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<https://www.bizjournals.com/triad/news/2021/11/22/mayfair-downtown-winston-salem-apartments.html>

Mayfair moves ahead with plans for downtown W-S apartments, prepares for opening of Roar entertainment center

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With the city of Winston-Salem taking over the Merschel Park project, Mayfair Street Partners and managing partner Simon Burgess are preparing to move ahead with the construction of 134 apartments adjacent to the downtown site near the corner of 4th and Liberty streets.

Burgess told Triad Business Journal that Frank L. Blum Construction, which is handling construction of Merschel Park, is scheduled to give him a price for construction of the apartments on Dec. 10. Burgess said that if the price is acceptable to Mayfair, construction on the apartment project could begin as soon as January or February.



JAY CAPERS

Earlier this year, Simon Burgess sits at the construction site for apartments expected to overlook Winston-Salem's planned downtown Merschel Park between 3rd and 4th streets.

Mayfair had been the developer of Merschel, but the developer's agreement with the city expired and the city took over the park project and hired Blum to handle construction at a cost of \$4.2 million. Stimmel Associates civil engineering firm will be paid \$150,000 for construction-related oversight services.

Burgess said Mayfair has full construction drawings for the apartment project ready to be submitted to the city.

Burgess said he was pleased that a deal to go ahead with Merschel Park was reached, and that if Blum's pricing for the apartments was accepted, it should make for easier construction and continuity of the projects.

Merschel Park, between 3rd and 4th and across from Trade Street, will also be adjacent to the Pepper Building, which Mayfair redeveloped with Hotel Indigo and Sir Winston Wine Loft & Restaurant.

Blum is also the general contractor on the \$27 million Kaleideum building, expected to open in 2023 at the south end of the park.

Meanwhile, Burgess said main floor equipment, including long-awaited walk-in freezers, has been installed at Roar entertainment center. He said the three-level facility at 633 N. Liberty St., formerly Twin-City Motors Co., was awaiting inspections before it could open, a delay costing the developer interest and revenues.

"We can't give an exact date, but we're very close," Burgess told TBJ on Thursday.

The facility's 10 duckpin bowling lanes are fully installed, as is a \$45,000 pizza oven. The street-level floor will include Food's Food Hall with Blue Crab Seafood Bar, Dragon Fruit Asian Fare and Joey Correll's Street Food and the full-scale Est! Est!! Est!!! restaurant as well as bowling and a beer tap wall.

Burgess said the golf simulators are about ready for installation on the upper-level Great Gatsby Golf Club, which could open at the same time as the main level, though the kitchen for the upper-level restaurant may not be ready until a few weeks after the opening. The basement level, scheduled last to be completed, is planned for special events.

Though Roar has held job fairs that Burgess said had drawn significant interest, he said the uncertainty of an opening date has made it difficult on prospective employees for staffing.

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