HAGGARD FARM

PLANO, TEXAS

THE retail CONNECTION

CBRE

PLANO'S LANDMARK FAMILY FARM BRINGS ITS LEGACY TO LIFE FOR FUTURE GENERATIONS

SIX GENERATIONS STRONG

Haggard Farm's legacy is about more than just history; it's about connecting our community. We are re-imagining "mixed-use" to celebrate the farm's enduring relevance and strengthen the bonds that make our community thrive. In its next chapter, Haggard Farm will forge new, meaningful connections between people, their food sources, and the community it anchors.



CULTIVATING A NEW HOME FOR RETAIL, HOTEL AND RESIDENTIAL

Haggard Farm is being transformed into a vibrant, interconnected destination that will offer a unique experience for residents and visitors alike.

ACCESSIBILITY

HIGHLY VISIBLE

22K VPD

via Spring Creek Pkwy

HIGHLY AFFLUENT

$717K Average

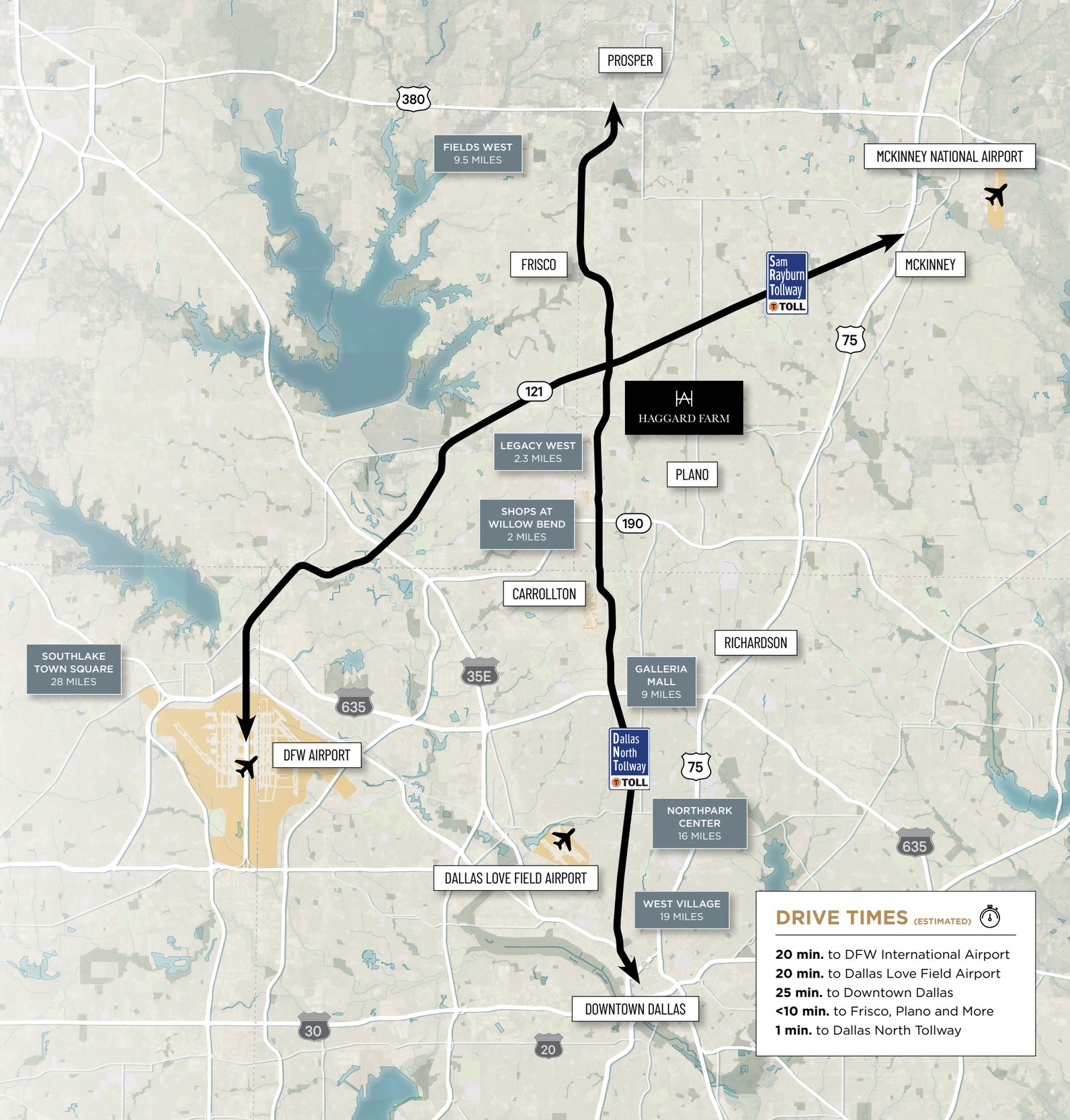
Home Value within 3 Miles

GROWING AREA

1.2 Million

Population in 10 Miles

DEMOGRAPHICS	3 MILES	5 MILES	10 MILES
2025 Population	106,986	341,616	1,224,675
2025 Households	46,275	147,415	491,218
2025 Average Household Income	$174,486	$157,509	$152,954
2030 Average Household Income (projected)	$184,211	$167,909	$165,132
2025 Average Value of Owner Occ. Housing Units	$717,483	$623,561	$579,258
2025 Daytime Population	188,599	428,732	1,433,288



DRIVE TIMES (ESTIMATED)

20 min. to DFW International Airport
20 min. to Dallas Love Field Airport
25 min. to Downtown Dallas
<10 min. to Frisco, Plano and More
1 min. to Dallas North Tollway

PLANO'S NEWEST DESTINATION

Haggard Farm's location will serve as a beacon to the surrounding communities, acting as a catalyst to bring people closer to the land that sustains us.









1. LEGACY WEST

ARITZIA · VUORI · NIKE · LOUIS VUITTON · lululemon · GUCCI

TECOVAS · Madewell · WARBY PARKER · TIFFANY & CO. · FREE PEOPLE

2. SHOPS AT LEGACY

[solidcore] · Brandy Melville · SKIN LAUNDRY · lalaland · DALLAS RUNNING COMPANY

LOVESAC Designed for Life Furniture Co. · travis mathew · KENDRA SCOTT · THE WOODHOUSE day spa · URBAN OUTFITTERS

