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Subject: Dallas: New \$85 million mixed-use development coming to former Valley View mall
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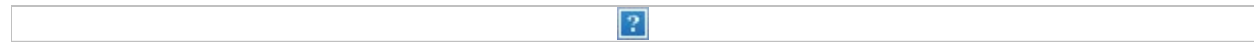
New \$85 million mixed-use development coming to former Valley View mall

It's the first project in the Dallas Midtown district, and it only takes up a small portion of the site.

The Dallas Morning News

By [Nick Wooten](#)

Nov. 21, 2025, Updated 8:08 a.m. CST



A rendering of Premier at Midtown, a \$85 million mixed-use project at the former Valley View mall site

Courtesy of Beck Ventures

After years of false starts and abandoned plans, developer Scott Beck says something new is coming to the former Valley View mall site.

Premier at Midtown, an \$85 million mixed-use project with nearly 300 apartments, will occupy roughly four acres at the southwest corner of Dillbeck Lane and Preston Road. It's the first project in the Dallas Midtown mixed-use district, Beck told *The Dallas Morning News*.

Dallas-based Anthem Development will oversee the project. Anthem is partnering with Beck Ventures and Prime Life Technologies America — a joint venture of Japanese conglomerates Toyota Motor Corporation and Panasonic Holdings Corporation.

The six-story apartment building will include 296 units and up to 26,000 square feet of ground-floor retail. The average apartment size is 865 square feet, and that unit would cost around \$1,800 a month.

The project will be financed by NexBank, designed by Cross Architects, and constructed by Anthem Commercial Construction, a vertical subsidiary of Anthem Development.

Beck and the development team held a ceremonial groundbreaking Friday. Permits will be pulled in the next 45 to 60 days. The project will take two and a half years to complete, and the first residents are expected to move in by early 2028, Beck said in an interview

“After 12 years of planning, patience, setbacks and perseverance, we are breaking ground on our very first project that will officially begin the rebirth of this district,” Beck told attendees at Friday’s event.

The announcement comes more than a decade after Beck Ventures announced the 110-acre Valley View Center site at Preston Road and LBJ Freeway would be replaced by a multi-billion-dollar, mixed-use development known as Dallas Midtown. The project was to include roughly [1.5 million square feet](#) of retail storefronts, restaurants, residential units, office towers and even a high-rise hotel with condo towers.

In 2013, the city created a 450-acre development zone encompassing Valley View and the nearby Galleria Dallas.

Beck said Valley View’s planned redevelopment never took off, in part, because the city failed to install a sewer line. The city pledged a \$36 million incentive package that later expired due to the lack of development.

City representatives did not immediately respond to Beck’s comments when asked about them by The Dallas Morning News.

The Premier at Midtown project represents just a small fraction of the Valley View site, and what awaits the remainder of the property is unclear.

Beck’s firm banded together with Seritage Growth Properties and health-club operator Life Time Inc. at the end of 2024 to market the entire property.

Beck told *The News* the purpose of offering the entire property was to find partners to do projects and complete deals. They are undecided on exactly what awaits the rest of the site.

Plans for a multi-billion-dollar development with retail, dining, residential, office, and more remain. But how it all comes together remains unclear.

Beck did not reveal which parties made offers on the property.

“There are other groups out there that are very interested in working with us,” he said.

Beck wouldn't confirm if [Dallas Mavericks representatives](#) are scoping out the site for a new NBA arena. However, he said the area in and around Valley View would be good for a stadium.

“The table is set to have a transaction like that unfold,” he said.

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