

Legacy Hall Frequently Asked Questions Document

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Who is developing the Legacy West Project?

Front Burner Restaurants – owners of Mexican Sugar, Whiskey Cake, The Ranch at Las Colinas, Ida Claire, Velvet Taco and Sixty Vines – has signed up with the developers of Legacy West to create Legacy Hall, a 50,000 square foot, three level food hall, brewery and live music venue. The food hall will be managed by The Food Hall Company LLC, a subsidiary of Front Burner Restaurants.

What else will be opening at the Legacy West project?

Legacy West is a mixed use development with over 300,000 square foot shopping/entertainment/office complex scheduled to open in the Spring of 2017. The project will contain high end retail shopping with a strong component of full service restaurants like Haywire (a new Front Burner Restaurants concept), Del Frisco's Double Eagle Steak House, Mr. Mesero, Fogo de Chao, North, True Foods, several Alberto Lombardi restaurants, Shake Shack – among others. There will also be a Renaissance Hotel and a seven story parking garage along with some office space above the retail stores. For more specific information please go to www.legacywest.com.

So what exactly is Legacy Hall?

Legacy Hall is a 50,000 square foot venue which will bring 20+ different food stalls, sushi bar, and an oyster bar on the first floor with access to The Box Garden, an outdoor live entertainment venue with a capacity of up to 1000 people. The second floor of Legacy Hall will have a full service restaurant, common area seating, and an ancillary services area for the food stall operators. The third floor will house the on-site brewery, offices of Legacy Hall management, and a conference room and private area that overlooks the Box Garden. This entire complex will sit in the approximate center of Legacy West and will be adjacent to the parking structure, a facility that will be able to park over 600 cars.

What is the vision for the food stall offerings at Legacy Hall?

The general vision for the food offerings will be a series of stalls offering high quality, chef-driven specialty foods with a wide range of ethnic diversity and a cooked-to-order mentality. Each stall will offer a limited number of highly specialized and targeted culinary offerings, artisanal and local in design and execution, with affordable prices typically found in food halls serving food counter-style. Each stall will present its own unique personality/trade dress in a size ranging from 125-700 square feet depending on location, menu and what we consider might be the best 'neighbors'. Most stalls will feature local DFW area chefs/restaurateurs looking to expand their brand identities or trying to create a new one using Legacy Hall as their experimental kitchen. Legacy Hall will reflect the best of food trends, innovations and exciting offerings that may be unique to the DFW area.

What is the inspiration for Legacy Hall?

Food halls have existed in Europe for hundreds of years and have been around for quite a while in some of the more urban cities in the US. It is an influence that we see growing and being more popular each year. Some of the more notable ones are: Ferry Terminal and The Hall in San Francisco, Grand Central Market in Los Angeles, The Public Market in Milwaukee, Reading Terminal in Philadelphia, and Chelsea Market and Gotham Market in NYC. These places and others have set a high bar for food hall offerings and are now being joined by more recent developments like Latinicity in Chicago, Oxbow Market in Napa Valley, Ponce City Market and Krog Market in Atlanta and many other smaller markets like St. Roch Market in New Orleans. These markets become part of the culture of their neighborhoods, reflecting the food trends regionally and drawing from vast areas – essentially becoming part of the tourist attraction draw in their areas. Legacy Hall will be this same kind of magnet for foodies and consumers from all adjoining counties and will become a destination in and of itself, all under one roof and one management company. Plano and Frisco are undergoing an incredible residential and office growth explosion and Legacy Hall will be in the center of it all, becoming a world class food hall and entertainment facility.

Why is Legacy Hall opening in this particular location?

Legacy West, a 240-acre mixed-use project, is under development on the southwest corner of the Dallas North Tollway and State Highway 121 in the Dallas suburb of Plano, Texas. J.C. Penney selected Team Legacy, a development partnership with KDC, The Karahan Cos., and Columbus Realty, to develop the area surrounding its corporate headquarters. Legacy West will consist of corporate office space, the 292-room Renaissance Hotel, a high-end shopping center with restaurants, Legacy Hall, and other retail uses. Legacy West will also house 621 apartment homes, as well as the headquarters complex for FedEx Office and Toyota's North American Headquarters. Just north of Legacy West will be The Palladium, a 31-story residential tower, Windrose Tower, offering 90+ luxury high rise condominiums, and the headquarters complexes for JPMorgan Chase and Liberty Mutual Insurance.

OK, I'm starting to see what you see, so how will this Legacy Hall project work?

All potential food stall occupants will apply to license a space through a process that we will post on our website. You will be asked to present a proposal which will detail your Big Idea. This will begin the process of arranging for presentations, interviews, and potential tastings to be conducted by the management company. Legacy Hall will review all potential applicants and make determinations as to what we think will be the best 'mix' for the Legacy Hall stalls. We will then work directly with Licensees for a projected opening late 2017. We will not pay a commission to brokers in this process and prefer to work directly with the Licensees. We realize not all Licensees are comfortable reviewing specific license agreements and we will have a template that will be easy to follow and understand. If potential Licensees are more comfortable having a broker represent them, then we require that the Licensee work an arrangement out with their broker for compensation.

