

Frisco City Council Approves Master Development Agreement for The Mix

October 17, 2024



The Frisco City Council has approved a Master Development Agreement that provides up to \$113.4 million in funding for the development of The Mix, a vibrant mixed-use project in the city.

The Mix, located at the southeast corner of Lebanon Road and Dallas Parkway, will feature 2 million square feet of new Class-A office space, 375,000 square feet of retail space, two hotels, townhomes, urban living units, a large park, and over 16 acres of open space.

The agreement provides performance-based grants from the City of Frisco, the Frisco Economic Development Corporation (FEDC), and the Frisco Community Development Corporation (FCDC) to support Phase 1 infrastructure, including property remediation and an underground parking garage.

Incentives will be paid to The Mix Partners, LLC upon completion of specific milestones, including:

- 114,000 square feet of Class A medical office space
- 40,000-square-foot upscale grocery store
- 33,000 square feet of upscale retail
- 630 townhomes/urban living residential units
- Parks, trails, and open space
- 2,250-space underground parking garage
- Enhanced screening of the property during construction

The \$113.4 million agreement includes a \$10 million reimbursement-based infrastructure grant, approved by the Frisco EDC board, to accelerate the construction timeline for the upscale grocer and ensure permanent occupancy before disbursement.

“This is a significant milestone for The Mix and the city of Frisco,” said Frisco Mayor Jeff Cheney. “The project will bring new opportunities for growth and enhance the quality of life for residents.”

“Frisco EDC is proud to play a key role in accelerating development of The Mix,” said Shanna Keaveny, Vice Chair of the Frisco Economic Development Corporation. “The project will boost our ability to attract more corporate headquarters, technology firms, and specialty medical companies.”

“We’re excited about the progress at The Mix and the opportunity it presents for our community,” said Chad Brubaker, Vice Chair of the Frisco Community Development Corporation. “This collaboration represents a strong step forward in enhancing Frisco’s growth and quality of life.”

“We are pleased to receive the city council’s approval and are excited to begin construction on this transformative project,” said Tim Campbell, Head of Development, The Mix. “The Mix will bring significant benefits to the city and local community, providing new opportunities for growth and enhancing the quality of life for residents.”

The Mix is expected to be a major economic driver for Frisco, creating jobs and attracting new businesses to the area. The development will also contribute to the city’s goal of creating a vibrant, walkable neighborhood.