



DANIEL

Mountain Brook's Lane Parke announces its first slate of retail tenants

Premier mixed-use development continues to expand

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by Ana Rodriguez

MOUNTAIN BROOK, Alabama – Lane Parke developers Daniel Corp and Evson today announced the first slate of retail tenants set to occupy the luxury, mixed-use property at the heart of Mountain Brook Village.

The retailers, most of which are “first to Alabama” concepts will fill the development’s first phase and will feature an assortment of restaurants, specialty shops, an art gallery and a coffee emporium.

The retail portion of the development comprises 66,640 square feet and will house:

A'mano: showcasing local, national and international artists with one-of-a-kind creations in glass, pottery, jewelry and clothing is a popular tenant in the current shopping center. Known for its extraordinarily knowledgeable staff, many of whom are artists in their own right, A'Mano also offers gifts designed to cater to every taste and occasion, along with colorful, complementary gift wrap.

CharBar No. 7: the perfect mix between upscale and casual dining, offers a serious take on food without sacrificing a welcoming neighborhood restaurant feel. Long known to locals in Charlotte and Greensboro, North Carolina as a premium level dining experience for a mid-level price, the CharBar No. 7 menu ranges from seafood to chicken to classic sandwiches, but the soul of the menu is beef: burgers cooked with love and steaks with passion.

Kinnucan's Speciality Outfitters: (or KSO as its legion of devoted fans call it) carries all of the best brands for the items you need to lead an active lifestyle. You'll find men's casual and better apparel, women's fashion and casual apparel, footwear, technical outerwear and accessories, kids' apparel and toys, sunglasses, and outdoor fun.

The Local Taco: Known for fresh, diverse flavors, from the Tequila Lime Chicken, to the Portabella with Sage Goat Cheese, to the Korean Short Rib, The Local Taco menu has been described as “tapas on a taco”. The full bar features fresh Hand-squeezed Lime Margaritas and daily happy hour specials. Whether stopping by for a quick lunch, bringing the family for dinner, or taking time to enjoy a pitcher of Fresh Fruit Sangria on the patio, The Local Taco will be a neighborhood favorite.

M&S Interiors: brings sophisticated, high quality furniture and home accessories at wholesale pricing. By utilizing diverse suppliers across the globe M&S offers a range of timeless designs from traditional to contemporary. With a broad range of items and styles, M&S offers everything from cashmere throws to hardwood dining tables to handmade rugs.

Revelator Coffee: born in New Orleans with a roaster and corporate headquarters in Birmingham, is all about specialty and boutique coffees. Acquired while still in a “green” state, Revelator’s coffees are roasted in small, profiled batches to ensure the very peak of flavor perfection. If your idea of great coffee was over-roasted hundreds of miles away to preserve its shelf-life, Revelator intends to change the way you think about your favorite beverage.

Western Market: (a tenant in the current shopping center) will enjoy a new, larger store with expanded offerings including: local, organics, produce, seafood, wine, craft beer and groceries. The wine department will include a climate controlled fine wine room. Expanded cheese shop will offer a professional Cheese Monger to assist you in choosing just the right cheese; and a new butcher shop that will offer a greater selection of cuts including in store made sausage, crawfish cakes and crab cakes. Also planned: a mezzanine dining area, with WIFI, to enjoy delicious prepared foods from our Deli and Pizza Shop.

YEAH! BURGER: Atlanta-based and named by Bon Appetit magazine as one 10 Favorite Burgers Spots in the U.S. is an upscale fast-casual eatery committed to using natural and organic ingredients. YEAH! BURGER’s custom, made-to-order burgers are free of antibiotics, growth hormones, pesticides and other unwanted additives. YEAH! BURGER provides numerous gluten-free, vegetarian and vegan options for customers with special dietary needs, and is proud to be one of the greenest restaurants in America.

Rele Evans, of the family-owned Evson Inc., said though the project has ebbed and flowed with the state of the economy, at its core, the family has always remained true to maintaining its initial vision.

“This project will be a legacy to Mountain Brook from my dad,” said Rele referring to the family’s patriarch and original developer of the land, A.A. Evans. “My father loved Mountain Brook. He traveled there every week from Mobile until his death at 91.”

On its website, Lane Parke is referred to not as a development, but rather as an “evolution of a familiar dream, a firm conviction that there should be places of charm, of enchantment, of authenticity.”

