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Office component of Camp North End project drawing 'tremendous' interest

By Ashley Fahey



Camp North End, the revitalization of a former industrial park site off of Statesville Avenue, is arguably one of the most anticipated real estate projects in the Queen City.

It encompasses 75 acres and more than 1 million square feet of warehouse space primed for adaptive reuse. The owner, ATCO Properties & Management out of New York, has a long-term master plan for the property, which will eventually include a mixture of office, retail, light industrial and residential uses.

Events programming is already underway at the site. ATCO is going through rezoning with the city to allow the most flexible type of mixed-use development on the property, which sits in the heart of Charlotte's North End.

And after striking deals with Junior Achievement of Central Carolinas, Goodyear Arts and Hygge Coworking, ATCO has appointed the local office of Cushman & Wakefield to lease the office component of Camp North End. Jessica Brown, David Dorsch, Kris Westmoreland and Grant Keyes will market more than 1 million square feet of office space throughout the project, including the buildings at 1776, 1810, 1820 and 1830 Statesville Ave. and 1701 N. Graham St.

Brown, executive director at the Cushman & Wakefield Charlotte office, said the project will be leased in phases as infrastructure gets built out and growth occurs organically.

"We're working around different areas of the project," Brown said. "The Ford building is the largest building and we feel that will be the heart, an anchoring point in the project. Given the scale of the building, we want to make sure it's teed up for the right user long term."

Brown said programming underway by community manager Varian Shrum and the addition of some retailers at the Boiler Yard, which sits in close proximity to the 1920-eras Ford factory and boiler room, will help activate the site and draw interest from prospective tenants.

Even though Brown's team hasn't formally introduced Camp North End to the market yet, she said interest has been tremendous thus far.

"It's very unique in its size and scale, the historical components give it that cool factor, and the footprints can accommodate the needs of today," Brown said. From an office standpoint, available space will range from 20,000 to 350,000 square feet.

ATCO has also added another member to the Camp North End leadership team: Tommy Mann, whose resume includes several mixed-use development in the mid-Atlantic region, has been appointed as development director. Mann, who previously served as director of development at Kettler in Washington, D.C., will head up construction, design and management at Camp North End.

"The Camp North End project offers an incredible opportunity to transform the North End by allowing ATCO to bring commercial space, creative workspaces, art, retail and food to the community of Charlotte," Mann said in a statement. "I am thrilled to be a part of this exciting new development."