



DEVELOPMENT

NoDa's 28206 zip code is about to get the 'South End treatment'



By [Katie Peralta](#) | *August 26, 2019*

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New construction is ramping up rapidly in NoDa, especially in the Tryon neighborhood. Developers say it won't be long until the neighborhood is like South End did after the light rail started service.

The light rail extension bisects NoDa into two zip codes: 28206 and 28205. The latter is what you

artsy stretch of North Davidson Street that's filled with breweries (Heist and Protagonist, for instance, for insta Taco).

For years, development has lagged on the 28206 side, especially in the stretch that runs from Ma by North Tryon and the light rail.

That's all changing now, though.

Amelie's French Bakery, for instance, [announced last week it's moving](#) into that area — right near first of what will be many new businesses that will be arriving in the neighborhood.

Lured by several factors including the light rail, developers have been buying up large pieces of property. Breweries, restaurants and offices will replace aging industrial facilities, longstanding car dealerships



Amelie's is moving into the old Hart Witzen building at 136 E. 36th St. Agenda full story: ['newer, fresher, better' space in NoDa, a mile from its flagship bakery](#)

“It’s getting the South End treatment, but it will be closer to Rusty Gibbs told the Agenda.

Gibbs last week announced plans to lease an old industrial building that’s being redeveloped by C station, about a mile north of the new Amelie’s spot. Gibbs’s property will be a “mixed-use destination” including a brewery, bodega and fitness studio.

“The whole area is going to be unrecognizable in the next two to five years,” Gibbs added.

When Aston Properties said last week it plans to redevelop a former art gallery in NoDa to become a retail hub, it also disclosed it had purchased three parcels next to the property off 36th Street this summer.

The other tracts of land are along North Tryon, an area currently filled mostly with used car dealerships. Aston owns about five acres in the area. The firm is still weighing development options for its remaining parcels.

George Dewey, Aston’s president and CEO, describes the 28206 area of NoDa as “a canvas” that’s ready for development.

“The energy will move in this direction,” Dewey said.

Dewey’s firm specializes in grocery-anchored developments. Aston, for instance, redeveloped the former site of the built Harris Teeter, along with other retail including Holler and Dash.

There is a need for a full-service grocery store in NoDa: The closest ones are a Food Lion on The Falls and a Food City there.

Dewey said while he’d like to bring a grocery store to the neighborhood, it might be more feasible to bring retail into the area.

As the saying goes: Retail follows rooftops.

“I think in five years, it’ll be a no-brainer,” Dewey said of bringing retail to NoDa.

Next to Aston’s site on North Tryon, an LLC associated with developer Tony Kuhn of the Flywheel currently home to a used-car dealer called SMS Auto. Kuhn said he is still figuring out his plans for retail.

Farther north, near the Sugar Creek light rail station, Kuhn has assembled dozens of acres over the years.

center for the area. Called the Greenway District, the area will include multi-family housing, retail

One of Kuhn's properties near the light rail station is called Station House, and it's home to The SI were pushed out of their respective former locations to make way for new development.

"We're kind of starting with the arts and entertainment focus, then we're very quickly going to foll make it a whole integrated place," Kuhn said.



Flywheel Group has assembled dozens of acres over the years for what will be something in the area of NoDa near the Sugar Creek light rail station. Called the Greenway District, the development will include multi-family housing, retail and office space. Courtesy of Flywheel Group



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Near Kuhn's district is the 18.5-acre site of the Metromont concrete plant, which closed a few years ago and is set to be redeveloped into a major transit-oriented development (TOD) in June. Developer Greg Godley of Sugar Creek Ventures plans to include retail and offices.

Larken Egleston, a city council member who represents District 1, called the project a "poster child" for TOD zoning. The zoning is intended to "create more vibrant, interesting, and sustainable transit station areas."

There are several factors at play that make this area in NoDa:

Light rail: Just as breweries, apartments, restaurants and, most recently, [corporate offices](#) sprang up in the area, started operating, developers attracted to NoDa because of the light rail. The extension, which runs through the area, opened in March 2018.

To make way for the new rail, Norfolk Southern tracks had to be elevated to a bridge in order to allow for the new rail. The area was closed off to the bustling heart of NoDa for over four years. It finally opened last October, reopening the area.

The prolonged closure of 36th helped stave off development and activity in the 28206 area for years.

Ample space: Amelie's needed a new property that could well serve drivers and pedestrians alike site, where Aston will more than double the size of the parking lot.

Aston still has 6,200 square feet of retail space available for another tenant after Amelie's moves leasing strategy for the space, but the tenant could be a business that needs parking, such as a re

"As this community grows and there are more people living here, there are certain services it nee Dewey said.

Cross Charlotte Trail: This summer, [city council approved](#) more than \$54 million to complete pa been designed, including parts that run through NoDa.

Developers see the trail as a major draw, the way it has been in South End for pedestrians, bikers





Opportunity zones: Part of the 2017 tax reform law includes tax incentives for investors to buy l

There are 17 so-called opportunity zones are in Mecklenburg County, including the now-developi

The opportunity zone designation brings “added attention to the corridor,” said Egleston, whose c
designation isn’t the only factor that would draw developers to an area, though, he said.

“They’re more like icing on the cake for something that would be a good deal anyway,” Egleston s

Skeptics of opportunity zones, however, say they accelerate areas.

Oftentimes, long-established businesses and residents alike are forced to leave an area as develo
affordable housing a priority, especially in fast-changing areas.

But a lesser-discussed problem is commercial gentrification. That’s what happens when business
out of their space.

[That was the case at the City North Business Center](#), just over a mile away on North Tryon. Dozen
forced to vacant their longtime spaces after Artesia Real Estate purchased the building. The Austi
facility for new office and retail tenants.

Tackling commercial gentrification is becoming more of a concern, Egleston said.

"It's always a double-edged sword when you have that growth in development," he added.

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