJacks** **BLUE MESA**
Edley's **FIREBIRDS** **hopdoddy** **Lazy DOC** **MOXIE'S**
YACHT CLUB **TAZIKIS** **Tiff's Treats** **TIGER & EWING** **Union**
Hilton **ISW** **at home**

**THE SHOPS AT
LEGACY**

Another Time & Place, Benefit Cosmetics, Boardroom Salon, Brandy Melville, Dallas Running Co., Ella Bleu, Everything But Water, Eye Piece, Francesca's, Joni's Boutique, Jordana Scott, L'Oréal, Madison Reed, Odontas, Prized Kicks, Solidcore, Solitaires, Stretch Lab, Sweatshouz, 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 Shell, Jackson, Kizuki Ramen, La La Land, Le Beef Steak & Frites, Lolo's Coffee, Mexican Sugar, Mi Cocina, Original Chopshop, Peppersmash, Salata, Sambuca 360, Samu Thai Cuisine, Seasons 52, The Capital Grille, Truluck's, Village Burger Bar, Wagyu House

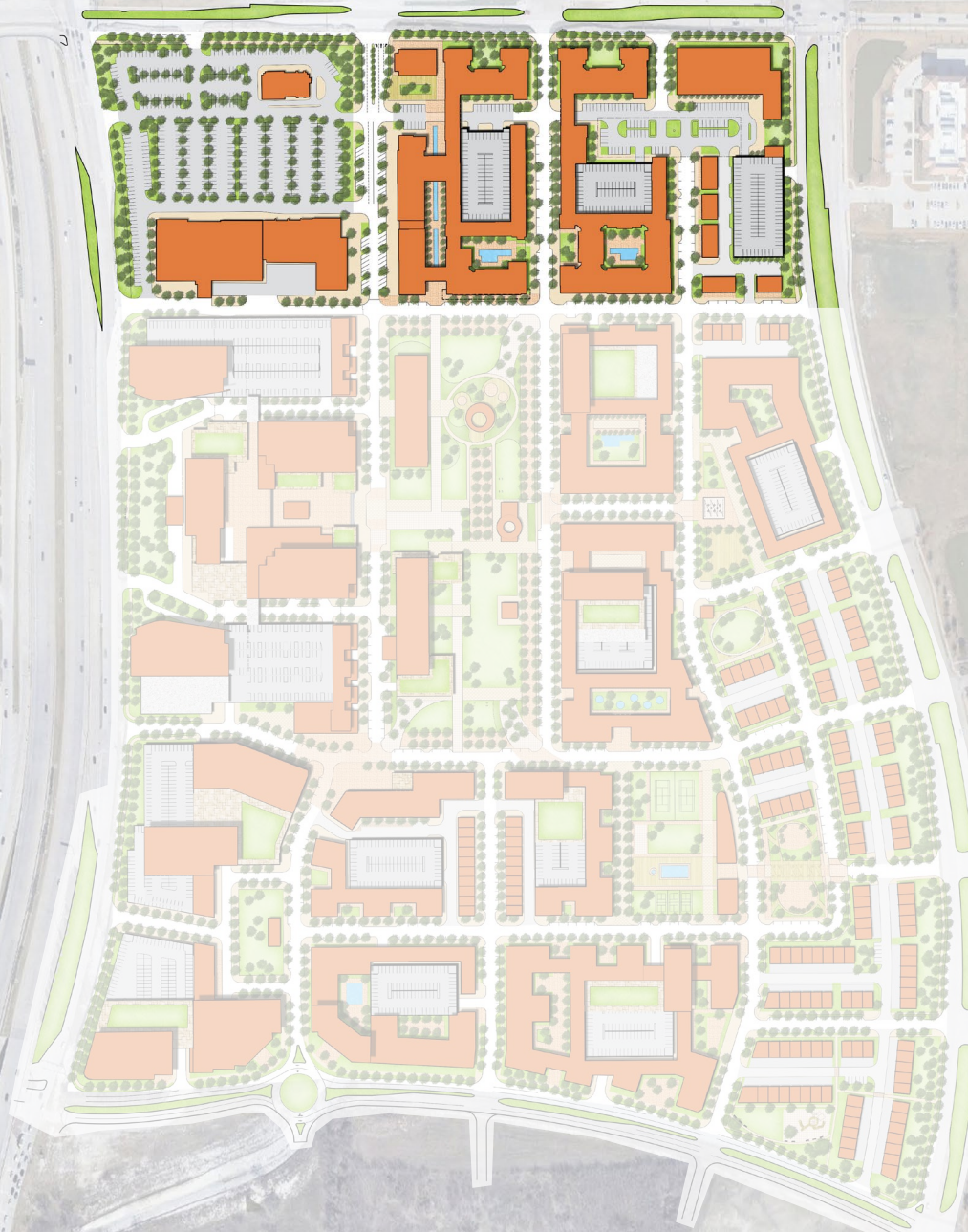
THE CAMPUS
AT LEGACY

The Mix is a master planned 112-acre community in Frisco, TX consisting of lush open spaces, over 2,000,000 SF of Class A office, 3,299 units of elevated residential living, 375,000 square feet of upscale retail, and two landmark hotels.



