



**FOR IMMEDIATE RELEASE:**

## **HALL GROUP UNVEILS \$7 BILLION MASTERPLAN FOR NEW MIXED-USE DEVELOPMENT AT HALL PARK IN FRISCO, TEXAS**

*New Development Will Add Office, Residential, Hotel, Restaurant, Retail and Recreational Destinations*



**FRISCO, TEXAS (October 28, 2021)** — Dallas-based developer HALL Group announced today the construction commencement of its new masterplan development that will evolve HALL Park, its existing 15-building, 162-acre office park in Frisco, Texas, into a dynamic mixed-use community. Slated to open in fall 2023, the current construction phase of the new masterplan — estimated at half a billion dollars and encompassing approximately one million square feet — will include a new Class AAA office tower, 154-key boutique hotel, 19-story luxury residential tower, a collection of 60 executive suites and a 10,000-square-foot food hall, all surrounding a programmed community park.

“Craig Hall is one of Frisco’s first visionaries,” said Frisco Mayor Jeff Cheney. “He develops like few dare. In the case of HALL Park, he tore down two buildings to make way for a greater use, incorporating lifestyle elements, as well as first-class office space and a future, special place for the performing arts in Frisco. His investment in Frisco has helped grow the corporate presence in our city and will continue to impact Frisco for decades.”

Upon completion, the full masterplan – anticipated to span 20 years of future development – will encompass approximately 9.5 million square feet of usable mixed-use space with a total projected value of around \$7 billion. Future development plans also include a performing arts center, the result of a public-private partnership between HALL Group, the City of Frisco and Frisco ISD.

“Since we opened our first office building in 1998 to the completion of this new masterplan, we will have been developing at HALL Park for over 40 years. A lot has changed and will continue to change during this time as we work to keep HALL Park at the forefront of what companies and individuals are looking for in mixed-use space,” said Craig Hall, founder and chairman of HALL Group. “The new masterplan will showcase some of the most progressive wellness technologies and sustainability practices available today,

along with thoughtful spaces for community engagement, including the park and future performing arts center. Frisco has been a great community for us to be a part of, and we are excited to give back and be a part of its bright future.”

Today, HALL Park encompasses 2.2 million square feet of office space throughout 15 completed buildings housing a diverse array of 200+ companies. One-third of HALL Park is dedicated to green space and includes three miles of walking and jogging trails, over 200 works of art including the Texas Sculpture Garden, and an event lawn with kitchen and dining areas, a putting green and a bean bag toss court. HALL Park also delivers superior air quality to its users with bipolar ionization technology and an air purifying system in the elevators.

***Project renderings are available [HERE](#) and a detailed project fact sheet can be found below. Rendering credits are included in each file name.***

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**ABOUT HALL GROUP:**

Founded in 1968, Dallas-based HALL Group is owned by founder and chairman Craig Hall and family. The multi-billion dollar diversified company is made up of several subsidiary brands, including: HALL Park, the \$7 billion mixed-use master planned development that currently includes 15 office buildings and spans 162 acres in Frisco, Texas; HALL Arts Hotel and HALL Arts Residences in the Dallas Arts District; HALL Structured Finance, the entrepreneurial, value-add direct private lender to the real estate industry; HALL Wines, located in St. Helena and Rutherford, producing highly-rated Bordeaux varietals; WALT Wines, Napa Valley producer of handcrafted Pinot Noir and Chardonnay varietals; BACA Wines, producing luxury, craft Zinfandels; SENZA hotel, a Napa Valley boutique hotel and luxury resort; Thompson Palm Springs, a luxury boutique hotel opening winter 2022; Hyatt Place/Hyatt House, a dual branded hotel in East Moline, Illinois; Fairfield Inn & Suites Chicago O’Hare; and the HALL Collection, an immense collection of local and international art pieces located throughout HALL Group’s properties. For more information, visit [hallgroup.com](http://hallgroup.com).

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**New Masterplan Fact Sheet  
Current Construction Phase  
Opening Fall 2023**

**OFFICE**

- Meticulously crafted for a post-pandemic world, the new office tower at HALL Park is designed to include 16 stories and 410,000 square feet of luxury, Class AAA office space with touchless amenities and a wide array of forward-thinking wellness technology alongside 10,000 square feet of ground-level retail and restaurant space.
- Designed by HKS Architects, plans for the office tower feature a variety of first-class, on-site attractions, including a corporate lounge, fitness center, meeting space with the ability to accommodate more than 230 people, a seven-level parking garage, multiple balconies on every suite level and two, well-equipped rooftop amenity decks to further encourage an indoor/outdoor working environment.
- Located on the corner of Warren Parkway and Internet Boulevard, providing tenants with unbeatable connectivity to the neighboring destinations and community park.
- The park will serve as an extension of the workplace for office tenants, with Wi-Fi enabled spaces and technology pods throughout.

