

THE AMAZON EFFECT: IMPACT ON NORTH TEXAS

DFW BRIMMING WITH POTENTIAL AMAZON HQ2 SITES

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When it comes to finding big, open spaces at affordable prices to build a new corporate campus, North Texas seemingly has no shortage. And that certainly appears to be the case in the well-publicized real estate search of Amazon.com Inc. Here's a look at some of the top pitches for Amazon's HQ2 throughout 10 cities. At least 12 cities submitted roughly 30 properties to the Dallas Regional Chamber for inclusion in the regional bid for Amazon's second North American headquarters.

NOTE: Other North Texas cities also have locations for Amazon to put a 100-acre campus in the community, but details on those sites were scarce at publication time

FORT WORTH

Fort Worth officials plan on offering a variety of urban options to Amazon for a potential HQ2 campus.

- Z** The \$6 billion Walsh master-planned development is located along Interstate 30, about 12 miles west of downtown Fort Worth
- AA** Ross Perot Jr.'s AllianceTexas, the 18,000-acre development includes the cities of Fort Worth, Roanoke, Haslet and Westlake, as well as Tarrant and Denton Counties
- BB** Panther Island adjacent to the Trinity River, the 800-acre proposed project sits north of downtown Fort Worth.
- CC** Various sites along the new Chisholm Trail Parkway, the entire 276-mile toll road extends from downtown Fort Worth south to Cleburne.

NEAR DFW AIRPORT

The proximity of Dallas Fort Worth International Airport has city officials with Irving getting in the game.

- T** Cypress Waters, a corporate magnet being developed by Lucy Billingsley, could be a good fit with the amenities and land to support thousands of employees
- U** Property owners in the Las Colinas Urban District have cobbled together acreage to propose to Amazon.
- V** Former Texas Stadium site with some adjacent property
- W** Verizon's Hidden Ridge development, a 100-acre site sits west of State Highway 114
- X** Passport Park, the proposed 600-acre development sits at the southern gateway of DFW Airport, north of State Highway 183

DENTON

Denton has plans to pitch Amazon with the help of its two universities — the University of North Texas and Texas Woman's University — that enroll more than 50,000 students and potential employees.

- S** A site in Downtown Denton
- S** Two other sites sit on the north and south side. Denton officials wouldn't disclose the location.

ARLINGTON

Arlington's plans to pitching some development sites in Arlington to Amazon for consideration for its second North American headquarters. Officials aren't detailing locations, but we know one big project underway in the city limits that could get Amazon's attention.

- Y** The Texas Rangers, with the help of Arlington, has gotten started on the club's \$1.1 billion enclosed roof stadium. This is part of a larger project called Texas Live!

FRISCO

The fast-growing city plans submit a number of sites along a major North Texas corridor. The city wouldn't disclose the sites, saying they planned on submitting six sites within the 10-mile stretch of the Dallas North Tollway between the Sam Rayburn Tollway and U.S. 380. Here are some of those known sites.

- R** Frisco Station, the 242-acre development wraps around the The Star along Warren Parkway
- R** Wade Park, the 175-acre development
- R** The Star in Frisco, which is anchored by the Dallas Cowboys headquarters
- R** Tracts at the Dallas North Tollway and U.S. 380 at various corners of the two roadways

MCKINNEY

McKinney plans to make a move in submitting a proposal on behalf of the potential development sites in the city. Officials kept quiet on the location, but the city has begun marketing a high-profile site at its southern gateway.

- Q** McKinney has brought Dallas-based KDC in to market a development site at its southern gateway, called Southgate McKinney

ALLEN

Allen officials are proposing two big projects within its city limits with the help of two developers that are no stranger to landing big corporate tenants.

- O** The Strand, a 135-acre mixed-use development proposed by Houston-based Hines
- P** Dallas-based Howard Hughes Corp., a real estate investment firm, has a 238-acre site in Allen at North Central Expressway and State Highway 121

PLANO

Plano, which landed Toyota North America's headquarters campus, hopes to attract Amazon with its historic downtown and its various options for redevelopment throughout the city.

- K** Plano's historic downtown in partnership with Heritage Creekside and Collin Creek Mall: The proposed site stretches from downtown Plano to the western side of North Central Expressway
- L** The 250-acre Moore property by the Plano Event Center on the east side of North Central Expressway
- M** Legacy Central, an 84-acre former Texas Instruments campus
- N** Historic Haggard Farm, a 280-acre farm, sits on the east side of the Dallas North Tollway

RICHARDSON

Richardson, which is home to North Texas' Telecom Corridor, could bridge a successful partnership with Amazon for its second North American headquarters after a track record of teaming up with innovative companies.

- H** The UT-Dallas campus, a 119-acre tract, sits on the north side of UT-Dallas
- I** Dallas-based KDC has available land on the east side of CityLine
- J** The proposed Palisades development which is on the west side of North Central Expressway

DALLAS

Mayor Mike Rawlings and other city officials say they will leave nothing on the table when it comes to recruiting Amazon to the Big D.

- A** The Matthews Southwest development site adjacent to the proposed Texas high-speed rail station in the Cedars neighborhood could sway Amazon to put its HQ2 next to the next-generation transit system
- B** A group of developers in Victory Park and adjacent to the American Airlines Center-anchored neighborhood have cobbled together enough land along the DART rail line to accommodate Amazon
- C** A group of three stakeholders and developers behind Dallas Midtown have come together on a proposal for Amazon's HQ2, which includes an Amazon Park
- D** Dallas' central business district has enough existing vacant space in some of the city's trophy towers (various landlords, including the ownership behind Bank of America Plaza, are making a pitch)
- E** Exposition Park, which sits across from Fair Park in southern Dallas, could be an urban location for Amazon
- F** The development group behind Trinity Groves has teamed up with Dallas-based KDC on pitching the remaining acreage surrounding the restaurant incubator
- G** A group of property owners in Oak Cliff — including the developers with plans for the former Oak Farms Dairy plant — say they are in close proximity to young professionals a company like Amazon wants to employ

CANDACE'S TAKE

A If Amazon has the ability to propel the development of Texas high-speed rail by putting its second North American headquarters adjacent to the proposed rail station, **I would recommend regional officials back this downtown Dallas plan.** However, Dallas Midtown, Victory Park, and refilling downtown Dallas should not be ignored by the Seattle-based e-commerce giant. If anything, this exercise proves that North Texas has the development options and community enthusiasm needed to land a major corporate player.

