



# The Hub

Leasing Memorandum

## RESTAURANT SPACE AVAILABLE

Community Powered Entertainment Venues. Ridiculously Good Food. A Festival EVERY SINGLE DAY.

HUB Partners - 2023 Confidential





# RESTAURANT SPACE FOR LEASE



The FARM is a 135 acre-mixed use project and winner of the Dallas Business Journal Mixed Use Deal of the Year

The Farm will have 1.6 million sf of Office, 2,400 urban residential units, a 150-room luxury hotel and 142,000 sf of retail/restaurants, 112 townhome units and senior living. At build-out, 4,000 people will live at The Farm with a daytime population of 5,000.

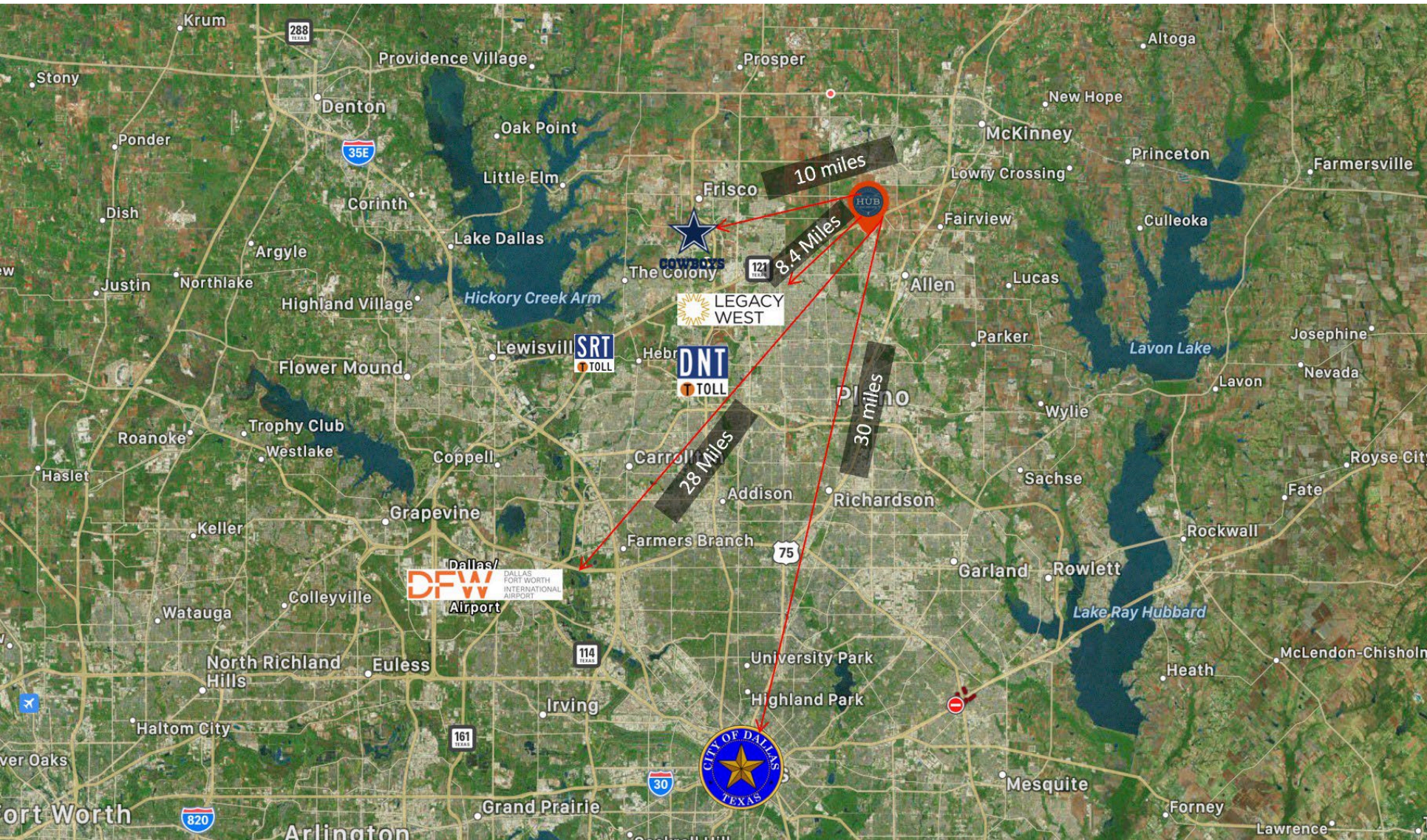
The HUB occupies 2.77 acres within The FARM as the anchor food, beverage and entertainment district.

