

LAKERIDGE

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BRAND BOOK

SHOP COS.



# LAKERIDGE

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Lakeridge is a completed redevelopment that has returned to its roots as an architectural gem that serves as the centerpiece of activity for the Lake Highlands community. The restoration has revealed the real charm of East Dallas.

SHOP Development has completed a major redevelopment of the property that includes landscape enhancements, resurfacing the parking lot, new site lighting, new paint, a new steel and warm wood canopy, and the addition of outdoor dining areas. The center also includes a park feature, oversized outdoor patios, an additional 74 trees, and a new pylon and monument sign.



RESTAURANTS



RM 12:20 Bistro is thoughtfully designed to take guests out of the hustle and bustle of Dallas to a refreshingly different place, more akin to a small town in France. Founder, executive chef, and Lake Highlands resident, Erin Willis, realized her neighborhood was lacking a special place where neighbors could gather to sip a seasonal craft cocktail, enjoy fresh, French-inspired dishes and get lost in conversations...an escape where people feel miles away only blocks from home.

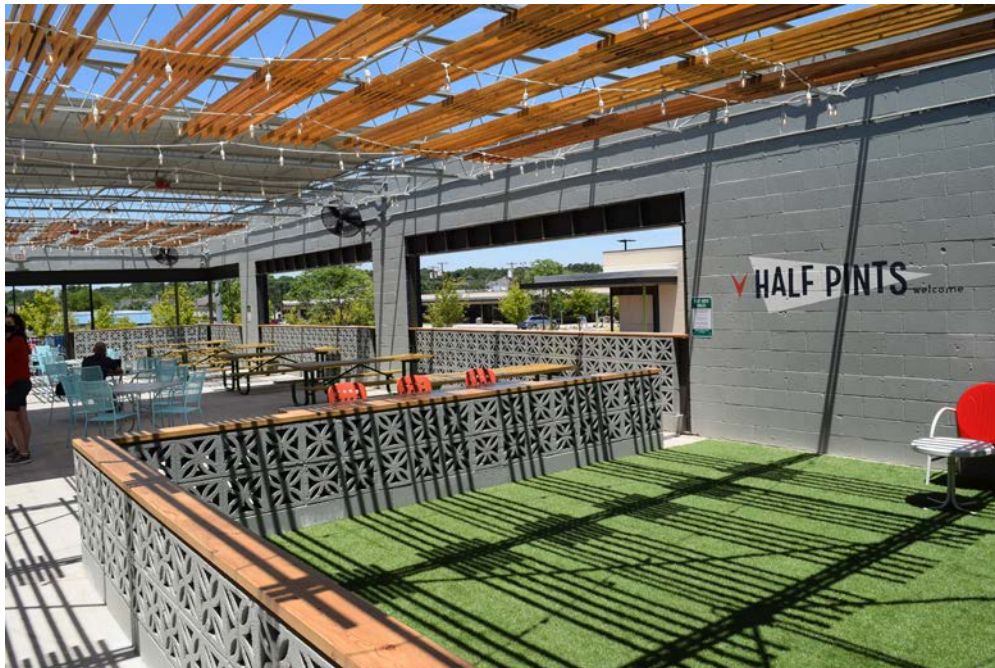
The innovative RM 12:20 Bistro menu changes with the seasons, ingredients are sourced from Texas farms and purveyors, and the dishes are lovingly made from scratch. Relax after work at their extensive indoor-outdoor bar. Enjoy a unique date night in a cozy booth or around their bocce ball court. Gather a group of friends for an exquisite Saturday champagne brunch. No matter what brings you to RM 12:20 Bistro, it will be a memorable experience.







Great beer with direction, perspective and purpose. Offering neighborhood-brewed beers, wines, and shareable plates with our friends and neighbors in the Lake Highlands community, starting in 2019. We're thrilled with the response this future brewpub is getting.







There was a time, a time before fast food. When the humble taco reigned supreme. When people believed everything they heard on the streets of North Texas. This was an age when only Big Tex was allowed to wear Dickies. And in Dallas, Texas, one taco spot was more Tex-Mex than the rest. Its name was The Taco Joint. It was like an oak tree standing tall amongst mere tumbleweeds. It had a taco that could make an armadillo cuddle and queso so fine even The Most Interesting Man in The World couldn't get the time of day. In other words, The Taco Joint was the 10 gallon hat in a one-horse town.







*a delicious combination!*







Neighborhood coffee shop providing all your coffee needs, light bites, brunch on the weekends and a place to just hang out.





RETAIL



# **the Store**

IN LAKE HIGHLANDS • EST 2002

Boutique shopping in East Dallas has never been like this! Come to The Store in Lake Highlands for clothing, fashion accessory and gift needs. Let their personal shopping assistants provide you with service you can appreciate.

Clothing selection includes lines from: Escapada, Foxcroft, Boho Chic, Lisette, Sympli, Multiples, JAG Jeans, By Mom, and Jon Hart Design. For a little bling, we carry Ronaldo bracelets and more.







Trey & Jen Johnson started YAM to create a community-based vibe around their mutual love for yoga, art & music.

Jen opened one of the first yoga studios in Dallas in 2001, American Power Yoga (formerly called Whole Life), and has been a local business person ever since. Trey has performed in and around Dallas from the age of 15 years old, most notably fronting the band Sorta. He currently operates State Fair Records.



