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Developer plans mixed-use with warehouses near busy League City intersection



Rendering of the multitenant retail anchor building at Lilac Field in League City
RDLR Architects

BY FLORIAN MARTIN - REPORTER, HOUSTON BUSINESS JOURNAL
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A Houston-based developer is planning a mixed-use development for an up-and-coming intersection in League City.

Alexander Grene Development expects to break ground in March on Lilac Field, a 24.5-acre development featuring 70,000 square feet of retail and restaurant space and 220,000 square feet of flexible warehouse space.

Brockway Commercial's James Brockway and Isaac Saldana represented the seller of the land, Grason Communities. Ryan DeGennaro of Partners Real Estate represented Alexander Grene.

The sale of the land at state Highway 96 near state Highway 146 closed last August.

The developer expects to deliver the first phase — including several retail buildings totaling at least 20,000 square feet and at least 30,000 square feet of warehouse space — by the end of the year, said Chris Hancock, chief construction officer at Alexander Grene and lead coordinator for the project.

The remaining buildings will be built to suit. Depending on tenant demand, Hancock estimated the entire project will be completed within three to five years.

The idea is to attract entertainment concepts, restaurants and wine bars.

"Think of it like a plaza or a great place for some fine dining cuisines and almost like a promenade experience for residents to be able to enjoy," Hancock said.

The retail buildings will be facing League City Parkway and Isla Vista Drive, which traverses the adjacent Mar Bella neighborhood.

The warehouses will be set back. The vision is to fill those with tenants such as boutique gyms, pickleball courts and other entertainment-based concepts that don't depend on visibility from the road.



A.G. Gupta, president of Alexander Grene Development, promises Lilac Field will be a "vibrant culinary and entertainment hub."

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Image: RDLR Architects

Rendering of a warehouse building in the Lilac Field mixed-use development in League City
RDLR Architects

“The conventional use of a warehouse is no longer where there’s material storage and an HVAC contractor or a plumbing operator is working there,” Hancock said. “Warehouses these days have some very nice (uses). ... Our objective is to provide flex spaces and let the residents and the businesses decide what they’d like to see there, which is the biggest feedback we received from the (Mar Bella) residents.”

Partners Real Estate is in charge of leasing and is already in talks with some potential tenants, including restaurants and grocers, he said.

Grason Communities had tried to sell the land, which was left over from the Mar Bella development, for years before Brockway Commercial took over the listing, Saldana said.

He and Brockway now expect more commercial development to come to the intersection of highways 146 and 96, thanks to increased residential density — including Empire Communities’ Coastal Point and Meritage Homes’ Kemah Crossing — and to the recent completion of the Highway 146 expansion.

Now you can bypass Seabrook and Kemah on the (state Highway) 146 flyover,” Saldana said. “And the first exit for that is (highways) 96 and 146.”

A new Lupe Tortilla restaurant is coming to the Kemah side of the intersection, and more pad sites are available, he said.

“There’s a big need. I mean, you have that many rooftops in that area (and) those people want to eat, shop, entertainment,” Saldana said. “Convenience of just going across the street is really big for them.”

On the other end of League City Parkway, at Interstate 45, Brockway Commercial is selling pads for its 16-acre Grand Oak Village shopping center.

Elsewhere, Brockway recently helped broker a construction company’s purchase of an old church property for its new headquarters in Dickinson.

