

HALL PARK



A HALL GROUP DEVELOPMENT

Frisco at a Glance

- One of America's fastest-growing cities
- Population: 236K (projected 325K by 2030)
- 7.7% annual growth – double state & national averages
- 73% workforce participation | 2% unemployment
- 2.5M+ workers within 30 minutes
- Prime access to DFW Airport, 40+ Fortune 1000 HQs, world-class dining & entertainment



OMNI PGA Frisco Resort | 9.3 Miles

North Texas Center of Growth

HALL Park: a Frisco landmark since the 1990s

Home to 165+ companies & one of the region's
largest public art collections

Kaleidoscope Park: 5.6 acres of culture,
featuring Janet Echelman's Butterfly Rest Stop
sculpture — a major new attraction for DFW

Steps away: the new HALL Park Hotel,
Autograph Collection by Marriott and The
Monarch Residences

Surrounded by luxury living, top dining, and
iconic neighbors like the Dallas Cowboys HQ

HALL PARK MIXED-USE DISTRICT

Dallas Cowboys | 0.3 Miles

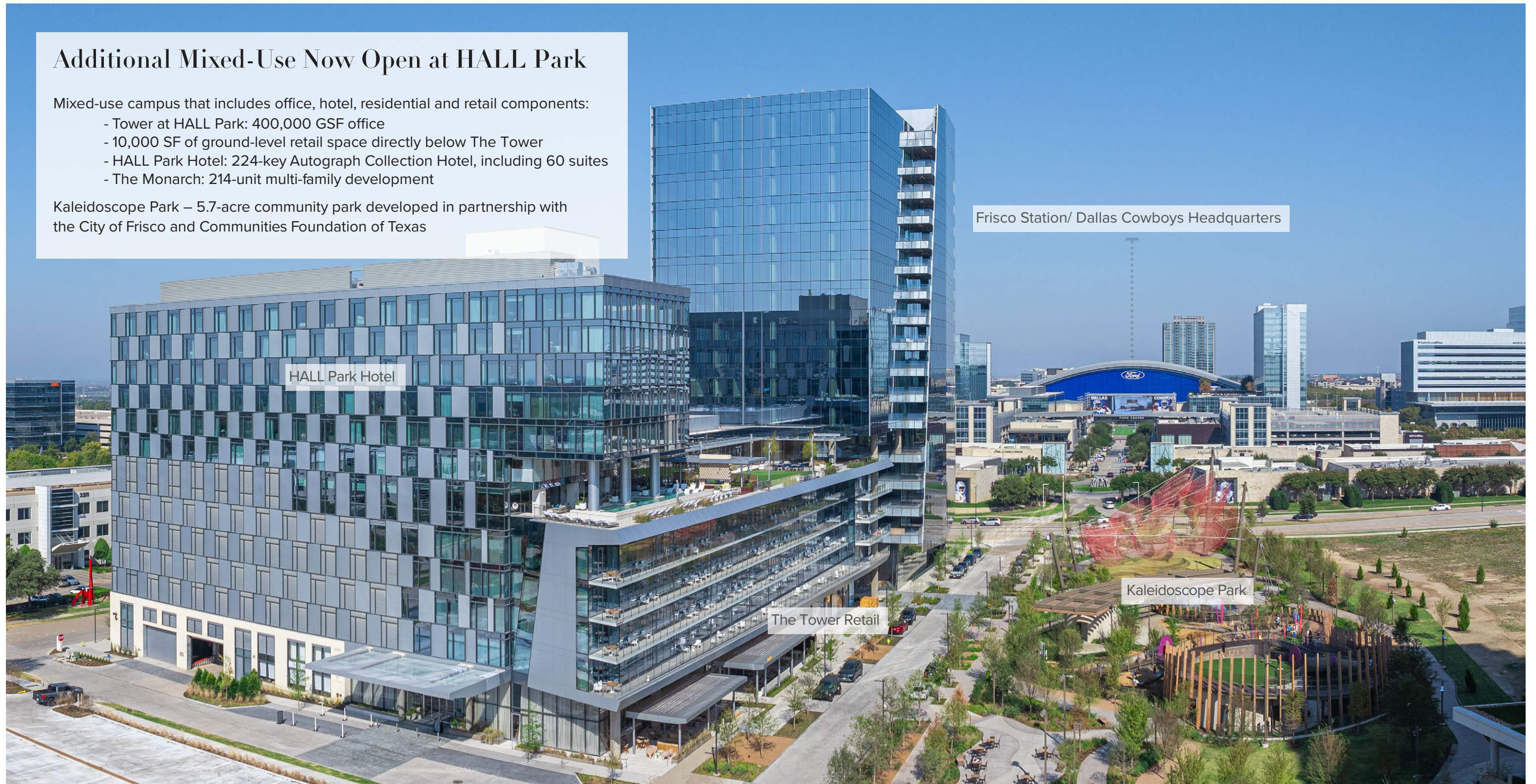
Legacy West | 2.1 Miles

Additional Mixed-Use Now Open at HALL Park

Mixed-use campus that includes office, hotel, residential and retail components:

- Tower at HALL Park: 400,000 GSF office
- 10,000 SF of ground-level retail space directly below The Tower
- HALL Park Hotel: 224-key Autograph Collection Hotel, including 60 suites
- The Monarch: 214-unit multi-family development

