

# Welcome to Assembly Park

A PLACE TO DINE, CREATE & GATHER

PLANO, TX





# 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 future transformation of the site will feature 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 will surround newly developed parks and green space. These outdoor areas will include family-friendly kids' play structures, dog parks, and an event stage 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.



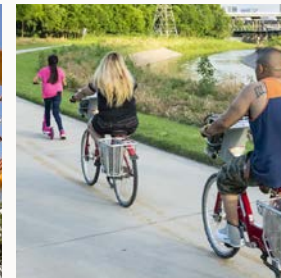
Provide fresh space for collaboration and creation.



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 will offer 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>



75

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



K AVENUE

DES MOINES DRIVE

E SPRING CREEK PARKWAY



# Discover East Plano

The city of Plano is best known for being voted one of the best places to live in the U.S. and for being ranked No. 1 for best parks in Texas, making it unquestionable why many leading global corporations call Plano home. Companies that land at Assembly Park reap the benefits of the neighboring talented workforce and established corporate HQs, well-established residential neighborhoods, and easy freeway accessibility.

Assembly Park is located in East Plano, less than 20 miles north of Downtown Dallas and found between the recently completed Legacy Central and The Oak Point Nature Preserve. The site is bordered by US 75, one of the largest north-south thoroughfares in DFW, giving it excellent visibility and easy access to the entire DFW Metroplex. Providing even more access to DFW, the Property is located between SH 121 and President George Bush Turnpike.



**CURRENT DEMOGRAPHICS**

**No.1**  
BEST PARKS  
IN TEXAS

**No.7**  
BEST CITY TO  
LIVE IN THE US

**45K**  
POPULATION  
1-3 MILE RADIUS

**36.5**  
MEDIAN AGE  
1-3 MILE RADIUS

**\$98K**  
AVG HOUSEHOLD  
INCOME  
1-3 MILE RADIUS

**267K**  
POPULATION  
3-5 MILE RADIUS

**38.2**  
MEDIAN AGE  
3-5 MILE RADIUS

**\$122K**  
AVG HOUSEHOLD  
INCOME  
3-5 MILE RADIUS

**898K**  
POPULATION  
5-10 MILE RADIUS

**37.5**  
MEDIAN AGE  
5-10 MILE RADIUS

**\$118K**  
AVG HOUSEHOLD  
INCOME  
5-10 MILE RADIUS





**PLANO ISD ATHLETICS**

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

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**LEGACY CENTRAL**

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

[Read More](#)

**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

[Read More](#)

**PLANO EVENT CENTER**

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

[Read More](#)

**OAK POINT RECREATION CENTER**

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

[Read More](#)

**COLLIN COLLEGE SPRING CREEK CAMPUS**

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

[Read More](#)

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

----- Hike and Bike Trails



# 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



FUTURE



PRESENT DAY





Assembly Park will feature expansive parks and green space which will host a mix of daily events and family-friendly activities. 🌿

Officing at Assembly Park provides an unmatched environment providing multiple versions of creative space and breakout rooms for peek collaboration and productivity. 





Take in an evening concert in the park from the patio of one of Assembly Parks' coveted dining offerings. 

Surrounded by newly paved hike and bike trails,  
signature green space directly outside your doorstep,  
and a full calendar of live nightly and weekly  
events, living at Assembly Park delivers a  
lifestyle second to none. 





## 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.

### OFFICE LEASING

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### RETAIL LEASING

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## Assembly Park

WWW.ASEMBLYPARKPLANO.COM



## Information About Brokerage Services

*Texas law requires all real estate license holders to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords.*

**TYPES OF REAL ESTATE LICENSE HOLDERS:**

- **A BROKER** is responsible for all brokerage activities, including acts performed by sales agents sponsored by the broker.
- **A SALES AGENT** must be supervised by a broker to perform any services and works with clients on behalf of the broker.

**A BROKER’S MINIMUM DUTIES REQUIRED BY LAW (A client is the person or party that the broker represents):**

- Put the interests of the client above all others, including the broker’s own interests;
- Inform the client of any material information about the property or transaction received by the broker;
- Answer the client’s questions and present any offer to or counter-offer from the client; and
- Treat all parties to a real estate transaction honestly and fairly.

**A LICENSE HOLDER CAN REPRESENT A PARTY IN A REAL ESTATE TRANSACTION:**

- **AS AGENT OR SUBAGENT FOR OWNER (SELLER/LANDLORD):** The broker becomes the property owner’s agent through an agreement with the owner, usually in a written listing to sell or property management agreement. A subagent represents the owner, not the buyer, through an agreement with the owner’s broker. An owner’s agent must perform the broker’s minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, including information disclosed to the agent or subagent by the buyer or buyer’s agent.
- **AS AGENT FOR BUYER/TENANT:** The broker becomes the buyer/tenant’s agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer’s agent must perform the broker’s minimum duties above and must inform the buyer of any material information about the property or transaction known by the agent, including information disclosed to the agent by the seller or seller’s agent.
- **AS AGENT FOR BOTH – INTERMEDIARY:** To act as an intermediary between the parties the broker must first obtain the written agreement of *each party* to the transaction. The written agreement must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker’s obligations as an intermediary. A broker who acts as an intermediary:
  - Must treat all parties to the transaction impartially and fairly;
  - May, with the parties’ written consent, appoint a different license holder associated with the broker to each party (owner and buyer) to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction.
  - Must not, unless specifically authorized in writing to do so by the party, disclose:
    - That the owner will accept a price less than the written asking price;
    - That the buyer/tenant will pay a price greater than the price submitted in a written offer; and
    - any confidential information or any other information that a party specifically instructs the broker in writing not to disclose, unless required to do so by law.

**TO AVOID DISPUTES, ALL AGREEMENTS BETWEEN YOU AND A BROKER SHOULD BE IN WRITING AND CLEARLY ESTABLISH:**

- The broker’s duties and responsibilities to you, and your obligations under the representation agreement.
- Who will pay the broker for services provided to you, when payment will be made and how the payment will be calculated.

**LICENSE HOLDER CONTACT INFORMATION:** This notice is being provided for information purposes. It does not create an obligation for you to use the broker’s services. Please acknowledge receipt of this notice below and retain a copy for your records.

<b>Venture Commercial Real Estate, LLC</b>	<b>476641</b>	<b>info@venturedfw.com</b>	<b>214-378-1212</b>
Broker’s Licensed Name or Primary Assumed Business Name	License No.	Email	Phone
<b>Michael E. Geisler</b>	<b>350982</b>	<b>mgeisler@venturedfw.com</b>	<b>214-378-1212</b>
Designated Broker’s Name	License No.	Email	Phone
<b>XXXXXXXXXXXXXXXXXXXXXXXXXXXX</b>	<b>XXXXXXXXXXXX</b>	<b>XXXXXXXXXXXXXXXXXXXXXXXXXXXX</b>	<b>XXXXXXXXXXXX</b>
Agent’s Supervisor’s Name	License No.	Email	Phone
<b>Ryan Smith</b>	<b>638784</b>	<b>rsmith@venturedfw.com</b>	<b>214-378-1212</b>
Sales Agent/Associate’s Name	License No.	Email	Phone

\_\_\_\_\_  
Buyer/Tenant/Seller/Landlord Initials

\_\_\_\_\_  
Date





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Agent's Supervisor's Name	License No.	Email	Phone
<b>Michael Mendelsohn</b>	<b>720570</b>	<b>mmendelsohn@venturedfw.com</b>	<b>214-378-1212</b>
Sales Agent/Associate's Name	License No.	Email	Phone

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