

NewcrestImage



FOR IMMEDIATE RELEASE:
April 11, 2017

CONTACT: Jason Meyer
*Cooksey Communications –
for Frisco Station Partnership*
972-580-0662 ext. 21
jason@cookseypr.com

NEWCRESTIMAGE BREAKS GROUND ON AC HOTEL, RESIDENCE INN AT FRISCO STATION

First phase of construction begins on innovative lifestyle hotel campus in Frisco

FRISCO, Texas – NewcrestImage, a Texas-based hotel development construction and management firm, broke ground today on a dual-brand AC Hotel and Residence Inn at Frisco Station, a 242-acre, mixed-use development located in Frisco, Texas. The hotels, both Marriott concepts, are part of an innovative, 600-room lifestyle hotel campus that, upon completion, will also include Canopy by Hilton.

“When designing the lifestyle hotel campus for Frisco Station, we wanted to include concepts that address a broad range of guest needs while also offering an exceptional customer experience,” said Mehul Patel, Chairman and CEO of NewcrestImage. “We want to ease the burden of travel by providing a comfortable environment in which guests may relax and focus on what is most important to them throughout their stay.”

The eight-story, 150-room AC Hotel at Frisco Station is among the first of this brand to be constructed in North Texas. The concept is inspired by modern European design with gray and brown tones, furniture and fixtures with asymmetrical lines and round shapes, and highly textured walls and ceilings with graphic designs. A focal point of the AC Hotel will be its AC LoungeSM, which reinforces Frisco Station’s emphasis on creating collaborative spaces by serving as a co-working space by day and a networking hotspot by night. The lounge features a full bar serving craft beers and hand-crafted cocktails, along with tapas plates. Guests may also collaborate in one of the hotel’s signature media salons or in the library. A European-style breakfast will be served daily in the kitchen area, and a 24-hour fitness center will help guests maintain their exercise routines. The AC Hotel also offers more than 4,500 square feet of meeting space that can accommodate a wide range of events.

For guests staying more than a few nights, the seven-story, 150-room Residence Inn at Frisco Station provides an extended stay option with all the comforts of home. Unlike other Residence Inns, the Frisco Station property will be designed with vibrant colors, eclectic furniture and artwork, and textured walls. Public spaces for engagement include an indoor pool, two lounge areas and a dining room serving a daily complimentary breakfast with healthy menu items. Room options include studio, one-bedroom and two-bedroom suites with fully equipped kitchens and free grocery delivery service.

The Frisco Station project represents one of the largest projects to date by NewcrestImage, which began operations in 2013. The AC Hotel and Residence Inn are expected to open in mid-2018.

“The lifestyle hotel campus that NewcrestImage is developing at Frisco Station is something that hasn’t been done before,” said Mike Berry, president of Hillwood Properties. “They have created a singular hotel destination that provides multiple concepts distinct in their design, function, and appeal. This type of guest tailoring, which includes alluring artistic design, and meaningful convenience, aligns perfectly with Frisco Station’s foundational pillars of smart, creative and healthy, the intent of which integrates all of the facets of a productive, active, and inspired lifestyle. The new AC Hotel and Residence Inn are perfect for what we are trying to accomplish here at Frisco Station.”

The lifestyle hotel campus will anchor “The Hub,” a 31-acre, mixed-use amenity district that is the centerpiece of Frisco Station. At full build out, “The Hub” will offer nearly 200,000 square feet of unique food and beverage concepts, innovative entertainment options and diverse retail selections, located directly along the spine of the project’s expansive parks and trails system. “The Hub” is uniquely designed to enhance community connectivity, while bringing an amenity center that will support the project’s office and residential platforms.

Upon completion, Frisco Station will also include more than five million square feet of office and corporate campuses and 2,400 urban living units. Located along one of the most dynamic development corridors in North Texas, and adjacent to “The Star” (the new Dallas Cowboys headquarters), Frisco Station offers a new approach to urban design. The development will include extensive amenities and an environment that fosters high-tech, imaginative and collaborative experiences. It will feature the latest health and wellness concepts, entertainment venues, specialty restaurants, medical centers, open spaces with programmed events, and trail systems that provide connectivity between office, medical and urban living districts.

The project is being developed by the Frisco Station Partnership, which is composed of The Rudman Partnership, Hillwood Properties and VanTrust Real Estate.

#

About NewcrestImage

Currently, NewcrestImage has a portfolio of 21 hotels, with another 12 hotels under construction or in development including renovation of historic sites in Cincinnati, New Orleans, Houston and Dallas. Three vertically-integrated divisions – real estate development, construction and hotel management – create unique synergy and value-added success for the company’s people, properties and investment partners.

About Frisco Station

Frisco Station is a 242-acre mixed-use development in Frisco, Texas, created with a new approach to urban design based on the foundational principles of smart, creative and healthy experiences. The proposed development is located along the Dallas North Tollway and to the north of Warren Parkway surrounding the new Dallas Cowboys Star development and world headquarters complex. Frisco Station will feature fully amenitized office, residential, retail, restaurant and medical uses. The development was recognized in 2017 by D CEO as the region’s “Best New Mixed-Use Project.” The project is being developed by the Frisco Station Partnership, which is composed of **The Rudman Partnership, [Hillwood Properties](#) and [VanTrust Real Estate](#).**