Kaleidoscope Park – 5.7-acre community park developed in partnership with the City of Frisco and Communities Foundation of Texas



HALL park view looking north at the Kaleidoscope Park with Janet Echelman's, "Butterfly Rest Stop"

Living



214 Units

Elevated Residential Apartments

\$5424/Mths

Average Nominal Rent Per Unit

164 Keys

Marriott Autograph Hotel

\$475/Night

Average Daily Rate

60 Units

Apartment Style Suites
within Hall Park Hotel

\$10,000/Mths

Bespoke Urban Living

Working



165

Companies Tenanting at HALL Park

8,000

Employees on Campus

367,000 R.s.f.

Newly opened The Tower
16-Story AAA Trophy Office

8,000 s.f.

Meeting Space

2.5MM R.s.f.

15 Existing Office Buildings
at HALL Park

14,000 s.f.

Fitness Center

Connecting



200 Pieces

World Class Public Art

3 Miles

Walking Trails

5.45 Acres

Lakes and Water Features

30%

Land Dedicated to Green Space

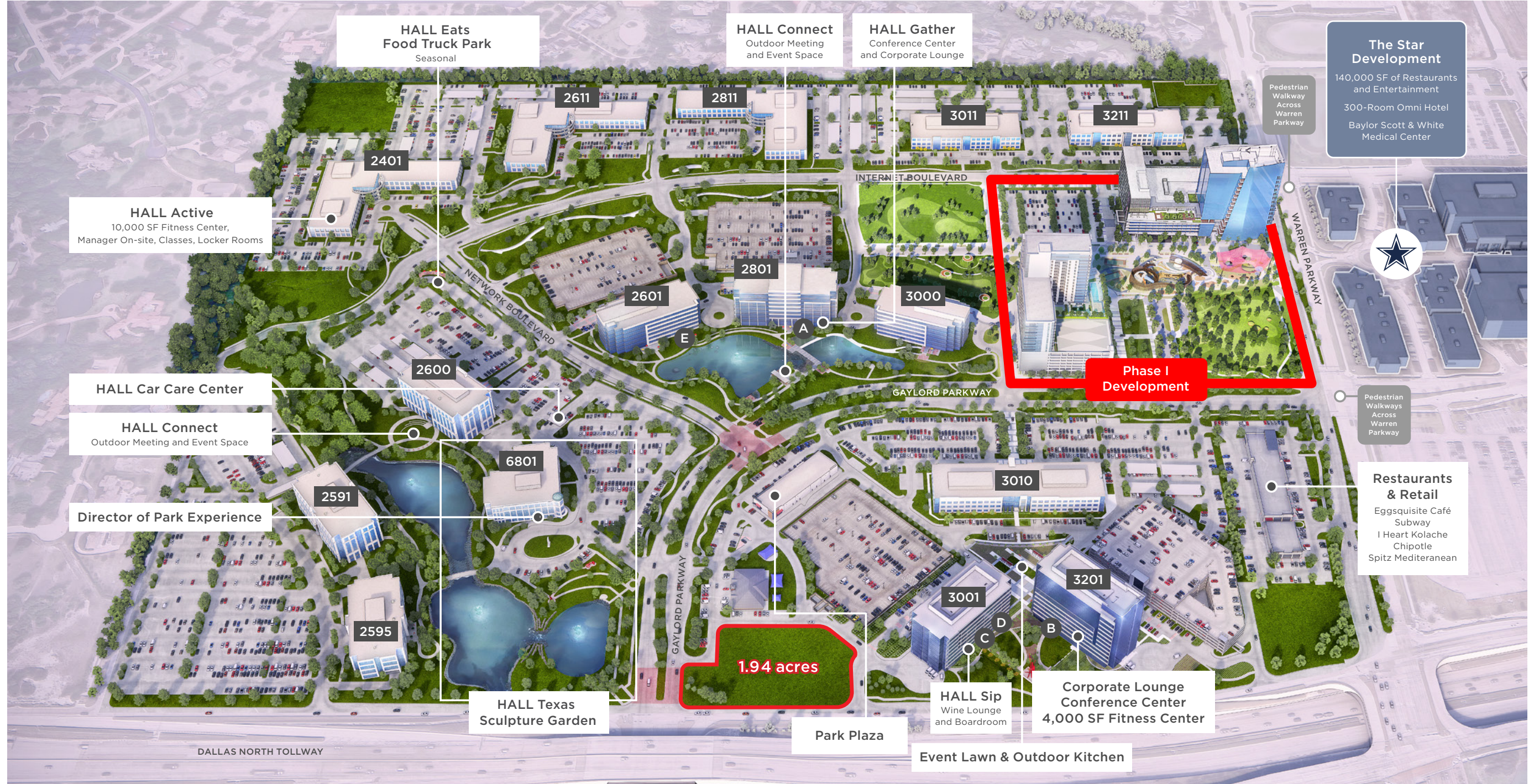
HALL Park’s future offers an exciting real estate development opportunity featuring 2,000 residential units alongside 7 million square feet of office and retail space. The project includes 7.11 acres of park inclusive of the 5.67 Acres Kaleidoscope Park and achieves 40% green coverage across the entire campus, creating a vibrant, eco-friendly community that blends modern living with ample green spaces.

