Case Study

Data Bank DFW13 Data Center

Red Oak, Texas

Executive Summary

DataBank, which is a leading provider of Data Center colocation and cloud solutions, and is expanding its footprint in the Dallas-Fort Worth (DFW) region with the development of the Red Oak Campus. As part of this ambitious 292-acre project, DFW13 represents a key **Phase 2 Facility** designed to meet surging demand for AI and High-Performance Computing (HPC). Located in Red Oak, Texas, DFW13 is expected to deliver 60MW of Critical IT power across a 405,888-square-foot footprint, contributing to the campus's total capacity of 480MW and 3.4 million gross square feet. This Case Study explores the strategic rationale, design innovations, construction challenges, and anticipated impacts of DFW13, highlighting DataBank's role in positioning Dallas as a Global Data Center Hub.

Introduction

Company Background

Founded in 2009 and headquartered in Dallas, DataBank has grown into one of North America's premier Data Center operators, managing over 65 facilities across 24+ markets. The company specializes in colocation, interconnection, and hybrid cloud services, serving enterprises in sectors like finance, healthcare, and technology. With a focus on reliability and scalability, DataBank's infrastructure supports Mission-Critical workloads, including AI training and Inference (process of using a trained AI model to make predictions, decisions, or generate outputs based on new, unseen input data).

Ted J. Pappas, Director of Operations Nov 21st, 2025

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Market Context

The DFW metroplex has emerged as a prime Data Center destination due to its robust power grid, fiber connectivity, favorable business climate, and proximity to major tech hubs. As of this Case Study, demand for AI-ready facilities has skyrocketed, driven by Hyperscalers and Enterprises investing in generative AI. DataBank's CEO, Raul Martynek, has noted that Dallas is poised to lead the nation in Data Center capacity, with the region already hosting Databank hubs in Dallas, Richardson, Plano, and now Red Oak. The Red Oak Campus addresses this by providing scalable, sustainable infrastructure amid a projected 20-30% annual growth in regional capacity needs.

Project Overview

Announced in September 2024, the Red Oak Campus is DataBank's largest greenfield development to date, spanning 292 acres in Ellis County, approximately 21 miles south of downtown Dallas. The site, acquired for strategic expansion, will eventually house eight Data Centers, each offering up to 200,000 raised square feet of colocation space. Phase 1 encompasses four buildings (DFW9–DFW12), delivering 800,000 raised square feet and 240MW of power, with initial readiness for service (RFS) targeted for Q2 2026. Phase 2 will add four (4) more facilities, including DFW13, to reach full 1.6 million raised square feet and 480MW capacity.

DFW13, located at Batchler Road in Red Oak, is a purpose-built facility exemplifying DataBank's forward-thinking approach. It aligns with the campus's modular design, enabling rapid deployment for high-density AI workloads. The Project underscores DataBank's commitment to the "AI era," with features like advanced cooling and energy-efficient architectures to support power-intensive applications.

Design and Specifications

DFW13's design leverages DataBank's Universal Data Hall architecture, a standardized, repeatable model that optimizes for sustainability and performance. Key specifications include:

- ✓ Size and Layout: 405,888 gross square feet, with 200,000 raised square feet across multiple stories for efficient vertical scaling.

- ✓ Power Infrastructure: 60MW critical IT load, supported by an on-site substation and additional leaseable power. The campus's 400MW substation can scale to 480MW, with power costs averaging $5.51/kW in the market.
- ✓ Cooling and Sustainability: AI-optimized cooling systems, including direct-to-chip liquid cooling readiness, to handle densities up to 100kW per rack. The design incorporates over 1 million feet of Sealtite conduit, 990 miles of copper wire, and 333 miles of fiber optic cable **per building** for redundancy.
- ✓ Connectivity: Proximity to key digital infrastructure (within 1 mile) and TBD on-site carriers, ensuring low-latency interconnection to DFW's robust fiber network.
- ✓ Security and Compliance: Tier III-equivalent uptime, with physical and cyber safeguards compliant with SOC 2, HIPAA, and PCI DSS standards.

These features position DFW13 as a versatile hub for colocation, bare metal, and hybrid cloud services, catering to AI-driven enterprises.

Construction and Timeline

Construction on the Red Oak Campus began in early 2025, with Phase 1 mobilization involving massive logistical feats: 19,008 power whips, 198 miles of conduit, and extensive fiber deployment. As of this Case Study, site preparation and foundational work for DFW9–DFW10 are advancing, while DFW11–DFW12 permitting is complete. DFW13, as a Phase 2 asset, is in planning, with groundbreaking anticipated in 2027 and RFS by 2029–2030, depending on demand.

The project timeline reflects adaptive phasing:

- Q4 2025: Complete Phase 1 permitting for DFW11–DFW12.
- Q2 2026: DFW9–DFW10 operational.
- 2027–2028: Phase 2 initiation, including DFW13 site prep.
- Full Buildout (2030+): All eight facilities live.

DataBank's in-house construction team, partnered with architects like JHET, ensures cost efficiency……estimated at $256 million per building, scalable based on tenant pre-leasing.

Challenges and Solutions

Developing DFW13 amid rapid AI growth presented several hurdles:

- ✓ Power Availability: Texas's grid strains under Data Center loads. Solution: Secured a dedicated 400MW substation with expansion provisions, partnering with local utilities for renewable integration (e.g., solar offsets targeting 20% of consumption).
- ✓ Sustainability Pressures: High water and energy use in cooling. Solution: Adopted water-efficient evaporative systems and PUE (Power Usage Effectiveness)-optimized designs, aligning with DataBank's net-zero goals by 2030.
- ✓ Supply Chain Delays: Global shortages in transformers and cabling. Solution: Bulk procurement and modular prefabrication reduced lead times by 30%, enabling faster deployment.
- ✓ Talent and Zoning: Attracting skilled labor in rural Red Oak. Solution: Community partnerships for workforce training and streamlined Ellis County approvals, minimizing NIMBY (Not In My Backyard) concerns through economic impact disclosures.

These strategies not only mitigated risks but enhanced DFW13's resilience, with **99.999% uptime guarantees**.

Economic and Strategic Impact

The Red Oak Campus, including DFW13, is projected to generate $500 million+ in annual economic output for Ellis County, creating 500+ construction jobs and 200 permanent roles. It bolsters Texas's status as an AI powerhouse, attracting tenants like Hyperscalers (e.g., Google has announced 40 billion investment in similar Texas Projects). Strategically, DFW13 extends DataBank's DFW portfolio to 12 facilities, enhancing interconnection ecosystems and reducing latency for edge computing. Environmentally, the campus's sustainable design sets benchmarks, with fiber deployments supporting broader digital connectivity in South Dallas.

Conclusion

DataBank's DFW13 exemplifies visionary infrastructure in an era of exponential Data growth. By integrating cutting-edge design with strategic phasing, the facility addresses

immediate AI needs while future-proofing for Hyperscale demands. As construction progresses toward 2026 milestones, DFW13 will solidify Red Oak as a cornerstone of DataBank's empire, driving innovation and economic vitality in Texas. For enterprises seeking scalable, AI-ready colocation, DFW13 represents not just space, but a gateway to tomorrow's digital economy.

This Case Study is based on publicly available data as of November 2025.