Phase I

- Whole Foods - 40,125 SF - Delivering June 2026
- Retail - 70,676 SF
 - Whole Foods Retail - Delivering June 2026
 - Whole Foods Outbuilding - Delivering March 2026
 - Multi-Family Retail - Delivering September 2027
- Office - 114,221 SF - TBD
- Residential - 635 Units - Delivering September 2027
- Green Space - 16,100 SF



Phase II

- The Business District - Includes an Urban Plaza lined with retail and hotels, spilling into the central 9-acre park.
- 300,000 SF Retail
- Two landmark Hotels
 - 400-key business hotel with over 40,000 sf of meeting space
 - 150-key boutique hotel overlooking the central park
- 2 Million SF Class A Office
- 2,500 SF Residential - Elevated urban living and townhomes
- 9-acre park



Phase III

- Additional office, retail, and entertainment concepts
- Community clubhouse and gym
- Additional residential



PHASE ONE

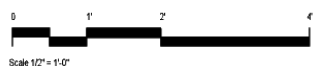
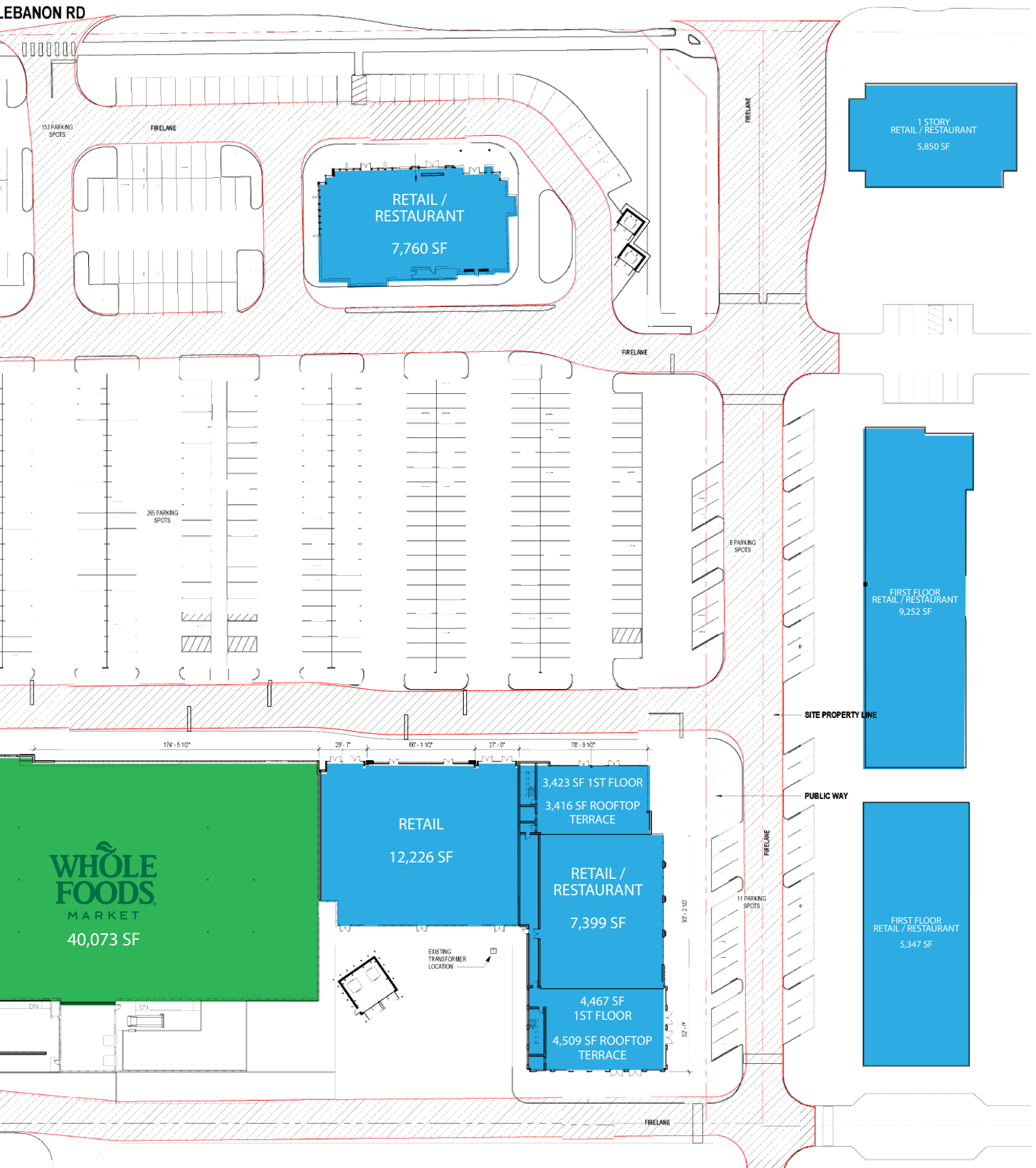