Property Aerial



Property Aerial





BY THE NUMBERS 33% OF LAND USE IS GREEN SPACE AND LAKES • 200+ WORKS OF INTERNATIONAL ART AND SCULPTURE • 3 MILES OF WALKING AND JOGGING TRAILS

2595 Dallas Parkway (A1)
2591 Dallas Parkway (A2)
6801 Gaylord Parkway (B1)
2600 Network Boulevard (B2)
2601 Network Boulevard (C1)
2801 Network Boulevard (C2)
3000 Internet Boulevard (C3)
3010 Gaylord Parkway (E1)

2401 Internet Boulevard (G1)
2611 Internet Boulevard (G2)
2811 Internet Boulevard (G3)
3011 Internet Boulevard (G4)
3211 Internet Boulevard (G5)
3001 Dallas Parkway (T1)
3201 Dallas Parkway (T2)

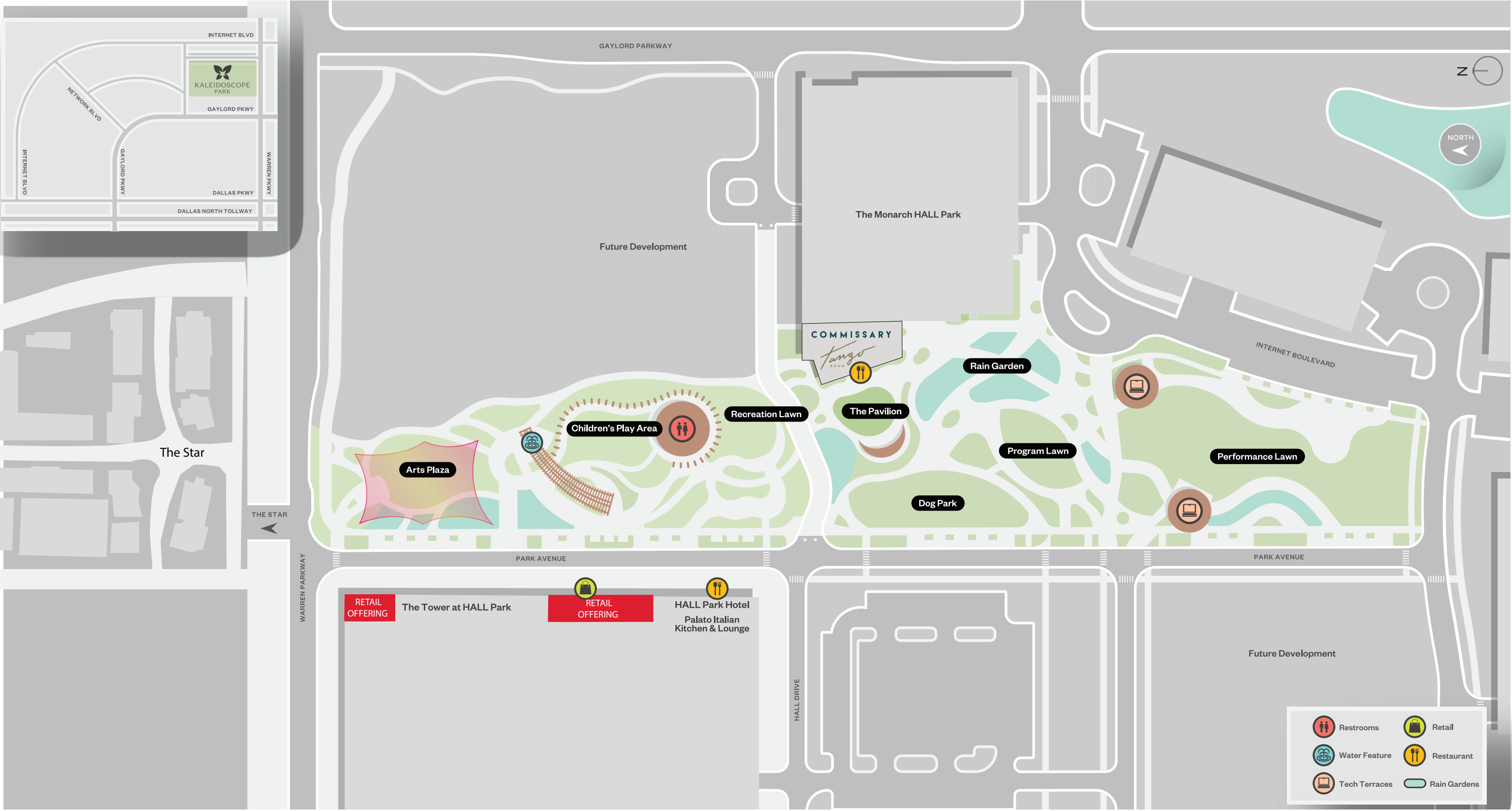
HALL MEET

Conference and Training Rooms

- A. **The Dancers Room** 100 person training facility
- B. **The Ascension Room** 65 person training facility
- C. **The Jaguar Room** 16 person boardroom
- D. **The Geneva Room** 10 person conference room
- E. **The Evans Room** 12 person conference room

