

# HOUSTON BUSINESS JOURNAL

Commercial Real Estate

## Houston developer breaks ground on Lilac Field, bringing urban redevelopment feel to League City



Rendering of the multitenant retail building at Lilac Field in League City  
ELEMENT ARCHITECTS



By **Florian Martin** – Growth editor, Houston Business Journal  
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### Story Highlights

- Alexander Grene Development broke ground on the \$78 million Lilac Field project in League City.
- The mixed-use development will feature 70,000 square feet of retail space and 220,000 square feet of warehouse space.
- Shipley Do-Nuts signed as the first tenant, with negotiations underway for a major restaurant brand and more.

A walkable urban redevelopment-style project is now under construction near state Highway 146 in League City.

Houston-based Alexander Grene Development broke ground in early January on [Lilac Field next to the Mar Bella subdivision on Isla Vista Drive off state Highway 96](#). It held a groundbreaking ceremony on March 27.

The \$78 million development is slated to feature 70,000 square feet of retail and restaurant space and 220,000 square feet of flexible warehouse space on 24.5 acres.

A Shipley Do-Nuts franchise is the first tenant to sign, and negotiations are underway with several others, including a “major name brand” restaurant, according to Alexander Grene President A.G. Gupta.

Gupt expects to begin vertical construction in the second quarter on the Shipley's building, an approximately 15,000-square-foot retail building and two warehouse buildings totaling 23,000 square feet.

Overall, the project is designed to include 16 small warehouses and seven retail and restaurant buildings facing League City Parkway and Isla Vista Drive. The vision is to have a diverse tenant mix for the warehouses, including entertainment, retail, gyms, child care businesses, breweries or restaurants.

Gupt uses urban warehouse redevelopment projects, such as Hardy Yards north of downtown Houston, as a model. He said he wants to bring the live-work-play concept to League City.

“Most suburban entertainment spaces are these boring retail outlets, and anytime we’ve spoken to local residents, there’s a strong desire of creating these unique spaces,” Gupt said. “Why only Midtown (or) downtown? Why not in the suburbs?”



Rendering of a flex warehouse building at Lilac Field

ELEMENT ARCHITECTS

Houston-based Partners Real Estate is marketing the warehouses, and League City-based Brockway Commercial is leasing the retail part of the project. Isaac Saldana with Brockway said he is in talks with fine dining, wine bar and entertainment concepts.

Alexander Grene Development acquired the site for Lilac Field from Grason Communities, the developer of Mar Bella, in August 2024.

The area along Highway 96, or League City Parkway, near Highway 146 is benefiting from increased residential density – including Empire Communities' Coastal Point and Meritage Homes' Kemah Crossing – and from the recent completion of the Highway 146 expansion.

A new Lupe Tortilla restaurant opened at 5165 state Highway 96 on the Kemah side of the road in April 2025. About a mile west, Houston-based Dakota Enterprises [recently broke ground](#) on a 229-unit luxury apartment complex, Dakota at Kemah.

League City overall has seen fast growth, with its population increasing from 83,560 in 2010 to an estimated 118,456 as of July 2024, according to the [U.S. Census Bureau](#). Along League City Parkway on the western side of Interstate 45, [Hillwood Communities' 705-acre Legacy master-planned community](#) recently had its first move-ins and is designed for 1,600 homes at build-out.

Alexander Grene, meanwhile, recently opened the 44-unit build-to-rent community Cypress Manor at 13047 Spring Cypress Road in the Cypress area. It also just closed on 43 acres in Waller for a medical office development.

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