

## Lots rising around H-E-B's first Dallas County store



Self-storage units are rising next to a new H-E-B store in the Las Colinas area of Irving.  
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By [Plamedie Ifasso](#) – Staff Writer, Dallas Business Journal  
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The first piece of a redevelopment effort in Las Colinas that will include the first H-E-B store in Dallas County is a little more than halfway completed.

LaTerra Development LLC is currently [constructing a 161,250-square-foot self-storage facility](#) and a 34,000-square-foot indoor and outdoor RV and boat storage complex at 2488 Market Place Blvd., replacing an old Fry's store.

It will be part of the same 19-acre site where H-E-B LP is currently developing a [119,047-square-foot grocery store](#), which is scheduled to be delivered in June 2026 and generate about 700 jobs.

Chris Tourtellotte, managing director at LaTerra, said his firm is more than 60% finished with the project and on track to deliver it by the end of this year. Recent work on the multimillion-dollar project included laying cement for the second level deck in the existing building, completing the walls for the second building in the development and starting the installation of the storage lockers.

Construction will now focus on completing exterior building work and finishing the installation of the RV and boat storage stalls and lockers, Tourtellotte said.

*Below: Map shows location of redevelopment project; H-E-B has purchased 12.5 acres fronting I-635, while the LaTerra self-storage facility is rising at the back of the site.*

The project is the Los Angeles-headquartered company's first development in North Texas. Tourtellotte said the firm continues to explore opportunities to purchase additional self-storage and multifamily assets in Dallas-Fort Worth.

"We're seeing great buying opportunities as there are many forced sellers in the market with maturing debt on the horizon that cannot be refinanced without injecting additional equity," Tourtellotte said in an email. "We remain bullish on DFW due to the continued in-migration and strong employment growth."

LaTerra Development is a real estate investment and development firm with more than 3,000 multifamily units and 1.5 million square feet of self-storage properties across the country.