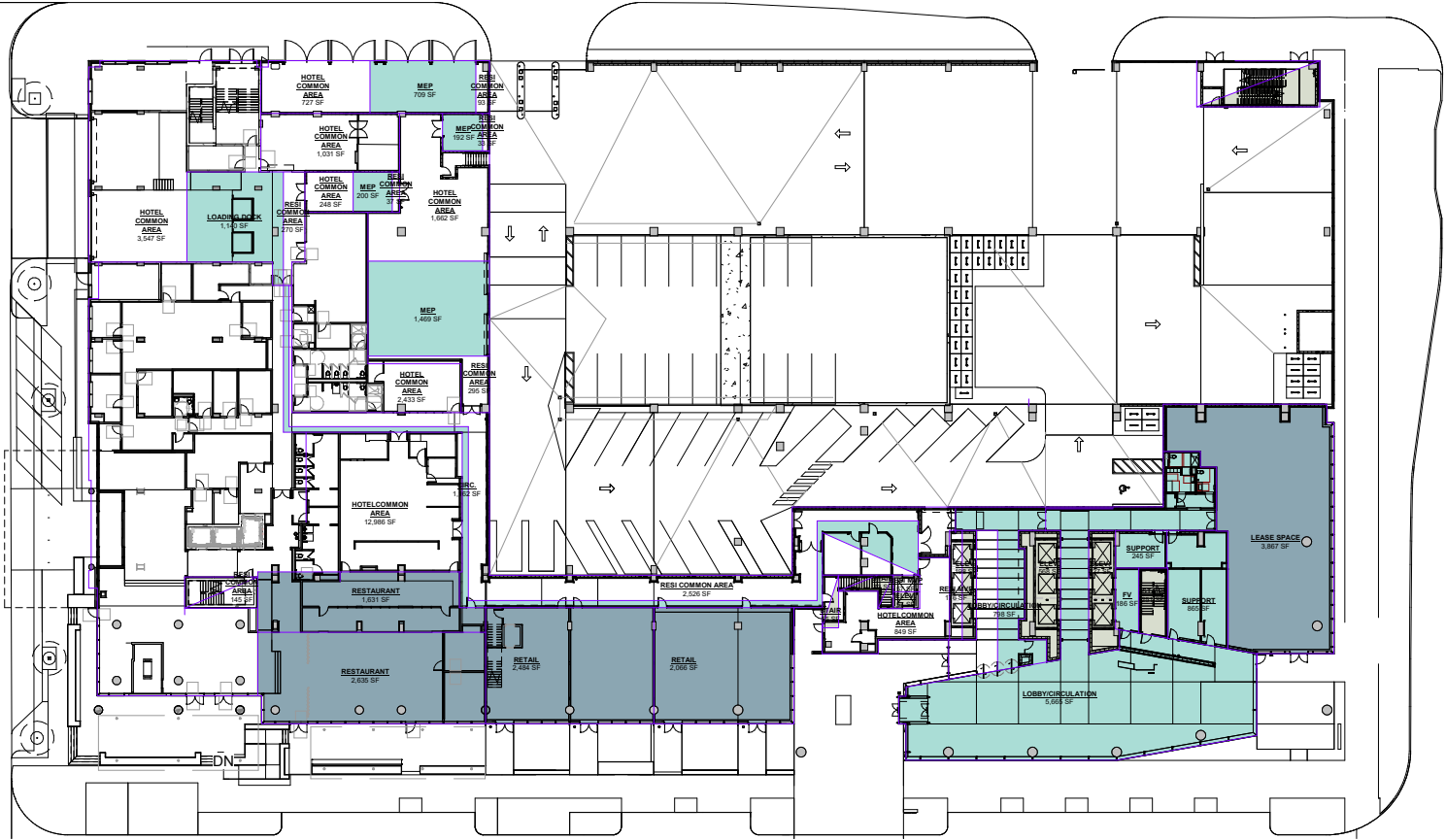
Phase I Development

Community Programmed Park
16-Story Office Building | 386,000 RSF
214 High-Rise Apartments
10,000 SF Restaurant & Retail
224-Room Boutique Hotel and
Park Suites
Future Restaurants and Retail