**EXECUTIVE SUITES**

- The new development is planned to include a 67,326-square-foot, 60-unit collection of fully furnished, luxury executive suites for remote workers, business travelers and newly relocated employees.
- Located between the office tower and hotel with a view overlooking the community park.
- Offering short-and long-term rentals in either a studio, one-bedroom or two-bedroom layout.

**HOTEL**

- A full-service, 154-room boutique hotel ideated by celebrated architecture and interior design firm Merriman Anderson Architects, Inc.
- The 110,000-square-foot hotel will feature a combined 13,000 square feet of indoor and outdoor event space, including a 3,000-square-foot ballroom alongside an outdoor pool, manicured gardens, state-of-the-art fitness center, chef-driven restaurant and bar, and an expansive patio overlooking the park.
- The hotel will offer its own destination-worthy collection of globally sourced, thought-provoking artworks stemming from the Hall family's passion for the arts.

**RESIDENTIAL**

- A new 331,529-square-foot luxury residential tower rising 19 stories and offering 214 units.
- Designed by WDG Architecture with interiors by Dallas-based, Waldrop + Nichols Studio, the residences will bring a unique living experience to the district with best-in-class amenities, views of the park and doorstep access to attractions at HALL Park and The Star.
- The residences will feature a spacious sixth floor amenity deck with a pool, fitness center, outdoor grilling areas, and a dedicated space for yoga and meditation—lending to a modern, wellness-focused lifestyle.
- Unit types will include one-bedroom and two-bedroom residences with an exclusive collection of eight penthouse suites with oversized balcony offerings.

## **FOOD HALL**

- The new development plans include a 10,000-square-foot food hall offering a diverse selection of 10 unique restaurants compiled of both notable favorites and emerging newcomers.
- The food hall will encourage community and exploration with an indoor dining area and large outdoor patio with a stage for entertaining.

## **PROGRAMMED COMMUNITY PARK**

- Shortly after the commencement of the above development, HALL Group, along with the Communities Foundation of Texas (CFT), will work on developing a programmed community park that will ultimately be owned by the City of Frisco but managed and operated by CFT.
- OJB Landscape Architecture, the minds behind the highly celebrated Klyde Warren Park in Dallas and Levy Park in Houston, designed the park to create an inclusive, community-minded space to benefit Frisco and the surrounding communities.
- Park plans include an 18,000-square-foot children's park, a 6,500-square-foot dog park, event lawn, performance pavilion, a proposed 40-by-80-foot entertainment screen, multiple technology terraces, interactive water features and a rain garden.
- The planned park will draw people into nature with a variety of activities that encourage overall wellbeing such as jogging trails and pickleball courts, as well as a collection of permanent and rotating art pieces.
- Serving as a permanent piece in the park's art collection is a captivating installation titled *Butterfly Rest Stop*, from world-renowned American sculptor and fiber artist Janet Echelman. The pendulous piece will hang over a section of the park and depict milkweed flowers – a key nutrient to the monarch butterfly's survival and an homage to Frisco's prominence as a corridor for the monarch butterfly migration.

## **WELLNESS + SUSTAINABILITY**

- The new development at HALL Park showcases the highest level of environmental and wellness standards and is pursuing campus-wide Fitwell Certification, a prestigious certification from the world's largest health certification organization as it relates to building health.
- The office tower and executive suites are pursuing Gold LEED Certification, the residential high-rise is pursuing Silver LEED Certification, and the hotel is pursuing LEED Certification.
- Touchless technology including automatic main entry doors and touchless faucets in all bathrooms and destination-based elevator controls.
- Two balconies per floor at the new office building and two large terraces on the amenity level to provide tenants with greater access to fresh air directly within their office spaces.
- Access to state-of-the-art on-site fitness centers for all residents, office tenants and hotel guests.
- The new project is centered around a carbon-neutral design using solar energy technology, water reclamation and reuse systems, and the relocation and reuse of existing, well-established trees throughout the landscaping.
- In-house systems will continue to implement sustainable practices with outdoor water use reduction, rainwater management, green cleaning, and campus-wide recycling.