

Florida-based developer proposes \$78M mixed-use project in SouthPark

Ashley Fahey
Staff Writer
Charlotte Business Journal

Jun 23, 2016, 11:05am EDT

An Orlando, Fla.-based developer new to the Carolinas has filed to rezone a SouthPark site for a mixed-use project.

ZOM is seeking to redevelop a 2.7-acre site at 4401 Barclay Downs Drive, adjacent to SouthPark mall, in front of Reid's Fine Foods and McCormick & Schmick's. The proposed \$78 million development, Hazel SouthPark, is expected to contain up to 266 apartments, 15,000 square feet of retail and a 9,400-square-foot clubhouse and amenity space.

Anticipated public hearing for the project is in November.

The property at 4401 Barclay Downs Drive is between Carnegie Boulevard and Bulfinch Road. An office building constructed in 1987 currently occupies the site and would be razed as part of the redevelopment.

"Hazel SouthPark will be a showpiece for the SouthPark area, blending stylish architecture and interiors with top-tier amenities and retailers," said Darryl Hemminger, senior vice president of ZOM Carolinas, in a statement. "We've designed Hazel SouthPark to provide a variety of social settings, active public spaces and quality retailers for our residents and the SouthPark neighborhood."

With one-, two- and three-bedroom units from 980 to 2,375 square feet, Hazel SouthPark will feature gourmet kitchens, separate dining areas, spacious closets, built-in cabinetry and private balconies. Amenities — including a pool desk, fitness center, entertainment kitchen, and lounge — are planned for the sixth floor.

Hazel SouthPark will be the first of several ZOM developments in the Carolinas. A 10-year veteran of ZOM, Hemminger rejoined the company to establish the Carolinas office in Raleigh after working at Crosland and Laurel Street Residential in the Carolinas for six years.

"We see great opportunity in the Carolinas, which is why we chose to open a new office here," said Greg West, ZOM's chief development officer, in a statement. "Darryl's knowledge of the local markets will help guide us as we plan for additional projects in the years to come."

ZOM has developed similar projects in other urban markets, including 19Nineteen in Arlington, Va.; Baldwin Harbor in Orlando, Fla.; and Tate in the Tanglewood/Galleria submarket of Houston, Texas.

ZOM is working with design architect Terry Shook at Shook Kelley to design Hazel SouthPark's architecture, retail, landscaping and hardscaping. Jeff Brown with Moore & Van Allen is handling rezoning for the project and Brian Crutchfield at Timmons Group is the civil engineer.

Hazel SouthPark is one of several mixed-use projects planned for the area:

- Childress Klein is developing 490 residential units, a 175-room hotel, up to 170,000 square feet of commercial space, up to 20,000 square feet of indoor recreation space and a 750-seat church facility for Sharon United Methodist Church at the church's site.
- Synco Properties and Schlosser Development Corp. are spearheading a project that will bring nearly 1,000 apartments, 250,000 square feet of office, 300,000 square feet of retail and a 225-room hotel to the 27-acre site of The Colony apartments.
- American Asset Corp. revived a rezoning petition from 2014 last month to develop 125,000 square feet of office space, 75,000 square feet of retail and restaurant uses, 300 hotel rooms, and up to 400 apartments on the east side of Park South Drive, behind Fairview Plaza.



Orlando, Fla.- based developer ZOM has filed a rezoning petition to build 266 upscale apartments and 15,000 square feet of retail at 4401 Barclay Downs Drive.