



EAST MEETS WEST: Harvest Partners is building Park Lane, a \$500 million mixed-use project across the freeway from NorthPark Center.

Park Lane



BY SANDRA ZARAGOZA | STAFF WRITER

Building a new mixed-use center just across the freeway from one of the top malls in the country isn't a decision one arrives at lightly. Just ask Dallas-based Harvest Partners, which is developing Park Lane on 33 acres on the east side of North Central Expressway, opposite the hugely successful NorthPark Center.

Unlike NorthPark, which "owns fashion," Park Lane "will have a unique collection of restaurants and retailers," said Harvest Partners' Tod A. Ruble.

Nationally, Park Lane is turning heads as one of the biggest mixed-use projects being built this year. Its 700,000 square feet of retail space will be anchored by an 88,000-square-foot Whole Foods Market and a 70,000-square-foot The Sports Club/LA fitness center. Dallas-based United Commercial Realty is overseeing leasing of the development.

With a value of about \$500 million, Park Lane is expected to have a big impact on the eastern corridor, bordered by Northwest Highway to the south and Meadow Road to the north. The city of Dallas is providing about \$20 million in tax incentives with the hope that Park Lane will be a catalyst for improving depressed neighborhoods surrounding the site.

"Park Lane will strengthen the intersection of NorthPark that has been fallow for a long period," Ruble said. "Once it is constructed, people will flock to it."

Harvest Partners has been working on plans for the urban development for the better part of four years. During that time, it assembled land parcels and performed a comprehensive evaluation of the site. The company's partners visited some of the most influential mixed-use projects around the country, with the goal of incorporating the things that worked best and learning from others' mistakes.

Park Lane's first phase, which represents 80% of the entire project, is now under construction. It eventually will include about 3 million square feet of retail, apartment, condominium, hotel and office space.

Houston-based Valencia Group is building a resort-style, 208-room hotel at Park Lane. Harvest Partners is teaming up with CLB Partners in Dallas on a hotel and condominium units. PM Realty Group is developing a

multifamily component.

Architect Good Fulton & Farrell of Dallas has taken the lead in designing the project. Callison Architecture of Seattle also is participating.

Harvest Partners will spend millions on Park Lane's pedestrian walkways, fountains and "pocket parks" that will help direct shopper flow. In a car-dependent city, the goal is to make it just as easy to park as it is to walk around the development. It has been layered in such a way that it will be equally accessible by car and on foot, Ruble said.

"We will not commingle parking between office, retail and office," he said. "Each component has separate parking."

As it stands now, there will be about 7,000 parking spaces.

Harvest Partners commissioned focus groups to figure out distances that would be comfortable for walkers and garage ceiling heights that would make moms feel secure when parking. It also worked with DART to better incorporate the Park Lane light-rail station into its development through a pedestrian link.

Although different than its tony neighbor, NorthPark, Ruble believes Park Lane will have a similar regional draw.

"It will be an everyday shopping experience," he said.

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Park lane

DEAL: Massive new mixed-use complex off North Central Expressway.

IMPACT: Park Lane is expected to create 2,900 new jobs.

SIZE: More than \$500 million, 3 million square feet.

KEY PLAYERS: Eliot B. Barnett, K. Elaine Lee, Bob Baker, Tod A. Ruble, Harvest Partners; Rick Kirk, Bryant Nail, PM Realty Group; Valencia Group; CLB Partners; Beck Group; Rogers-O'Brien Construction Co.; Peloton; United Commercial Realty; Good Fulton & Farrell