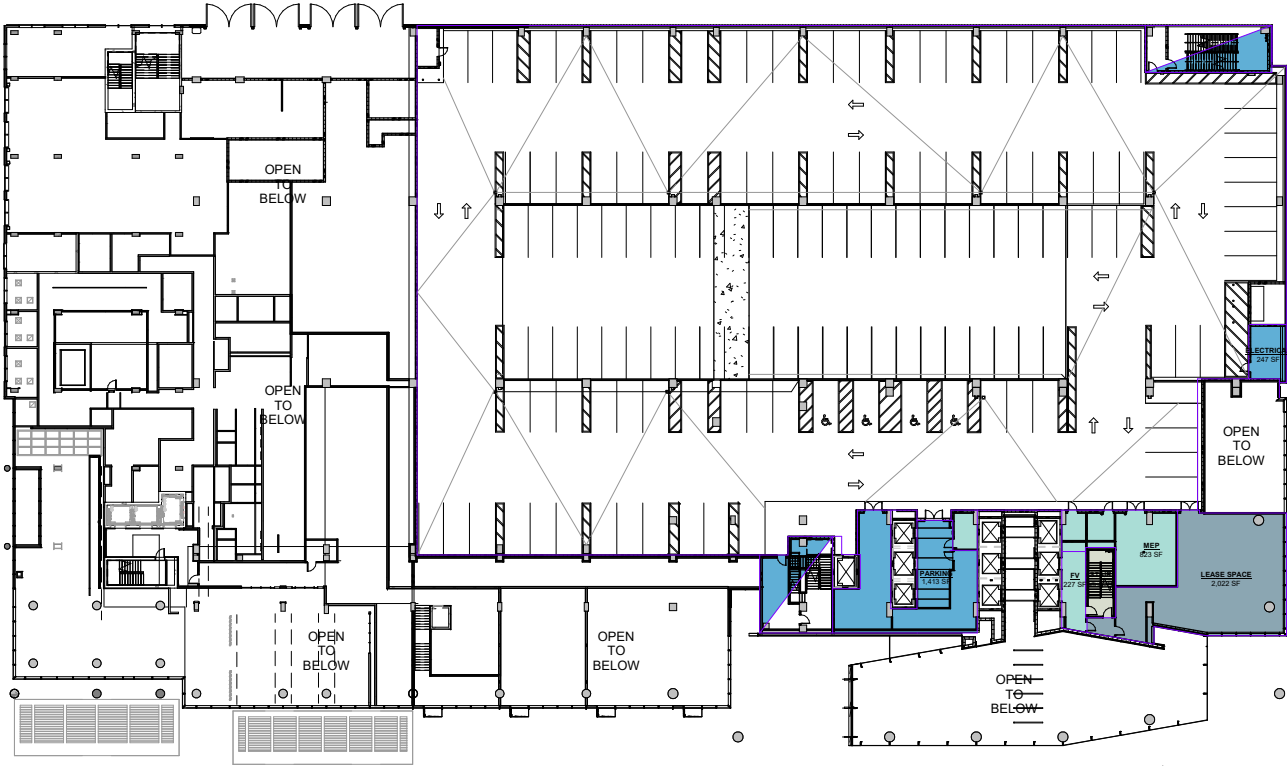


Retail & Restaurant (Hotel/Office Building)

