

# Exclusive: Green Street acquires one of St. Louis' largest architecture firms as developer seeks national platform



LEFT TO RIGHT: Phil Hulse, Kevin Morrell, Jack Holleran, Paul Giacoletto and Patrick Holleran  
Image: St. Louis Business Journal

By [Steph Kukuljan](#) – Reporter, St. Louis Business Journal

Green Street, the Clayton-based development firm behind Chroma and other projects, has acquired HDA Architects, one of St. Louis' largest architecture firms.

Financial terms of the deal, which closed Oct. 20, were not disclosed, but Chesterfield-based HDA will retain its company name and all 16 employees while working under the umbrella of Green Street Building Group, the firm's multifamily and hospitality arm. HDA also will continue to work on projects independent of Green Street. The two companies will remain in their respective offices for now, but there are plans for a future headquarters that would eventually combine offices, officials said.

The acquisition comes as Green Street aspires to grow its national pipeline. Green Street is aiming to leverage the experience and national contacts of HDA, which has designed over 155 beverage wholesaler facilities around the country for over 25 years in addition to its various office, industrial, multifamily and retail projects locally and elsewhere.

"It broadens our capability to capture bigger projects on a larger scale for greater impact. It's raised the bar with the added talent," said Green Street CEO and Managing Principal Phil Hulse.

Green Street's deals follows other local industry mergers and acquisitions, including Koman Group and Keeley Development Group; KAI's slew of regional acquisitions; and Clayco's recent deals to acquire Bates Studio and Lamar Johnson Collaborative.

Hulse founded Green Street in 2008 and has developed such projects as Urban Chestnut's facility in The Grove, Rockwell Beer, Chroma apartments, as well as ongoing projects like the Armory, a 168-unit, mixed-income project at Taylor and Vista avenues and Bar K, a dog- and people-friendly restaurant and entertainment concept. In recent years, Hulse has brought on Paul Giacoletto, president of Green Street Building Group, and Principal Kevin Morrell as part of the company's leadership group.

The acquisition has been in works since March, prior to the pandemic-related shutdowns, with each firm interested due to shared entrepreneurial cultures of their firms, officials said. The deal also reunites Giacoletto and HDA founder and president Jack Holleran, who gave Giacoletto his first job out of architecture school.

The two firms also will be able to pursue bigger projects that they may not have been able to as separate companies, Giacoletto added, though the firms have yet to identify a new development together.

Holleran founded HDA in 1986 and was initially focused on master planning and designing buildings for developers. His son Patrick Holleran joined HDA in 2000 and was responsible for the firm's niche in designing beverage facilities for such companies as Silver Eagle Distributors and O'Fallon Brewery in Maryland Heights.

"We're in a whole new league now," Patrick Holleran said.