

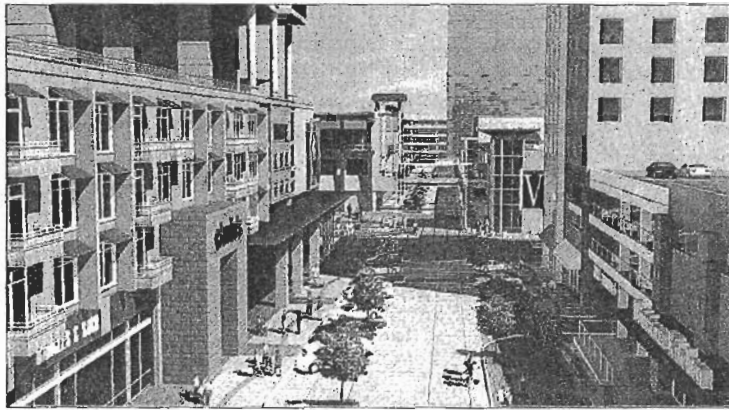
# Sweeping project set in N. Dallas

Shops, housing, offices: 'West Village on steroids'

By **STEVE BROWN**  
Real Estate Editor

Armed with promises of almost \$20 million in incentives, developers are marching ahead with plans for one of the largest mixed-use projects ever built in North Dallas.

The Park Lane Place complex, at North Central Expressway and Park Lane, will have more than



Harvest Partners

**Proximity to DART light rail is one of the elements that developers of Park Lane Place are touting.**

700,000 square feet of retail, a hotel, hundreds of residential units and offices.

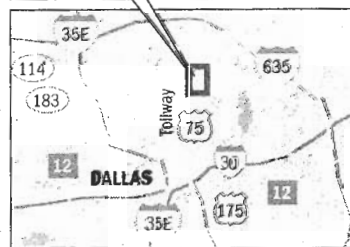
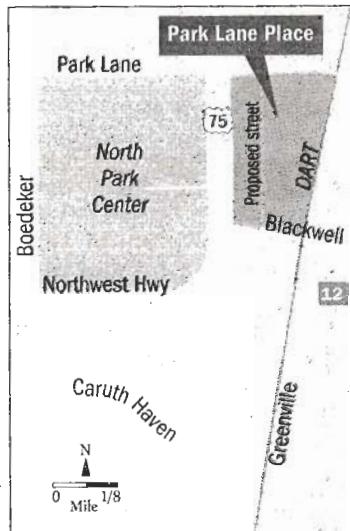
The project, which has been described as "the West Village on steroids," will cost almost \$400 million and include more than a

dozen buildings, including high-rises.

Harvest Partners, which is developing the complex, would not disclose details or a timetable.

See **PROJECT** Page 20A

*Continued from Page 1A*



BETSY BOCK/Staff Artist

The company pitched the project to the Dallas City Council last Wednesday, when a \$33.6 million Vickery Meadow tax increment finance reinvestment zone was approved. About \$20 million of the TIF is earmarked for Park Lane Place.

The vote was the latest step in a long development process. Harvest Partners bought the NorthPark One and Two office buildings in 2003, then purchased the biggest chunk of land — 17.5 acres — in 2004 from Raymond Nasher, developer of nearby NorthPark Center.

Tod Ruble, one of the founders of Harvest Partners, said the company originally planned a suburban-style shopping center for the site. But it decided to think in broader terms because of the location, which is across from NorthPark and next to DART's Park Lane light-rail station.

"Everything on Park Lane is retail," Mr. Ruble told council members. "On the other side of the office buildings that currently exist, there will be more retail

with residential above."

The project will house more than 1,000 people in apartments or condominiums and have parking for 4,400 cars.

Harvest Partners has a Web site about the complex that includes photographs, maps and a movie. The plans call for a diverse group of retailers, including "single-level store fronts and multi-level superstores," according to the site, and the first phase is scheduled to open in spring 2007.

## Council support

Some council members are enthusiastic about redeveloping the area, which used to be the NorthPark East office and retail complex.

Most of the old buildings have been knocked down, and site work is under way. One parking garage was recently finished on Park Lane near the DART station.

The only remnants that will become part of Park Lane Place are two silver-glass office buildings on the corner that were built in the 1970s.

Current zoning allows for almost 2.8 million square feet of construction, and a new north-south "Main Street" will connect Park Lane and Blackwell Street.

"This is a mixed-use development around a DART station, which is what we are asking for," said council member Bill Blaydes, who voted with 12 other council members to approve the TIF. "It doesn't happen without public help."

While Park Lane Place is expected to be the largest beneficiary of the Vickery Meadow TIF, several steps remain in the process, city officials say.

"They have not been approved for anything at this time," said Hammond Perot, interim director of the city's office of economic development. "They will have to come in and seek assistance from TIF."

Mr. Blaydes said the Vickery Meadow area around the intersection of Park Lane and Greenville Avenue needs the boost.

"You look at what is directly across the street, and you can't

# Project like 'West Village on steroids'

## PARK LANE PLACE

**What:** A 33.5-acre mixed-use development at the southeast corner of North Central Expressway and Park Lane

**Developer:** Harvest Partners

**Buildings:** The redevelopment of the former NorthPark East office park includes 250,000 square feet of office space in two existing buildings, more than 700,000 square feet of new retail space, housing for 1,000 residents and 4,400 parking spaces built along a new street and plaza. The project will be connected to the Park Lane DART light-rail station.

**Opening:** The first phase is scheduled to open in spring 2007.

**Web site:** www.parklaneplacedallas.com

believe the difference," Mr. Blaydes said. "Central Expressway is like the Great Wall of China."