What will a typical food stall look like?

Food stalls will vary from as little as 125 square feet to 700+ square feet. Each stall will house whatever cooking equipment is needed and we encourage stall occupants to allow for some seating at their counter as well. General seating will be plentiful but having some energy at the stall itself will help 'personalize' that space. Legacy Hall will provide exhaust hoods to match the equipment needs of the individual stalls, bring all utilities to the stall space, provide a front counter and side walls and a facade on which to mount signage. No ceilings are needed as this will be an entirely enclosed area but we will review all design drawings to allow for personalization of the space if it calls for some type of cover or grid work to hang lighting or other design elements. Each stall's design must be approved for certain design criteria and process which will be established but again, we will do our best to allow the food hall to develop a personalized look and feel that is both eye-catching and unique.

What do you think this will cost a Licensee in build-out and overall cost of opening?

Obviously, there is no way to estimate a total to this without knowing what each stall will offer. However, it is our estimation that the Licensee might spend within a range of \$30,000-150,000 depending on the particular stall offerings, equipment requirements, and stall size. We will not be providing any improvement allowances due to our provision of the duct work, utilities, facade, floor drains and skeletal walls. It is our estimation that your overall costs will be minimal compared to street side locations and overall size considerations – as well as not having to provide seating, bars or other guest accommodation such as restrooms or an office area.

What about storage?

Besides what can be stored in the stall itself, each stall will be provided a small storage cage on the second level of the food hall. This area will be secured and accessible to stall owners and staff only, and the space itself can also be personalized by the stall Licensee to reflect particular storage needs – i.e. more refrigeration if needed, wood storage, etc. We are arranging for Licensees to have at least six days of delivery available and we are projecting our storage requirements according to projected sales volumes and flow through of product.

How about trash removal and upkeep of the stalls?

Legacy Hall will provide an ample common area trash handling facility on the second floor. In addition, we will provide the floor and janitorial staff to help upkeep of the general area and to keep all common areas clean and accessible. Each stall operator will be expected to maintain their areas with a high level of cleanliness and attention to detail throughout opening hours. Additionally, each stall operator will secure their own Health Permit and will be required to maintain certain scores dictated in the license agreement. There will be a cardboard recycling area in the main trash handling area on the second level and a service elevator to access that area. Legacy Hall will manage all waste removal from that common waste area.

What will the license terms look like?

There are a variety of license terms to consider. The various term options will be discussed individually with potential Licensees during the interview process. As with most food hall operations, you will be charged an Occupancy Cost that will be based on a percentage of your sales and that percentage will be detailed at time of license discussions. Legacy Hall will also offer a menu of services to all food stall occupants as well– such as accounting services, insurance program offerings and access to possible lending sources. In addition, Legacy Hall will handle all credit card processing and do daily reconciliations of credit card sales, collecting credit card funds and distributing funds on a weekly basis. Cash transactions will be handled at the stall level and daily reports will be compiled from the POS system. All Licensees will be required to use the POS system supplied by Legacy Hall.

What else do I need to know?

- One liquor license will be held by Legacy Hall LLC. Individual stall owners will not be allowed to sell or serve alcohol at their stalls. Your guests may wander the food hall and choose their own beverages from multiple locations in the food hall and you will be encouraged to sell non-alcoholic beverages that best represent your food and vibe.
- Legacy Hall will have a marketing director and promotions staff that will be constantly promoting and booking events in the Box Garden. While it is impossible to estimate the percentage of time that there will be events in this open air space, we will obviously be tireless in our efforts to book events that will drive traffic in this area.
- Valet will be available throughout Legacy West, with a pull up area right at the main entrance to Legacy Hall, but we expect that the six level parking garage with 600+ spaces will be the primary parking area for all guests and visitors.
- Legacy Hall will be open seven days a week for breakfast, lunch and dinner. The specific hours for each stall will be determined on a case-by-case basis with stall owners depending on their offerings.
- The POS system, as previously stated, will be provided to all stall operators. The specifics of how this process of collecting and distributing funds will be discussed with each Licensee at the time of interview. The system chosen will provide Legacy Hall with the most advanced information access technology. Maintenance of this equipment will be part of the signed agreement with the POS vendor, as will support availability and installation. Equipment and services requested above the base POS package will be provided at the cost of the Licensee (additional terminals, printers, etc.).
- Each potential stall owner will be asked to present a simple yet thorough business plan that will detail the trade dress, specific stall concept/culture statement, design inspirations, menu with pricing and general layout of the space – all of which will become exhibits to the individual stall owner's license agreement. Legacy Hall may have an array of stall ideas in mind but we will be completely open to new and innovative ideas that we might not have on our list of potential stall occupants. Our collective goal is 'best of class' in all offerings and to that end we will conduct comprehensive food tastings with potential Licensees.

Thank you for your interest in Legacy Hall and we look forward to your application.

Please visit www.legacyfoodhall.com for more information. Thank you.