

# MAIN LINE TIMES

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## Restaurant/bar to open on St. Joe's campus

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As regional restaurant chain Landmark Americana celebrates its opening in Devon, a second Main Line location is already in the works.

The "upscale-casual" bar and grill plans to follow up April 25's opening, replacing the Paddock at Devon, with the opening in August of a restaurant on the Saint Joseph's University campus.

Dave Goldman, president of the Glassboro, N.J.-based chain, said the fifth Landmark Americana location will be on 54th Street in Philadelphia, across City Avenue from neighborhoods in Merion and Bala Cynwyd in Lower Merion.

The 6,000-square-foot space, at street level in the university's five-year-old Hawk's Landing parking

garage, has until now been unoccupied, according to Goldman. Saint Joe's "will be our landlord," he said.

The university setting was an obvious attraction as the chain expands, Goldman added. Its original location in Glassboro is near Rowan University. It also has stores in University City and West Chester. The Devon store at Lancaster Avenue and Old Eagle School Road is the only one of the five not in a college community, he noted.

"With campuses, there's so much activity," Goldman said, adding that this could be a meeting place for faculty as well as students and community members. At SJU, there was "nothing to really serve the campus," he said. "We were obviously intrigued."

"It's a great market for a full-service restaurant," Goldman added, noting that the neighboring communities are "a somewhat underserved market."

"Every store is a little bit different, to suit the particular environment," Goldman said, explaining that the plan for the SJU store will not have the copper-top bar that is a signature feature of the new Devon venue. It will be strong on wood finishes, similar to the original Landmark Americana in Glassboro.

"There will be a nice-sized dining room" in addition to the bar, with "TVs throughout." The restaurant will seat between 180 and 200.

Goldman, one of several partners who own the chain, said they all came to the Landmark venture with previous experience in the restaurant industry. Their first site in Glassboro replaced a 200-year-old inn that had a notable history. George Washington literally had stayed there. That's where the "Landmark" in the name comes from.

The inn was in such disrepair, however, that it had been

condemned. Goldman said it was demolished, and the new restaurant was built "mindful of its history," as "something respectful in new construction."

Goldman said a similar menu to the Devon and other stores is planned, with a variety of American fare.