Harvest Partners has met with DART officials to plan a connection with the elevated Park Lane rail station. Preliminary designs show a combination of stairs and

ramps.

"We've been working with them almost a year now," said Jack Wierzenski, DART's director of economic development. "We want the connection built so that it takes you from the platform over Park Lane to a plaza area" in Park Lane Place, he said.

Across Central Expressway, the owners of NorthPark Center are working on a two-year expansion that will double its number of shops.

With NorthPark and Park Lane Place, almost \$600 million is being invested in the area.

"It will dramatically increase retail sales at that intersection," said Mickey Ashmore, president of Dallas-based United Commercial Realty.

### Limited options

Mr. Ashmore said that most suburban shopping malls are surrounded by specialty and big-box retailers. But there are limited options around NorthPark.

"What Harvest Partners is doing is creating opportunity for retail anchors that have wanted to be peripheral to NorthPark mall," he said.

Harvest Partners is a Dallas-based private real estate develop-

ment and investment company that was formed about three years ago by Mr. Ruble and his partners, Eliot Barnett and Kenneth Blaine Lee. It hired Dallas architect Good Fulton & Farrell to help plan the development.

The company is also building Harbor Point, a 28-acre retail and entertainment complex on Lake Ray Hubbard in Garland, and a 46-acre retail and residential project in suburban Seattle.

Real estate brokers say the Park Lane project is already influencing the neighborhood.

"It's giving a boost to that entire area," said Jill Tiernan, executive vice president with the Retail Connection. "It isn't even built, and it is having an impact."

"There are several retailers competing for the vacant space across the street" on Park Lane, she said.

E-mail stevebrown@dallasnews.com

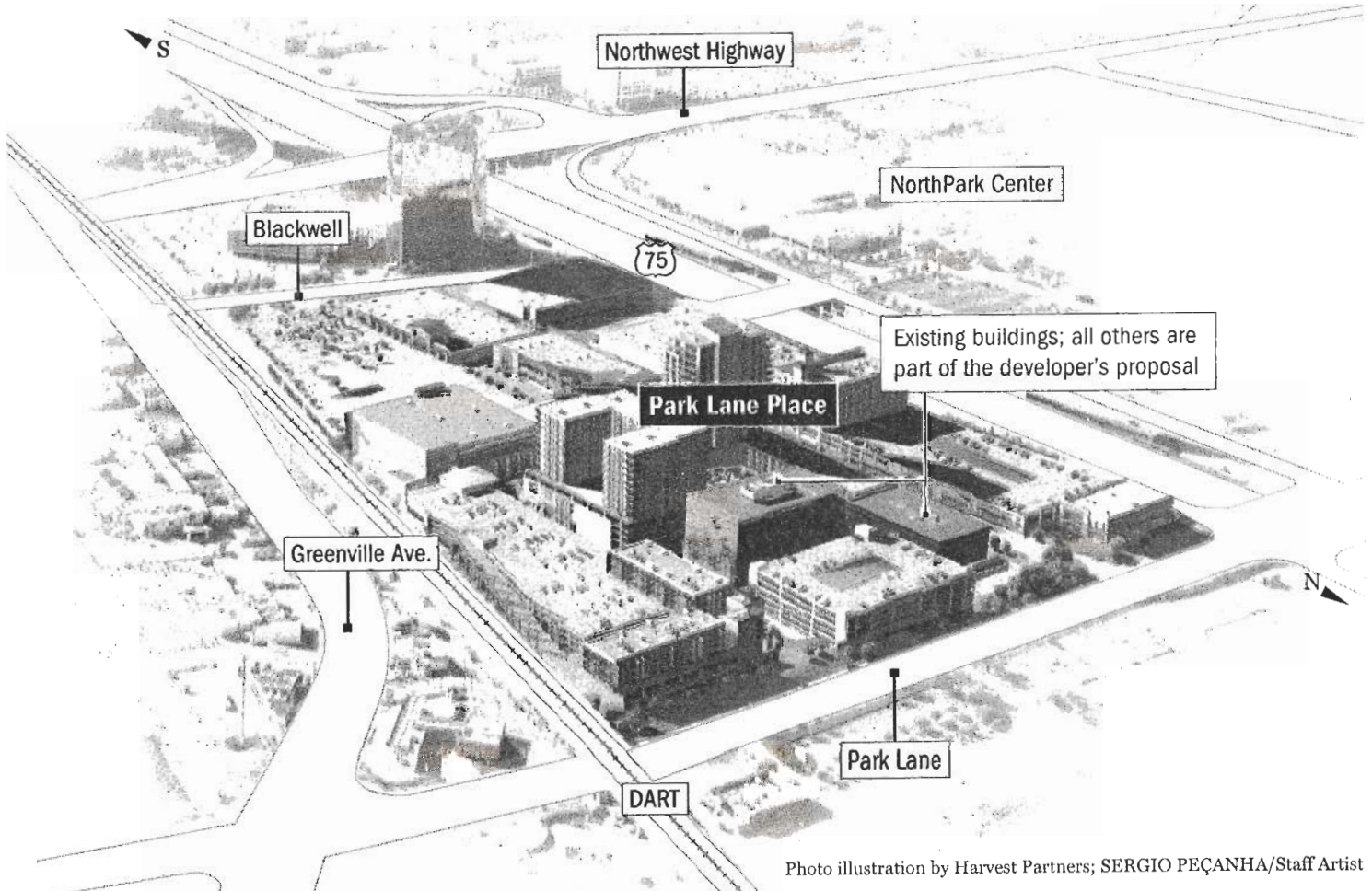


Photo illustration by Harvest Partners; SERGIO PEÇANHA/Staff Artist