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The Summit at Fritz Farm Announces New and Expanding Tenants, Changes to Food Hall

Mixed-use destination grows in retail and office components

Lexington, Ky. (May 18, 2020) – The Summit at Fritz Farm has announced plans to welcome several new tenants, including American furniture retailer Lovesac, set to open late 2020, and Bank of America, set to open in 2021. Bank of America has broken ground on its 6,300-square-foot building and will be located adjacent to Starbucks near the intersection of East Tiverton and Nicholasville Roads. Hollywood Feed has also expanded into a new 3,440-square-foot space near Whole Foods Market to better serve the Lexington market.

At the same time, The Offices at Fritz Farm has welcomed several new tenants. With three new leases, the build-to-suit office complex is now 80% occupied. Michael W. Simon, M.D., P.S.C. recently opened a 2,930-square-foot pediatric office. Symbiotix, a science-based medical communications firm, will occupy a 4,726-square-foot space on the third floor. Bitwerx, an innovative software solutions firm, will occupy a 4,466-square-foot space on the third floor.

The Summit is also reimagining some of its spaces, including The Barn food hall, according to Brian Voyles, general manager of The Summit at Fritz Farm.

“The Summit at Fritz Farm has been a place that fosters community, celebrates Lexington’s rich heritage and introduces leading market concepts to the area,” Voyles said. “We are taking advantage of a rare opportunity to pause, take a closer look and really determine what is most relevant within the market.”

While the full scope of the plan remains fluid, several updates are beginning to take shape, starting with an overhaul of The Barn food hall. The Summit team is working closely with each tenant individually to ensure the continued success of all involved partners. Upcoming transitions include:

- Crank & Boom Craft Ice Cream will continue curbside service from their current location while evaluating street-facing storefront locations within The Summit.
- Whiskey Bear will re-open their location when local government mandates allow.
- Athenian Grill and Atomic Ramen will close their stalls to focus efforts on other locations
- Smithtown Seafood will close its stall and focus on its successful Honeywood restaurant at The Summit
- Kentucky for Kentucky will close its stall and return to a single-storefront operation

“We have enjoyed tremendous success with Honeywood, but Smithtown Seafood has been a challenge,” said Ouita Michel, owner and chef of Honeywood restaurant and Smithtown Seafood in The Barn. “Such is the nature of the restaurant business – some concepts are successful, and others don’t perform as you would expect. We look forward to watching the transformation of The Barn and to continue serving guests, including many loyal customers, at Honeywood.”

The Summit is currently evaluating several alternative uses for The Barn, such as entertainment or retail space.

In addition to the reconceptualization of The Barn, Crittenden has closed its location at The Summit. The men's boutique plans to explore other opportunities.

"We have formed strong relationships with our tenants and are glad they will all remain in the Lexington community," said Voyles. "We are glad to welcome new tenants to The Summit at Fritz Farm and to focus on reimagining The Barn."

For more information about The Summit at Fritz Farm, follow the property on [Instagram](#) and [Facebook](#) or visit thesummitatfritzfarm.com.

About The Summit at Fritz Farm:

The Summit at Fritz Farm is a mixed-use development located in Lexington, Kentucky, at the crossroads of Nicholasville Road and Man 'O War Boulevard. The property includes 300,000 square feet of retail and restaurants, 306 luxury apartments, 44,000 square feet of modern build-to-suit office space, a 120-key boutique hotel, and a community green space for mingling and gathering. This regional shopping destination offers a collection of 60 best-in-class restaurants and retailers, including local favorites like Morton James and Honeywood, along with first-to-market brands such as Warby Parker, Bonobos, Shake Shack, CosBar, Kendra Scott, Madewell and Fabletics, among others.

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