

Downtown Winston-Salem Investment 2011-2020

Projects Completed, Underway, or Announced

Residential	Investment Value	Year	Improvement Type	Address	# Residential Units
Hilltop Houses Apartments, Phases 1 and 2	\$8,000,000	2011	Upfit	221 & 241 S. Cherry St.	104
116 S. Marshall St.	\$160,500	2012	Upfit	116 S. Marshall St.	6
Ella's Lofts	\$150,000	2012	Upfit	528 N. Liberty St.	4
Winston Factory Lofts, Phase 2	\$12,009,037	2013	Upfit	675 N. Main St.	86
Link Apartments Brookstown	\$14,771,405	2014	New	150 Peters Creek Pkwy.	200
Plant 64 Apartments	\$55,000,000	2014	Upfit	500 Block Power Plant Circle	243
Hilltop House South Apartments, Phase 3	\$5,000,000	2014	Upfit	126 Brookstown Ave.	65
702 N. Chestnut St. Apartments	\$125,000	2014	Upfit	702 N. Chestnut St.	1
The Village Loft Apartments	\$6,000,000	2015	Upfit	515 N. Cherry St.	45
Old Courthouse Apartments	\$7,400,000	2015	Upfit	50 W. Fourth St.	57
137 N. Spring St.	\$100,000	2016	Upfit	137 N. Spring St.	NA
Mill 800	\$35,000,000	2016	Upfit	800 Chatham Rd.	170
The Livery Apartments	\$150,000	2016	Upfit	648 Holly Ave.	27
711 N. Trade St.	\$1,158,121	2016	Upfit	711 N. Trade St.	NA
757 North Apartments	\$19,753,854	2016	New	757 N. Chestnut St.	115
621 W. Second St.	\$220,000	2017	Upfit	621 W. Second St.	NA
416 N. Trade St.	\$113,000	2017	Upfit	416 N. Trade St.	NA
418 N. Trade St.	\$549,500	2017	Upfit	418 N. Trade St.	NA
West End Station	\$35,000,000	2017	New	206 N. Green St.	229
627 W. Second St.	\$127,000	2018	Upfit	627 W. Second St.	NA
315 N. Spruce St.	\$124,000	2018	Upfit	315 N. Spruce St.	NA
The Easley--Apartments/Parking Deck	\$46,800,000	2019	New	994 W. Second St.	300
DPJ Residential/Chaucer Creek Capital--Industry Hill Area Apartments/344 space Parking Deck*	\$45,000,000	2020	New	848, 850, 860 N. Trade St.	244
TOTAL	\$292,711,417				1,896
2018	\$251,000				0
2019	\$46,800,000				300
2020	\$45,000,000				244
Institutional/Public	Investment Value	YEAR	Improvement Type	Address	# Residential Units
Mudpies at Goler	\$1,619,198	2014	New	248 E. Seventh St.	
Arts Based School	\$799,653	2014	Additon	1380 N. Martin Luther King Jr Dr.	
Forsyth County Public Safety Center	\$33,447,665	2014	New	301 N. Church St.	
YMCA-525@Vine	\$216,370	2014	Upfit	525 Vine St.	
McHugh Sisters Flats (Salem College Dormitory)	\$5,500,000	2015	New	Church St./Cemetery St.	
Center for Design Innovation	\$8,000,000	2015	New	450 Design Ave.	
Forsyth County Central Library	\$30,000,000	2015	New	660 W. Fifth St.	
The Benton	\$20,000,000	2015	Upfit	301 W. Fifth St.	
Olympic National Cycling Center	\$6,000,000	2015	Upfit	505 N. Liberty St.	
Forsyth County Public Safety Center	\$3,129,557	2016	Upfit	301 N. Church St.	
Forsyth County Detention Center	\$2,040,644	2016	Upfit	201 N. Church St.	
Foundations/Mudpies Childcare	\$296,000	2016	Upfit	248 W. Seventh St.	
Forsyth County Government Center	\$300,000	2016	Upfit	201 N. Chestnut St.	
Bailey Park	\$578,833	2016	Upfit	445 N. Patterson Ave.	
Forsyth Co. Detention Center	\$630,000	2017	Upfit	201 N. Church St.	
First Presbyterian Church	\$330,000	2017	Upfit	301 N. Marshall St.	
First Baptist Church	\$3,608,500	2018	Upfit	501 W. Fifth St.	
Merschel Park*	\$4,600,000	2018	New	100 Block W. First St.	

