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Massive \$3 billion Apex development moves closer to breaking ground



A massive master-planned community in Apex is getting ready to break ground.

RXR, the New York developers behind Veridea, a \$3 billion mixed-use development, will start site and infrastructure work this fall with plans to go vertical with the first buildings in early 2025. But plans for phase one have changed slightly as the developer adjusts to the shifting commercial real estate market.

Rebecca D'Eloia, executive vice president and development project executive for RXR, said the first buildings to go up will be the multifamily with ground-floor retail. Following that will be the industrial space of which there will be 213,000 square feet in the first phase.

The Veridea development will be a multi-year, multi-phase project that will cover 1,200 acres along N.C. Highway 55. When complete, it will have 8,000 residential units; 3.5 million square feet of retail, hospitality and civic space; 12 million square feet of commercial space that includes life sciences and industrial; and public open space and walking trails.

The first phase will have 550 multifamily units in three 5-story buildings along with about 200,000 square feet of retail, restaurant and commercial space. Previously, the developer planned only about 130,000 square feet in phase one.

William Noyes, project executive, development services for RXR, said the company anticipates residents being able to move in by 2027.

The apartment vacancy rate for the south Cary/Apex area is 10.6 percent — a 4.1 percent change year-over-year, according to data from Costar.

When it comes to the retail, D'Eloia said the company is looking to bring in a mix of national and regional brands with an even split between food and beverage and dry goods. Noyes also said a national grocer will be part of the development.

Lee and Associates is handling the leasing for the retail component.

For the industrial space, which is currently going through the site review process with the town, the company is focusing on signing smaller biotech companies who need flex space between 30,000 and 40,000 square feet.

Cushman and Wakefield is handling the leasing for the industrial space.

In addition, the first phase will include 1,100 single-family homes and townhomes built by Lennar, a 340,000-square-foot campus for Wake Tech Community College and a new Wake County public school.

RXR opened its welcome center in downtown Apex on North Salem Street and will run operations from there as it moves through the development process.

The development is an ambitious one with new uses and increased density continuing to be added. The first phase, including site work, will cost an estimated \$250 million. The company has all of the equity required for its infrastructure work and mixed-use plan, but it will be acquiring a construction loan from lenders later in the process for the first phase.