

Greenville Avenue



OVERVIEW

Greenville Avenue near Lovers Lane in Dallas is one of the strongest trade areas for restaurants in the DFW metroplex. It is very dense, has a fantastic daytime population, and a high barrier to entry for restaurants. The high barrier is due to the lack of parking, very little turnover from currently operating restaurants, and very little development/redevelopment opportunities. Grub Burger Bar was one of many restaurants that desired a location in this trade area as it wanted a presence in a more urban environment for its first location, with strong restaurant sales comps.

RESULTS

The search started by calling landlords and brokers for every center in the Greenville/Lovers trade area (with or without availability). At first, the search yielded only a couple B and C opportunities with very little parking. After three weeks of searching, Michael Walters relationship with a major landlord that owned an office building in the area yielded an opportunity with an abundance of parking on a surface lot in front of the restaurant., built in lunch traffic, and a very strong presence to Greenville Ave. It took creativity and a vision to see the potential of a restaurant at the bottom of an older, less attractive office building and Grub Burger Bar opened in this location with excellent sales and a great flagship location in Dallas/Fort Worth.

VALUE ADDED

The strong and broad relationships with developers and brokers throughout Dallas/Fort Worth, and the vision and creativeness of all parties involved were instrumental in the successful initiation and completion of this transaction. Michael Walters and his team are on the short list of first calls from brokers and developers when any type of restaurant opportunity arises due to the amount of strong restaurant clients they represent. This is very important and gives a significant advantage to their clientele in a very competitive market.

“At first, I was very skeptical about the Greenville location. It was outside the box for Grub, but we saw the dynamics of the trade area, the amount of parking we could have dedicated to us, and the visibility we could create. We opened very strong, are comping up week to week and are thrilled with the location.”

Blaise Hadley, Market Partner, Grub Burger Bar