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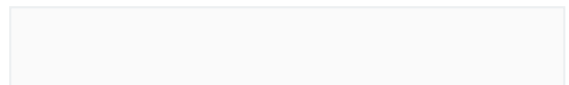
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Dallas apartment builder follows demand to new locations

Palladium USA's newest rental community will be on Stemmons Freeway in northwest Dallas.





Palladium USA's new rental community on Stemmons Freeway in Dallas will have almost 90 units. (Palladium USA)

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By [Steve Brown](#)

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Uptown Dallas, Plano, Deep Ellum, Irving — the hottest North Texas apartment markets usually attract the most developers.

But one Dallas apartment builder is breaking new ground with rental communities in locations where the competition is less fierce.

Palladium USA is building hundreds of apartments in areas where you don't find a lot of new construction but strong demand for rental housing.

The firm's latest project is on Stemmons Freeway in northwest Dallas in a district that's dominated by industrial buildings.

"It's right near where the tornado went through," said Palladium USA president and CEO Tom Huth. "We are going where the need is."

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Palladium USA’s Stemmons Freeway project is just north of Walnut Hill Lane and will have 87 units.



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But it’s in a neighborhood where there’s been no similar apartment construction in almost three decades, Huth said. “They will be leased immediately — the demand is there,” he said. “The DART line is less than a mile away.

“We are looking for more sites over there,” Huth said. “It’s a market that is primed and is a game changer.”

Most of the units in the three-story development will be workforce housing — more affordable rental units.

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“It’s not another tower in Uptown,” Huth said. “Eighty percent of what we are doing is more workforce housing than market rate.”

Still, the 5-acre Stemmons Freeway project includes a swimming pool, a children’s playground and a fitness center. HEDK Architects designed the project.

Palladium USA is building a larger workforce housing apartment community as part of the redevelopment of the Redbird Mall in southwest Dallas. The 300-unit Redbird rental community, which opens early next year, will also include market rate units.

“We set up our leasing center there across from our Redbird site,” Huth said. “We had 100 pieces of traffic over the weekend. That’s going to be a phenomenal deal for us.”

Palladium USA has other new projects in the Dallas-Fort Worth area and beyond. “We started construction of our developments in Venus (southwest of Dallas) and Port Aransas in June, and will close our deals in Little Elm, Midland, Fort Worth and Garland

by year-end,” Huth said. "We are doing deals all over the city of Dallas.

“We have never been busier.”



Palladium USA’s new rental community in the Redbird Mall redevelopment will open early next year. (Palladium USA)



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