3. GRANDSCAPE

ANDRETTI INDOOR KARTING & GAMES · POPSTROKE · WorldSprings · MAVERICKS DANCE HALL · THE RUSTIC

NFM · SCHEELS · Cosm



THE PLAN:
A LIVING EXPERIENCE

+/- 180,000 SF
RETAIL VILLAGE

ALMANAC
FARM-TO-TABLE RESTAURANT

HAGGARD HALL VENUE
800 PERSON CAPACITY

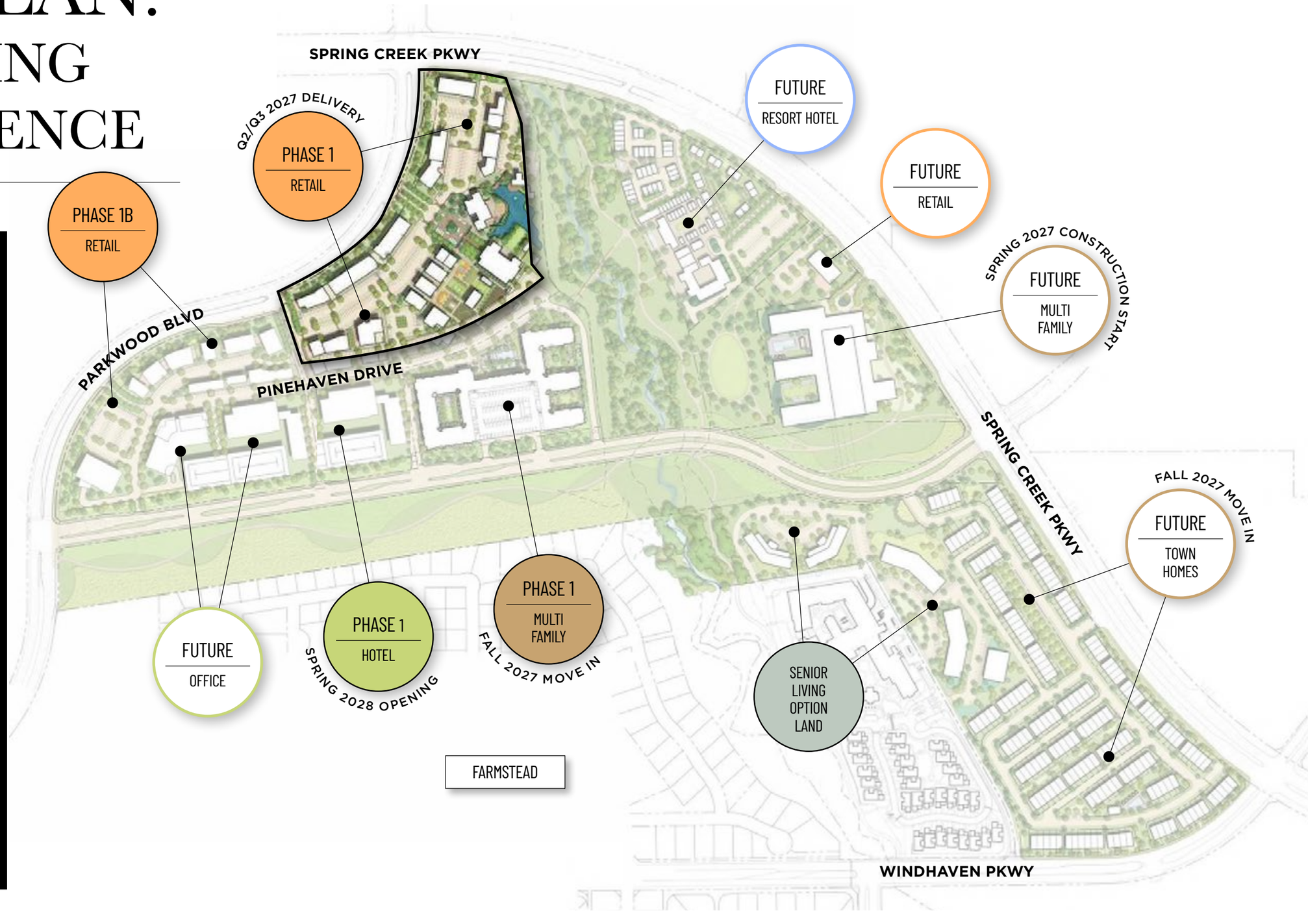
+/- 600,000 SF
OFFICE

700
MULTIFAMILY UNITS

BOUTIQUE HOTEL

188
TOWNHOMES

+/- 410
ASSISTED LIVING UNITS



PHASE 1:
RETAIL VILLAGE LEASING PLAN



PHASE 1: COMPONENTS

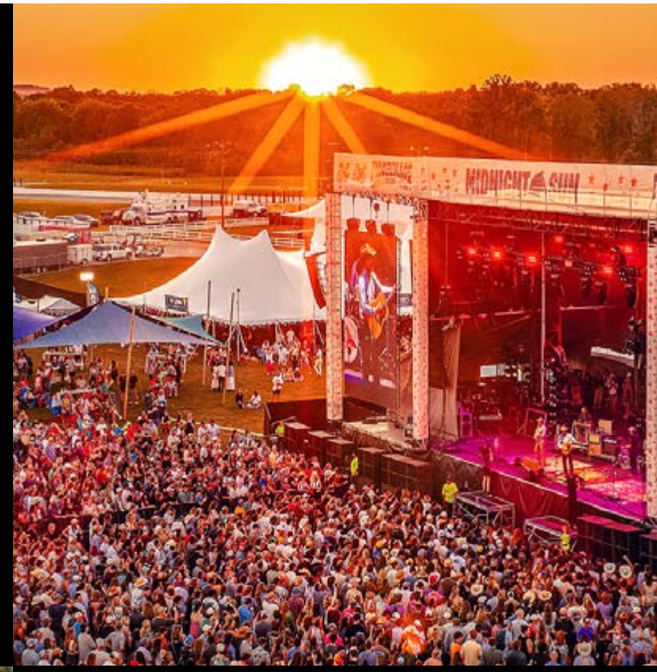
PROGRAMMING

The Haggard Farm calendar will feature a steady variety of programming including opening events, concerts, markets, festivals, activations, and holiday happenings. To support pedestrian friendly outdoor events Haggard Farm will feature three event lawns, shade structures, walking paths, a fishing pond and numerous patios and rooftop decks.



ENTERTAINMENT

Haggard Farm will also be an entertainment destination with regular concert programming in Haggard Hall and on the event lawns. WoodHouse has produced festivals, large-scale concerts and owned music venues for decades, giving a sense of how to develop and leverage a music calendar to drive traffic to restaurants and retail and the district at large.





