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Mighty Fine Burgers, James Avery and more coming to 1890 Ranch



Johnny Johnson Rosa's Cafe Tortilla Factory, along with Logan's Roadhouse, are two of the newest dining options under construction at Cedar Park's 1890 Ranch retail shopping center at Whitestone Boulevard and the 183A toll road.

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CEDAR PARK — With Logan's Roadhouse and Rosa's Cafe Tortilla Factory both under construction, Cedar Park's 1890 Ranch shopping center is just about full, but development officials still have a few big announcements left — one of them is that Mighty Fine Burgers Fries and Shakes will soon be coming to Cedar Park.

"We're working on that deal right now," Charlie Northington, principal of retail development for Endeavor Real Estate Group, said.

Mighty Fine will be located just north of the existing AT&T store near the back side of 183A, Northington said.

"The lease is not signed yet, but there is a lot of activity going on," he added.

In uncertain economic times, Cedar Park economic development officials said 1890 Ranch was a bright spot in terms of retail that had a huge impact on not only keeping dollars in town, but also drawing other communities in and attracting sales from outside the Cedar Park area.

“We opened the project in October 2007, and considering the fact that the last two years have been horrible, we’re real pleased with the progress from an economic standpoint,” Northington said. “We’ve leased out about 94 or 95 percent of the available space, which is just unheard of. It’s a tribute to working with the city and developing a first-class project.”

In addition to the new restaurant announcements, Northington said there are some other new deals signed that are either now opened or will be soon.

New leases include:

- James Avery Jewelry — which will open in April
- Birkram Yoga
- Huntington Learning Center, which offers help to students struggling with basic skills in reading, writing, mathematics, spelling, phonics, study skills, as well as other factors that play a role in academic achievement
- Sun Auto — now open
- Approved Money Center — now open
- Dollar Tree — now open
- Natural Grocers by Vitamin Cottage — the third location within the Austin market for the Colorado-based company

Aside from bringing in big box stores like Super Target and Academy, local economic development officials said the 1890 Ranch site has brought in several new venues for shopping and dining that didn’t previously exist, and brought in more than 1,000 new jobs to the area, adding another big boost to the local economy.

Currently, Northington said, 1890 Ranch is building the last retail space, and the rest will be used for medical space.

“We actually have one more pad on the east side, in front of Ross, and we’re working several deals, but we can’t announce anything, yet.”

After that’s completed, Northington said Endeavor doesn’t see any immediate new developments, but future ventures will largely depend on the local market.

“We’re going to spend some time getting accustomed to taking care of the shopping center,” he said. “At some point we probably will expand, but right now, we’re just going to try to take care of what we’ve got.”