

# More eateries coming to The Linc

[Sahar Chmais](#) Dec 6, 2022



The Linc is an 180,000-square-foot shopping center west of the Highland redevelopment.

Screen capture of Google Earth by ABJ

More restaurants are coming to The Linc shopping center in North Austin, with both local and global flavors.

The retail strip at 6406 N. I-35 Frontage Road will soon be home to the first brick-and-mortar location of Artipasta, an Italian food truck serving up pizza, pasta and more. It is expected to open by year's end, said [Dean Davidov](#), principal at real estate company Misuma Holdings, which owns The Linc.

Meanwhile, Chinese chain Happy Lemon, known for unique beverage and desserts, should open its second Austin location at the Linc sometime in the first quarter, Davidov said.

That's around the same time the Linc will welcome the first Austin location of

Louisiana-based breakfast and brunch eatery [Another Broken Egg](#), a deal the Austin Business Journal has previously reported. Plus, California-based seafood chain [The Boiling Crab](#) has begun work on a Linc restaurant.

They will join existing local eateries at The Linc such as Pluckers Wing Bar, Easy Tiger, Vivo and Lima Criolla. Other tenants include Austin Film Society, My Salon Suite and Big Joy Wigs & Beauty.

It all fits into Misuma's [strategy of revitalizing an aging shopping center](#). [Dean Davidov](#) and brother [Allan Davidov](#) bought what was then known as Lincoln Village in 2013. They have overhauled the roughly 180,000-square-foot strip mall, including by repainting most of the buildings white, so that the tenant identities stand out.

"We get to know our tenants," [Dean Davidov](#) said. "We make it our business to understand the concepts and what they're offering to consumers. And we just try to put it together that way, by feel."

The central submarket, which includes The Linc, had a retail vacancy rate of 5.4% in the third quarter and average asking rent of \$25.11 per square foot, including triple net, according to data from real estate firm Partners.

The brothers also own The Crescent, about a mile north of The Linc on Airport Boulevard. It is anchored by Asian grocery chain 99 Ranch Market. Other tenants include ["Japanese dollar store" Daiso](#), 85°C Bakery Cafe, Kura Revolving Sushi Bar and Sazan Ramen.

More fitting tenants are expected to come to The Crescent, but Davidov said it's still too early to name them.