

# Case Study

## The Hall Park C5 Project



### Introduction

Hall Park C5, officially designated in permitting documents and commonly known as The Terraces at HALL Park, represents the next major milestone in HALL Group's ambitious transformation of its 162-acre master-planned campus in Frisco, Texas. This 10-story Class A office building with an integrated multi-level parking garage podium adds over 206,000 square feet of premium leasable office space and 1,345 parking spaces to one of North Texas's most dynamic mixed-use environments.

Positioned as a speculative yet highly differentiated project, The Terraces emphasizes private outdoor terraces on every suite level, move-in-ready spec suites, flexible core-and-shell space, and direct adjacency to the expanded Kaleidoscope Park. It continues developer Craig Hall's decades-long vision of evolving a traditional office park into a vibrant, walkable "live-work-play" destination.

With construction commencing around mid-2026 and targeted completion in early-to-mid 2028, the project is expected to strengthen HALL Park's commercial core, attract high-caliber tenants seeking wellness-oriented and hospitality-inspired workspaces, and support Frisco's explosive growth as a corporate and tech hub.

## Introduction and Project Background

HALL Park originated in the late 1980s when Craig Hall began acquiring land in what was then a small suburb of Frisco (population ~6,000). The first office building broke ground in 1997. Over two decades, the campus grew into a successful 15-building office park totaling approximately 2.2–2.5 million square feet, home to over 200 companies and more than 10,000 employees.

By the early 2020s, post-pandemic shifts in work patterns prompted HALL Group to launch a transformative \$7 billion masterplan (announced October 2021). The vision converts the traditional office park into a mixed-use community featuring residential towers (e.g., The Monarch), hospitality (HALL Park Hotel), retail/dining, extensive public art (200+ installations), trails, and programmed green spaces centered on Kaleidoscope Park.

The C5 project (at 2801 Network Boulevard on a 2.7-acre site) is the first major office addition in the new phase, following the completion of The Tower (a previous Class AAA building finished in 2025) and the opening of Kaleidoscope Park in 2024. It directly responds to market demand for differentiated, amenity-rich workspace in a maturing suburban market.

## Purpose

The primary purpose of the Hall Park C5 project is to bolster the commercial core of Hall Park while supporting the masterplan's vision of creating a sustainable, interconnected community that blends work, living, and leisure. In an era where remote and hybrid work models have reduced demand for traditional office space, C5 aims to attract high-caliber tenants through modern design, wellness technologies, and proximity to amenities like Kaleidoscope Park, which features programmed events, art installations, and green spaces. The Project emphasizes progressive sustainability practices, such as energy-efficient construction and integration with public transit options, aligning with Frisco's growth as a tech and corporate hub.

Broader objectives include fostering economic vitality in Frisco, which has seen its population explode to over 200,000 since Hall Park's inception. By adding premium office space, C5 contributes to job creation and retention, particularly in sectors like finance, technology, and professional services. It also supports public-private partnerships, such as those for Kaleidoscope Park (a \$38 million project funded jointly by HALL Group, the City of Frisco, and Frisco ISD) and a planned performing arts center, enhancing cultural and educational opportunities. Ultimately, C5 is designed to

redefine the office park model, promoting a "live-work-play" ecosystem that adapts to modern lifestyles and drives long-term real estate value in North Texas.

## Funding

Funding for the Hall Park C5 project is primarily private, sourced through HALL Group, a multi-billion-dollar diversified company founded by Craig Hall in 1968. The estimated construction cost is \$140 million, covering the core-and-shell office building and parking garage. HALL Group, which also operates HALL Structured Finance (a direct private lender to the real estate industry), likely leverages internal resources and financing expertise for such developments. No Public funds are directly allocated to the C5 building itself, as confirmed in TDLR filings indicating private tenant funding is not involved.

This approach mirrors the overall \$7 billion masterplan, which is self-funded by HALL Group with strategic public-private collaborations for communal elements. For instance, Kaleidoscope Park received \$38 million through partnerships with the City of Frisco and Frisco ISD, demonstrating how HALL Group combines private investment with civic support to amplify project viability. Potential incentives from the City of Frisco, such as those approved in the 2025 development agreement amendment, may include tax abatements or infrastructure contributions to facilitate the project's integration into the local economy.

## Project Specifications

- Total Building Size: Approximately 677,278 gross square feet
- Office Component: 10 stories (levels 4–13) delivering 206,358 square feet of leasable office space
- Parking: 8-level podium garage (levels B1–6) with 1,345 spaces (~470,920 sq ft)
- Site: 2.7 acres within the larger 162-acre HALL Park campus
- Estimated Project Cost: \$139.88–140 million (core and shell)
- Configuration: Mix of ~60% move-in-ready spec suites and ~40% customizable core-and-shell space
- Key Differentiator: Private terraces on every suite floor

The building sits south of The Star (Dallas Cowboys headquarters) and steps from Kaleidoscope Park, The Monarch residences, HALL Park Hotel, and upcoming dining concepts (Tango Room and Commissary, early 2027).