The project is located at the Southeast corner of Sam Rayburn Tollway/121 and Alma Drive.



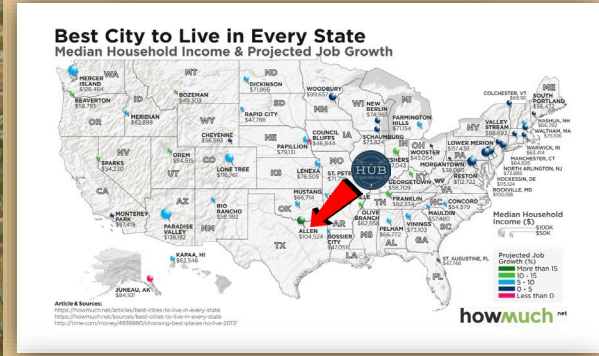


# RESTAURANT SPACE FOR LEASE



**Money**  
**BEST PLACES TO LIVE 2017**

**ALLEN, TEXAS IS**  
**MONEY'S #2**  
**BEST PLACE**  
**TO LIVE.**



### Population Growth

**24%**  
 INCREASE IN  
 COLLIN COUNTY  
 POPULATION FROM  
 2010 - 2017

\*2014 Texas Population Projections by Migration Scenario Data\* Texas State Demographer, NRS, 23 April 2016.



**166%**  
 PROJECTED INCREASE  
 IN COLLIN COUNTY  
 POPULATION GROWTH FROM  
 2018 - 2040\*

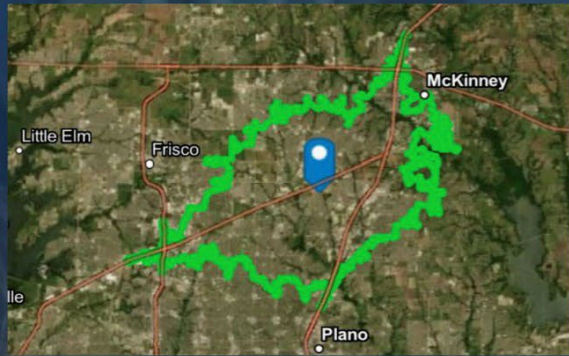
\*2014 Texas Population Projections by Migration Scenario Data\* Texas State Demographer, NRS, 23 April 2016.

*"The Dallas-Fort Worth-Arlington metro area added more people between 2015 and 2016 than any other metro in the country." - Texas State Demographer*