Forsyth County Courthouse	\$120,000,000	2018	New	175 N. Chestnut St.	
City Public Safety Center	\$9,732,000	2018	Upfit	725 N. Cherry St.	
Two Cities Church	\$877,485	2018	Upfit	854 W. Northwest Blvd.	
Second Street Park	\$352,600	2018	New	600 Block W. Second St.	
Arts Based School	\$500,000	2018	Upfit	107 E. Seventh St.	
601 W. Fourth St.	\$2,299,591	2018	Upfit	601 W. Fourth St.	
Stevens Center	\$42,200,000	2019	Upfit	405 W. Fourth St.	
Passageway Park	\$175,000	2019	Upfit	400 Blocks N. Chery St & N. Trade St.	
Kaleideum Museum/Sci-Works*	\$40,500,000	2019	Upfit	120 W. Third St.	
St. Paul's Episcopal Church	\$5,250,000	2019	Upfit	520 Summit St.	
Centenary United Methodist Church	\$7,000,000	2019	Upfit	646 W. Fifth St.	
City of Winston-Salem, Bryce A. Stuart Building	\$809,010	2020	Upfit	100 E. First St.	
Arts Based School	\$645,000	2020	Upfit	107 E. Seventh St.	
City of Winston-Salem, Union Station	\$263,300	2020	Upfit	300 S. Martin Luther King, Jr. Dr.	
The Salvation Army of Greater Winston-Salem	\$225,000	2020	Upfit	1255 N. Trade St.	
Forsyth County Government Center	\$144,281	2020	Upfit	201 N. Chestnut St.	
TOTAL	\$352,069,687				
2018	\$141,970,176				
2019	\$95,125,000				
2020	\$2,086,591				
Health/Technology	Investment Value	YEAR	Improvement Type	Address	# Residential Units
Biotech Place	\$106,000,000	2013	Upfit	575 N. Patterson Ave.	
525@Vine	\$75,000,000	2013	Upfit	525 Vine St.	
Inmar	\$62,000,000	2014	Upfit	635 Vine St.	
111 N Chestnut St.	\$121,075	2015	Upfit	111 N. Chestnut St.	
Wake Forest School of Medicine	\$100,000,000	2015	Upfit	575 Vine St.	
Biotech Place	\$816,905	2016	Upfit	575 N. Patterson Ave.	
525@Vine	\$405,720	2017	Upfit	525 Vine St.	
Biotech Place	\$2,518,242	2017	Upfit	575 N. Patterson Ave.	
525@Vine	\$140,500	2018	Upfit	525 Vine St.	
Biotech Place	\$2,432,693	2018	Upfit	575 N. Patterson Ave.	
Wake Downtown	\$300,000	2019	Upfit	455 Vine St.	
Wake Downtown	\$3,735,400	2020	Upfit	455 Vine St.	
Biomedical Research Facility	\$264,000	2020	Upfit	415 E. Third St.	
TOTAL	\$353,734,535				
2018	\$2,573,193				
2019	\$300,000				
2020	\$3,999,400				
Commercial	Investment Value	YEAR	Improvement Type	Address	# Residential Units
Spring House	\$1,800,000	2011	Upfit	450 N. Spring St.	
The District/Mary's	\$688,452	2012	Upfit	770 Liberty View Ct.	
Washington Perk	\$250,000	2013	Upfit	301 W. Fourth St.	
Yoga Gallery	\$112,036	2014	Upfit	534 N. Liberty St.	
Top Tier Cross Fit	\$297,460	2014	Upfit	610 N. Liberty St.	
Design Archives	\$995,050	2014	Upfit	636 W. Fourth St.	
Small Batch Brewing Company	\$500,000	2014	Upfit	239 W. Fifth St.	
Mission Pizza	\$600,000	2014	Upfit	707 N. Trade St.	
Camel City BBQ Factory	\$629,892	2014	Upfit	701 N. Liberty St.	
Fairfield Inn	\$1,174,627	2015	Upfit	125 S. Main St.	
Hutch and Harris	\$185,372	2015	Upfit	424 W. Fourth St.	
Crafted	\$421,800	2016	Upfit	527 N. Liberty St.	