## Innovative Design and Architectural Features “The Terraces” Concept

Designed and constructed by The Beck Group (architect and general contractor for both the tower and the simultaneous Kaleidoscope Park expansion), the building prioritizes biophilic design and indoor-outdoor connectivity.

### Signature Elements:

- 31 designer-curated spec suites (2,000–5,000 sq ft each), fully finished and move-in ready, each featuring a private terrace.
- Four full floors of flexible core-and-shell space for larger corporate users seeking custom headquarters.
- Dedicated amenity level with bar, lounge, and expansive outdoor terrace overlooking Kaleidoscope Park.
- Abundant natural light, modern finishes, and hospitality-inspired common areas.
- Integration of HALL Park’s extensive contemporary art collection.

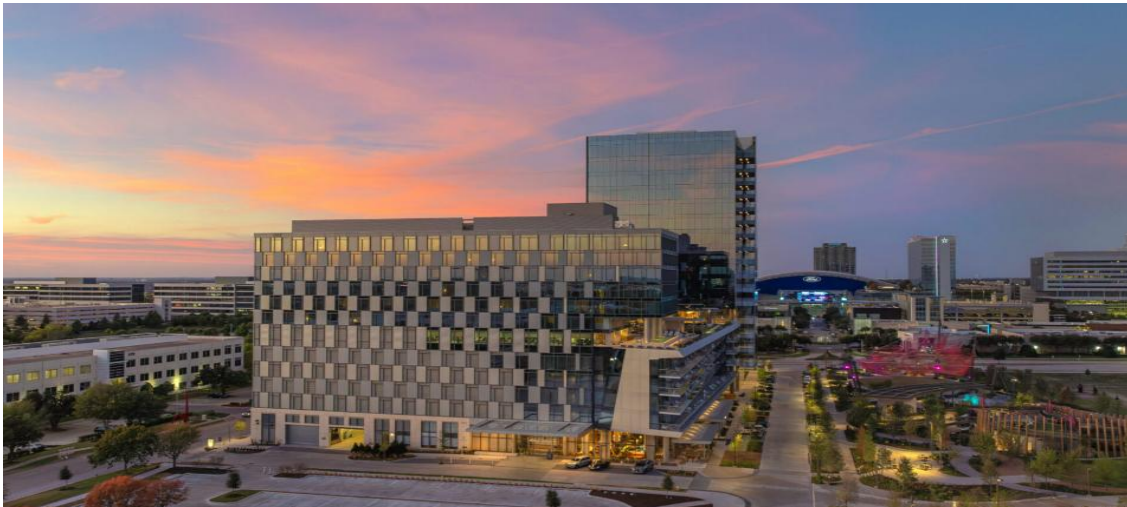
This terrace-centric approach directly addresses evolving workplace preferences for wellness, flexibility, and connection to nature - key advantages in a hybrid-work era.

## Amenities, Wellness, and Tenant Experience

Tenants benefit from seamless access to HALL Park's ecosystem:

- Direct adjacency to the expanded Kaleidoscope Park (programmed events, monumental art, children's play area, dog park, trails).
- Proximity to HALL Park Hotel, The Monarch luxury residences, and new dining options.
- Existing campus amenities: wellness-focused design elements, air purification systems (bipolar ionization in prior buildings), walking/jogging trails, event spaces, and curated public art.
- On-site parking (1,345 spaces) plus excellent connectivity via the Dallas North Tollway and proximity to The Star.

The Project positions itself as a “destination workplace” rather than a traditional office building.



## Impact and Challenges

The C5 project is poised to amplify Hall Park's role in Frisco's economic landscape, potentially adding hundreds of jobs and increasing property values in the surrounding area. It supports Frisco's trajectory as a boomtown, contributing to the city's tax base and attracting further investment. However, challenges include navigating post-pandemic office market dynamics, where vacancy rates have risen, and ensuring tenant demand for premium space.

Environmentally, the emphasis on green building practices could set a benchmark for future developments, while socially, it promotes inclusivity through accessible public spaces like Kaleidoscope Park. Overall, C5 exemplifies adaptive urban planning, balancing commercial growth with community benefits.

## **Conclusion and Future Outlook**

Hall Park C5 (The Terraces at HALL Park) exemplifies thoughtful, forward-looking development in the evolving workplace landscape. By combining architectural innovation (private terraces), operational flexibility (spec + shell mix), and deep integration with one of the region's most successful mixed-use campuses, HALL Group continues to set benchmarks for suburban office development.

As construction begins in 2026 and the building delivers in 2028, it is poised to become a flagship asset that reinforces HALL Park's reputation as a premier destination for companies seeking not just space, but an experience. The project stands as a compelling case study in adaptive reuse of legacy real estate assets, private-sector leadership in placemaking, and the creation of resilient, amenity-rich workplaces for the next generation.