



FIELDS®

# Welcome to Fields

REIMAGINING HOW NORTH TEXAS LIVES, WORKS, & PLAYS

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FIELDSFRISCO.COM





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W E L C O M E   T O   F I E L D S :

## A VISION ROOTED IN COMMUNITY & POSSIBILITY

Set across 2,500 acres in the thriving City of Frisco, Fields is a master-planned community designed to inspire. With two championship golf courses, 25+ miles of scenic nature trails, The Lakes of Fields, and sweeping views, this is luxury living grounded in natural beauty.

At Fields, everything is within reach. As a true 15-minute city, walk or bike from home to work, school, fine dining, shopping, or outdoor recreation. Seamlessly connected. Effortlessly elevated.

Anchored by premier destinations like the PGA of America Headquarters, Omni PGA Frisco Resort & Spa, and the upcoming Universal Kids Resort, Fields offers more than a place to live — it's a place to thrive.



Fields unites Frisco's economic energy with an exceptional quality of life. It's where entrepreneurs grow, families settle, and leaders shape what's next. With vibrant villages, luxury estates, premier office space, and inspired public realms, Fields is more than a master plan — it's a vision realized.

L I V E   B E A U T I F U L L Y .   W O R K   S T R A T E G I C A L L Y .   P L A Y   E N D L E S S L Y .

F R I S C O ,   T E X A S :

## WHERE GROWTH, INNOVATION, & QUALITY OF LIFE CONVERGE

Home to Fields, Frisco is one of the fastest-growing cities in the U.S. and a national leader in business, education, and livability. Ranked the No. 1 fastest-growing city in Texas (*Yahoo News*, 2024) and the best place for families (*the Fortune*, 2024), Frisco blends opportunity with lifestyle.

With low taxes, global connectivity, and a deep talent pool, Frisco attracts top companies like Keurig Dr Pepper, T-Mobile, and McAfee. Its schools, including Frisco ISD and University of North Texas at Frisco, consistently earn top marks for innovation and performance.

Frisco also delivers on quality of life, offering pro sports teams, world-class venues, 50+ parks, dynamic cultural attractions, and a thriving trail system.



**The future of North Texas is unfolding in Frisco.**

F I E L D S F R I S C O . C O M







THE FIELDS MASTER PLAN:  
2,545 ACRES OF VISION, CONNECTIVITY,  
& PURPOSE

The Master Plan, Perfected

Fields is more than a master-planned community—it’s a modern destination where North Texas thrives. Spanning over 2,500 acres in Frisco, Fields is a dynamic blend of residential, commercial, and recreational environments, designed to elevate how people live, work, play, and connect.

From custom estates and urban multifamily living to Class A office, parks, lakes, and curated retail—Fields sets a new standard in master-planned development.



A Connected, Mixed-Use Vision

- 5,000+ single-family homes
- 2,000 luxury urban multifamily units
- 11M+ square feet of office space
- 360,000 sq. ft. of world-class retail and dining
- 25+ miles of hike and bike trails
- 250+ acres of parks and open space
- 89 acres of lakes and water features
- 530 acres of PGA Frisco golf courses

Fields mixed-use development is seamlessly connected through an efficient infrastructure network, walkable districts, and ongoing investment in mobility and growth.

Designed for what’s now. Built for what’s next.

Key Districts at a glance

- **Fields West:** Premier shopping, dining, and mixed-use experiences (opening 2027)
- **The Preserve:** Gated, luxury enclave surrounded by nature
- **North Fields & Brookside:** Urban residences and family-friendly neighborhoods
- **East Village & University Village:** Residential offerings by John Landon Homes
- **PGA Frisco:** Headquarters, resort, and championship golf
- **Universal Kids Resort:** First-of-its-kind theme park (opening 2026)
- **Midtown, Point West & East:** Build-to-suit corporate development

Led by an Exceptional Development Team

Fields is brought to life by a collaborative team led by Hunt Realty Investments and Fehmi Karahan of The Karahan Companies—joined by renowned partners including Chief Partners, Crosstie Capital, Gensler, Kimley-Horn, SHOP Companies, CBRE, and Trammell Crow Company. Their shared vision is to redefine what’s possible in modern, mixed-use development.



F I E L D S   W E S T :

A THOUGHTFULLY CRAFTED URBAN VILLAGE

Retail & Entertainment Destination

Fields West is a 55-acre urban village. Curated by The Karahan Companies and Hunt Realty, Fields West brings together upscale living, world-class retail, inspired dining, and Class A office space in a vibrant, walkable destination.

Anchored by Bloomie’s and premier names like Alo Yoga, Arhaus, Kendra Scott, and Mastro’s Steakhouse, Fields West is where luxury brands and fine dining meet community charm.

Designed for connection, Fields West features wide walkways, green spaces, and gathering areas—creating a modern town square for shopping, dining, entertainment, and outdoor experiences.

Above the retail and restaurant space, 1,200 luxury multifamily residences offer effortless access to everyday convenience. Residents also enjoy walkability to The Preserve, Brookside, and 25+ miles of scenic trails woven throughout Fields.

With 325,000 square feet of Class A office space and custom build-to-suit opportunities, Fields West offers businesses a high-visibility, high-lifestyle address—developed by The Karahan Company and Trammell Crow, and leased by CBRE.

