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New look revealed for Solana Business Park

March 19, 2015



Rendering courtesy of 70kft

Solana Business Park in Westlake and Southlake is undergoing a \$50 million makeover.

A. Lee Graham

Reporter

Weeks after announcing a \$50 million makeover of Solana Business Park in Westlake and Southlake, planners have released details of what they call a return to the property's modern ranch brand roots.

"Our goal is to modernize an iconic property and provide businesses with the ultimate work-life balance atmosphere," said Brian Driesse, director of asset management for Equity Office Properties, commenting in a news release.

"5G's renderings exemplify this vision and we are excited to share them with our tenants, visitors and the public," Driesse said.

The project sees architectural firm 5G Studio Collaborative work with Equity Office Properties, an affiliate of global asset management firm Blackstone Group that purchased the property in 2014 and plans to sink more than \$50 million into upgrading the site as the premier office project in Dallas Fort Worth, officials announced in February.

contractor Turner Construction and global commercial real estate

Structured parking, improved wayfinding systems, extensive interior and exterior renovations, enhanced landscaping, and upgrades to retail amenities, including the 38,000-square-foot Larry North Fitness Center.

The changes are expected to provide corporate tenants with facilities and amenities they need in a contemporary work environment. Plans also call for a new Solana logo designed by local graphic design firm 70kft.

Part of 5G's renovation redesign strategy include renewing Solana's modern ranch brand with a new color scheme. Natural prairie colors, weathered metal materials and the new Solana logo will be seen throughout the renovations.

Additionally, a new gateway entrance will provide visitors with a first impression of what planners call the “ranch cool” branding seen across campus.

In addition to physical renovations, the Solana brand is undergoing a revision to mirror the rejuvenation of the property. The business park's website has moved to www.discover solana.com and will provide information on property updates, schematics, amenities and other area surroundings.

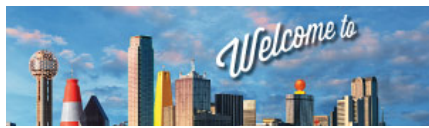
Campus buildings have been renamed to fit the new property identity. The new names include The Vista at Solana (formerly 1 E. Kirkwood), The Terrace at Solana (formerly Campus Circle) and The Plaza at Solana (formerly Village Circle).

"We're looking forward to seeing tenants and visitors enjoy the realization of the new vision for Solana," said Stephen Park, 5G Studio lead architect on the renovation.

"This is an exciting time in the growth of business and expansion in DFW and in Texas, and we are eager to help set this strong economic momentum at Solana," Park said.

Renovations are underway and expected to be completed by the end of 2015.

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