



THE
FARM
IN ALLEN

Life at The Farm -August 2025



A New Chapter in Community Living

When fully realized, The Farm in Allen will redefine what it means to live, work, and play in North Texas. This 135-acre mixed-use development will feature a dynamic blend of office space, urban residences, senior living, townhomes, lofts, retail, restaurants, corporate headquarters, and entertainment venues; all thoughtfully designed to foster connection, convenience, and community.

But The Farm is more than just buildings, it's a lifestyle. Included in the development are amenities crafted with the neighboring communities in mind: family-friendly parks, scenic hike-and-bike trails with delightful surprises along the way, a tranquil lake with overlook seating and lakeside dining, playful green spaces, and immersive nature trails. Over 32 acres of open space will be preserved, including a 16-acre greenbelt along Watters Creek that will remain a natural wooded sanctuary, honoring the land's legacy and offering a peaceful retreat for residents and visitors alike.

Ultimately, The Farm will be home to more than 4,000 residents and support over 6,000 daytime workers across its office, retail, and entertainment spaces. Its walkable design encourages exploration, social interaction, and a seamless blend of work-life balance. Whether you're living at The Farm, working here, shopping, dining, or simply enjoying the open-air serenity, the experience is designed to leave a lasting impression.

This is not just development, it's a destination. A place where modern life meets timeless Texas charm. A place where memories are made, and community thrives. The Farm in Allen invites you to be part of something extraordinary.

In this newsletter you can expect:

A New Chapter
in Community
Living

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Neighborhood Spotlight

Watters Edge Townhomes

Watters Edge at The Farm by Ashton Woods offers new exceptionally designed townhomes in Allen, Texas. Ideally located in the superior Allen Independent School District with convenient access to Sam Rayburn Tollway, US-75, Hwy 380, and Dallas North Tollway, The Farm's location allows commuters to seamlessly access major employment centers, Legacy West, work corridors, daily conveniences, and recreation. Spanning over 135 acres, this mixed-use development is located in one of the Metroplex's most vibrant communities with townhomes, offices, corporate headquarters, retails, restaurants, entertainment venues and so much more. In addition, this community will offer numerous parks, hiking and biking trails, a lake with overlook dining, play areas, nature trails, and more than 30 acres of open space including 16 acres of greenbelt space along Watters Creek. Ashton Woods is offering new two and three story townhome plans from the mid \$500's. And, here, you'll have the opportunity to see a new townhome that reflects your passions and personal tastes through refined Collections. The interior Collection hand selected designer finishes reflect the latest in design, style, upgrades and finishes. It's that simple. With Ashton Woods Collections, your home's design isn't just beautiful - it's simply exceptional. Here, you'll see, we've created a new home that's both stylish and personal. Watters Edge at The Farm in Allen by Ashton Woods, you'll love the possibilities!

The HUB Events

MONDAYS

NACHO MONDAY - Starting the 18th
NFL Preseason Football

TUESDAYS

TACO TUESDAY - ½ prices tacos, \$5
quesadillas, and \$5 margarita! The 5th and
12th

WEDNESDAYS

BOGO BURGER - 4pm - Close @Crave
Buy any smash burger, get a second of equal
or lesser value for free.

THURSDAYS

FAMILY MOVIE NIGHT - 6pm
Follow The Hub social media for more
information
TRIVIA NIGHT - 7pm @Macho Taco
A HUB Signature Event made especially for
our adult crowd. Whether you want a fun
date night or a night out with friends, this is
the event for you! FREE to enter
\$10 Hot To Go Pizza!

FRIDAYS

LIVE MUSIC - 6pm - 9pm
Follow The Hub social media for more
information

SUNDAYS

BRUNCH - 11am - 2pm
Breakfast tacos, \$1 Mimosa, \$5 Bloody Mary

8/2 - BEAT THE HEAT - Waterslides, pools,
and water games.

8/9 - Cowboys Watch Party

**8/16 - Dallas Blonde Birthday Festival and
Cowboys Watch Party**

8/22 - Cowboys Watch Party

8/23 - College Football is Back!

8/28 - College Football Watch Party

8/30 - ENDLESS SUMMER LUAU -
Waterslides!



Chicken N Pickle Events

MONDAYS

BURGER MONDAY: All day (in-store only)
Quarter-pound house-ground chuck +
brisket burger.

ADAPTIVE PICKLEBALL (2nd Monday of
every month): 6–8pm Free, inclusive play for
individuals with physical disabilities.
Equipment provided.

SKILLS + DRILLS (2nd Monday of every
month): 11am - 12pm

TUESDAYS

TACO TUESDAY: All day Tacos, drinks, and
great vibes—every Tuesday!

TRIVIA NIGHT: 7–9pm | FREE Test your
brainpower and win prizes!

WEDNESDAYS

MUSIC BINGO: 7–9pm | FREE Enjoy your
favorite tunes, win prizes, and sip on
something cold.

THURSDAYS

BEGINNER PICKLEBALL CLINIC: 10–11am
Perfect for new players—learn the basics and
build confidence!.

SUNDAYS

BEGINNER PICKLEBALL CLINIC + BRUNCH:
9–10am Start your Sunday with a casual
clinic, then stay for a bite.

BRUNCH BUFFET + BINGO: 10am–2pm
Adults \$20.99 | Kids \$9.99 Chicken & waffles,
taco station, sweet treats & more—plus
Bingo.

8/6 - PARENT N CHILD PICKLEBALL

TOURNAMENT - One player must be over the
age of 18

8/8 - NATIONAL PICKLEBALL DAY - Open
play all day. Prizes all morning long!

Private Lessons - Schedule time with a Pro.

Alta at The Farm

Alta at The Farm has a ton of
amenities that you are sure to love!

- Boutique swimming pool with
tanning ledges, complimented by a
sun deck with cabanas and
outdoor kitchen
- Game Room with pool table,
shuffleboard, and arcade
- Pet-friendly amenities such as a
Dog Park with shade trees and
interior Dog Wash Station
- Micro Office Spaces with built-in
desks with task chair and soft work
lighting
- Fitness Center & two Micro-Fitness
Rooms

Alta Magnolia at The Farm

Amenities that make Alta Magnolia a
good pick:

- Spectacular resort swimming pool
with sun shelf and in-pool ledge
loungers.
- Pickleball court with benches, mini
golf putting green, string light grill
area with covered seating
- 3 Fitness rooms with Echelon
Reflect mirrors, rower and Peloton
Bike.
- Dog Wash with designer tiled wash
tub, drying station

Waters Edge at The Farm

These beautifully designed two-story
townhome by Ashton Woods offers
just over 2,000 square feet of stylish
and functional living space featuring 3
bedrooms and 2.5 bathrooms—with
the option to add a third floor for even
more flexibility.

July Events



THE HUB-PUGCHELLA



CHICKEN N PICKLE - KIDS CAMP



THE HUB - TAYLOR SWIFT TRIBUTE



THE HUB - CHRIS MORENO CONCERT



CHICKEN N PICKLE -
ADAPTIVE PICKLEBALL

Thank you for reading!

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