That “familiar dream,” said Rele, finds its roots in the 1940s when his father first developed the Park Lane Apartments.

Today, Rele’s own son, John, a principal at Evson, Inc. is helping to expand that legacy. Evson, Inc., he said, worked closely with Retail Specialists, LLC to ensure a mix of tenants designed to complement the development’s location and style.

“As the premier new development in Mountain Brook, we recognized from the very beginning that we needed to attract a group of tenants that would meet and exceed the expectations of our sophisticated market,” said John. “Working with Retail Specialists, LLC, we’ve been able to do that with respect to this initial group of tenants, and we don’t intend to stop there.”

Robert Jolly, president and CEO of Retail Specialists said the tenants that will fill Lane Parke will “be a part of” the rest of the village, and not a “distraction” from it. For that reason, he said, developers had no intention of bringing in big, national

chains to the area. The retailers announced today, aside from those currently in the shopping center are “first to Birmingham,” and most are “first to Alabama” concepts.

“We have visited dozens of unique shopping destinations across the country for ideas and prospects, and we are exceedingly pleased with the new mix of tenants and restaurants coming in this first phase. Now the stage is set for Phase 2,” said Jolly.

Phase 2 will be more women’s fashion and boutique-heavy said Jolly and should be underway sometime in 2020.

Birmingham-based Goodwyn, Mills and Cawood serve as architects for the Lane Parke development. Jeffrey Brewer, managing partner for the firm said the architectural design for the area will be as unique as the tenant mix.

“Instead of the traditional strip shopping center approach,” said Brewer, according to a news release “the design for Lane Parke is a collection of village-scaled individual buildings, reminiscent of the historic Mountain Brook Village. Although fresh and new, the intent is to blend the old with the new, creating one village.”

IBERIABANK will provide financing for the project.

“IBERIABANK is thrilled to be Lane Parke’s financial partner helping make this legacy project a reality in Mountain Brook Village,” said Greg King, IBERIABANK’s Alabama Regional President in the release. “Our commitment to the Mountain Brook community is deeply rooted, with many of our clients and associates and their families living in the community as well as our two branches serving both Crestline and Mountain Brook Village. We are dedicated to preserving and supporting the uniqueness of this historic area and other treasures in and around the Birmingham community.”

Phase 1 construction is expected to begin at the end of this month and scheduled to be complete in the spring of 2016. Existing retailers in the area that will make the transition into the new space, such as the Western Supermarket, will remain open until the completion of construction. The area will then be demolished—save but a few retailers with non-expired leases—to make room for the fully-functional Jemison Lane that will connect Montevallo to Lane Park Road.

As yet another portion of the project, The Grand Bohemian Hotel Mountain Brook, is set to debut Oct. 1 within the Lane Parke development. The \$35 million boutique hotel, the latest achievement of The Kessler Collection, will feature among its 100 rooms, a host of other amenities.

The hotel will have 12,630 square feet of meeting space, including a 6,000-square-foot ballroom to accommodate up to 350 people.

A rooftop restaurant and bar will have indoor and outdoor components, including fire pits and a rooftop terrace. A gallery--the largest built along with any Kessler Collection hotel will feature paintings, sculpture and jewelry.

A Poseidon Spa will feature four treatment rooms and easy first-floor access. The hotel will also feature a pool and a sculpture garden Kessler promises will be “quite outstanding.”

An interactive cooking school, wine tasting and wine blending/personalized bottling services will also be offered to both the guests and the community.

Just next door, the Lane Parke Apartments are already housing residents inside its completed 276 apartments in one, two and three-bedroom floorplans.

For the latest on Lane Parke, visit LaneParke.info.

ABOUT DANIEL CORPORATION

Founded in 1964, Daniel Corporation (www.danielcorp.com) is an innovative, full-service real estate organization engaged in development, investment and management of office, multifamily, master-planned residential, retail, urban mixed-use, hospitality, medical and senior living properties. Headquartered in Birmingham, Alabama, with a regional office in Atlanta, Georgia, the firm currently focuses on markets in the Southeast and Mid-Atlantic states. Daniel's broad range of real estate experience and fiduciary tradition enables the company to respond with the flexibility and timeliness demanded by the real estate industry.

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