

Italian steakhouse Sparrow Italia chooses Uptown Houston for first Texas location



Houston-based Midway recently broke ground on the new additions to its Central Park Post Oak campus, which currently includes three office towers sitting on 17 acres near the intersection of Post Oak Boulevard and Ambassador Way. The centerpieces of the project will be two new r... [Expand to read more](#)

COURTESY OF MIDWAY

Story Highlights

What's This?

- Sparrow Italia, an Italian-inspired steakhouse by the Noble 33 hospitality group, will open its first Texas location in Central Park Post Oak.
- The restaurant is scheduled to open next year in one of the three existing office buildings.

- Central Park Post Oak also is in the midst of a major redevelopment and expansion.

A new-to-Texas restaurant concept is coming to Houston-based Midway's Central Park Post Oak office development, [which is in the midst of a major redevelopment and expansion](#).

Sparrow Italia, an Italian-inspired steakhouse by the Noble 33 hospitality group, has leased a 6,700-square-foot space that is set to break ground by the end of the year, according to an announcement from Midway in partnership with Phoenix-based 3Edgewood and Orlando, Florida-based Parkway.

The restaurant will be located on the ground floor of Central Park One — an office building at 2000 Post Oak Blvd. — and will feature patio space, Midway said.

Noble 33 also said the space will include a lounge, bar and private dining room in addition the main dining room. The Sparrow Italia aesthetic features warm textures, rich finishes and dramatic architectural details, the company said.



Image: James Livingston

[expand](#)

The BIG Meatball at Sparrow Italia JAMES LIVINGSTON

Sparrow Italia takes inspiration from Mediterranean cuisine and offers a menu that offers new spins on Italian classics, including premium steaks, wood-fired pizzas, pasta made in house using stone-ground flour imported from Italy. Signature dishes include wagyu carpaccio, truffle cacio e pepe, Mikey's spicy rigatoni ala vodka, wagyu bolognese, and bone marrow cappelletti. The steak selection features a wide selection of premium cuts, including the 6-ounce prime rib cap, the 10-ounce Calabrian chili-rubbed NY strip and a 34-ounce prime Fiorentina.



Image: Anthony Nader

[expand](#)

Sparrow Italia's wagyu carpaccio
ANTHONY NADER

The restaurant also offers a cocktail and wine menu overseen by Noble 33 Beverage Director Juan Carlos Santana, a Michelin Guide “Exceptional Cocktails” award-winner and certified sommelier. The cocktail menu features C.R.E.A.M., a clarified milk punch with basil and tomato juice, mozzarella, tomato and balsamic crème, as well as The O.D.B., a speciality vodka martini infused with Calabrian chilis, housemade spicy pickle brine, Cocchi Americano and chili oil.



Image: Anthony Nader

expand

Sparrow Italia's C.R.E.A.M. cocktail, a clarified milk punch with basil and tomato juice, mozzarella, tomato and balsamic crème

ANTHONY NADER

Sparrow Italia launched in London in 2022, opened a Miami location in early fall 2024 and has one planned for New York City.

Noble 33 entered Houston with the [opening of Toca Madera in 2024](#). That restaurant is on the ground floor of the Lifestyle Pavilion, the standalone restaurant and retail portion of [The Allen mixed-use development](#) along Allen Parkway. [Toca Madera was a 2025 Landmark Awards finalist in the restaurant category.](#)

“We are thrilled to welcome Sparrow Italia to Central Park Post Oak,” Clayton Freels, an executive vice president at Midway, said in a press release. “Sparrow Italia’s globally minded culinary program and design-forward experience are a perfect fit for our vision: a dynamic, walkable destination on Post Oak Boulevard that brings together best-in-class dining, retail and office in a single, connected campus.”

The announcement that Sparrow Italia plans to open in Central Park Post Oak comes just months after Midway confirmed that Phoenix-based Fox Restaurant Concepts already [has signed on to bring its The Henry concept to the development](#), occupying a 7,000-square-foot space in the expansion.

The Henry will be in one of two new buildings underway at Central Park Post Oak, which will be aimed at attracting retail and restaurant tenants. The development currently offers 1.2 million square feet of office space and 90,000 square feet of retail space. The 60,000-square-foot expansion is scheduled to be completed next year.

When the project broke ground in June, Freels said the company’s plan is to add more than 150,000 square feet of mixed-use restaurant and retail space. The two new buildings will essentially turn the existing lawn surrounding the office towers into a central green space.

The Henry will have a large patio that opens onto the central green space. The fast-growing restaurant chain offers upscale takes on American classics and seafood dishes. Its signature entrees include the all-American burger, seared ahi tuna, European bass, braised short rib and a Korean prime skirt steak.

The Henry is scheduled to open in Central Park Post Oak in fall 2026, which is expected to be its second Houston location.

In September 2024, the Houston Business Journal reported that Fox Restaurant Concepts [was preparing to build out a 7,175-square-foot space](#) in Houston-based Moody Rambin’s Town & Country Village mixed-use development at 700 Town and Country Blvd. for The Henry.

That location, which is just south of Midway’s CityCentre mixed-use development, is scheduled to be complete later this year.

The Central Park Post Oak backstory

As part of Midway’s effort to revitalize Central Park Post Oak, the company plans to relocate two of the site’s heritage live oak trees to better position them along pedestrian walkways, Freels said in June.

“That these are very established, beautiful oak trees was not lost on us,” Freel said. “We wanted to prioritize them in the landscape architecture to ensure they can continue to be appreciated by consumers as they visit the property.”

Central Park Post Oak originally was called Post Oak Central and was developed by Houston-based Hines in the late 1970s.

The office campus, just a few blocks north of The Galleria mall, [was acquired by Parkway in October 2023](#). That deal came months after Parkway was formed [via the combination of Florida-based Parkway Property Investments and Midway](#).

However, the partnership between Midway and Parkway [has since been dissolved](#).

The redevelopment and expansion project team includes [Page, which was recently acquired by Stantec](#); Houston-based OJB; and Alabama-based Hoar Construction, working alongside Midway, 3Edgewood and Parkway. Office leasing for the property is handled by Cushman & Wakefield, and retail leasing is handled by Bond Retail Partners.

Meanwhile, Central Park Post Oak recently scored some notable office tenants.

Late last year, Texas Dow Employees Credit Union — commonly known as TDECU — [leased eight floors in the 24-story Central Park One building](#). The financial institution plans to occupy 103,500 square feet in the building, according to Texas Department of Licensing and Regulation records.

Earlier this month, international financial giant [BBVA announced it opened its 17,742-square-foot office in Central Park Two](#), at 1980 Post Oak Blvd. The move by Spain-based Banco Bilbao Vizcaya Argentaria SA (NYSE: BBVA) to occupy the new space [came amid an ongoing effort to expand its local presence](#).
