

Catching waves in The Colony: Fireside Surf celebrates soft opening at Grandscape

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On a February afternoon in a north-of-Dallas suburb, a group of individuals is surfing waves.

Tucked between a North Dakota-based sporting goods store and a golf-themed experiential concept, there is a 16,359-square-foot space featuring palm trees and surf rock beats.

In true Texan form, the space defies any semblance of winter weather worries. On that afternoon in the middle of February, the atmosphere at Fireside Surf features warm temperatures and a balmy wind that reminds you of those beach vacations you used to take with your family.

And that's exactly what the vision was for Fireside Surf, a new experiential surf venue and restaurant at Grandscape.

“What we were going for is like a resort like experience where mom, dad and the kids can come hang out, mom and dad if they don’t want to surf, they can grab drinks and have healthy food that’s like fuel for performance, and they know that their kids are getting something healthy,” Co-Owner Patton Nix said. “And have like kind of a mellow vibe that fits in the surf culture and surf lifestyle, and then just be like this little oasis in Grandscape, you know, that like the rest of the world kind of disappears.”

The venue celebrated a soft opening on Feb. 23.

Nix and Co-Owner Billy Adams, both green berets, met about 13 years ago. Adams — who had retired from the military — had opened iFly Indoor Skydiving in Washington state. Nix — who was in the military at the time — brought his team in to break the tunnel in. The two struck up a friendship. The two began looking at bringing a similar concept to Hawaii and eventually pivoted to looking at surfing options instead.

Eventually, plans shifted to looking at a spot of land in a Dallas, Texas suburb.

“Grandscape kind of chose us,” Nix said.

The two were put in touch with Grandscape through a mutual business connection, and plans moved forward on bringing the surfing concept to The Colony.

A few days after its 2024 soft opening, during a Feb. 27 interview with The Lakeside Journal, surf rock music provides a laid-back pulse as surfers take turns on a Citywave pool where the water is exactly 84.7 degrees. Columns of palm trees wave in the warm Texas breeze. Orange umbrellas stand ready to block the sun that will eventually hit the area.

“With Popstroke next door and Cosm going in, this is a really highly experiential location that really fits what we’re trying to do with kind of creating incredible experiences and bringing people to a place where they can eat, bond and surf,” Nix said.



A treadmill for surfing

Nix began surfing in 2004, the same year he moved to Hawaii with the military.

He spent a month in Hawaii before going to Afghanistan for 10 months. He then returned home for a couple of months before leaving again for training.

“I would surf in little pockets, right?” he said.

He was gone for 10 years and then eventually moved back in 2017. Since moving back to Hawaii, he has taken up surfing again, he said. But he never considered himself a good surfer.

“Here, my surfing has just gone through the roof,” Nix said at the Fireside Surf location. “I’m a way better surfer than I ever was over those 20 years of surfing.”

Fireside Surf features a Citywave surfing system, which features deep water in front and behind and allows for the use of real surfboards.

“In 40 minutes on this wave, I can teach you the equivalent of like 20 hours of surfing in the ocean,” Nix said. “And so it becomes this treadmill that just creates a great experience and accelerates the learning curve for a sport.”

Nix later noted that the technology that has been brought to Grandscape is relatively new.

“We’re number three in the country. There’s one of these in Washington State, of a Citywave technology wave, there’s one in Hawaii and we’re No. 3. We’re No. 20 in the world. We’re going to be the biggest one in Texas,” Nix said. “And so this wave technology is completely unheard of. And so we’re introducing a whole new concept and a whole new way to learn how to surf to the public, and it’s right here in landlocked Dallas, Texas where you wouldn’t expect to find surfing, right? I think it’s a best-in-class attraction that really adds to the whole Grandscape experience.”

Co-Owner Adams said the number of people who have returned after trying the technology one time has been more than anticipated.

“I think people...they’re a little skeptical, they’re like, ‘Is this really surfing?’ And then once they get it under their feet, a real surfboard and they start surfing across a real wave, they think ‘Oh this is real surfing,’ and they do it again and again and again,” Adams said. “So it’s been wonderful.”

A globally inspired menu

The Fireside Surf co-owners are conscious of the chance that some visitors may not want to surf – they may simply want to watch the wipeouts. Adams and Nix have something for those customers, too.

“For those folks, we wanted to give an elevated food and dining experience that allows them to come back again and again and love each menu item that we have,” Adams said.

The Fireside Surf menu features items like yellowfin ceviche, an ahi tuna burger and Aussi fish tacos. Nix noted that just as the sport of surfing is global, so, too is the inspiration for the Fireside Surf menu.

“And so we’ve got inspirations from like South America and Australia, Hawaii of course, California...but people don’t think about north Ireland as a surfing location, right? Or even Texas,” Nix said. “And so we really tried to go global with the menu as well and just create something that’s completely unique to the area.”

There was also an intention behind making the food more healthy.

“We wanted it to be healthy so the mom and dad, when they bring the kids out, they know they’re putting good things in their kids’ bodies and it’s fueling their performance as opposed to junk in equals junk out,” Nix said.

Looking ahead

Just a few days after launching a soft opening, Fireside Surf’s co-owners still have their eyes on the future.

That includes looking at the potential for future competitions and for collaborating with the local school district.

“Citywave already does a global tour, right, and so we’ll host, we’ll be a host on that tour,” Nix said. “They also do like a continental cup, like US vs. Europe, and we want to be a stop on that. And then as other surf parks and venues grow, you know, we’ll try to host competitions between them and really create a sport out of this.”

Nix added that the venue has already begun discussions with Lewisville ISD to make a club sport.

And rest assured, the venue will stay open year-round. The water in the pool itself will remain a steady 85 degrees, and Fireside Surf will offer wetsuits during cold days, Nix said. There are also heaters over the patio area.

There are also ideas for hosting ladies' nights, men's nights, leagues and more, Nix said.

“We’re looking to create a community,” Adams said.

Reservation information and more details are at firesidesurf.com.