

# Special Features

## **A View From The Field: Plano / Allen McKinney / Frisco Submarket**

By George Tanghongs  
Vice President  
BRADFORD COMPANIES



*George Tanghongs is Vice President for Bradford Companies in the Northeast Corridor. George represents Bradford clients in the leasing of industrial and technology portfolio assets.*

*George Tanghongs has hands on experience in the marketing of over 2,500,000 SF comprised of over 30 projects of industrial and technical facilities in the Garland, Richardson, and Plano area. George was employed at Bradford from June 1995 to December 2001 and rejoined Bradford in 2003. He has successfully leased over 3,791,844 square feet in 367 transactions for more than \$75,944,308 in transaction value in the Northeast Corridor.*

*George is a licensed real estate broker in the State of Texas, and has a Bachelor of Business Administration from the University of Texas. He is an active member of the North Texas Commercial Association of Realtors (NTCAR).*

**T**he Plano/Allen/McKinney/Frisco (PAMF) industrial submarket is located within the Northeast Dallas market. PAMF is served by four major arteries US 75, Dallas North Tollway, SH 121, and SH 190 with Dallas/Fort Worth international airport 30 minutes away. Plano is the 11<sup>th</sup> fastest growing city in the U.S. with a population of more than 100,000. It is the largest city in Collin County, and Collin County is the 5<sup>th</sup> fastest growing county in the U.S.

The Northeast Dallas industrial market has recorded a positive absorption of over a million square feet in the first half of 2005. The last time positive absorption was over a million square feet was over five years ago. Quoted rental rates have slipped between \$0.25 and \$0.50 in the first half of 2005. The largest project that is under construction is Texas Instruments' new three billion dollar semiconductor plant is scheduled to be completed in 2006. This will bring many ancillary businesses to the North Texas area. The University of Texas at Dallas will also spend approximately \$85 million dollars in a new engineering building on their existing campus.

The large industrial leases that were completed in the area was Finisar Corporation 162,000 on Millenium Drive, BSM Financial 50,000 square feet on Ridgemont Drive, Nextel 43,000 square feet on Exchange Parkway, and Diebold 44,000 square feet on Exchange Parkway.

Plano is home to many corporate headquarters. Some of the top employers in the city are; EDS, Alcatel, Ericsson, and Perot Systems, Countrywide Home Loans, Frito-Lay, Inc., JCPenney, Inc., and Cadbury Schweppes. Smaller, companies, well-known in their industry, that call Plano home include Microtune, LaserComm, and Alliance Systems.

Allen Station Business Park is 100% leased after Diebold signed a five year lease for 44,000 square feet.

The outlook for the Plano/Allen/McKinney/Frisco industrial submarket is good. They will continue to enjoy a steady supply of new building for great tenants/buyers to work in.