



## **The Fallon Company Breaks Ground on Phase One of Transformative New Mixed-Use Development Raleigh Crossing**

*Chief Deputy Secretary for the North Carolina Department of Commerce Liz Crabill, Mayor Nancy McFarlane, and Pendo joined The Fallon Company leadership at ceremony to commemorate company's major expansion in the Raleigh market with commencement of construction at 301 Hillsborough*

**Raleigh, NC (September 9, 2019)** – [The Fallon Company](#), a national commercial real estate owner and developer that specializes in mixed-use urban development with regional offices in Charlotte and Raleigh, today celebrated the inaugural milestone of its new 1.86-acre mixed-use development, Raleigh Crossing, in the heart of downtown Raleigh. Chief Deputy Secretary for the North Carolina Department of Commerce Liz Crabill, Mayor Nancy McFarlane and [Pendo](#) CEO Todd Olson joined The Fallon Company leadership as it broke ground on the first phase of the project, a 19-story, 292,500 square foot commercial tower, 301 Hillsborough.

Located at the center of downtown's most vibrant districts, Raleigh Crossing will feature commercial, residential, retail and hospitality uses, and enhance the downtown landscape with its striking design. To be completed in two phases, Raleigh Crossing will offer a true mixed-use experience and a distinct sense of place. Key project features include:

- 280,000 square feet of trophy office space
- 18,000 square feet of street-level retail
- 165-room hotel
- 135-unit apartment community
- An expansive, flexible outdoor amenity terrace
- Expanded sidewalks and an activated ground level

"We are excited to welcome The Fallon Company to downtown Raleigh," said Mayor Nancy McFarlane. "This new mixed-use development will help drive continued job growth in our city, and bring new commercial, residential and retail opportunities to the downtown. We look forward to The Fallon Company's continued success in North Carolina."

Designed by award-winning Durham-based [Duda | Paine Architects, PA](#), 301 Hillsborough at Raleigh Crossing will be designed to fit the needs of the modern workforce, with amenities including an expansive office lobby with communal gathering space, a spacious multi-purpose amenity terrace, a tenant-only fitness facility, and a pedestrian-oriented streetscape with 12,500 square feet of exciting retail and dining options. With its striking glass facade and human-scale design, 301 Hillsborough will offer a fresh perspective to the city's growing skyline.

"Today's groundbreaking symbolizes an exciting new chapter in the continued evolution of downtown Raleigh," said Michael Fallon, President of The Fallon Company. "Our vision for the site was to create a best-in-class development that elevates the city's commercial appeal while honoring its unique character. We're thrilled to work with local partners to bring this vision to life. With its prime location and modern amenities, Raleigh Crossing will be the city's premier mixed-use destination. We are honored to welcome Pendo and other tenants, residents and visitors to enjoy this dynamic community in the heart of the city."



Earlier this year, The Fallon Company announced that [Pendo](#), creator of the leading product cloud for digital products and data-driven product teams, will relocate its corporate headquarters to 301 Hillsborough. Pendo's new headquarters will occupy five floors and 125,000 square feet of the commercial tower.

"With its central location, first-class amenities and thoughtful design, 301 Hillsborough is the ideal future location for Pendo as we continue to plan for long-term growth," said Pendo CEO Todd Olson. "We are thrilled to join The Fallon Company today in celebrating this exciting milestone."

CBRE Raleigh has been engaged to handle the office and retail leasing responsibilities for 301 Hillsborough. Raleigh Crossing's second phase of development will concentrate on the site's hotel and residential offerings, including an additional 5,500+ square feet of retail space.

To learn more about Raleigh Crossing, including office leasing and contact information, please visit [www.raleigh-crossing.com](http://www.raleigh-crossing.com).

### **About The Fallon Company**

The Fallon Company is a privately held commercial real estate owner and developer headquartered in Boston, Massachusetts with regional offices in Charlotte and Raleigh, North Carolina. Founded by Joseph F. Fallon in 1993, The Fallon Company has developed more than \$5 billion in real estate, representing more than six million square feet of property. It is proudly recognized as a leader in mixed-use urban development and one of the most active private developers on the East Coast. Fallon brings to its projects a unique focus on large-scale urban design geared toward transforming neighborhoods into cohesive, community-driven environments. For more information about The Fallon Company, visit [www.falloncompany.com](http://www.falloncompany.com).

### **About Pendo**

Pendo is a product cloud that helps digital product teams and application owners deliver software experiences that users love. Pendo customers include the world's leading software companies and digital enterprises, including BMC, Coupa, Okta, Salesforce, and Zendesk. Founded by product people in 2013 in the heart of Raleigh, North Carolina, Pendo is backed by Battery Ventures, Spark Capital, Meritech Capital and Sapphire Ventures. Through its editorial site and community [ProductCraft](#), sponsored events and podcast, Pendo aims to support the success of product people everywhere. For more information, visit: [www.pendo.io](http://www.pendo.io).

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