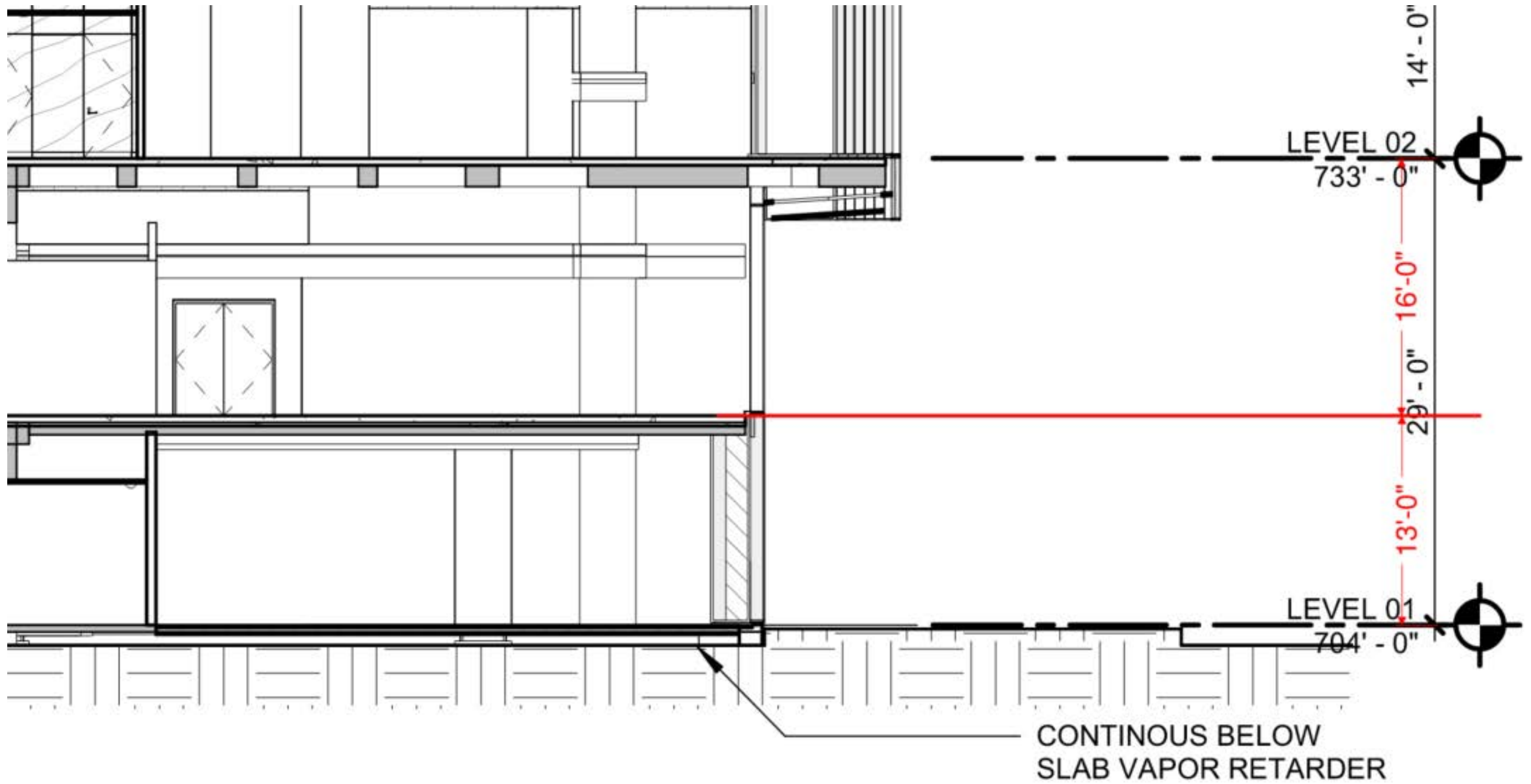
FLOOR PLAN



01 AREA PLAN RENTABLE - LEVEL 01
1" = 40'-0"

