

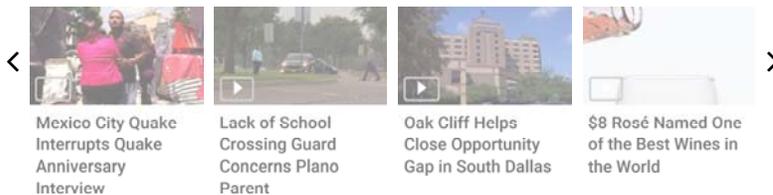


# Economic Boom Continues in and Around Westlake With Charles Schwab Campus

By Maria Guerrero



An economic boom continues on the edge of Denton and Tarrant Counties as another big employer is moving in. Texas Governor Greg Abbott attended the ceremonial ground breaking ceremony for the new Charles Schwab regional office in Westlake. The \$100 million campus is set to open in 2019. (Published Tuesday, Sept. 19, 2017)



An economic boom continues on the edge of Denton and Tarrant Counties as another big employer is moving in.

Texas Gov. Greg Abbott attended the ceremonial ground breaking ceremony for the new Charles Schwab regional office in Westlake.

The \$100 million campus is set to open in 2019.

The campus is located on Highway 114 and 170 in the new Circle T Ranch Development.

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The financial services firm will employ up to 2,600 people.

Tuesday's groundbreaking is a welcome sign for area businesses already enjoying a huge transformation in and around Westlake.

The total population among the communities of Argyle, Haslet, Justin, Northlake, Roanoke, Trophy Club, and Westlake is an estimated 37,000, according to Sally Michalak of the NW Metroport Chamber of Commerce serving the seven communities.

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The greater Metroport region, which includes communities beyond these seven, had a population of about 88,000 residents in 2016.

The region's population is expected to grow to 100,000 by 2020, according to figures provided by the chamber.

Business owner Shannon Chaler took a risk eight years ago.

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"Everybody thought we were absolutely nuts," she said. "We thought it would be a good idea."

Chaler moved her hair salon, Distinctive Flair, from Southlake to Roanoke.

She and her husband had researched future economic projections in the area.

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"We knew it was coming," she said. "It's been a fantastic move for us."

Her salon is located near Highway 114, where 95,000 cars travel daily.

Just under 1,000 homes are built every year in the seven surrounding communities, according to the chamber.

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And it's paying off for Chaler.

"Loads of new clients," she said.

Chaler is certain her gamble will pay off even more because of a new project taking shape down the road in Westlake.

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The new Charles Schwab campus broke ground on Tuesday.

The office space will span 500,000 square feet and will sit on 70 acres.

"Mercy, we knew it was big," said Chaler. "Looks like new business to me."

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Tracey Noonan owns [Talk of the Towne](#) home accents and gift shop in Roanoke.

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"I am so glad that I decided to open my store here back in May," said Noonan.

She said she had wanted to open her own business for 20 years and finally saw an opportunity to do so in Roanoke.

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"There are new restaurants up and down in Roanoke. The only thing there used to be there was Babe's Chicken," she said. "And now there's going to be a new hotel, the Peabody, at the end of the street."

Chaler says she already sees how far the economic boom will take this area.

"114 toward Southlake, I can guarantee that it's going to be wall to wall business, new homes, new everything," she said with a smile.

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There's another indication of the growth.

Northwest ISD, which serves the area, experienced an increase of 1,100 new students this school year, according to the chamber.

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**Stacy Hamilton**

"There are new restaurants up and down in Roanoke. The only thing there used to be there was Babe's Chicken,"

That's not true. The Classic Cafe, at 504 N Oak St, has been there since the 1990's. Back then it was called Brian & Brian's. There's also the Dove Creek Cafe, which has also been in Roanoke since the 90's, along with Mr Jim's pizza.

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