

After landing Toyota, Plano to pitch a handful of options for Amazon's HQ2

Sep 29, 2017, 2:50pm CDT

It's only been a few years since **Toyota** North America, a subsidiary of Toyota Motor Corp. (NYSE: TM), decided to put its headquarters in Plano, but the city plans on making a big pitch for another North American corporate campus.

Plano city officials plan to pitch a handful of development sites for submission to **Amazon.com** Inc. (Nasdaq: AMZN) real estate executives.

The e-commerce giant's second headquarters is expected to cost \$5 billion to develop — roughly five times the investment of **Toyota** North America's 100-acre campus in Legacy West.

"We plan to put our best foot forward," Mayor Harry LaRosiliere told the *Dallas Business Journal*. "We have somewhere between four to six sites we will possibly be submitting."

With few large parcels of raw, undeveloped land in Plano, LaRosiliere said city officials could look at submitting properties ripe for redevelopment — which is a trend happening throughout the North Texas city.

One of the properties, Plano's historic downtown, could make an interesting proposal to Amazon for its HQ2 campus, which paired with Heritage Creekside and Collin Creek Mall.

Earlier this year, Dallas investor Sam Ware and his development team acquired Collin Creek Mall with plans to oversee operations before eventually redeveloping the aging mall in the next several years. Initially, Ware said he envisioned a \$1 billion corporate campus on the roughly 100-acre site.

Meanwhile, construction is underway on the first phase of Heritage Creekside, a \$1 billion mixed-use development adjacent to the mall.

By putting these properties together, LaRosiliere said there would be enough space to accommodate a big corporate campus, such as the one Amazon's outlined in its request-for-proposal.

Other projects in the running could include:

The 250-acre Moore property by the Plano Event Center on the east side of North Central Expressway, south of Spring Creek Parkway. The raw land sits in the future right-a-way of the **DART** rail line.

The 84-acre former **Texas Instruments** campus at Spring Creek Parkway, which has been renamed Legacy Central. California-based Regency Properties is in the midst of construction on the site.

The historic Haggard Farm property along the Dallas North Tollway, south of Spring Creek Parkway. The farm sits in close proximity to the growing Legacy Business Park.

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"One of the reasons we are so heavily invested in Dallas is the growth we see in the region in the foreseeable future," Fleiss told the *Dallas Business Journal*. "Those are the same reasons that are outlined in Amazon's RFP in what they are looking for their next headquarters."

"There are only a limited number of cities that fit that description," he added.

Those qualities include a low cost-of-living for employees, central location in the United States, access to other parts of the world through Dallas/Fort Worth International Airport. The business-friendly climate could also help, he said.

Fleiss, who is overseeing development on Legacy Central, said the Amazon request falls in line with what his team is creating. Legacy Central is a campus-style project with supporting amenities for employees.

But Plano has roughly a handful of projects they are pitching to the **Dallas Regional Chamber**, who will submit proposals to Amazon executives on behalf of North Texas by Oct. 19.

LaRosiliere said Plano has what it takes to land a big company like Amazon.

"When you think about whale hunting, this is Moby Dick," LaRosiliere said. "It's a long shot no matter how you slice it, but we think we have a place in Plano that makes sense for them.

"The best incentive we have is the value proposition with a safe city, great schools and a high-quality of life," he added. "Having companies like **Toyota, Liberty Mutual** and JP Morgan Chase shows the capability and value proposition that Amazon wants."

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