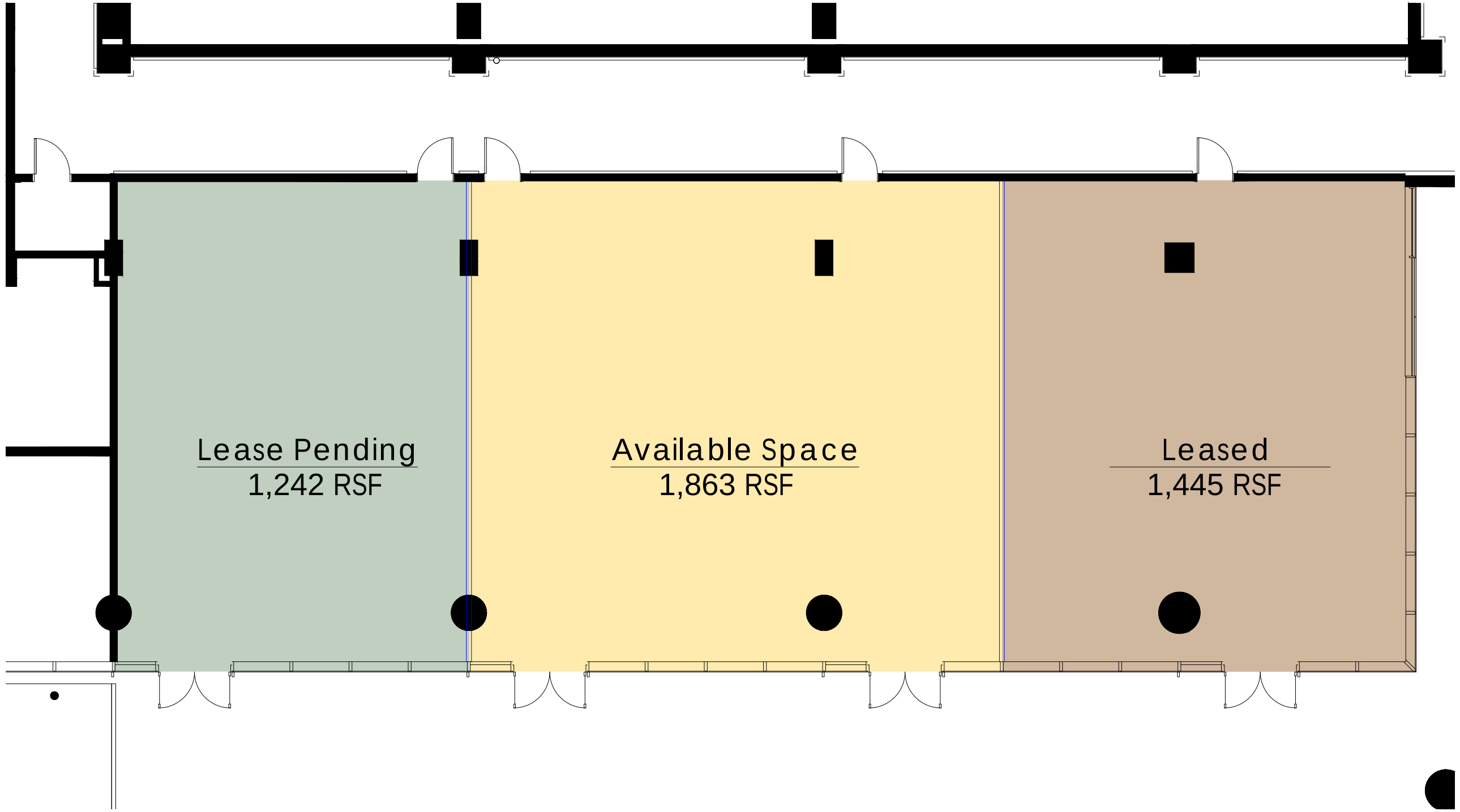


G02 AREA PLAN RENTABLE - LEVEL G02
1" = 40'-0"



