



MEDIA ALERT

The Hall CP, a New Arts and Entertainment Venue at the University of Maryland, Opens in College Park

UMD alumnus and developer Scott Plank's new concept -- more than 20,000 square feet -- soft opens January 7 in the Discovery District, the university's innovation gateway and research park

College Park, Md. (January 6, 2020) — **The Hall CP** (4656 Hotel Drive), the new food hall and music venue from **War Horse Cities** CEO, developer and **University of Maryland** alum **Scott Plank**, will soft open tomorrow in **College Park** as a gathering place for artists, entrepreneurs and members of the university community, with the official opening occurring later this month.

The Hall CP is the next big thing to hit the **Discovery District**, College Park's innovation hub, composed of the **Capital One Tech Incubator** and **WeWork**, which is across the street from the **Brendan Iribe Center for Computer Science and Engineering**.

"The Hall CP stems from a long-standing relationship between War Horse Cities and WeWork, resulting in an incredibly simple and successful concept that similarly brought the arts and tech communities together in a unique way in San Francisco," says Plank. "Now, we're bringing that concept to the heart of College Park."

Located on a campus as diverse as it is expansive, The Hall CP will serve as a hub for students and residents alike by creating a space that encourages a thriving art scene through special programming like creative classes and lecture series.

Boasting a performance and private events space dubbed the **Longhouse** -- fitted with a pizzeria, coffee shop, full-service restaurant, outdoor patio and multiple bar areas -- The Hall CP spans more than 20,000 square feet of activation space, consisting of approximately 7,000 square feet inside and about 13,000 square feet of outdoor area. Veteran Baltimore-area restaurateurs **Chad Gauss** (The Food Market) and **Dennis Sharoky** (Coal Fire Pizza) will run the space's food and beverage programming.

From tailgates and alumni events to performances and author talks, The Hall CP will cater to university events and beyond. In addition to serving as an additional social and creative space for students, the new concept will also be a gathering place for alumni, WeWork clients, visitors staying at the nearby **Hotel at the University of Maryland**, and, with the addition of the incoming Purple Line Metro stop, D.C. residents, too. In collaboration with the university and its president **Wallace Loh**, UMD Chief Strategy Officer for Economic Development **Ken Ullman** and real estate developers **Chesapeake Realty Partners** and partner **Jon Mayers**, Plank is helping to grow College Park into a top-tier college town with The Hall CP.

Plank has come full circle since his days studying urban planning and architecture as a University of Maryland student, going on after graduation to experiment with different endeavors, from owning a painting business to becoming a partner at his brother Kevin's company Under Armour, to ultimately launching War Horse nearly a decade ago. He recently delivered the commencement speech for the UMD School of Agriculture, Planning, and Preservation's winter graduation ceremony, was the recipient of the university's Distinguished Alumni Award in December 2019 and was recognized as an honoree for the Innovation and Entrepreneurship in Real Estate award in 2017.

With The Hall CP, Plank looks to highlight diverse skill sets and celebrate the concept of the “artist as the hero.” From the painter to the professor, all members of the university community will be welcome at The Hall CP to indulge their creativity as well as their cravings.

Beginning tomorrow, The Hall CP will operate seven days a week on a limited basis, serving only the café and pizzeria menus, from **8am** to **3pm** daily. Extended hours, full dining menu and programming activations will begin in late **January 2020**. For more information, please email events@thehallcp.com or visit www.TheHallCP.com.

ABOUT THE HALL CP:

The Hall CP (4656 Hotel Drive), a new arts and entertainment venue at the University of Maryland, is a space for artists, entrepreneurs, students, and community leaders to unite and collaborate through food, art and innovation. Developer and War Horse Cities CEO Scott Plank, in collaboration with Chesapeake Realty Partners and UMD, returned to his alma mater to create The Hall CP with the intention of fostering the school’s and community’s relationship with local artists and entrepreneurs. With more than 20,000 square feet of activation space, boasting amenities like a private event space, indoor and outdoor dining, and a coffee bar and pizzeria, The Hall CP will cater to both student-driven and community-focused programming. Located in Greater College Park, Md.’s Discovery District, The Hall CP is the latest effort in growing College Park into a top-tier college town.

ABOUT THE UNIVERSITY OF MARYLAND:

The University of Maryland, College Park is the state’s flagship university and one of the nation’s preeminent public research universities. A global leader in research, entrepreneurship and innovation, the university is home to more than 40,000 students, 10,000 faculty and staff, and 280 academic programs. As one of the nation’s top producers of Fulbright scholars, its faculty includes two Nobel laureates, three Pulitzer Prize winners and 58 members of the national academies. The institution has a \$2.1 billion operating budget and secures \$514 million annually in external research funding. For more information about the University of Maryland, College Park, visit www.umd.edu.

ABOUT CHESAPEAKE REALTY PARTNERS:

Headquartered in Owings Mills, Maryland, Chesapeake Realty Partners builds on more than 70 years of success in the Mid-Atlantic real estate market. CRP is actively engaged in all aspects of real estate development – land acquisition; land planning and land development; residential lot sales; construction and operation of residential rental communities; and construction and operation of commercial properties. Recent award-winning apartment communities include Winthrop (295 units; Towson, MD); Paragon (320 units; Columbia, MD); Fair Lakes (150 units; Fair Lakes, VA); and Belvoir Square (282 units and 11,000 sf retail; Fort Belvoir, VA). For additional information about CRP and its projects, go to www.ChesapeakeRealtyPartners.com.

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