Case Study
Equinix's DA12 Data Center Campus

West Mockingbird Lane, Dallas, Texas

Executive Summary

Equinix, Inc., a Global Leader in digital infrastructure, announced plans in Q3 2025 to develop the DA12 Data Center campus at 1550 West Mockingbird Lane in Dallas, Texas. This $835 million project represents Equinix's ninth (9^{th}) facility in the Dallas-Fort Worth (DFW) region and underscores the area's explosive growth as a premier Data Center Hub. Spanning two four-story buildings totaling over 700,000 square feet, DA12 is designed to meet surging demand for colocation, interconnection, and cloud services amid the AI and digital transformation boom. Construction is scheduled to begin in February 2026, with the first phase completing by October 2027. The Project not only bolsters Equinix's footprint in the South Central U.S. but also promises significant economic contributions through job creation and infrastructure investment.

Introduction

Equinix operates over 260 Data Centers worldwide, providing carrier-neutral colocation, interconnection, and Hyperscale services to enterprises, cloud providers, and network operators. In the Americas, particularly the U.S., Equinix's facilities form the backbone of digital ecosystems, enabling low-latency connections critical for financial services, content delivery, and emerging technologies like AI and edge computing.

Ted J. Pappas, Director of Operations

Dallas has emerged as a strategic epicenter for this infrastructure, ranking as the fifth-most-interconnected Data Center market in the U.S. Its central location offers proximity to major population centers, robust fiber networks, and access to Latin American routes, making it ideal for telecommunications and internet exchange points. With eight existing Equinix Data Centers already in the DFW area, including the iconic Infomart Building, DA12 marks a bold expansion to capture growing demand from Hyperscalers and Enterprises.

Background: Dallas as a Data Center Powerhouse

The DFW metroplex hosts one of the largest concentrations of Data Centers in North America, driven by factors such as affordable power, tax incentives, and a business-friendly environment. The region benefits from the largest internet exchange in the South Central U.S., fostering high-performance peering among telecom carriers, broadband providers, and cloud giants like Microsoft Azure and Google Cloud. Equinix's Dallas facilities already support connections to over 7.6 million residents via last-mile networks, reducing latency for applications in finance, media, and e-commerce.

Demand has surged, fueled by AI workloads and hybrid cloud adoption. Equinix's Q3 2025 earnings highlighted this trend, with annualized gross bookings reaching $394 million and interconnection additions totaling 7,100, reflecting 8% year-over-year revenue growth to $2.32 billion. The DA12 announcement, embedded in these results, signals Equinix's confidence in DFW's trajectory, where Data Center inventory has grown 20% annually.

From Demolition to Digital Frontier - The DA12 Project:

The DA12 campus occupies a 15-acre site previously home to the Taylor Publishing Company and Balfour Publishing, structures that were demolished to make way for modern infrastructure. Located at 1550 West Mockingbird Lane in Dallas's west side, near major highways like I-35E and the Dallas Market Center, the site offers excellent accessibility for fiber optic deployments and urban expansion.

Key Project Milestones

Phase	Building	Size	Timeline	Investment
DA12-1	Four-story colocation facility	372,515 sq ft (34,608 sq m)	Construction: Feb 2026 – Oct 2027	~$542.8 million
DA12-2	Four-story expansion building	~300,000 sq ft (estimated)	Construction: Sep 2027 – Mar 2028	~$293.7 million
Total	Two-building campus	~672,515 sq ft	Full operations by 2028	~$835 million

Permits were filed in late 2025 with Dallas County, aligning with Equinix's aggressive capital expenditure guidance of $3.8–$4.2 billion for the year. The Project will integrate seamlessly with Equinix's **Platform Equinix®**, enabling direct interconnections to global networks and clouds.

Strategic Objectives and Market Drivers

Equinix's DA12 initiative addresses capacity constraints in its existing DFW portfolio, where utilization rates exceed 80%. The facility targets high-density workloads, including AI training and real-time analytics, by offering N+1 redundancy in cooling and power systems for 99.999% uptime. It will enhance **Equinix Fabric®** for software-defined connectivity and Equinix **Performance Hub®** for optimized WAN (Wide Area Networks) architectures.

Dallas's appeal lies in its ecosystem: Over 300 networks already interconnect at Equinix sites, including major carriers and content providers. DA12 will amplify this, providing low-latency access to Latin America and serving the 7.6 million-person DFW metro area. The project responds to broader market dynamics, where U.S. Data Center demand is projected to grow 15% annually through 2030, driven, partly, by Edge Computing and 5G / 6G rollout.

Note that the 5G rollout has and does have a massive and direct impact on Data Centers, in fact, it's one of the biggest drivers of new Data-Center construction and upgrades. Thousands of new “Edge” Data Centers (small to medium size, 1–50 MW) are being built right next to 5G Cell Towers to accommodate ~1 million devices per square kilometer (6G device density will accommodate up to 10 million devices per kilometer squared). They are used for URLLC (Ultra-Reliable Low-Latency

Communication) with use cases such as AR/VR, autonomous vehicles, industrial robotics and consist of 1-5 Rack with a few servers per cabinet.)

Design Features and Sustainability Commitment

DA12 is engineered for efficiency and resilience, featuring:

- ✓ Redundancy and Scalability: N+1 cooling with advanced HVAC systems; modular design for phased power upgrades up to 100 MW.
- ✓ Interconnection Hub: Direct on-ramps to Equinix Internet Access for multi-carrier peering and **Equinix Data Hub®** for IoT (Internet of Things) and analytics.
- ✓ Security: Carrier-neutral halls with biometric access, 24/7 monitoring, and compliance to **Uptime Institute Tier III Standards**.

Sustainability is core to Equinix's ethos, with DA12 poised to align with company-wide goals of 100% renewable energy coverage, a global Power Usage Effectiveness (PUE) of 1.3, and Water Usage Effectiveness (WUE) of 0.95 liters per kWh. The facility will incorporate low-carbon alternatives like liquid cooling for high-density racks, reducing environmental impact while supporting clients' decarbonization efforts. Equinix's 2024 sustainability report highlights 96% renewable coverage across its portfolio, a benchmark DA12 will exceed through on-site solar integration and energy-efficient LEDs.

Economic and Community Impact

The ~$835 million investment injects vital capital into Dallas's economy, revitalizing a former industrial site into a tech landmark. While specific job figures are pending, similar Equinix projects have created 200–300 construction roles per phase and 50–100 permanent positions in operations and engineering. The campus will attract tech firms, boost local suppliers and foster STEM Education PAartnerships.

Future Outlook

Upon completion in 2028, DA12 will add 100+ MW of critical IT load, capturing 10–15% of incremental DFW demand. It positions Equinix to serve emerging sectors like autonomous vehicles while enabling clients to scale sustainably. As AI adoption accelerates, DA12's high-performance design will drive Equinix's AFFO (Adjusted Funds From Operations…. A key financial metric used primarily by Real Estate

Investment Trusts (REITs) to measure their operating performance and cash flow generation) growth to 11–13% in 2025/26.

Conclusion

The DA12 Data Center exemplifies Equinix's foresight in a hyper-connected world, transforming a historic Dallas site into a catalyst for innovation. By investing in redundancy, sustainability, and interconnection, Equinix not only meets market needs but elevates Dallas's role in the Global Digital Economy. This Project heralds a new era of resilient infrastructure, promising long-term prosperity for stakeholders and the community alike.