Retail & Restaurant (Hotel/Office Building)

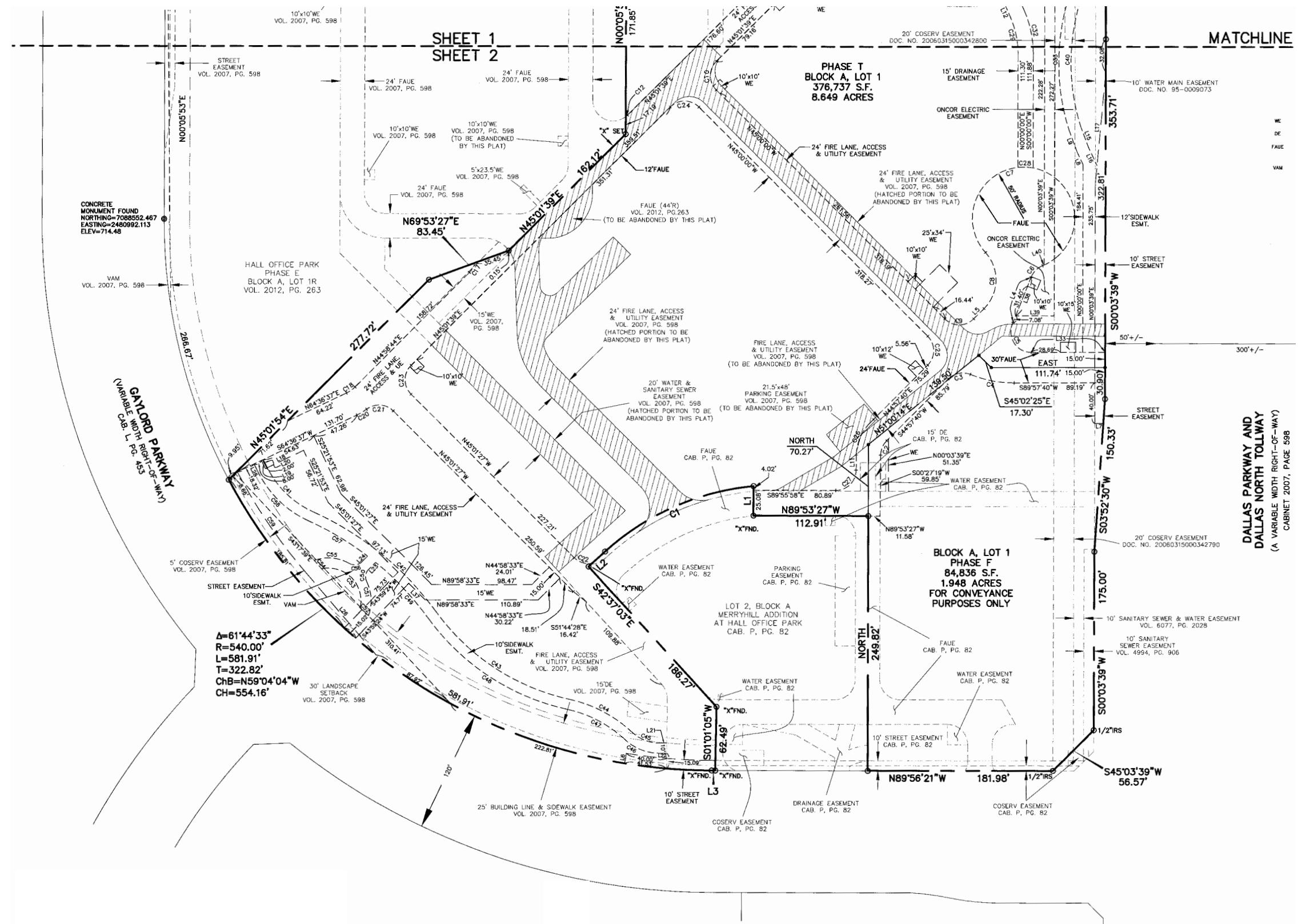
FLOOR PLAN



Future Restaurants



Pad Site



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