PHASE I

GROCERY | RETAIL SECTION



EBANON RD



An architectural rendering of a modern urban development at dusk. The scene features a multi-story building with a glass facade, illuminated from within, and a sign that reads "The Mix". In the foreground, a lower building with a blue and white facade has a sign that reads "ALTA MODA". People are walking on the sidewalk, and a car is visible on the street. The sky is a mix of blue and orange, suggesting sunset or sunrise. A large tree with green leaves is in the upper left corner.

RETAIL AND RESTAURANT SPACE

Rooftop Terrace / 2nd floor
Opportunities



The Mix

DOLCE

DOLCE

STUDIO @

CASA MIA

STUDIO @

WHOLE FOODS MARKET

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.

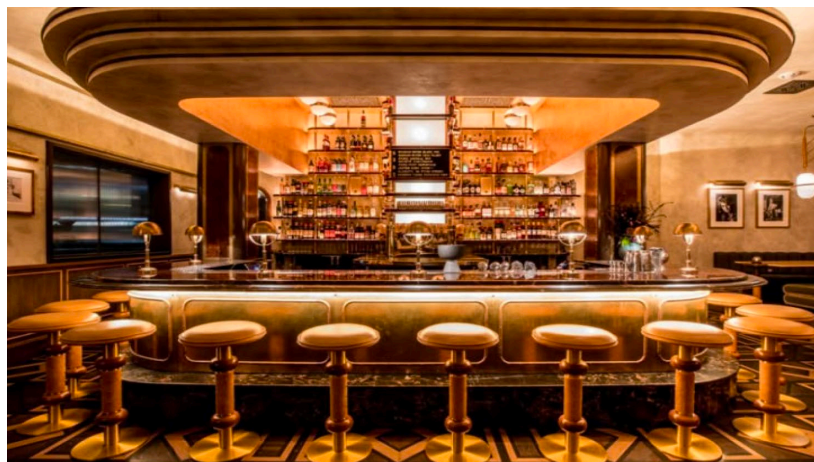
We're designing not only to optimize how residents will experience The Mix, but also to ensure the entire Frisco community will enjoy The Mix for its high-quality shopping, urban greenspaces, and the promotion of health and wellness as a Fitwel community.