Dominos	\$100,490	2016	Upfit	630 W. Fourth St.	
Hampton Inn	\$12,775,787	2016	New	235 N. Cherry St.	
Commerce Plaza	\$4,000,000	2017	Upfit	411 W. Fourth St.	
Downtown Marriott	\$20,000,000	2017	Upfit	425 N. Cherry St.	
Embassy Suites	\$7,500,000	2017	Upfit	460 N. Cherry St.	
Courtyard by Marriott	\$18,000,000	2017	New	640 W. Fourth St.	
231 W. Fifth St.	\$228,036	2017	Upfit	231 W. Fifth St.	
Miss Ora's Kitchen	\$525,592	2017	Upfit	605 N. Trade St.	
Sweet Potatoes	\$151,676	2017	Upfit	607 N. Trade St.	
Bookmarks	\$1,328,357	2017	Upfit	636 W. Fourth St.	
Fiddlin Fish Brewing	\$373,000	2017	Upfit	772 N. Trade St.	
Earl's Restaurant/Bar	\$377,000	2017	Upfit	121 W. Ninth St.	
Wise Man Brewing	\$407,215	2017	Upfit	824 Angelo Brothers Ave.	
Canteen Market and Bistro	\$325,000	2018	Upfit	411 W. Fourth St.	
Microbrewery/Distillery	\$427,500	2018	Upfit	216 E. Ninth St.	
151-157 W. Ninth St.	\$432,540	2018	Upfit	151-157 W. Ninth St.	
876 N. Liberty St.	\$415,000	2018	Upfit	876 N. Liberty St.	
Footnotes	\$161,500	2018	Upfit	634 W. Fourth St.	
The Spring House	\$251,000	2018	Upfit	450 N. Spring St.	
BP Station	\$200,500	2018	Upfit	715 W. Fifth St.	
633 N. Liberty St.--Roar Entertainment (former Automotive Associates, Inc. Building)*	\$10,000,000	2019	Upfit	633 N. Liberty St.	
Winston Junction	\$187,760	2019	Upfit	133 W. Ninth St.	
Winston Junction	\$363,000	2019	Upfit	145 W. Ninth St.	
Hoots Beer Company	\$130,000	2019	Upfit	701 N. Trade St.	
Spruce Street Garden--Craft Tavern	\$131,000	2019	Upfit	134 N. Spruce St.	
Bee Safe Storage & Wine Cellar	\$5,109,187	2019	New	110 S. Broad St.	
Cheesecakes by Alex	\$750,000	2020	Upfit	625 N. Trade St.	
Bark Avenue Boutique & Barkery	\$385,000	2020	Upfit	617 N. Liberty St., Suite 105	
The Drunken Noodle	\$350,000	2020	Upfit	872 N. Liberty St.	
Special Events Center	\$245,000	2020	Upfit	870 N. Liberty St.	
Sayso Coffee at Winston Junction	\$216,500	2020	Upfit	901 N. Trade St.	
Air BnB	\$195,000	2020	Upfit	874 N. Liberty St.	
TOTAL	\$93,697,329				
2018	\$2,213,040				
2019	\$15,920,947				
2020	\$2,141,500				
Office	Investment Value	YEAR	Improvement Type	Address	# Residential Units
751 W. Fourth St.	\$6,240,911	2014	New	751 W. Fourth St	
206 W. Fourth St.	\$499,146	2014	Upfit	206 W. Fourth St.	
630 W. Sixth St.	\$148,635	2014	Upfit	630 W. Sixth St.	
Park Center Building	\$385,000	2015	Upfit	101 N. Cherry St.	
Winston Tower	\$250,722	2015	Upfit	301 N. Main St.	
The Variable Ad Agency	\$391,985	2015	Upfit	575 E. Fourth St.	
Wells Fargo Tower	\$622,000	2015	Upfit	100 N. Main St.	
Reynolds American International	\$5,300,000	2015	Upfit	455 N. Chestnut St.	
One West Fourth Street	\$1,285,249	2016	Upfit	1 W. Fourth St.	
BB&T Tower	\$1,811,550	2016	Upfit	200 W. Second St.	
Wells Fargo Tower	\$3,565,656	2016	Upfit	100 N. Main St.	
206 N. Spruce St.	\$300,050	2016	Upfit	206 N. Spruce St.	
206 W. Fourth St.	\$100,000	2016	Upfit	206 W. Fourth St.	
Winston Tower	\$292,887	2016	Upfit	301 N. Main St.	
751 W. Fourth St.	\$112,808	2016	Upfit	751 W. Fourth St.	
Winston-Salem Journal	\$1,400,000	2016	Upfit	418 N. Marshall St.	