In an effort to create a place that fosters an appreciation for music, YAM will have a stage. This space will include premium acoustics and a piano.



Peaceful and inviting, our East Dallas yoga studio is warmed to approximately 80 degrees for most classes.



Local art will be on display and for sale in the studio. Each season YAM will swap out with new art and have a party!



# missfits

Missfits is a children's concept formed by two Dallasites, both tenured in the children's toy industry, who saw a huge need for a local children's boutique selling toys and STEM education technology.





The Mathnasium Method was founded more than 40 years ago with a focus on helping children understand math by honoring their math instincts and getting them to think like mathematicians instead of relying on traditional rote memorization and repetitive exercises.

Mathnasium provides a customized learning plan serving elementary school students, where the foundation for future math studies are made, all the way to high school for basic homework help, exit exams, college prep and more.

**A+**  
We Make Math  
Make Sense®



**MATHNASIUM®**  
The **Math** Learning Center







At Sharkey's Cuts for Kids, we know that kids and parents want something different with their haircut experience.

Children can sit in a Dodge Police Cruiser, Barbie Jeep, Frozen Jeep, Lightning McQueen Race Car, Buzz Light Year, Hummer, Fire Engine, #8 Dale Earnhardt NASCAR Race Car, and/or Mini Cooper while watching their favorite cartoons or Netflix!







Lake Highlands Strength and Conditioning is a unique fitness experience that provides much more than fitness. Fitness can help families change their lives through diet, exercise and fun. We're our own little community that pushes one another, encourages one another and helps one another out.

CrossFit is an exercise regimen that combines core conditioning, weights, cardio and body weight exercises in short, intense workouts to generate more results in less time. The key is the intensity of the workout. The results are better overall strength, increased energy, weight loss and a boost in overall confidence. We operate in a class atmosphere with set classes each day lasting one hour.

Cardio is a high energy class that blends fast paced cardio workouts with bodyweight exercises and light weightlifting. Each class is approximately 60 minutes long and focuses on a primary cardio skill, such as running and/or rowing, mixed with functional bodyweight or light weightlifting movements typically in an interval format. The result is an intense, effective cardio workout that develops core strength in a short amount of time. We operate in a class atmosphere with set classes each day lasting one hour.





The Associates, a brokerage by Robert Elliott, is a firm with comprehensive knowledge and insight of the luxury real estate industry.





"Wildcat Automotive has been serving Lake Highlands for general automotive repairs for over a decade with the highest quality service. This local automotive shop has deep roots in the community and gets its name from the mascot of Lake Highlands High School, the Wildcats.



Wildcat Automotive has brand new state of the art alignment and tire balancing equipment that most car dealerships do not have the luxury of. Their computer diagnostics equipment is top of line. For excellent service you wont find elsewhere, take your car to Wildcat Automotive for all your general automotive needs."





# HIGHLANDS FAMILY DENTISTRY

GENERAL, COSMETIC, AND IMPLANTS







Born in San Diego in 2007, Club Pilates has expanded around the globe, bringing Pilates to hundreds of thousands of people. We believe that Pilates is the path to a fuller, more satisfying physical existence. We believe that being in control of your body helps you to be in control of your life. And best of all, we believe that you can start anytime.





# squishies

BUBBLE TEA, SMOOTHIES & SNACKS

- Aims to provide healthy, refreshing, fun, welcoming environment and products.
- provide local community and shoppers with healthy, convenient snack option.
  - locally and sustainably sourced ingredient





Pets Wellness Alliance is a private equity platform investing in the veterinary and pet service industries. We invest in businesses that increase the convenience of high-quality medicine and wellness from veterinary to grooming and everything in between.

We're building an alliance of like-minded businesses that allow veterinarians to practice the best possible medicine with the best tools and teams. By integrating veterinary medicine, pet service businesses, and technology we make high-quality medicine more convenient for customers.







*City Bank*  
MORTGAGE

City Bank has been committed to offering its customers revolutionary products and services to stay in touch with their needs. Through this commitment, City Bank offers additional banking services including mortgage lending, trust, insurance, investments, indirect lending and private banking.







Premier Martial Arts has been in business for more than 20 years, and since our founding in 1998 we have helped thousands of students of all ages realize their full potential. Premier Martial Arts delivers a best-in-class martial arts experience that helps our students develop the personal skills that are necessary to build a successful life. Our mastery of teaching martial arts over the past two decades is evident in our structured and thorough curriculum, which is standardized across our 100+ locations across the United States, Canada and England.

Our curriculum focuses on character development far beyond the importance of self-defense. We teach our young students how to respect their elders, how to be accountable, how to focus and how to stay in shape in a fun and exciting atmosphere. We empower our adult students with the self-confidence to overcome anxieties and trauma, in an environment that fosters inclusion and social belonging.





# THE NEIGHBORHOOD



Constituting most of Northeast Dallas, the sprawling Lake Highlands neighborhood is a collection of dozens of subdivisions bound together by their support for Richardson ISD schools. There's a perfect corner for nearly anyone interested in comfortable, relatively affordable family living with quick access to big city amenities, plus abundant parkland and trails leading to nearby White Rock Lake.







SHOP COS.