

# The Dallas Morning News


[SECTIONS](#)
[SUBSCRIBE](#)


54°F

## MORE FROM HOMEPAGE

Desire for drastic change driving Texas Latino voters to embrace 'Tío Bernie' Sanders

Baylor Scott & White is moving thousands of workers to Deep Ellum

Jury sentences Brandon McCall to death for 2018 fatal shooting of Richardson police officer

[BUSINESS](#) > [REAL ESTATE](#)

# Charles Schwab's new home on the range in Texas comes complete with cattle

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)

*what* matters.

[VOTER GUIDE](#) >

[TELL US WHAT MATTERS](#) >

[CURIOUS TEXAS](#) >

[NEWSPAPER ARCHIVES](#) >

[PUZZLES AND GAMES](#) >

[TOP 100 PLACES TO WORK](#) >

[AL DÍA - NOTICIAS EN ESPAÑOL](#) >

By [Steve Brown](#)

6:00 AM on Feb 27, 2020

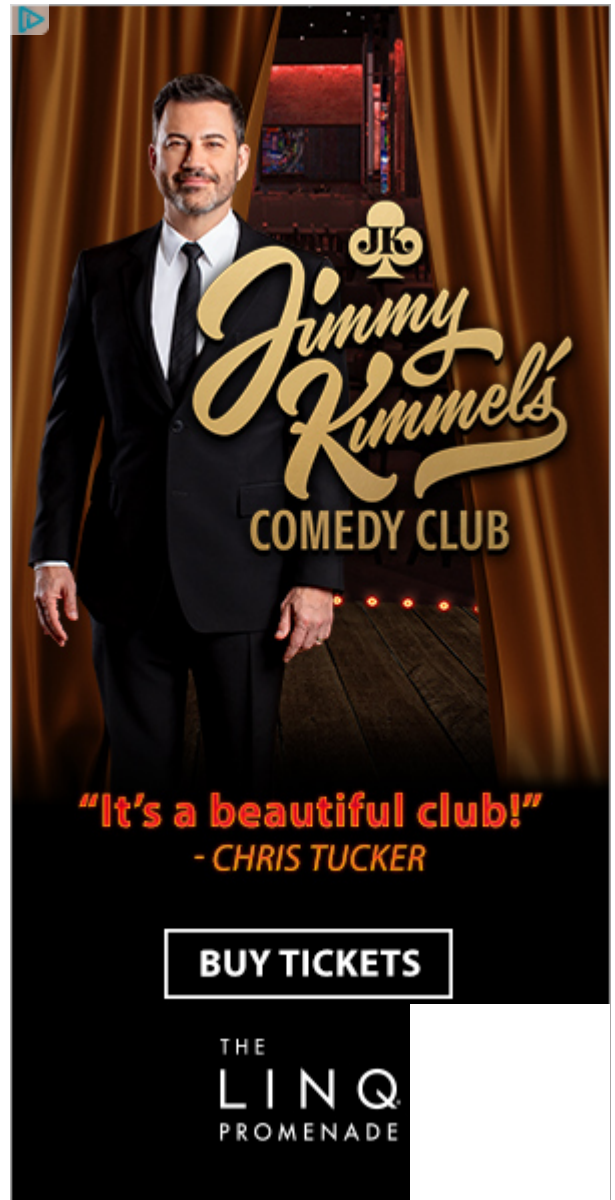
[OBITUARIES >](#)[TODAY'S EPAPER >](#)

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."

ADVERTISING





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.



SPONSORED CONTENT

## Get Access to Cash [↗](#)

BY **CHASE**  
for BUSINESS®

"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.

## Featured Articles



< Previous

Next >

### TOP BUSINESS STORIES

**Baylor Scott & White is moving thousands of workers to Deep Ellum**



**YouTube TV users can no longer watch regional Rangers, Mavs and Stars broadcasts due to dispute**



**American Airlines must make changes to sick leave policy flight attendants called sexist**



**New Plano office campus is part of \$1 billion development**



**Spreading coronavirus is making some American Airlines crews nervous about flying abroad**



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

**REAL ESTATE****Goldman Sachs is growing again in downtown Dallas****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.

**ADVERTISING**

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."

