



# Welcome to Assembly Park

DINE, CREATE & GATHER



# A Place to Dine, Create & Gather

Assembly Park is the reimagination of a forgotten 1980s shopping mall into a creative, walkable mixed-use neighborhood providing area residents and daily visitors with a modern connection to the outdoors and an active and healthy lifestyle. The transformation of the site features 180,000 square feet of creative office space, 305 Class A urban-style apartments and townhome units, and 16,000 square feet of walkable concept-driven retail and dining space. The office, retail, and residential surrounds newly developed parks and green space. These outdoor areas include family-friendly kids' play structures, dog parks, and an event lawn providing visitors and users with a daytime escape and an evening hub of entertainment hosting live music, outdoor fitness, and evening movie screenings.

## Becoming Assembly Park



Update existing structure to a modern design.



Provide fresh space for collaboration and creation.



Develop a new culinary destination.



Create a family-friendly park-like environment.



Connect to community with hike and bike trails.



Enhance area interaction through on-site events



Build a modern on-site living community.



Heighten and develop community culture.



Provide space for local artists and talents.

# Mixed-Use with a Single Goal

Assembly Park offers residents, employees, and the community an offering unlike anything found in Dallas-Fort Worth with a truly walkable, pedestrian, and family-friendly environment to gather, dine, collaborate and live with a focus on nature in an easily accessible and visible location. With hike and bike paths connecting employees and visitors to neighboring communities and the Oak Point Nature Preserve, traveling and exploring Assembly Park becomes a regular daily adventure.


## MIXED-USE DEVELOPMENT PROGRAM

Land Area	26 acres
Residential	304 units
Creative Office	180,000 sf
Dining & Retail	16,000 sf
<b>Total</b>	<b>1,641,300 sf</b>

## POTENTIAL ON-SITE POPULATION

Residents	520
Employees	1,650
<b>Total Population</b>	<b>2,170</b>



-  Assembly Park
-  Creative Office
-  Multifamily
-  Dining & Retail
-  Parks & Greenspace

75



K AVENUE

DES MOINES DRIVE

Creative Office

Multifamily

Dining & Retail

Assembly Park

Dog Park

Kids Park

E SPRING CREEK PARKWAY



Multifamily

Creative Office

Park & Greenspace

Dining & Retail



# Availabilities & Opportunities

Up to 16,000 SF of retail and dining space

- 1** Building 8,620 SF | Patio 3,510 SF
- 2a** Building 1,988 SF | Patio 1,312 SF
- 2b** Building 1,329 SF | Patio 210 SF
- 3** Building 4,350 SF | Patio 338 SF



# Retail at a Glance

- 16,000 SF of ground-up retail space surrounded by 180,000 SF of creative office and 305 units of new multifamily
- Ideal location with direct access to major arterials, established neighborhoods, and nearby public transportation
- Secured and direct access to individual retail space
- Access to state-of-the-art fitness and communal collaborative space within the property's creative office



CONSUMER DEMOGRAPHICS ( 1-3-5 MILES)			
Media Age	35.4	38.3	38.7
Population	8,948	112,625	316,225
Number of Households	3,463	40,869	112,230
Avg. Household Income	\$102,243	\$105,415	\$122,376
Median Home Value	\$290,777	\$297,192	\$336,480

## CONSUMER PROFILES

### SINGLES & STARTERS

Household Type	Single
Average Household Size	1 person
Head of Household Age	25-30
Household Income	\$50,000 - \$70,000
Education	Some college
Type of Property	Renters

### POWER ELITE

Household Type	Married
Average Household Size	2 persons
Head of Household Age	51-65
Household Income	\$250,000+
Education	Bachelor or Graduate Degree
Type of Property	Homeowners

### FLOURISHING FAMILIES

Household Type	Married with kids
Average Household Size	2 persons
Head of Household Age	36-45
Household Income	\$125,000 - \$149,000
Education	Bachelor Degree
Type of Property	Homeowners



# Building 1 Dining & Retail



Buildings 2 & 3 Dining & Retail



# A Full Calendar of On-Site Events

Assembly Park developer, Triten Real Estate Partners, holds a strong reputation for creating lively destinations that cater to the community with a long list of desirable, unique, and family-friendly events that draw in crowds from local neighborhoods and nearby cities. Their most recently delivered development, M-K-T Heights is a common source of entertainment in Houston and is known for always having something fun to do and to look forward to. M-K-T's programming is a tool and resource for on-site tenants and business owners to help gain more community exposure and to help increase site foot traffic on a consistent basis. This type of programming will be mimicked at Assembly Park as portions of the property have been planned and designed specifically with community involvement and entertainment in mind. Since delivery, M-K-T has accomplished:

**NUMBER OF EVENTS PER YEAR**

265 Events

**@MKTHEIGHTS INSTAGRAM**

+25,000 Followers

**REGULAR & REOCCURING EVENTS**

Yoga on the Lawn

10-30 PARTICIPANTS

Trail Mix: Music & Magic

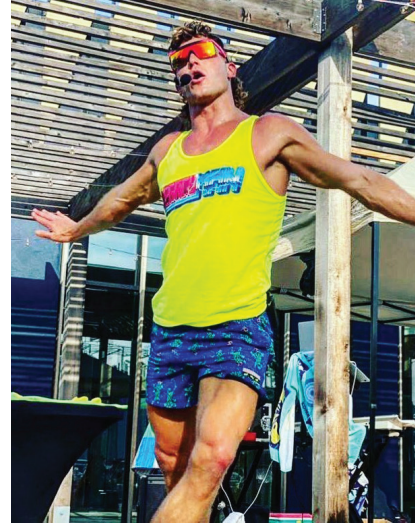
40-80 PARTICIPANTS

Friday Night Fever

40-80 PARTICIPANTS

M-K-T Sunset Market

1,500-3,000 PARTICIPANTS





**PLANO ISD ATHLETICS**

- John Clark Stadium seats a total of 14,224 visitors
- Includes Clark East Field and Clark Central Fields