PARTNERSHIPS

Haggard Farm will develop, in conjunction with tenants and strategic partner brands, robust vertical partnerships that will serve to elevate opportunities for visibility, revenues and customer growth in the development and the market at large. We have already begun presenting the development to key brands and will open with active partnerships across the property that offer scaling and collaborations within the Haggard tenant family.



FARMSTEAD

Haggard Farm will stay true to its roots by investing heavily in landscaping, gardens and farming elements that will be first-of-its-kind in a mixed-use development. Throughout, there will be raised bed gardens, grapevines, blackberry brambles, citrus orchards, greenhouses, hen houses and a bee apiary, to name some of the flora and fauna. Professional gardeners will be on staff tending to the gardens and offering classes, plus a retail garden store to take your plants and supplies home after a day on the farm.

PHASE 1: COMPONENTS



MULTIFAMILY & TOWNHOMES

This new multifamily development offers approximately 350 units with resort-style amenities including a pool, multiple courtyards, a co-working lounge, and a state-of-the-art fitness center. It's conveniently located next to the retail village and desirable parks and trails. An estimated 188 townhomes will anchor the eastern side of the project.



CURATED MARKET + SHOPS

The district will boast a diverse array of dining options, from cozy cafes to upscale restaurants, catering to diverse culinary tastes and interests. Furthermore, an event hall provides a venue for gatherings, weddings, corporate events and celebrations, and community events, enhancing the social fabric of the neighborhood.



HOTEL

The planned boutique hotel will offer an intimate, design-forward hospitality experience seamlessly integrated into the development's curated retail and dining core. Its scale, programming, and thoughtful connection to surrounding shops, restaurants, and public spaces are intended to blur the line between stay and experience.



PHASE 1: NOTABLE TENANTS



Almanac Restaurant is a farm-to-table destination restaurant that embraces and presents the culinary journey from the plate to the field in a way that will rewrite much of what we know as the typical restaurant experience. It will offer fresh, locally sources produce, meats, baked and dairy goods, plus a bar stocked with the best, hand-crafted wines, beers and spirits. The setting will be Americana with a patina that can only come from being on an actual farm.





Haggard Hall is a one-of-a-kind event venue that brings a capability and capacity for Haggard Farm to capture event business that drives traffic throughout the District. Inspired by South Texas Dance Halls and historic barns, Haggard Hall is an event and wedding destination, a music venue and a community hall on any given night.