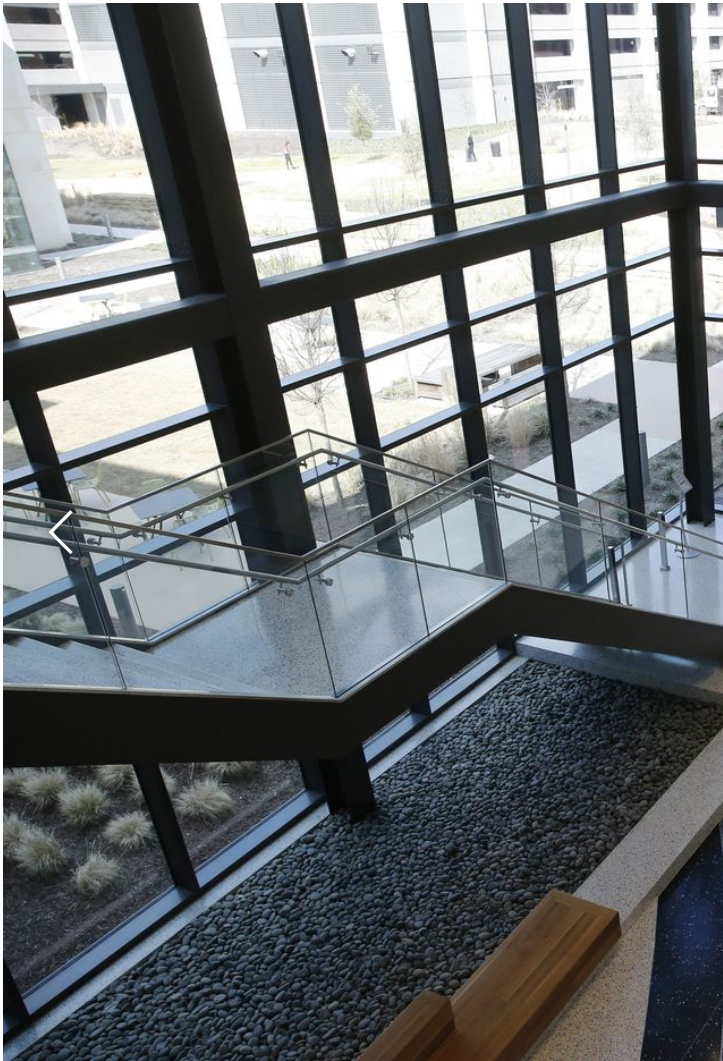
When two more buildings are completed at the campus next year, Schwab will have room for almost 6,000 people in the project, making it one of the largest employment centers in North Texas.

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)



[Steve Brown](#), Real Estate Editor. Steve covers commercial and residential real estate in Dallas-Fort Worth.

✉ [stevebrown@dallasnews.com](mailto:stevebrown@dallasnews.com)

🐦 [@SteveBrownDMN](https://twitter.com/SteveBrownDMN)

**We are currently revamping our**





comment system and it will return soon. In the meantime, you can [provide feedback here](#).

If you have a comment specifically about the story you just read, we encourage you to [submit a letter to the editor](#).



## Get D-FW real estate news

Get the latest real estate news from Steve Brown and the business staff at *The Dallas Morning News*.



By signing up you agree to our [privacy policy](#)

## Local Journalism Matters

Stand with us in our mission to discover and uncover the story of North Texas

[BECOME A MEMBER >](#)

### THE LATEST

#### Desire for drastic change driving Texas Latino voters to embrace 'Tío Bernie' Sanders

BY JAMES BARRAGÁN, GROMER JEFFERS JR., ALLIE MORRIS AND MARÍA MÉNDEZ

#### Baylor Scott & White is moving thousands of workers to Deep Ellum

BY STEVE BROWN

#### Jury sentences Brandon McCall to death for 2018 fatal shooting of Richardson police officer

BY CHARLES SCUDDER

#### 5 suspects in custody after leading Dallas police on 40-minute chase

### MOST POPULAR ON DALLASNEWS.COM

**1** Comediante mexicano Franco Escamilla donó \$20,000 para comprar medicamentos para niños con cáncer

**2** Can you get coronavirus from drinking Corona beer? No, but the brand still takes a hit

**3** The Cowboys met with Dak Prescott's agent Wednesday. These are the remaining issues to work through

**4** Charles Schwab's new home on the range in Texas comes complete with cattle

BY LOYD BRUMFIELD

## Can you get coronavirus from drinking Corona beer? No, but the brand still takes a hit

BY SARAH BLASKOVICH

5

**How Luka Doncic's stats compare to LeBron James, Kobe Bryant, other NBA greats by their 21st birthdays**

6

**A small speakeasy inside a restaurant is one of Frisco's best-kept secrets — and requires a password to get in**

# The Dallas Morning News

Texas' Leading News Source  
Est. October 1, 1885



### COMPANY

About *The Dallas Morning News*

Contact us

Careers

FAQ

### ADVERTISE WITH US

Autos

Classifieds

Jobs

Obituaries

Public Notices

### BUY

Photo reprints

Archived articles

Back copies

Commercial reprints

Licensing

### CUSTOMER SUPPORT

Help and feedback

Manage your account

Newspaper subscription

ePaper

ePaper (Al Día)

Email Newsletters

Daily audio briefing

Vacation hold/billing

### WEBSITE SUPPORT

Terms of service

Privacy policy

Site index

Real. *local.* Journalism.

Copyright © 2020 The Dallas Morning News. All rights reserved.