

MAD Concepts Group Expands Restaurant Park Concept with New North Richland Hills Development Opening Fall 2026

North Richland Hills, Texas — October 1st, 2026

Following the successful launch of its first restaurant park in Benbrook, MAD Concepts Group plans to bring its growing restaurant park concept to North Richland Hills, with a new development opening in Fall 2026.

Located at the northwest corner of Davis Boulevard and Lola Drive, the development will feature Jakes and Tacos & Avocados, connected by The Backyard, the MAD Concepts Group's signature outdoor gathering space designed to bring families, friends, and neighbors together.

The development will include two full-service restaurants with expansive patios, full-service bars, and approximately 10,000 square feet of indoor dining. At the heart of the property, The Backyard transforms dining into something more. Featuring open green space, lawn games, community events, family activities, and room to gather, it extends hospitality beyond the dining room and creates a place where guests can linger long after the meal is over.

Building on the momentum of the company's first restaurant park in Benbrook, the North Richland Hills development continues MAD Concepts Group's vision of creating destinations where great food, genuine hospitality, and meaningful connection come together.

"We've always believed restaurants should be more than places to eat," said Bob Gregg, Co-Founder & COO of MAD Concepts Group. "The Backyard is our way of creating spaces where communities come together, where birthdays are celebrated, kids can play while parents relax, friends gather after work, and neighbors become regulars. That's the kind of experience we're building."

Founded in East Dallas in 1985, Jakes has remained a neighborhood burger joint at heart while evolving into a modern dining experience known for burgers made with locally sourced beef, hand-cut fries, and an expanded menu centered around its promise of Fresh, Friendly and Fun, Something for Everyone.

Launched in North Texas in 2024, Tacos & Avocados offers a fresh "Mex-Tex" approach to Mexican cuisine, blending authentic recipes with Texas traditions in a scratch kitchen focused on fresh ingredients, bold flavors, and vibrant hospitality.

Together, the two concepts create complementary dining experiences while The Backyard provides a shared destination where guests can relax, connect, and make lasting memories.

"We've always believed the best developments become part of the community, not just another place to stop for dinner," said Carter Wilson, Founder of Blue Plate Network. "The Backyard creates a destination where people naturally want to spend time. After seeing the excitement surrounding our first location in Benbrook, we knew North Richland Hills was the right place to continue growing this vision."

The North Richland Hills development is expected to create approximately 150 new jobs while contributing to continued economic growth and providing residents with a new destination for dining, entertainment, and community connection.

About MAD Concepts Group

Based in Addison, Texas, MAD Concepts Group was founded with a vision to Make A Difference for guests, team members, and the communities it serves. Led by founders Courtney Lindley and Bob Gregg, the company develops and operates hospitality concepts centered around exceptional food, memorable experiences, and genuine connection. Its growing portfolio includes Jakes and Tacos & Avocados, with additional restaurant and entertainment concepts in development. Through thoughtful growth and a people-first culture, MAD Concepts Group continues to create destinations where communities gather, brands thrive, and lasting memories are made.

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