

**Maura Gast**

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**From:** GRA <gra-articles@government-resource-associates.com>  
**Sent:** Saturday, June 7, 2025 10:27 AM  
**To:** Maura Gast  
**Subject:** Fort Worth: TCU hired a major Austin developer to reimagine West Berry. Here's their vision

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**TCU hired a major Austin developer to reimagine West Berry. Here's their vision**

Fort Worth Star-Telegram  
By Kate Marijolic  
June 7, 2025 5:30 AM



A rendering of Morado on Berry, a \$82.9 million mixed-use development TCU is building in partnership with Endeavor Real Estate. The development is located on West Berry Street and South University Drive. Construction is expected to be complete in fall 2027.

When TCU decided to set a goal of turning West Berry Street into a top destination in Fort Worth, it hired a developer to lead a series of transformative projects.

The redevelopment of West Berry is one part of TCU’s ambitious growth plan, a partnership with private developer Endeavor Real Estate. The investment. Construction has already begun along West Berry Street, but the Austin firm — Endeavor Real Estate

TCU selected Endeavor after a competitive national search to build new off-campus student housing. Endeavor’s Morado on Berry, will add 780 beds for students and 25,000 square feet of street-level retail space. It’s expected to open in late 2027.

Morado isn’t Endeavor’s first rodeo when it comes to landmark developments. The firm has worked on a variety of projects, including two major mixed-use projects in Austin: The Domain and Saltillo. Known as Austin’s “second downtown,”

The Domain's first phase opened in 2007 about 10 miles north of the city center. It now has over 2,000 multifamily units and 2.3 million square feet of offices. Some of the high-profile tenants include luxury stores Louis Vuitton, Versace, including Amazon, Meta and IBM. The Domain spurred other development, including construction of the Q2 Station.

Last year, the city of Austin approved zoning changes to allow for increased density and building height, possibly creating a "second downtown." The Domain is a massive mixed-use development home to luxury shops, offices of major corporations, and residential units.

Endeavor Real Estate Group has led development of the property for over two decades.

Northwood Investors Saltillo is a transit-oriented development near a CapMetro Rail stop in East Austin. Spanning 152,000 square feet of offices and 115,000 square feet of retail space.

### **TCU's plans for West Berry Street**

Jake Newman, principal at Endeavor Real Estate Group, said Morado will have a transformative effect on West Campus. Newman is leading the project; prior to joining Endeavor in late 2023, he spent 21 years at American Campus Communities, including on-campus housing at TCU.

Once construction is complete, Morado will be managed by American Campus Communities.

Both developers' projects will be supported by \$500 million in outside investment that TCU garnered for student housing.

Newman said Morado will consist primarily of three-bedroom units, though floor plans ranging from studio to four-bedroom. Each bedroom will rent individually, instead of one student signing a lease for an entire apartment and finding roommates. Each unit will have a full bathroom, and every bedroom will accommodate one student.

Initial renderings show bright, light-filled spaces accented by tile entryways and pale wood details. Amenities include a fitness center, a gym, a lounge, a study space, a pet-friendly area, and a pool. The gym boasts a pilates studio, its curved walls outlined by the glow of soft led lights (not unlike the gym at Fort Worth).

The fitness center at the Morado on Berry will be just one of the building's numerous amenities, which also include a lounge, a study space, a pet-friendly area, and a pool.

Newman said Morado is more market-rate than luxury housing, adding that rents will be "commensurate with the area."

Endeavor expects that on-campus dormitories will serve as a pipeline for Morado. Marketing for the property will begin in late 2027, the first group of students eligible to live in the building come fall 2027.

New retail on West Berry Street. Retail tenants will include businesses that appeal to those who live in the neighborhood. Newman expects the majority of tenants will be food and beverage focused. "We want to provide a place where students can go to get a cup of coffee, or have dinner or maybe shop and just really upgrade the whole area is what our goal is."

The Morado on Berry will have a number of lounges and study spaces for students.

Available commercial space includes a spot for a freestanding restaurant with a large patio, over 13,000 square feet of retail space, and 5,000 square feet of retail off Cockrell Avenue, behind the TCU campus store. Morado's parking garage will have 1,000 spaces.

Endeavor hopes to open storefronts at the same time as the building in 2027. Endeavor's project includes add Street and Greene Avenue. The light will slow traffic and allow for better pedestrian mobility. It will also funnel portion of Endeavor's development.

Newman said Endeavor wants Morado to emulate the greenspace design of Austin's mixed-use Music Lane de oasis" of diverse boutiques, restaurants and hotels. Music Lane serves as a gateway between downtown and t spaces that give you a respite from the road," Newman said.

A representative for Morado on Berry's developer, Endeavor Real Estate Group, said the firm aims incorporate

Future development of West Berry Morado on Berry is just the beginning. "It'll be transformational, because th phases to the east that we're looking at as well."

Endeavor's marketing materials for the project show a possible "Morado District on Berry," which would inclu "future phase" shows at least three new buildings next door to Molly Reid Hall (formerly the Grandmarc at Wes TCU police department and Kubes Jewelers are currently located.

The proposed structures are laid out similarly to the parking garage, mixed-use housing facility and academic I plan, an outline for future campus development released in August.

But the pathway to development isn't yet clear. The roughly 0.31-acre jewelry store property at 2700 W. Berry S to county records.

TCU owns the property the liquor store and police department sit on. The police department will relocate to a f east side of campus.

The project is expected to be complete by spring 2027.

Newman said it's too early to discuss a second phase of development. He added that Endeavor has the capac TCU to determine a timeline for additional projects. TCU still needs to give the green light for any additional de

"We're just looking to really create this sense of arrival for TCU at the southern edge that really energizes the o want to be as a university," Newman said.

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