The HUB at The FARM in Allen, Texas



## The HUB - Demographic Analysis

Ten Minute Drive Time, 2021 Population

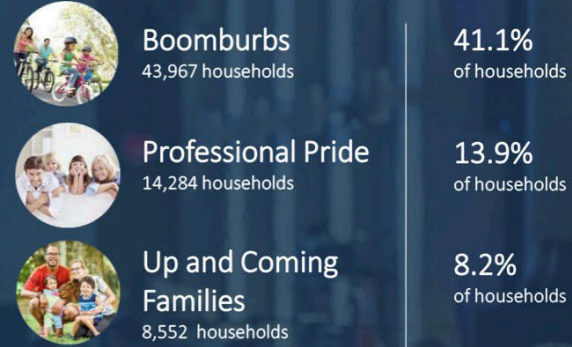
### HUB FAMILY KEY FACTS



### HUB INCOME FACTS



### TAPESTRY PSYCHOGRAPHICS



### ADDITIONAL HUB INDICATORS



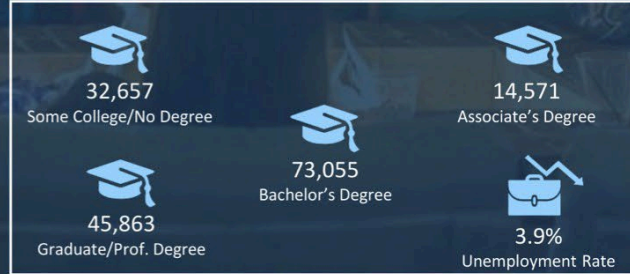
### HUB POPULATION FACTS



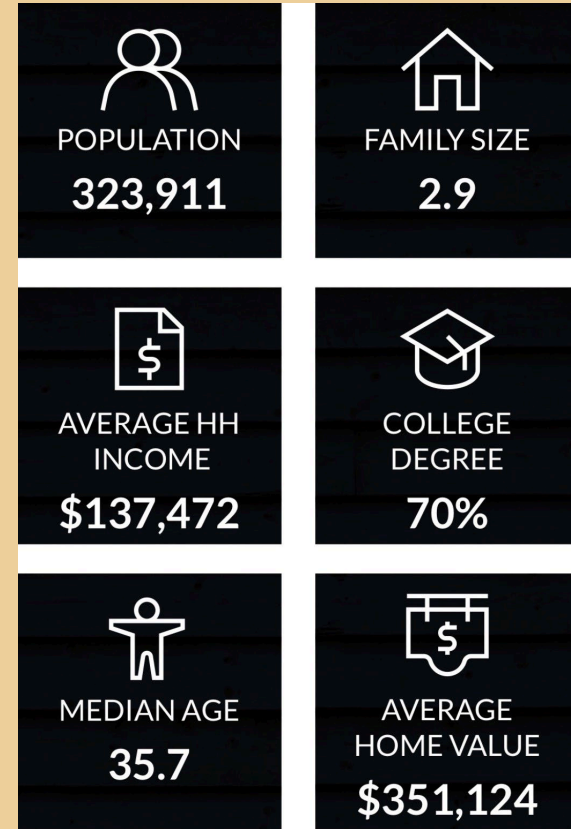
### HUB AGGREGATE INCOME & WEALTH



### EDUCATION & EMPLOYMENT



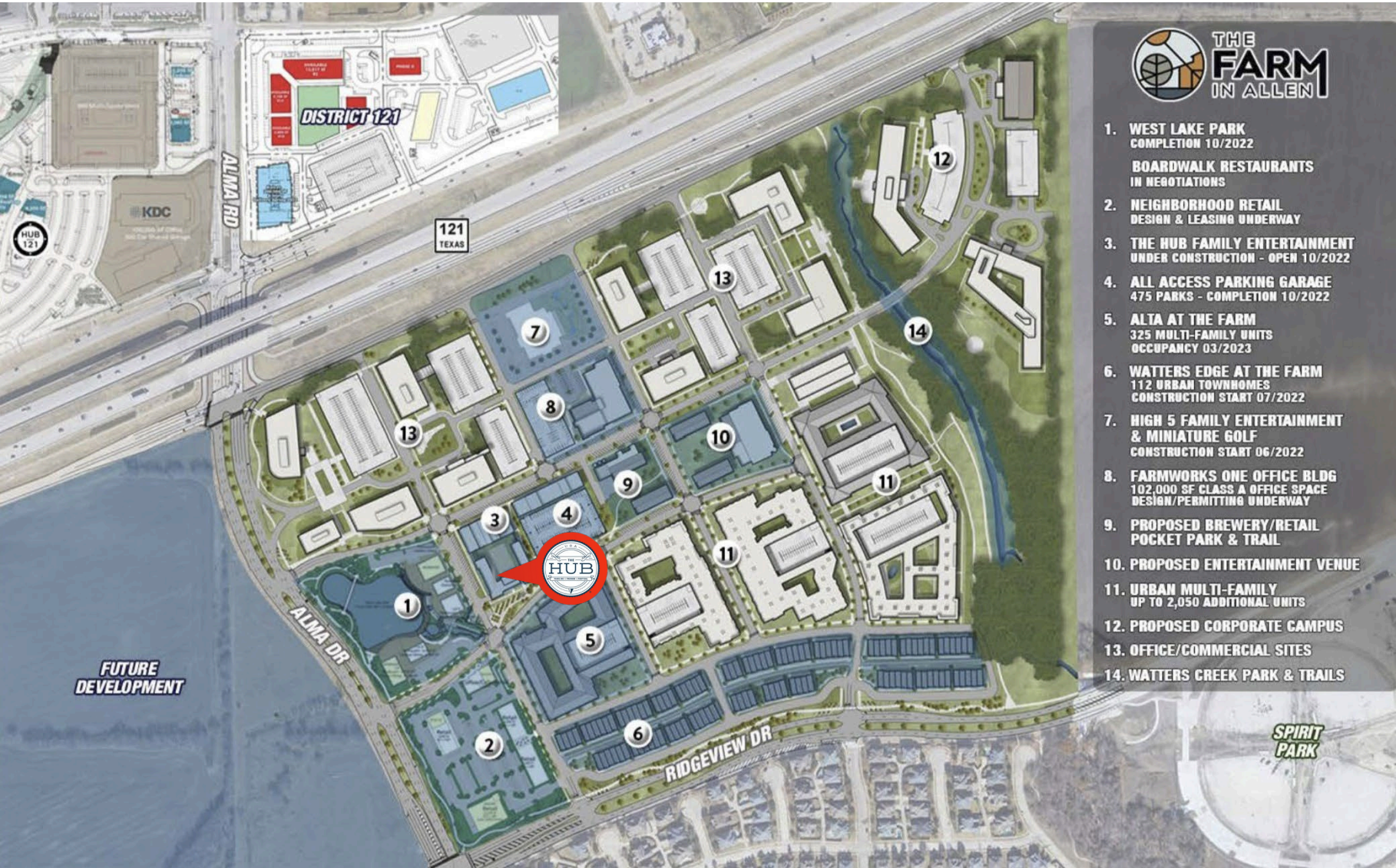
## 5 MILE RADIUS







# RESTAURANT SPACE FOR LEASE



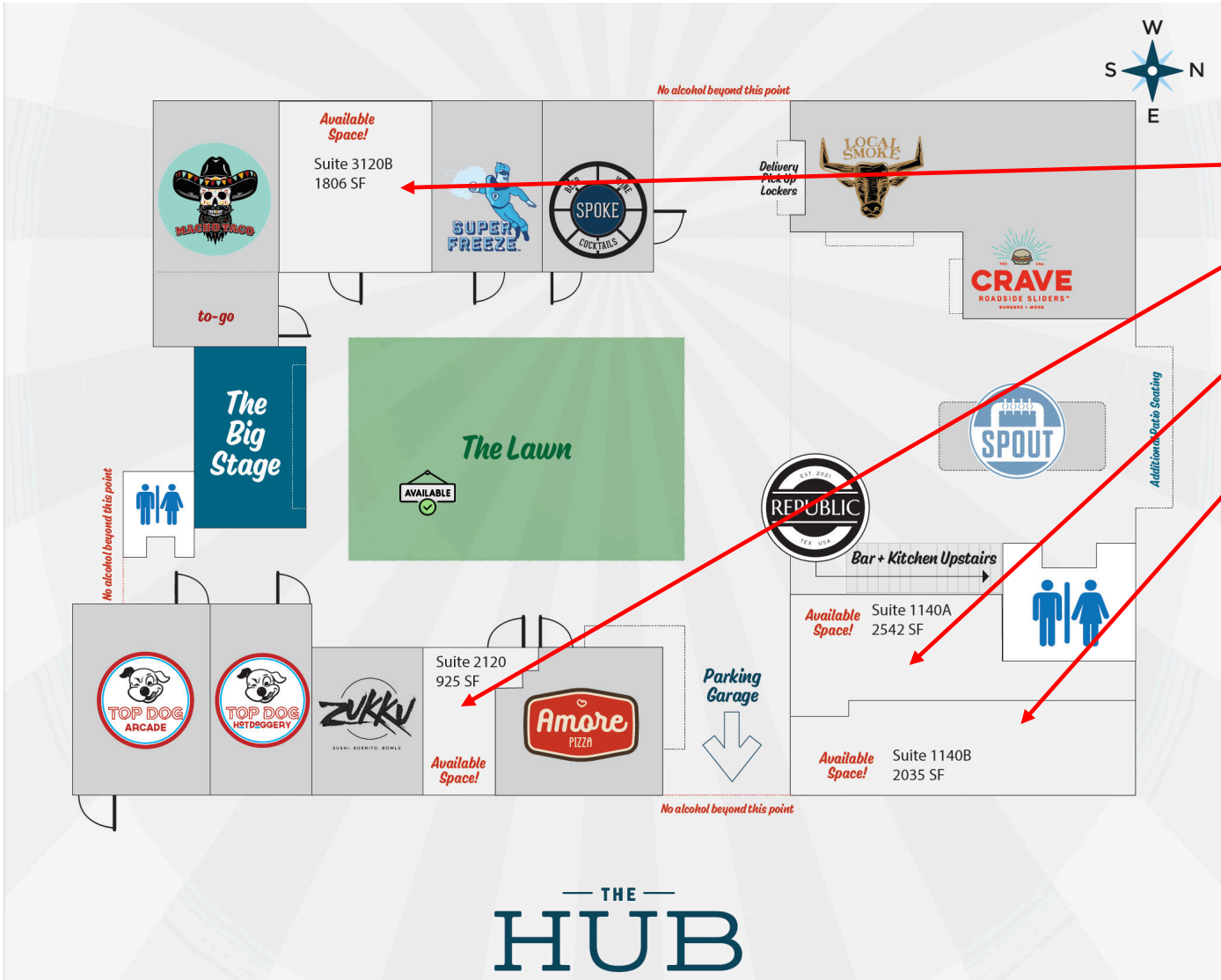
- THE FARM IN ALLEN**
1. WEST LAKE PARK  
COMPLETION 10/2022
  2. BOARDWALK RESTAURANTS  
IN NEGOTIATIONS
  3. NEIGHBORHOOD RETAIL  
DESIGN & LEASING UNDERWAY
  4. THE HUB FAMILY ENTERTAINMENT  
UNDER CONSTRUCTION - OPEN 10/2022
  5. ALL ACCESS PARKING GARAGE  
475 PARKS - COMPLETION 10/2022
  6. ALTA AT THE FARM  
325 MULTI-FAMILY UNITS  
OCCUPANCY 03/2023
  7. WATERS EDGE AT THE FARM  
112 URBAN TOWNHOMES  
CONSTRUCTION START 07/2022
  8. HIGH 5 FAMILY ENTERTAINMENT  
& MINIATURE GOLF  
CONSTRUCTION START 06/2022
  9. FARMWORKS ONE OFFICE BLDG  
102,000 SF CLASS A OFFICE SPACE  
DESIGN/PERMITTING UNDERWAY
  10. PROPOSED BREWERY/RETAIL  
POCKET PARK & TRAIL
  11. PROPOSED ENTERTAINMENT VENUE
  12. URBAN MULTI-FAMILY  
UP TO 2,050 ADDITIONAL UNITS
  13. PROPOSED CORPORATE CAMPUS
  14. OFFICE/COMMERCIAL SITES
  14. WATERS CREEK PARK & TRAILS







