



Putting the D in development: CRE companies focus on Dallas-area for new projects

BY BRANDI SMITH

“We are blessed and fortunate to be doing business in one of the most desirable counties in the nation for relocation, development and acquisition!” says David Craig, Chairman and CEO of Craig International, which focuses its development in Collin County.

Perhaps the company’s most anticipated project is District 121, located along the 121 Corridor in McKinney.

“It was zoned for gas stations, fast food, small offices in the rear,” Craig says. “We could not let that happen to this special location and the city came

aboard and shared our vision for a more urban mixed use project that was of the highest quality.”

When it’s complete, the 18-acre project next to Craig Ranch will include upscale restaurants, such as Bob’s Steak and Chop House, Mi Cocina, 400 and Zero Gradi, Common Table and more, an 8-story Class A office building, a 102-room boutique hotel called Hotel Denizen and a .72-acre park.

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3830 Promotory Point

"We believe office will rebound strongly in late '23 and early '24," adds Baumgardner. "The workforce will return in some form or another, and I believe most corporations recognize the importance of bringing people together to create a dynamic and collaborative environment."

Craig International is banking on that with its McKinney Corporate Center. The master-planned office, residential, medical and retail development offers state-of-art tech infrastructure, the

latest in energy-efficient construction, WELL or Fitwel building standards, and a completely walkable community that connects employees to where they live and play. That taps into the growing demand

for walkable access to residential, retail and family entertainment options.

Craig says one office trend he's watching is existing space being converted into residential uses. He's also noted more flexible office spaces offering availability to storage space with docks, allowing smaller companies to access shipping.

Ultimately, in Texas markets, development opportunities abound, even as shifting dynamics make a keen eye and experience more important than ever.

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