231 W. Fourth St.	\$186,000	2016	Upfit	231 W. Fourth St.	
TW Garner Foods	\$1,751,575	2016	Upfit	614 W. Fourth St.	
Wells Fargo Tower	\$826,500	2017	Upfit	100 N. Main St.	
Park Center Building	\$1,158,501	2017	Upfit	101 N. Cherry St.	
BB&T Tower	\$1,037,500	2017	Upfit	200 W. Second St.	
Winston Tower	\$1,755,000	2017	Upfit	301 N. Main St.	
Reynolds American International	\$10,540,983	2017	Upfit	401 N. Main St.	
500 W. Fifth-Flow Tower	\$10,000,000	2017	Upfit	500 W. Fifth St.	
419 N. Spruce St.	\$253,919	2018	Upfit	419 N. Spruce St.	
One West Fourth Street	\$200,500	2018	Upfit	1 W. Fourth St.	
Park Center Building	\$449,500	2018	Upfit	101 N. Cherry St.	
Winston Tower	\$242,500	2018	Upfit	301 N. Main St.	
Reynolds American International	\$2,595,359	2018	Upfit	401 N. Main St.	
BB&T Tower	\$1,612,394	2018	Upfit	200 W. Second St.	
One West Fourth Street	\$430,700	2019	Upfit	1 W. Fourth St.	
Winston Tower	\$696,908	2019	Upfit	301 N. Main St.	
Wells Fargo Tower	\$2,489,979	2019	Upfit	100 N. Main St.	
Reynolds American International	\$3,112,117	2019	Upfit	401 N. Main St.	
500 W. Fifth-Flow Tower	\$3,091,798	2020	Upfit	500 W. Fifth St.	
Park Center Building	\$729,600	2020	Upfit	101 N. Cherry St.	
601 West Fourth Street	\$605,235	2020	Upfit	601 W. Fourth St.	
Reynolds American International	\$360,000	2020	Upfit	401 N. Main St.	
Wells Fargo Tower	\$342,000	2020	Upfit	401 N. Main St., Suite 1500	
TOTAL	\$67,175,167				
2018	\$5,354,172				
2019	\$6,729,704				
2020	\$5,128,633				
Arts/Entertainment	Investment Value	YEAR	Improvement Type	Address	# Residential Units
Ziggys	\$1,047,755	2011	Upfit	140 W. Ninth St.	
Milton Rhodes Arts Center/Hanesbrands Theater	\$5,558,134	2011	New /Upfit	209 N. Spruce St.	
Artivity on the Green	\$2,000,000	2015	New	630 N. Liberty St.	
Arts for Arts Sake (AFAS) Building	\$4,000,000	2016	New	630 N. Liberty St.	
Milton Rhodes Arts Center	\$1,950,000	2019	Upfit	251 N. Spruce St.	
Winston-Salem Theatre Alliance	\$1,080,288	2020	Upfit	650 W. Sixth St.	
TOTAL	\$15,636,177				
2018	\$0				
2019	\$1,950,000				
2020	\$1,080,288				
Multiple Uses	Investment Value	YEAR	Improvement Type	Address	# Residential Units
705 N. Main St.--Retail/Apartments	\$189,921	2014	Upfit	705 N. Main St.	NA
Historic RJ Reynolds Building-Kimpton Hotel/Offices/Multifamily	\$60,000,000	2015	Upfit	51 E. Fourth St.	130
Mast General Store/Village Loft Apartments	\$10,000,000	2015	Upfit	516 N. Trade St.	45
Twin City Lofts--Retail/Condos	\$10,000,000	2015	Upfit	400 W. Fourth St.	21
Big Winston Tobacco Warehouse	\$1,148,543	2015	Upfit	756 N. Trade St.	NA
Link Apartments Innovation Quarter-Multifamily/Retail/Parking Deck	\$109,635,000	2016	New	530 N. Patterson St.	343
Nortra Building-Office/Retail/Condo	\$1,158,121	2016	New	711 N. Trade St.	1
Bailey Power Plant-Retail/Office	\$40,000,000	2015	Upfit	450 N. Patterson Ave.	NA
O'Hanlon Building	\$5,000,000	2016	Upfit	103 W. Fourth St.	NA
Link Apartments Fourth Street - Multifamily/Retail*	\$48,000,000	2017	New	500 W. Fourth St.	224
Bailey South--Retail/Office*	\$25,000,000	2018	New/Upfit	450 N. Patterson Ave.	NA