# RESTAURANT SPACE FOR LEASE



**Available Space:**

<b>Suite 3120B</b>	
Square Ft:	1,806
<b>Suite 2120</b>	
Square Ft:	925
<b>Suite 1140A</b>	
Square Ft:	2,542
<b>Suite 1140B</b>	
Square Ft:	2,035
<b>Suite 1140A&amp;B</b>	4,577 sf

**Project Details**

Leasable Square Footage	22,922
Event Plaza/Event Lawn	17,675
Shared Dining Plaza	15,450
TTL Shared Space	33,125
Total Restaurant Spaces	10
Hub Operator Spaces (31.3%)	7,169
Tenant Roster (68.7%)	15,753
Hub Footprint (189' x 289') acreage	1.24
Project Acreage	2.77





# RESTAURANT SPACE FOR LEASE



## PROVEN PERFORMANCE

- Daily Entertainment
- Significant Common Area Seating

## DRIVERS

- ❖ ¾ of an Acre of Common Area
- ❖ \$4 million + in Shared Dining Space
- ❖ DAILY Programming
- ❖ Traffic Generation
- ❖ Community Hub Destination
- ❖ Open-Air, Outdoor Space
- ❖ Weather Protected
- ❖ Family Friendly
- ❖ Big Tables, Open Seating
- ❖ Come As You Are
- ❖ Variety of Food Options “No Veto”
- ❖ Excellent Parking Options
- ❖ Convenient within 10 Minute Drive
- ❖ Accessible

# THE HUB IS A FESTIVAL EVERY SINGLE DAY



A vibrant outdoor patio scene at dusk. The space is filled with people of various ages, including children and adults, engaged in social activities. In the center, a man in a striped shirt is lifting a young child into the air. The background shows a building with large windows and warm interior lights, and the foreground is filled with people sitting at tables and walking around. The overall atmosphere is lively and social.

An OASIS where the everyday focus is simply  
quality time with family and friends.

**Now, More Than Ever.**

**Open Space.** Entertainment. Food & Beverage.

**Good, Clean Fun.**