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Developers line up major renovation of South End retail building



Image: Little Diversified Architecture Consulting

Stiles Corp. and Shorenstein Properties plan to spend about \$7.2 million to completely renovate a two-story retail property at 1820 South Blvd. The 100-year-old building in South End was formerly home to Tupelo Honey.

LITTLE DIVERSIFIED ARCHITECTURE CONSULTING



By [Elise Franco](#) – Staff Writer, Charlotte Business Journal
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Stiles Corp. and Shorenstein Properties are about to kick off major renovations on a South End retail building.

The firms filed several building permits with Mecklenburg County totaling more than \$3 million for the property at 1820 South Blvd. The permits, filed Jan. 29, are for the adaptive reuse of the two-story, 12,000-square-foot building that was [home to Tupelo Honey until it closed in early 2020](#).

Chris Grenier, Stiles Corp.'s senior vice president of development in North Carolina, said construction will begin this week on the 100-year-old property, now dubbed The Jones Building.

Grenier said the project is expected to cost about \$7.2 million and will include a full renovation of the exterior, roof and facade, as well as stripping the interior to ready the shell for tenant upfit. The elevators, staircases and electrical will also be upgraded.

Grenier said the work will take about seven months and should deliver in early September. He said Rebel Rebel CRE, which is handling retail leasing, has secured a restaurant tenant for the full top floor and should be ready to announce the name in the next 60 days.



Image: Little Diversified Architecture Consulting

Stiles Corp. and Shorenstein Properties are set to begin the adaptive-reuse redevelopment of a two-story retail building at 1820 South Blvd.

LITTLE DIVERSIFIED ARCHITECTURE CONSULTING

Charlotte-based Little Diversified Architectural Consulting is the project designer. Atlanta-based Choate Construction is the general contractor.

Grenier said the goal is to create flexible options for retail tenants while preserving some of the building's historic character.

"It's not designated as historic, but we're certainly trying to preserve its character," he said. "We made a conscious decision to preserve as much of its

historic nature as we can as we renovate, but it needs a lot of structural and cosmetic work."

The renovation is part of Florida-based Stiles Corp.'s and California-based Shorenstein's redevelopment of 1.2 acres at the corner of South and East boulevards. [110 East, a 24-story, 370,000-square-foot tower, delivered](#) at 110 E. Blvd in April 2024. The tower has about 5,800 square feet of available ground-floor retail space. Grenier said the leasing brokerage is nearing a deal for a restaurant tenant there.

A second retail building, where The Manchester and Room 1812 used to operate, is slated for renovation at a later date. Grenier said that building is still in the design phase. He said Rebel Rebel is in active discussions with several prospective tenants for that space.