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**Craig Ranch Master Developer David Craig Featured in D Magazine**  
Christine Perez, D CEO, Discusses Craig Ranch Roots and Progress in McKinney, Texas  
with David Craig

(McKinney, Texas – February 21, 2014) D CEO Managing Editor Christine Perez conducted a second interview with Craig Ranch’s Master Developer, David Craig, aptly titled, “[McKinney’s Craig Ranch, Act II](#)” in the latest issue of D Magazine’s D CEO, which covers emerging entrepreneurs and provides expert analysis on real estate, law, health care and technology.

Perez first interviewed Craig in 2001, when Craig Ranch was simply a vision set to take over a 1,125-acre site west of McKinney. Now with 2,200 acres, 2,700 single-family homes (plus 1,100 more in the works), TPC Craig Ranch, the Cooper Fitness Center at Craig Ranch, speculative office development underway and multifamily units, David Craig’s vision has come to life.

“[Craig Ranch] was at the crossroads of Collin County, where four cities come together—McKinney, Allen, Plano, and Frisco,” Craig told Perez about when he first discovered the land for Craig Ranch. “And it featured magnificent topography, with limestone bluffs and Rowlett Creek, which traverses through the middle of the property. It was 1,125 acres of contiguous land in a prime location.”

Despite a few years of inactivity, Craig Ranch is now ready for its “second act” thanks to the completion of Sam Rayburn Tollway and the public-private partnership with the City of McKinney to create a business park, which will have more than 2.5 million square feet of office space.

Perez concluded the article with a fitting quote from David Craig: “Craig Ranch has proven itself as a master planned community...we’re now considered an ‘A’ location. Our time has arrived.”

### **About Craig Ranch**

Craig Ranch is a 2,200-acre master-planned business, retail and residential community in McKinney, Texas. As part of the Dallas Fort-Worth Metroplex and just 30 minutes from DFW airport, Craig Ranch is a high-profile, regional point of destination. The TPC Craig Ranch private golf course is the centerpiece of the community which also features the Cooper Fitness Center & Spa at Craig Ranch and many additional community and

corporate amenities. Contact Demian Salmon, Commercial Developer Manager for Craig Ranch at [dsalmon@craigranchtexas.com](mailto:dsalmon@craigranchtexas.com) or call 972-529-5700.

**About David Craig**

David Craig, Master Developer for Craig Ranch provides visionary and motivating leadership for a team of professionals who address environmental, economic, physical and political issues inherent in a complex development project. Mr. Craig's success is due to his ability to focus on a series of complex activities efficiently and effectively. For more information about Craig Ranch and David Craig, visit our website [craigranchtexas.com](http://craigranchtexas.com).

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**MEDIA CONTACT:**

Jody Hanson

[jhanson@anderson-hanson-blanton.com](mailto:jhanson@anderson-hanson-blanton.com)

(972) 991-8871