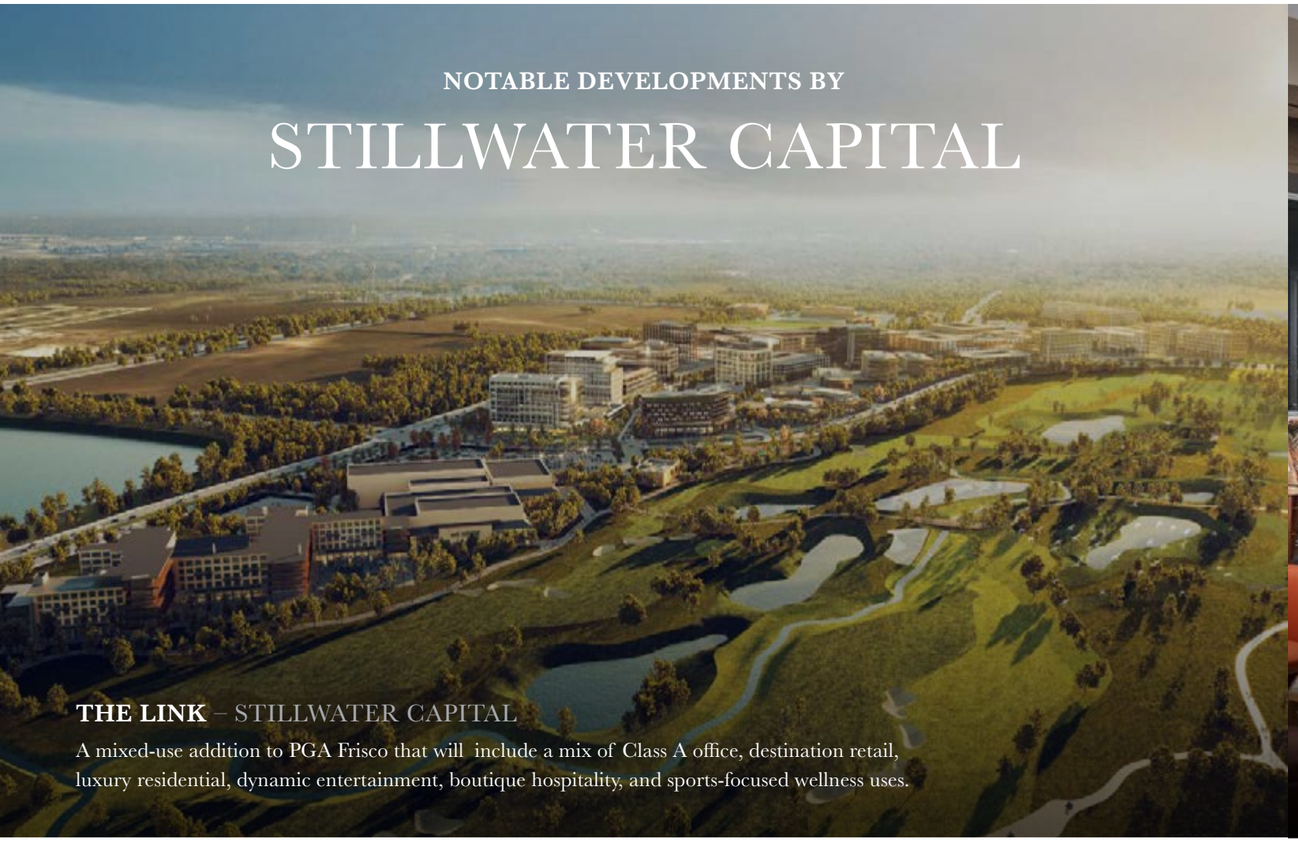
The district's vast trail network and multitude of parks allows for residents and visitors alike to enjoy the natural beauty in and surrounding Haggard Farm.