Pepper Building--Retail/Hotel Indigo/Hyatt Place Hotel*	\$27,000,000	2018	Upfit/New	104 W. Fourth St.	NA
601-615 North Liberty--Retail/Office	\$105,000	2019	Upfit	601 N. Liberty St.	NA
One Park Vista--Multifamily/Retail	\$300,000	2019	Upfit	1 Park Vista Ln.	NA
Sentinel Commons--Retail/Office	\$1,482,836	2019	Upfit	418 N. Marshall St.	NA
Bailey Power Plant-Retail/Office	\$2,212,264	2019	Upfit	486 N. Patterson Ave.	NA
Bailey Power Plant-Retail/Office	\$1,402,829	2020	Upfit	486 N. Patterson Ave., Suite 120	NA
601-615 North Liberty--Retail/Office	\$1,013,935	2020	Upfit	601 N. Liberty St.	NA
Industry Hill Live/Work	\$726,000	2020	New	815 N. Trade St.	1
Bailey Power Plant-Retail/Office: Cugino Forno Pizzeria	\$583,000	2020	Upfit	486 N. Patterson Ave., Suite 115	NA
Link Apartments Innovation Quarter-Multifamily/Retail/Parking Deck: The Butcher's Block	\$426,000	2020	Upfit	247 E. Fifth St.	NA
Link Apartments Innovation Quarter-Multifamily/Retail/Parking Deck: DeBeen Espresso	\$232,000	2020	Upfit	231 E. Fifth St.	NA
Bailey Power Plant-Retail/Office: Office	\$199,500	2020	Upfit	486 N. Patterson Ave., Suite 310	NA
Link Apartments Innovation Quarter-Multifamily/Retail/Parking Deck: Cycle Your City	\$142,000	2020	Upfit	225 E. Fifth St.	NA
TOTAL	\$345,956,949				764
2018	\$46,000,000				0
2019	\$4,100,100				0
2020	\$4,725,264				1
Industrial	Investment Value	YEAR	Improvement Type	Address	# Residential Units
Truelock Office	\$161,597	2020	Upfit	545 Power Plant Circle	
TOTAL	\$161,597				
2018	\$0				
2019	\$0				
2020	\$161,597				
Infrastructure	Investment Value	YEAR	Improvement Type	Address	# Residential Units
North District sidewalk/street Improvements/underground power lines and duct bank	\$7,800,000	2012	New	N/A	
Stormwater System, WFIQ	\$16,200,000	2013	New	N/A	
Utility & Telecommunications, WFIQ	\$3,700,000	2015	New	N/A	
Research Parkway, WFIQ	\$8,200,000	2014	New	N/A	
North District Parking Lot improvements	\$6,400,000	2014	Upfit	N/A	
Railroad Relocation, WFIQ	\$8,700,000	2015	New	N/A	
Rails-to-Trails North (MLK to Third Street)	\$5,500,000	2015	New	N/A	
Rails-to-Trails South (Third Street to Rams Drive)	\$5,500,000	2015	New	N/A	
Salem Creek Connector Interchange/Road Improvements	\$68,900,000	2015	New	N/A	
Parking Deck	\$7,500,000	2016	New	270 E. Sixth St.	
Cherry-Marshall Parking Deck	\$400,000	2018	Upfit	420 N. Cherry St.	
Business 40/Salem Creek Parkway Improvements	\$99,200,000	2018	New	N/A	
Accessory Tower	\$800,000	2019	New	217 E. Fourth St.	
Main/3rd Street Parking Deck	\$13,269,129	2019	New	118 E. Third St.	
TOTAL	\$252,069,129				
2018	\$39,600,000				
2019	\$14,069,129				
2020	\$0				

GRAND TOTAL	\$1,773,211,987				2,660
2018	\$237,961,581				0
2019	\$184,994,880				300
2020	\$64,323,273				245

Notes:

** Announced Project Value*

1. Minimum Investment: \$100,000.

2. Values of construction permits issued within 3 years of the initial permit of an announced project value not included to avoid double counting.

3. Announced Projects that are not under construction within 5 years are to be removed from list.