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## The Star in Frisco Welcomes Home Roger Staubach with Announcement of Luxury Apartment Developers

### Author:

Courtesy the Dallas Cowboys

**Frisco, Texas (May 18, 2017)** – The Star in Frisco today announced plans for a 17-story luxury residential tower, a joint venture between Cowboys owner Jerry Jones Sr., Cowboys Hall-of-Famer Roger Staubach, and Dallas-based developer Robert Shaw.

The partnership will enhance the vision of the mixed-used complex that is The Star in Frisco. The development will be built just a short walking distance from the Dallas Cowboys World Headquarters, allowing for the ultimate immersive experience for Dallas Cowboys fans.

“It’s good to have Roger back on the Cowboys active roster,” said Jerry Jones Sr., owner and general manager of the Dallas Cowboys. “His tremendous success and experience in commercial real estate brings a world of credibility to this project, and fits what we are doing at The Star from a big picture perspective perfectly. We also know that Robert Shaw, another of our former players, has a unique background specifically with this type of project.”

“We’re building a place for the fans,” said Shaw, Dallas-based real estate developer and CEO of Columbus Realty. “It’s more than housing. It’s about the Cowboys fan lifestyle.”

For those that make their home at The Star, they will receive special benefits and exclusive access to events, and for the first time, fans will have the chance to live just steps from the home of the Cowboys.

“Residents will be able to benefit from the full Cowboys experience by living next to our world headquarters and interacting with our players, coaches and executives,” said Jones. “Everything that goes along with being at The Star – dining, shopping, fitness, sports, entertainment and medical services – are just steps away.”

The Frisco high-rise, developed by Columbus Realty, will have a boutique look and feel, and mirror the design and aesthetics that currently exist throughout both The Star and AT&T Stadium. The development will rent out roughly 160 apartments for those looking for part- or full-time residence, or those just looking to be one step closer to the team. The average size of each unit will be 1,200 square feet.

“Robert and I were Cowboys years ago, so it’s a great fit for us to be back on the team again and with the Jones family,” said Staubach. “This is a wonderful opportunity to bring a first-class residential property to The Star and Frisco and be a part of all that is being developed in that area. Collectively we are going to do it the right way and make it special.”

This project marks the first high-rise building for the city of Frisco. Construction is set to break ground in January of 2018, with move-ins beginning in the first quarter of 2019.

Roger Staubach is best known for his role as quarterback of the Dallas Cowboys from 1969 to 1979. He was inducted into the Dallas Cowboys Ring of Honor in 1983 and the Pro Football Hall of Fame just two years later. Staubach played with Robert Shaw, who was center for the team from 1979 to 1981. Jerry Jones has served as owner of the Dallas Cowboys since 1989. He will be inducted into the Pro Football Hall of Fame in August.

The Star is the 91-acre campus that hosts the World Headquarters of the Dallas Cowboys in Frisco, Texas. In addition to playing home to the corporate offices and practice facility, The Star features Ford Center—a state-of-the-art, 510,000 square-foot indoor facility that houses a football stadium and will host a variety of events, an entertainment district lined with restaurants and shops, the Omni hotel, a medical center and more. The campus offers an experience for fans worldwide to look inside the entire operation of the Dallas Cowboys.

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