ALSO BY THIS TEAM

STILLWATER CAPITAL — READ MORE

WOODHOUSE — READ MORE

THE retail CONNECTION — READ MORE

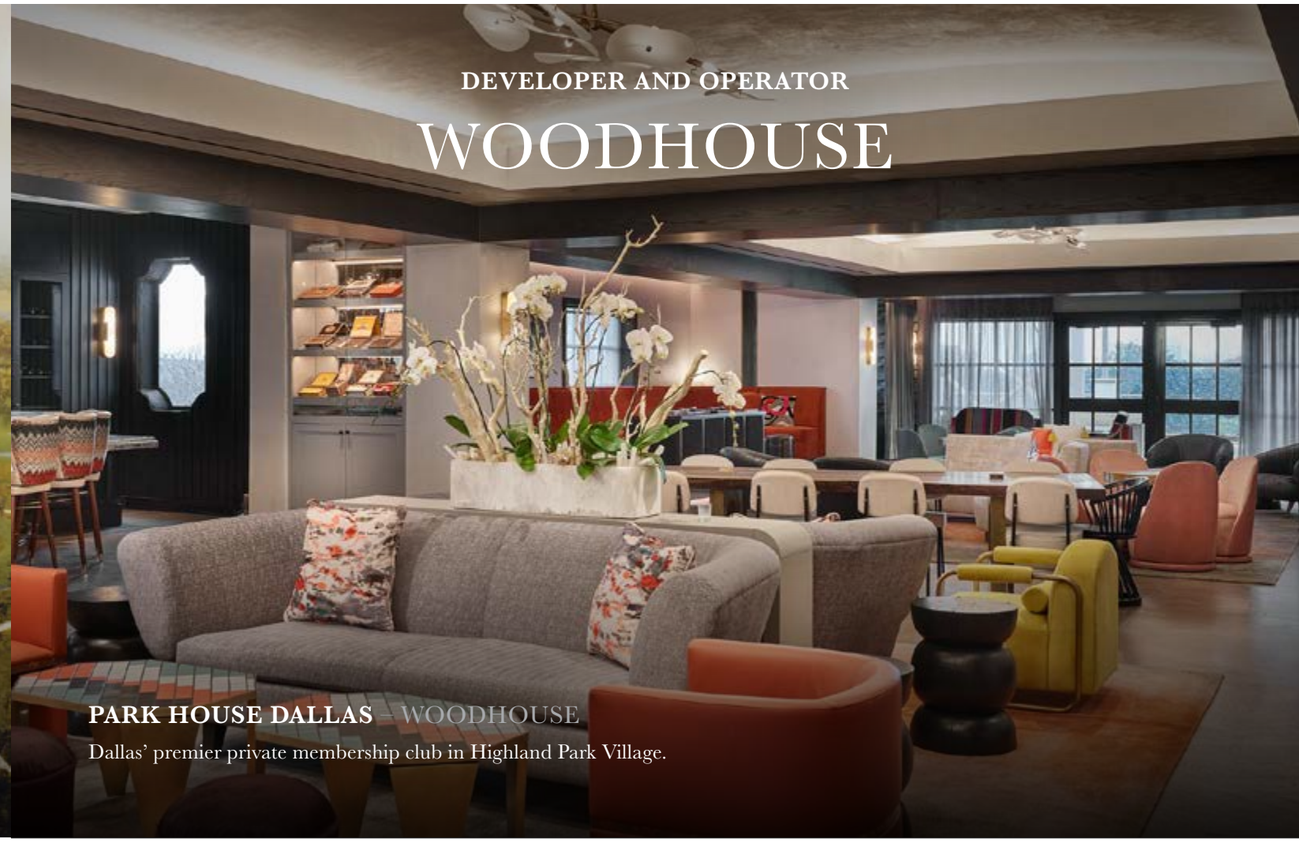


NOTABLE DEVELOPMENTS BY

STILLWATER CAPITAL

THE LINK – STILLWATER CAPITAL

A mixed-use addition to PGA Frisco that will include a mix of Class A office, destination retail, luxury residential, dynamic entertainment, boutique hospitality, and sports-focused wellness uses.



DEVELOPER AND OPERATOR

WOODHOUSE

PARK HOUSE DALLAS – WOODHOUSE

Dallas' premier private membership club in Highland Park Village.



THE RESERVE – STILLWATER CAPITAL

+/- 200-acre master plan resides in the Central and Workplace subdistricts inside The Reserve Planned Development District in Mansfield, TX.



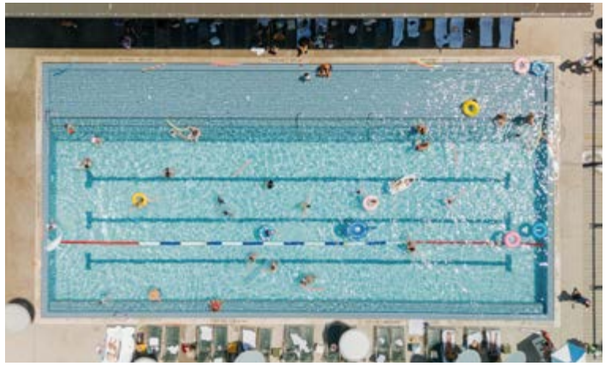
PGA FRISCO – STILLWATER CAPITAL

$500M mixed-use project anchored by the headquarters for the PGA of America. Includes two 18-hole golf courses, retail village, and a 500-room hotel with 127,000 SF of meeting space.



CAFÉ DIOR – WOODHOUSE

Café Dior by Dominique Crenn, set within the Dior boutique in Dallas' Highland Park Village, embodies the artistry, elegance, and craftsmanship synonymous with the world of Christian Dior.



BANNER HOUSE AT T BAR M – WOODHOUSE

An iconic racquet club with a 50-year legacy has been reimagined as a private members house and urban resort equipped with modern training facilities, wellness centers and hospitality at its core.



THE retail CONNECTION

JOHN MATHES
PARTNER | EVP | BROKERAGE
214-572-8418
JMATHES@THERETAILCONNECTION.NET

THAD BECKNER
SVP | BROKERAGE
214-240-7576
TBECKNER@THERETAILCONNECTION.NET

CBRE

ELIZABETH HERMAN
VICE PRESIDENT
+1 214 252 1143
ELIZABETH.HERMAN@CBRE.COM

MARISSA STAVE
SENIOR ASSOCIATE
+1 204 709 4779
MARISSA.STAVE@CBRE.COM

RACHEL SASAKI SEEMAN
SENIOR ASSOCIATE
+1 503 756 3212
RACHEL.SEEMAN@CBRE.COM

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