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More than 2,000 people have moved to the financial giant's Westlake campus.



A view of the campus at Charles Schwab's new headquarters in Westlake. (Vernon Bryant / Staff Photographer)

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By [Steve Brown](#)
6:00 AM on Feb 27, 2020

Charles Schwab employees from California visiting the financial firm's new headquarters in Westlake are trading their views of San Francisco for a vista of Texas prairies.

"This is definitely not urban San Francisco," said Glenn Cooper, Schwab's senior vice president of real estate, who has spent over three years working on the company's new campus north of Fort Worth. "But everyone that's coming here absolutely enjoys it."

"We are finding people like to sit and watch cows. It's like some event when the cows come out."

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Glenn Cooper of Charles Schwab gives a tour of the new Charles Schwab headquarters in Westlake. (Vernon Bryant / Staff Photographer)

With views overlooking a small lake and the surrounding Circle T Ranch, Schwab's new offices are nestled among rolling plains, rock-lined water features and native plants.



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"We wanted the theme to be modern ranch," Cooper said.

A huge oak tree sits in the middle of the first three buildings on the 70-acre site on State Highway 114.

"That's a 200-year-old tree we saved, along with a lot of others on the site," Cooper said as he led a tour of the Schwab campus that started opening last fall.



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Cooper has been working on the project since 2014, when the then-San Francisco-based firm started scouting locations in North Texas.



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BY STEVE BROWN

Work started on the first three buildings with 700,000 square feet of space in 2017. DPR Construction is the general contractor.

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Last November, Schwab announced that it would move its headquarters from California to the new digs in Texas. The company hasn't said exactly how many people will come to Westlake from San Francisco.

"A small percentage of roles may move from San Francisco to Westlake over time, either

through relocation or attrition," Schwab said in a statement.

More than 2,000 people are now employed at the Westlake campus. Most of them have come from nearby temporary office space.

"The first ones moved in October of 2019, and we've been moving in phases and are still in the process," Cooper said. "Just about every part of Schwab will have some representation here. "

Change in strategy

The North Texas operation joins Schwab's other major employment centers in Denver, Austin, Phoenix and elsewhere around the country.

Starting about a decade ago, the company decided to start swapping some of its big, generic leased spaces for custom-built office centers that it would occupy long-term.



A 200-year-old tree in the center area of the buildings at Charles Schwab's new headquarters in Westlake. (Vernon Bryant / Staff Photographer)

“We wanted people to look at the campus and say they want to work there,” Cooper said.

“We get people coming in we recruit that say they wanted to see this campus.

“Recruiting talent is not just what you pay them.”

The Westlake office complex includes a client service center with meeting rooms and presentation areas and even a small museum space with a vintage stock ticker, company memorabilia and a pair of founder Charles Schwab’s eyeglasses that he wore in some of the company’s first advertisements.

A fourth-floor roof deck and meeting room has views across the ranch of the nearby corporate campuses that house Fidelity Investments and Deloitte.

“We wanted the buildings to face the beauty of the Circle T Ranch and have nice views,” Cooper said.

All of the loading docks and service areas are hidden underground below a parking garage. Landscaped pedestrian walks connect all of the buildings and wind through the grounds.

A lakeside amenity building includes a cafeteria, training rooms, meeting areas and a large multipurpose room that Schwab plans to open to the community.

“The Westlake Academy is already talking about having their commencement there,” Cooper said.

'In Texas and you know it'

Designed by Dallas architect Corgan, Schwab's new buildings have wide stretches of glass, sloping roofs and balconies, and use polished wood and rough stone on both the inside and exteriors. Mesquite wood and Texas limestone were used in some areas.

"We tried as much as we can to make sure all the materials are local," Cooper said. "You're in Texas and you know it."

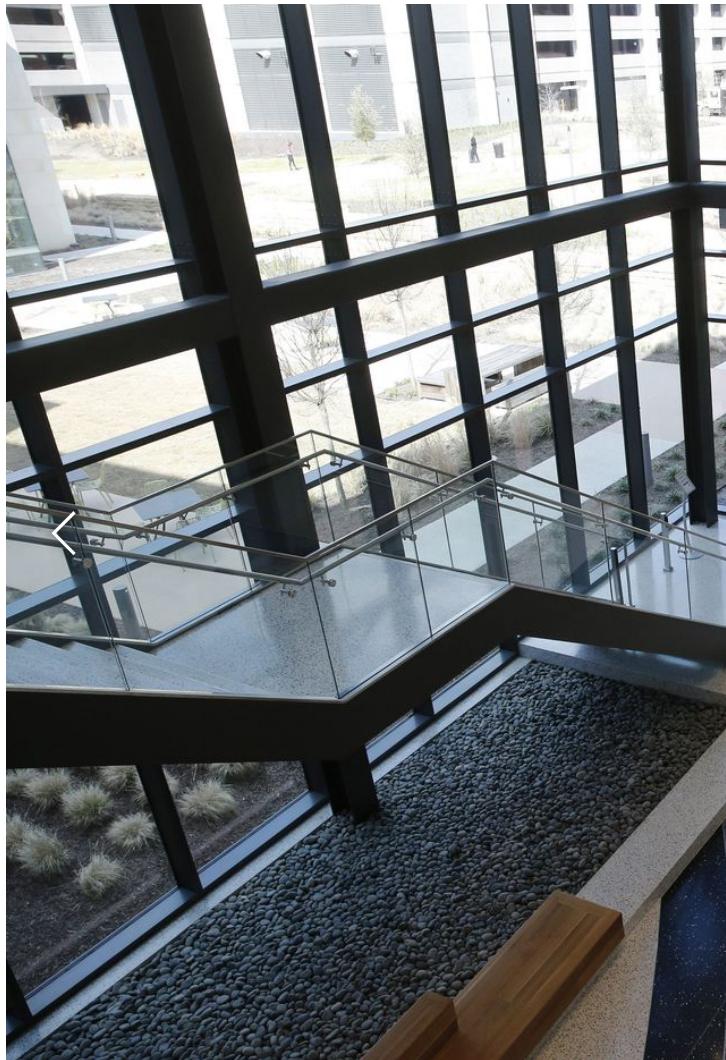
When two more buildings are completed at the campus next year, Schwab will have room for almost 6,000 people in the project, making it one of the largest employment centers in North Texas.

Cooper has worked on Schwab's other offices around the U.S. and isn't one to pick favorites.

Before joining Schwab almost two decades ago, he worked with Citicorp on major corporate real estate projects in Europe, the Middle East, Africa and India.

But he's understandably proud of the latest effort in Westlake.

"It's the highlight of my career, and I've been doing this 30 years."



1/6 Foyer of the amenities building at Charles Schwab's new (Vernon Bryant / Staff Photographer)



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