



FOR IMMEDIATE RELEASE:

FIRST AUTOGRAPH COLLECTION HOTEL IN FRISCO, TEXAS COMING TO HALL PARK

Developer also shares details on its new residential tower currently under construction.



A rendering of the new HALL Park Hotel. Photo credit: HALL Group

FRISCO, TEXAS — March 23, 2023 – One of Frisco’s pioneering office developments, HALL Park, is touting another Frisco first: its first Autograph Collection Hotels property. The [HALL Park Hotel](#), Autograph Collection, currently under construction, is part of the first phase of HALL Park’s \$7 billion new masterplan which is transforming the development from a singular office focus into a dynamic, live-work-play community. The forthcoming hotel is owned by Dallas-based HALL Group, will be operated by Coury Hospitality, and upon completion, will join Autograph Collection Hotels – Marriott Bonvoy’s diverse and dynamic collection of independent hotels championing individuality.

The 224-room HALL Park Hotel will be home to a curated collection of world-class contemporary art and will feature an outdoor pool, a 4,000 square-foot ballroom, state-of-the-art fitness center, chef-driven restaurant and lounge, and an expansive patio overlooking the upcoming city of Frisco’s Kaleidoscope Park. The hotel’s guest rooms and 60 well-appointed suites are designed to support both short term and longer stays, with a focus on business travelers, events and meetings, regional “staycationers,” and those visiting nearby nationally recognized recreational attractions including Toyota Stadium, The Star in Frisco, regional youth sports tournaments and the upcoming PGA of America complex and Universal Studios Park.

“Our partnership with Autograph Collection Hotels provides the opportunity to deliver a one-of-a-kind property to the residents and visitors of Frisco that will include a museum-quality art collection and world-class food and wine offerings,” said Craig Hall, chairman and CEO of HALL Group. “Framed by views of the art-filled Kaleidoscope Park, which is currently underway, hotel guests will be able to experience Frisco not only as a business and sports hub but also as an emerging arts and culture destination.”

HALL Park Hotel is HALL Group’s second art-focused hotel in North Texas; HALL Arts Hotel opened in the Dallas Arts District in late 2019. Substantial construction on the HALL Park Hotel is expected to complete by the end of 2023.

HALL Park Hotel will participate in Marriott Bonvoy – the award-winning travel program from Marriott International – allowing members to earn and redeem points for their stay at the new hotel, and at other hotels and resorts across Marriott Bonvoy’s extraordinary portfolio of brands. The hotel’s management company, Coury Hospitality, based in Las Colinas, has a portfolio of more than 30 unique hotels and restaurants, including 10 hotels in the Autograph Collection.

“We are excited about the opportunity to work side-by-side with Craig Hall and the HALL Group on this landmark destination,” said Paul Coury, CEO and founder of Coury Hospitality. “This marks our third Autograph Hotel in the DFW Metroplex. Our focus is to operate a world-class hotel and create unique culinary experiences that will be unmatched in the area.”

Across the park from the hotel will be [The Monarch](#), a 19-story, luxury apartment tower. Cushman & Wakefield is serving as the management company for the multifamily tower and will begin taking reservations for the 214 luxury apartment units this June; The Monarch is expected to open in the fourth quarter of this year. The tower will feature 29 different floorplans, including eight penthouse units with oversized balconies and high-end appliances and finishes, spa-inspired master baths and park views. Amenities include a 21,700-square-foot amenity level featuring a club room with kitchen amenities, pool, fitness center, outdoor grilling areas, and a dedicated space for yoga and meditation. The Monarch will also offer residents bike storage, a pet washing area, and meeting space.

“The Monarch is a visionary project that will elevate the standard of apartment living in North Texas. HALL Group has been thoughtful about every detail of the project and is executing the art of placemaking with incredible skill,” said Lisa McDonnell, senior managing director of Texas Multifamily Asset Services at Cushman & Wakefield. “Uniquely defined by a programmed park, world class art, and a concierge-minded living experience, a luxury high-rise apartment offering of this caliber is long overdue for our growing Frisco community.”

At the base of the residential tower will be a 10,000-square-foot eatery that will offer a diverse selection of 10 unique, chef-driven restaurants. The culinary destination, slated to open in 2024, will encourage community and exploration with an indoor dining area and outdoor patio with prime seating for live music events at Kaleidoscope Park.

Adjacent to the hotel will be [The Tower at HALL Park](#), a 16-story, trophy office tower which will share a podium with the hotel and feature approximately 380,000 square feet of rentable space. With a heightened attention to providing access to the outdoors, the tower will have multiple terraces on every suite level, generous outdoor amenity space, and direct park access. The tower will also include 10,000 square feet of ground-level retail and restaurant space facing Kaleidoscope Park. Substantial construction on The Tower at HALL Park is expected to complete in the fourth quarter of 2023.

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About HALL Park

A pioneering development in Frisco since the mid-1990s, HALL Park today encompasses 2.2 million square feet of office space throughout 15 completed buildings. One-third of the park is dedicated to green space and includes three miles of walking trails, over 200 works of art including the Texas Sculpture Garden, the

largest private collection of contemporary Texas sculpture made available to the public. In October 2021, its developer, HALL Group, commenced construction on the first phase of its new masterplan development that will evolve HALL Park into a dynamic mixed-use community. Upon completion, the full masterplan—anticipated to span 20 years of development—will encompass approximately 9.5 million square feet of usable mixed-use space with a projected value of around \$7 billion. Learn more at hallpark.com.

About Coury Hospitality

Founded in 1999, [Coury Hospitality](http://CouryHospitality.com) is a hospitality management company skilled in every facet of hotel, restaurant, venue operations and development. Known for historic renovations, exceptional guest service and new, curated build, design and construction, Coury Hospitality employs cutting-edge management techniques ranging from accounting and revenue management to e-commerce and asset management to transform buildings new and old into world-class, full-service boutique hotels that deliver unforgettable travel and dining experiences. Coury Hospitality currently operates 11 hotels and more than 20 food and beverage outlets across the United States. Several more hotel and restaurant projects are underway including additions to Marriott’s Autograph Collection. For more information, visit CouryHospitality.com.

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Renderings of the Hall Park Hotel and The Monarch can be accessed [here](#).