

From the Charlotte Business Journal:

<https://www.bizjournals.com/charlotte/news/2021/02/09/avery-hall-noda-grocery-store.html>

Avery Hall actively seeking grocery store for NoDa development after \$3.1M acquisition

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After closing on a final piece of land last month, a real estate developer is moving forward on plans to bring a grocery store to NoDa.

New York-based Avery Hall, working in partnership with Aria Development Group, is planning a mixed-use development at East 36th and North Tryon streets. It will include a 25,000-square-foot space for a grocery store, said [Tarlton Long](#), principal and director of Avery Hall Southeast. The proposed store will be on the ground floor of a five-story building, with four floors of apartments above.

Avery Hall purchased the 0.7-acre site at 36th and Tryon last month for \$3.1 million, according to Mecklenburg County real estate records. Combined with [a deal that closed](#) late last year, Avery Hall now controls 4.2 acres at the intersection, having paid \$13.2 million in total. The proposed store would be at the hard corner of 36th and Tryon, what Long called a highly visible gateway to NoDa.

"We've heard from the community on multiple occasions that NoDa as a neighborhood desperately needs a grocery store, and this is the prime location for a grocery store," Long said. "We're working very hard with our design team to make it a reality."

[Jacob Horr](#), president of the NoDa Neighborhood and Business Association, said the developer has engaged the community early and often on the project.

"We love that they had the opportunity to acquire the additional piece of land on the corner and (push forward) those neighbors' wishes of bringing a grocery store to the site," he continued.

Avery Hall rezoned the land to TOD-CC, or transit-oriented development-community center, last year, which allows moderate density and a wide range of uses. The developer is now seeking two variance changes — to omit one of two required entrances on



AVERY HALL

Here's what a grocery store at 36th and North Tryon streets could look like. New York-based Avery Hall is actively seeking a grocer for the NoDa site.

36th Street and for additional flexibility on retail storefront treatment, both of which are needed to accommodate a grocer, Long said.

Avery Hall is scheduled to go before the city's alternative compliance review committee in early March for a hearing on the requests. Horr said he plans to learn more about the variance requests to make sure they continue to enable quality design.

Long declined to comment on whether any specific grocery stores may be interested in the site or an expected timeline for a deal, but he said active conversations are taking place now. Construction on the NoDa development could begin in late third quarter or early fourth quarter of this year.

The site will have multiple vehicular entry points, including from North Tryon, 36th and Benard Avenue, which is on the southern edge of the site. The grocery store would have access to parking in a deck, wrapped by apartments, as well as a surface lot.

Because the site is near a transit station and walkable to sites that'll soon be developed with new housing, the idea is that the grocery store would be accessible by car, foot and bike. Eventually, the Cross Charlotte Trail will extend across NoDa, parallel to Avery Hall's property. Long said Avery Hall plans to develop a public plaza adjacent to the store, to encourage pedestrian and bicycle activity.

On the public plaza and other items, Avery Hall is working closely with Charlotte real estate firm Aston Properties, which owns 2.1 adjacent acres and a building at 136 E. 36th St. Amelie's French Bakery & Cafe had been expected to relocate its flagship location from Villa Heights to Aston's property but ultimately extended its lease on North Davidson.

Having a grocery store at Avery Hall's development would help create energy for a retail shopping experience at the corner, said George Dewey, president and CEO at Aston. The firm previously owned most of the land that Avery Hall now does, with the exception of the 0.7-acre site at the corner.

About 14,000 square feet at Aston's building is available for lease. Dewey said a range of uses, such as a brewery, restaurants, service retail or a mix of retail and small offices, could work there.

"We've continued to prep the site and building so that when a tenant is ready to move in, we're there to accommodate them," Dewey said.

Avery Hall's design team is working with BB+M Architecture on the project. LandDesign is the civil engineer and landscape architect.

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