K E Y   F E A T U R E S

Premier Shopping & Dining

- High-end retail brands
- Boutique shops
- World-class restaurants

Entertainment Hub

- Cinemas
- Live performance venues
- Event spaces

Walkable Urban Experience

- Mixed-use developments with residences
- Hotels
- Offices





F I E L D S   N O R T H :

## URBAN LIVING ACROSS FROM PGA FRISCO

Located directly across from PGA Frisco, North Fields is a 150-acre, mixed-use district offering 620 luxury multifamily residences by Columbus Realty Partners, premium retail, dining, and build-to-suit corporate office opportunities. With walkable access to Omni PGA Frisco Resort & Spa and positioned along PGA Parkway with proximity to Highway 380 and the Dallas North Tollway, North Fields offers high visibility and regional connectivity in one of the nation's fastest-growing cities, capitalizing on Frisco's exceptional quality of life, top-ranked schools, and national spotlight as a premier business and residential hub.



## UNIVERSAL KIDS RESORT

### Opening in 2026

Universal Kids Resort, a first-of-its-kind theme park for young families, will bring beloved characters from DreamWorks, Nickelodeon, Illumination, and Jurassic World to life. The resort will enhance Fields as a vibrant destination to live, work, and play. It will attract families from across North Texas, drive economic growth, and boost property values while also offering a 300-room hotel for park visitors.



F I E L D S :

## A PREMIER OFFICE DESTINATION IN FRISCO, TEXAS

Located in Frisco, one of the nation's fastest-growing cities, Fields offers businesses a unique opportunity to thrive within a 2,500-acre, master-planned development. With a range of office options, including 11 million square feet of build-to-suit and mixed-use spaces, Fields provides an ideal environment for companies to grow and innovate.

### Flexible Office Space for Every Business Need

Fields West is a vibrant, 55-acre urban village offering up to 2.8 million square feet of Class A office space. Businesses can establish headquarters or regional hubs in a walkable district surrounded by world-class retail, dining, and entertainment. Additionally, 325,000 square feet of office space is available above retail spaces, providing employees with easy access to amenities and over 250 acres of parks and 25+ miles of hike and bike trails.

### Strategic Location & Connectivity

Fields offers exceptional connectivity to the Dallas-Fort Worth Metroplex, with easy access to the Dallas North Tollway, DFW International Airport, and Dallas Love Field—ideal for businesses and business travelers alike.

### Frisco: A Talent-Rich Community

Position your company in Frisco, known for its business-friendly atmosphere and highly skilled workforce. Frisco's proximity to top universities, award-winning schools, and a growing professional community makes it an ideal location for attracting top talent and fostering success.

### Your Future Starts at Fields

Fields provides a dynamic, connected environment for businesses to succeed. Whether you're expanding or establishing your corporate headquarters, Fields offers the flexibility, innovation, and quality of life that make it the perfect destination for your business and employees.





BROOKSIDE :

ELEVATED LIVING IN FRISCO, TEXAS

Brookside offers a rare blend of modern living and natural tranquility, set amidst scenic trails and rolling hills, with easy access to Fields’ premier lifestyle amenities. This community, comprising Brookside North and South, is conveniently located near the Dallas North Tollway and key Frisco landmarks, offering both serenity and connectivity. Within Brookside South, Taylor Morrison is building homes, starting at \$750,000. Known for quality of service and design, these stunning homes will offer another deluxe living option within Fields.

Luxury Homes by John R. Landon

Brookside North features luxury homes by John R. Landon, known for his refined designs and superior craftsmanship. With over 30 years of experience, Landon’s custom-built residences start at \$1.5 million. To date, 363 homes have been completed, each offering distinctive architecture and exceptional quality.

Exclusive Amenities at Brookside Club

At the heart of Brookside is the exclusive \$13M Brookside Club, providing residents with a premier amenity center designed for social engagement and wellness. Residents enjoy a state-of-the-art gym, outdoor pool, tennis and pickleball courts, fitness classes, and more—fostering a vibrant community for all.



THE PRESERVE :

WHERE LUXURY COMES HOME

The Preserve offers a rare blend of luxury living and natural beauty within Fields. Nestled among rolling hills and two PGA championship golf courses, The Preserve is an exclusive, gated community designed for the most discerning homeowners.

THEPRESERVEINFRISCO.COM





# The Preserve

## A Community Like No Other

The Preserve features 267 acres of thoughtfully designed custom homes with expansive lots ranging from 6,800 square feet to over an acre. Homes, starting at \$3.5 million, reflect timeless luxury with unique architecture, stunning outdoor living spaces, and exceptional finishes. With a secure gated entrance, The Preserve ensures privacy while offering access to a vibrant community.

## Unmatched Golf-Course Living

The Preserve is situated near the Omni PGA Frisco Resort & Spa, surrounded by two championship golf courses designed by Gil Hanse and Beau Welling. Residents can enjoy breathtaking fairway views, scenic walking trails, and easy access to world-class golf, dining, and entertainment.

## Connected to Fields West & Frisco’s Urban Hub

The Preserve is steps away from Fields West, a 55-acre urban village offering luxury retail, dining, and entertainment. With retailers like Bloomingdale’s, William Sonoma, and Pottery Barn, plus dining options such as Mastro’s Steakhouse and Sixty Vines, residents have the best of Frisco at their doorstep.

### KEY FEATURES

#### A Truly Exceptional Living Experience

The Preserve offers an unparalleled lifestyle of privacy, luxury, and nature, making it the perfect place to call home for those seeking the very best in Frisco’s exclusive real estate market.

- Brookside Club
- Lakes of Fields
- 25 miles of hike and bike trails
- 40 acres of landscaped parks, rolling hills, and mature trees

#### Exclusive Custom Homes by Top Builders

Phase 1 of The Preserve will feature 233 homes from 10 of North Texas’ finest custom homebuilders. Buyers can choose from a variety of architectural styles, including Classical, French, Tudor, and Contemporary designs, all crafted with the highest standards of luxury.

[thepreserveinfrisco.com](http://thepreserveinfrisco.com)







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## The Preserve

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