

Posted on Tue, Oct. 03, 2006

Shopping center planned north of speedway

By SANDRA BAKER
STAR-TELEGRAM STAFF WRITER

NORTHLAKE — A newly formed development firm, Trophy Design and Development Associates, is under contract to buy 150 acres at the northwest corner of Interstate 35W and Farm Road 1171, where it plans a 1.6 million-square-foot shopping center.

Eric Cox, president of the Trophy Club-based company, said that the deal should close in about two weeks but that construction on the yet-to-be-named "open-air lifestyle center" won't begin until next spring or summer.

The development would sport a historic town square theme similar to Southlake Town Center but would have major anchor and junior anchor stores, in addition to boutiques. It will also have a hotel, restaurants and offices, he said.

Cox declined to release the names of the retailers he is pursuing.

"We're not ready to go public with that," he said.

Cox said the location, a few miles north of the Texas Motor Speedway, was chosen, in part, because of the planned expansion of Farm Road 1171 into a six-lane thoroughfare that will connect areas north of Fort Worth to far north Dallas.

Construction on that expansion is scheduled to begin a year from now, said Cox, who has been a senior project manager for Developers Diversified Realty, a large real-estate investment trust, and director of development for furniture retailer Rooms to Go.

The Northlake shopping center will join other developments in north Fort Worth, including Alliance Town Center, a 2 million-square-foot shopping center under construction at I-35W and Heritage Trace Parkway, and two other planned centers at I-35W and U.S. 287, which could total about 3 million square feet of space.

Cox said the bustling residential growth in far north Fort Worth, as well as in the nearby communities of Argyle, Roanoke, Flower Mound, Justin and Westlake, is also a draw.

The shopping center will feature sidewalks shaded by flowered trellises and lamp-lit streets. The retailers will face a Main Street, but at the center of the development will be a landscaped central plaza with shops, restaurants and fountains, the developer said.

Sandra Baker, 817-390-7727 sabaker@star-telegram.com