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# Dallas Business Journal

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## Park Lane gets new eateries

Dallas Business Journal - by [Bill Hethcock](#) Staff writer

Three new restaurants have been added to the menu at the \$750 million Park Lane mixed-use project under construction on North Central Expressway in Dallas.

Gordon Biersch, Uptown Sushi and Village Burger Bar have preleased 8,700, 5,600 and 2,100 square feet, respectively, said Eliot Barnett, managing partner of Dallas-based **Harvest Partners**, the project's master developer.

Gordon Biersch is an upscale brewery/restaurant that serves freshly brewed beers and ales and offers a seasonal menu. Uptown Sushi is a high-end Japanese sushi bar and restaurant, and Village Burger Bar is known for its gourmet burgers.

The three will join previously announced Bailey's Prime steakhouse, Potbelly's sandwiches and Daily Grill, which serves American fare.

The restaurants are scheduled to open in March along with most of the project's first phase.

"The goal with the restaurant mix is to not make leases with national chains with multiple Dallas locations," he said. "We think the restaurants are an important differentiator for our project."

Longtime Dallas restaurateur Jeffery Yarbrough said he likes the overall planned mix of eateries. Yarbrough recently served as a restaurant consultant for the Victory Park development in Uptown Dallas.

The smaller restaurants, especially, will thrive in Park Lane, he said. The challenge will be filling the larger restaurants, such as Gordon Biersch, on Sunday night through Wednesday, when Dallasites dine out less frequently.

"People are looking for a unique experience," Yarbrough said. "I think they'll get that with the smaller, more intimate, boutique restaurants. The smaller guys will add a lot of energy ... and the big guys will do well on the weekends."

A **Whole Foods Market**, planned to be the largest in the chain, will help the restaurants, said Yarbrough, a former Deep Ellum restaurant owner/operator and past president of the Texas Restaurant Association.

“It keeps food at the top of everyone’s mind.”

Park Lane, the 33-acre project across the expressway from **NorthPark Center**, also recently inked a 50,000-square-foot office lease with **Kosmos Energy** LLC, an oil exploration and production company.

Park Lane is expected to include 750,000 square feet of office and 700,000 square feet of retail space upon completion.

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