StreetLights Vice President of Development Greg Coutant

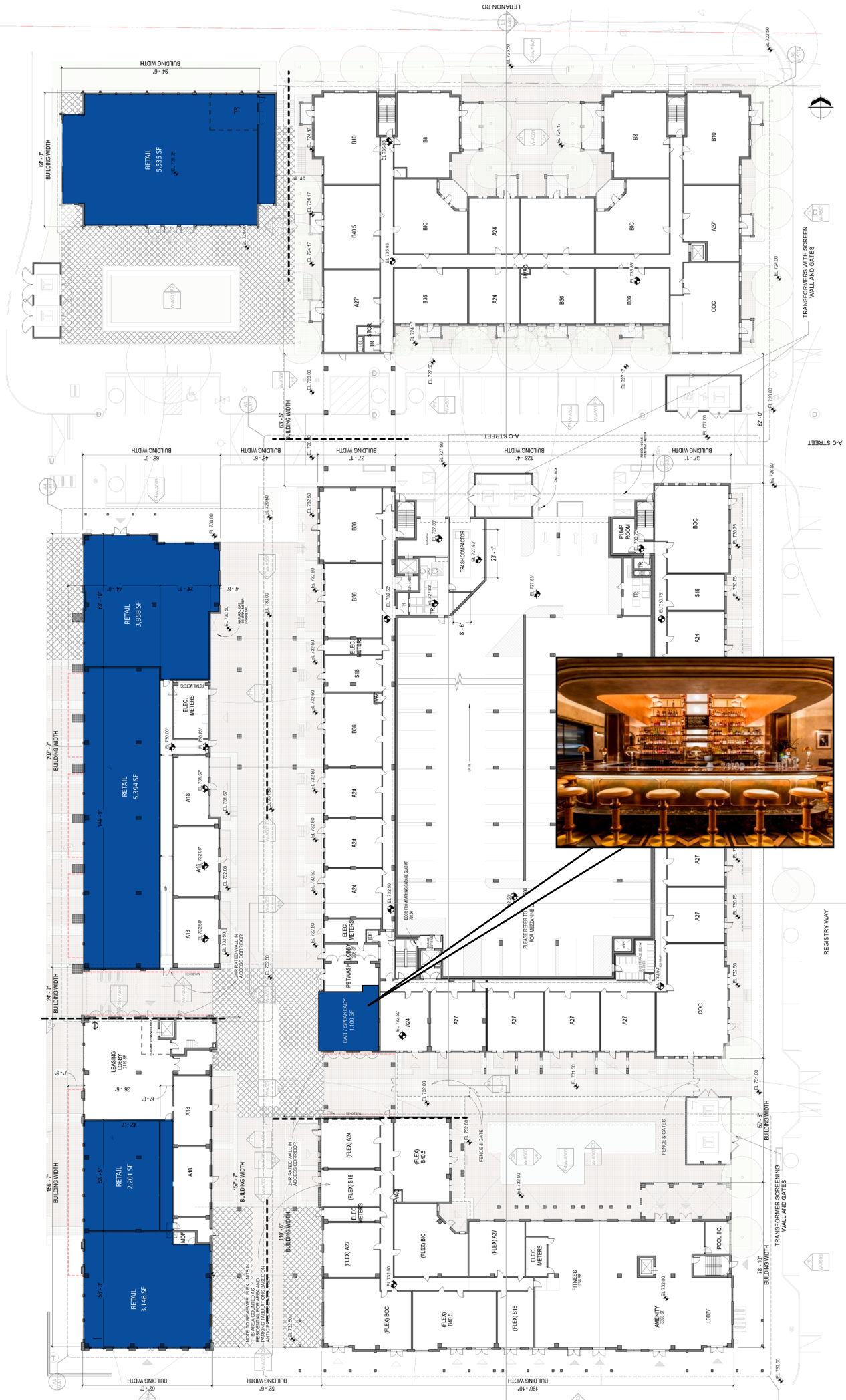




FREESTANDING RESTAURANT FRONTING LEBANON ROAD



BAR / SPEAKEASY SPACE



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