**LEGACY CENTRAL**

- 3,600 on-site employees
- 1 million SF of office (100% leased)
- 150-key upscale select service hotel
- 800 luxury apartment units
- 20,000 SF food and beverage retailers

**OAK POINT NATURE PRESERVE**

- 800 acres | Plano's largest park
- 8 miles paved trails, 5 miles of soft trails
- Location of the annual Balloon Festival
- Provides opportunities to fish, hike, bike & kayak

**PLANO EVENT CENTER**

- 300-400 events per year
- 239,600 new visitors per year
- 334,800 total visits per year

**OAK POINT RECREATION CENTER**

- 44,000 new visitors per year
- 284,200 total visits per year

**COLLIN COLLEGE SPRING CREEK CAMPUS**

- 174,000 new visitors per year
- 2.15 million visits per year

## Popular destinations within a half-mile of Assembly Park

----- Hike and Bike Trails

# Envision Oak Point

## ENHANCING COMMUNITY, ESTABLISHING PLACE

Envision Oak Point is a long-range plan representing the East Plano community's vision of enhancing the 730-acre segment of land serving as Plano's northeast gateway. This plan serves as a guide for the future of this area. The Envision Oak Point vision and strategic plan will enhance the community and aid in establishing East Plano as a social hub and will help shape unique, amenity-rich neighborhoods by connecting them to the area's diverse population and to its vast network of natural features and civic spaces. The plan is intended to enhance the community by accommodating needed mobility improvements, encourage reinvestment in East Plano (like Assembly Park), and complimenting key amenities such as Collin College, Plano Event Center, and the Oak Point Park and Nature Preserve.

## ENVISION OAK POINT AND ASSEMBLY PARK

The Envision Oak Point plan has helped enhance the vision of Assembly Park and was inspirational when creating a neighborhood-friendly, easily accessible outdoor destination. Features that will be found at Assembly Park, working in coordination with the Envision Oak Point plan are:

- the planting of over 300 native species trees and plants
- the inclusion of about a mile of freshly paved hike-and-bike-friendly paths connecting East Plano residents to Assembly Park
- the planting of the Assembly Park central park which will be the property's hub of entertainment which will include a packed calendar of weekly and nightly events



# A Second Chance in the Making

The existing mall, known today as the Plano Market Square Mall, holds a special memory with those who called or once called Plano home. Originally opened in 1983, residents flocked to the site to enjoy an upscale shopping experience promising quality goods with discounted prices. Since its opening, the site has been a continual chameleon of change providing different concepts and offerings grasping to maintain vibrance and activation at the location. The mall was purchased in 2021 by Triten Real Estate Partners with the promise to bring change to the community and provide a local hub of entertainment, fresh new concepts and offerings, and a destination that is inspired by people's desire to reconnect and maintain a healthy and active lifestyle.

## A WORLD RECORD HOLDER

For the grand opening of the Outlet Malls of America in 1983, a 224-foot tall flag pole was installed making it the largest in the World at the time. Using a five-horsepower electric winch, a 5,000 square foot American flag was raised to the top creating a landmark for visitors. The flag pole still stands in its original location and is included in the plans of the Assembly Park redevelopment.



**1983**  
The grand opening of Outlet Malls of America takes place with famed radio host Paul Harvey leading the ceremonies.

**1986**  
The mall's interior space was programmed with special community programs such as a fitness class led by Richard Simmons.

**1994**  
The facility is now known as Plano Market Square Mall. Garden Ridge Pottery moves in and brings life back to the property before declining in the 2000s.

**2021**  
Triten Real Estate Partners purchases the Plano Market Square Mall and puts forth plans to redevelop the property into a mixed-use destination



## Project Team

### DEVELOPER



Triten Real Estate is a full-service, vertically integrated real estate development and operating company that pursues opportunities across Texas. Triten focuses on identifying unique investment opportunities where value can be created through a tailored experience focused on the changing trends in our industry. With a heavy focus on market research and innovation, Triten is active in development, value add repositioning, as well as undervalued assets where a mark-to-market arbitrage can be achieved.

The Triten team has over 50 years of experience, manages over 3 million square feet of property, supports over 200 tenant partners and has a portfolio of \$400 million dollars of gross asset value.

### ARCHITECTS

#### Michael Hsu Office Of Architecture

Michael Hsu Office of Architecture was formed in 2005 with the goal of producing locally-engaged, design driven architecture and interiors in Austin. MHOA endeavors to create livable, neighborhood-oriented urban spaces. Their work includes diverse projects ranging from mixed-use developments to original commercial interiors and residences.

MHOA advocates a simple, edited design palette, using available materials and techniques to create unexpected results. MHOA believes in the innate beauty of unadorned natural materials, carefully chosen, composed and crafted.



GFF is a distinguished, award winning, multi-disciplinary design firm based in Dallas, Fort Worth and Austin with a passion for creating memorable places. We have grown the practice to a staff of 140 by excelling in design, management, technology and service through repeat engagements for real estate development, corporate and institutional clients. GFF serves as the corporate umbrella to four distinct practice groups: GFF Architects, with 10 design studios specializing in multiple building types; GFF Interiors, offering full service interior design capabilities, GFF Landscape, providing landscape architectural services; and GFF Planning, a studio focused on large-scale land-use planning, campus plans, urban design and zoning processing assistance.



# Assembly Park

[WWW.ASEMBLYPARKPLANO.COM](http://WWW.ASEMBLYPARKPLANO.COM)