

HOUSTON

COMING ATTRACTIONS

Destination Food Hall Set to Open Downtown in Early 2018

Over a dozen spots for food/drink to come

by [Alison Baitz](#) | May 12, 2017, 2:46pm CDT



[The Jones on Main/Facebook](#)

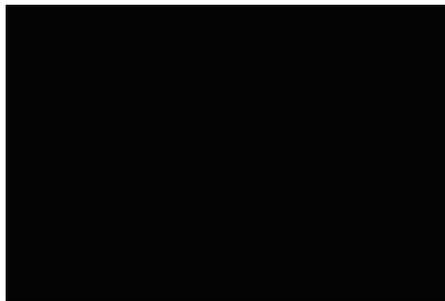
Over a dozen new spots to eat and drink will open in one glorious spot in downtown Houston come early 2018, [reports](#) the *Houston Chronicle*. A sprawling **food hall** will open at **712 Main Street** — in **The Jones on Main** in the **JPMorgan Chase** building, which was formerly the **Gulf Oil Building**. The project is being undertaken by Houston developer **Midway**.

No names have been floated for the 20,000 square-foot food hall project just yet, though the space is slated to feature not only **a dozen food spots**, but a **craft beer and wine bar** as well as an **art deco cocktail lounge**. All the food and drink outlets will be located in the 37-story tower's lobby, and will cater to dining anytime — with options for breakfast, lunch and dinner.

"The Food Hall at Main and Rusk" is the working title of what will be Houston's second food hall — **Conservatory** [opened](#) downtown at 1010 Prairie last year. More details on food tenants

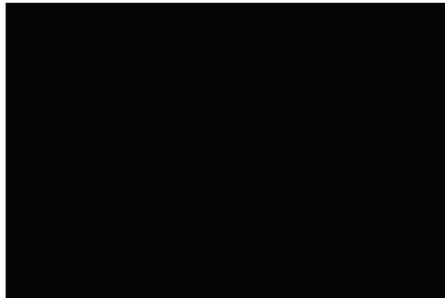
are sure to come — the team is actively seeking out concepts via [their website](#).

THE LATEST



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by [Alison Baitz](#)



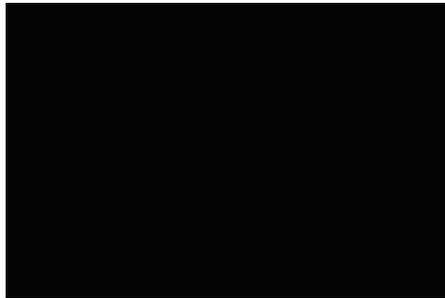
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by [Alison Baitz](#)



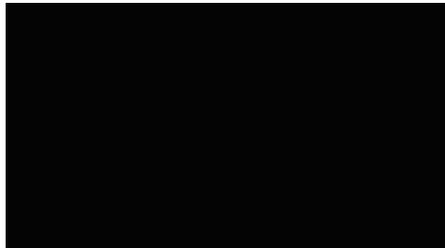
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Downtown Houston Is Getting a High-End Food Hall in 2018

BY GWENDOLYN KNAPP

MONDAY, MAY 15, 2017 AT 6 A.M.



The Gulf Oil/JPMorgan Chase Building (center) stands out among the crowd.

Photo by telwink

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A new food hall has just been announced for The Jones on Main in downtown, with a projected opening of early 2018. The Jones on Main is the new name for the revamped 37-floor art deco Gulf Oil/JPMorgan Chase Building, 712 Main, which is currently being connected to an adjacent historic property at 708 Main. The building's developers, Midway and Lionstone Investments, are partnering with operators Oz Rey LLC to bring the **Food Hall at Main and Rusk** to life.

The food hall will offer 20,000 square feet of "elevated culinary experiences" a few blocks away from Houston's [first food hall](#), The Conservatory (at 1010 Prairie near Main), which oddly enough offers an exclusively underground culinary experience.

Whatever the elevated culinary experiences of Food Hall at Main and Rusk (FHMR? Can we call it *femur*?) will entail is anybody's guess at this point. The operation is currently seeking tenants, though an announcement does promise "a dozen chef-driven food outlets" from well-established and emerging kitchen talent, along with "a craft beer and curated wine bar, an art deco cocktail lounge and unique private spaces" along with vibes both "elegant and approachable."

The Jones on Main renovation will likely be one of the most lauded debuts of 2018, with even more retail and restaurant operations expected to open on the ground floor as well. And with that, Food Hall at Main and Rusk is already boasting that it will be [Houston's premiere dining destination](#), promising a "best in class operation and experience."

Chefs and operators interested in learning more about participating at The Food Hall at Main and Rusk are asked to visit mainandrusk.com for more information.



Gwendolyn Knapp is the food editor at the *Houston Press*. Her writing has appeared in the *Oxford American*, Southern Foodways Alliance's *Cornbread Nation 2015: Best of Southern Food Writing*, and is forthcoming in *The Best American Travel Writing 2017*. Previously she was the editor of *Eater Nola* and is also the author of the memoir *After A While You Just Get Used To It: A Tale of Family Clutter*. After ten years of eating her way through New Orleans, she is ecstatic to call Houston, land of 10,000+ restaurants, her new home.

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From the Houston Business Journal:

<http://www.bizjournals.com/houston/news/2017/05/12/renovated-downtown-houston-building-to-add-food.html>

Renovated downtown Houston building to add food hall

May 12, 2017, 2:14pm CDT

The Jones on Main — a downtown property that's undergoing a number of changes — reportedly will add a food hall.

The Houston Chronicle reports the food hall is expected to open in early 2018 in the JPMorgan Chase Building at 712 Main. Developers selected Austin-based Oz Rey LLC to develop and operate the food hall.

Specific concepts have not signed on to the 20,000-square-foot project yet, but it is expected to feature "chef-driven food outlets, a craft beer and curated wine bar, and art deco cocktail lounge and unique private spaces," the Chronicle reports.

Houston-based firms Midway Cos. and **Lionstone Investments** announced the renovation and rebranding of The Jones on Main in April 2016. The project joins 708 Main and 712 Main under the Jones name, even though 712 Main also retains its JPMorgan name.

Renovations proposed at the time included connecting the two buildings at the ground level via a joint common space and adding classically inspired interior amenities throughout the space. Plans also called for a new restaurant and space for retail with sidewalk patios along Main Street and Rusk Street. The renovations were expected to be complete in early 2017.

More recently, New York-based WeWork signed a lease for approximately 86,000 square feet at 708 Main. The co-working giant is expected to move in toward the end of 2017. Houston-based custom menswear store Established Bespoke also signed a lease in The Jones on Main late last year.

Conservatory, Houston's first food hall, opened early last year in a roughly 7,000-square-foot underground space adjacent to Prohibition Supperclub & Bar, which also recently rebranded.



COURTESY MIDWAY COS

Olivia Pulsinelli

Senior web editor

Houston Business Journal

