



FOR IMMEDIATE RELEASE:

PRELEASING NOW UNDERWAY FOR THE MONARCH HALL PARK

First luxury multifamily tower in HALL Park slated to open in October 2023



Photo credit: HALL Group

FRISCO, TEXAS — August 30, 2023 – HALL Group announced today it has begun accepting prelease reservations for [The Monarch HALL Park](#), the company’s first residential tower at HALL Park in Frisco, Texas. The 19-story, 214-unit luxury apartment tower is slated to open in October 2023 and will be located on Kaleidoscope Park, a 5.8-acre vibrant park with year-round public programming, opening in early summer 2024.

The tower features 28 unique floorplans from which residents can choose, including eight penthouse units with oversized balconies. Finished apartments will boast 10-12-foot floor-to-ceiling windows, gourmet kitchen with premium appliances and quartz counters, walk-in closets, and private terraces with panoramic views of the park.

The 21,700-square-foot amenity level on the sixth floor includes a club room with a fully equipped kitchen; resort-style pool; expansive, state-of-the-art fitness studio; outdoor grilling and social area; and a dedicated space for yoga and meditation. In addition, residents will have access to onsite bike storage, pet washing and relief areas, and meeting space.

Cushman & Wakefield is serving as the management company for The Monarch HALL Park, which will have an onsite lifestyle director responsible for assisting residents with a full range of concierge services including scheduling a personal trainer, massage therapist or dog walker; coordinating housekeeping and dry-cleaning services; and planning onsite events. The building will also feature valet parking services for residents and guests.

“The Monarch HALL Park is going to be a living experience like none other in Frisco,” said Senior Property Manager Ashley Herrera. “From gorgeous views of Kaleidoscope Park to first class concierge

services and resort-style amenities designed for a healthy lifestyle, our team is working tirelessly to create an environment that provides residents with an exceptional living experience.”

The residential tower is part of the first phase of HALL Park’s new \$7 billion masterplan, which is transforming the development from a singular office focus into a dynamic, live-work-play community.

To learn more about The Monarch Hall Park, visit livemonarchresidences.com.

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About HALL Park

A pioneering development in Frisco since the mid-1990s, HALL Park 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, HALL Group commenced construction on the first phase of its new masterplan development that will evolve HALL Park into a dynamic mixed-use community, starting in 2024. 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 HALL GROUP

HALL Group is a Dallas-based, multibillion-dollar, private company made up of a diverse group of subsidiaries spanning real estate, finance, winemaking, and venture capital. Founded in 1968, the company focuses on four key areas: development and ownership of office, multifamily and hospitality real estate assets including HALL Park, a 162-acre, mixed-use development in Frisco, Texas with a masterplan underway that, when complete, will include 10 million square feet of commercial assets; HALL Structured Finance, a national commercial real estate construction and bridge loan lender, primarily in the hotel and multifamily sectors; HALL Family Wines, a producer of high-quality California wines that includes the HALL, WALT and BACA brands; and angel- and seed-round funding for select venture capital investments. HALL Group also owns the HALL Collection, an immense compilation of local and international artwork on display throughout the company’s properties. For more information, visit hallgroup.com.

About Cushman & Wakefield

Cushman & Wakefield (NYSE: CWK) is a leading global commercial real estate services firm for property owners and occupiers with approximately 52,000 employees in approximately 400 offices and 60 countries. In 2022, the firm reported revenue of \$10.1 billion across its core services of property, facilities and project management, leasing, capital markets, and valuation and other services. It also receives numerous industry and business accolades for its award-winning culture and commitment to Diversity, Equity and Inclusion (DEI), Environmental, Social and Governance (ESG) and more. For additional information, visit www.cushmanwakefield.com.

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