

Charlotte Avenue warehouses to be converted to office, retail space

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Holladay Properties sees corridor as well suited for adaptive reuse project

Published March 20, 2013 by William Williams



The transformation of the Midtown stretch of Charlotte Avenue will continue, as Holladay Properties announced today it will take some aging industrial warehouse space located in the street's 2200 block and convert it to office usage.

Holladay and Cassidy Turley principal Ronnie Wenzler — known for having teamed on the local Sawtooth Building and BowTruss Building projects — will call the adaptive reuse development The Sheds on Charlotte. Located at 2200 Charlotte Avenue, the 1940s-built row of corrugated metal sheds will be transformed into a light-filled office and retail complex linked with courtyards and offering free surface parking. Nashville-based Tuck-Hinton Architects will handle design work.

Construction is expected to begin later this year and will include the razing of a former Tennessee Department of Transportation building located on the east end of the property and next to the warehouses. Considered historic and a strong example of modernist architecture, the structure is nonetheless unsound, according to Holladay and its engineers. The second phase of the project will include construction of a new building to replace the TDOT structure.

Holladay is not disclosing a cost for the undertaking.

Allen Arender, Holladay Properties' Nashville-based vice president of development, said several factors make the project attractive, including "the very dramatic re-urbanization of the Charlotte corridor" as seen by the recently opened 28th/31st Avenues Connector and the One City mixed-use project that is slated to start soon.

"The Sheds are commanding and architecturally significant structures, and our intent is to free the structure instead of cover it up," Arender said. "This project makes good economic sense. Even after making a significant investment in the renovation, we'll still be able to lease space at an attractive rate. We expect interest to be very high."

Spanning 22nd and 23rd avenues, The Sheds on Charlotte will comprise three buildings connected by two courtyards. With 42,750 square feet, the complex will include two two-story buildings containing 17,680 square feet each and a one-story building of 7,400 square feet. A bridge will connect the two-story buildings at the second-floor level.

Holliday Properties foresees a mix of office and retail tenants, including a restaurant.

"At this point, all options are open," said Wenzler, who will once again partner with Holladay. "The beauty of this facility is that it can be easily configured to meet many different needs, from a mixed-use, multi-tenant environment, to a single-tenant office campus. Our architects have done an outstanding job of opening up these interconnected structures to take maximum advantage of the best opportunities for occupancy. It's a broker's dream."

Architect Seab Tuck of Tuck-Hinton Architects said The Sheds on Charlotte is well suited for Nashville's fast-changing commercial real estate market.

"Today, a lot of companies are looking for interesting space, not the typical box with grey carpet, beige walls and acoustic tile suspended ceiling," Tuck said. "With its exposed steel beams, brick courtyards and expanses of clear and frosted window, The Sheds on Charlotte fills this bill. It will be the most distinctive new space in town. One of the first projects designed by our firm also incorporated an industrial shed, the Riverfront Apartments, and it was the most internationally published project we ever created. There's something iconic about these kind of structures that captures the imagination."

The Sheds on Charlotte development team reinvented what is now known as The Sawtooth Building, which opened in 2011 as the headquarters of Griffin Technology. Named for its distinctive roofline of clerestory windows, The Sawtooth Building was formerly a mattress factory.

Currently, Holladay Properties and Wenzler are renovating the former Crescent Furniture building located at 1001 Third Ave N. in Germantown into office and retail space. Known as The BowTruss Building because of the curved steel trusses that support the vaulted roof over a portion of the building, the 38,000-square-foot building is in its final phase of construction with tenants moving in. The team expects to fill the remaining available space with office and retail tenants by year's end.

Established in 1952, Indiana-based Holladay Properties has completed projects in 15 states with a total project valuation of more than \$2 billion. Its Nashville office opened 1986 and is the company's largest office.





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