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Innovation Quarter

Three new retail tenants coming to Winston-Salem's Innovation Quarter

Cycle Your City, DeBeen Espresso, and The Butcher's Block will be part of Link Apartments® Innovation Quarter across from Bailey Park

CHARLOTTE, N.C. (June 24, 2020) –Three retail tenants have signed space at Link Apartments® Innovation Quarter, adding more options to Winston-Salem's exciting Innovation Quarter neighborhood.

Cycle Your City, DeBeen Espresso, and The Butcher's Block are all small, independently owned businesses that will enhance the live/work/play Innovation Quarter neighborhood. Cindy Christopher, principal/broker at Christopher Commercial, represented building owner Grubb Properties in the transactions.

"It was a pleasure to work with all three tenants that are small organic businesses and will fit in nicely with the thriving Innovation Quarter and the Winston-Salem downtown culture," said Christopher. "All three proprietors have fascinating backgrounds and personalities and a fervent passion for their businesses. They will also have an extremely cool layout and unique vibe in each store, and it will be exciting to see them open in the coming months. I know they will all be very successful."

Cycle Your City is a bicycle accessory and repair shop that has been in Winston-Salem since 2015. They signed a lease for a 1,280-square-foot space.

DeBeen Espresso will serve coffee, gelato, and baked goods, and will occupy a 1,363-square-foot space. This is their second location, with the original in High Point. Debbie Maier, owner of DeBeen Espresso, said, "We are super excited to announce our expansion into Winston-Salem! Through coffee, our vegan bakery, and gelato, we look forward to bringing radiant energy to the awesome community in downtown and Innovation Quarter."

The Butcher's Block serves high-quality meats and fresh seafood at affordable prices, along with other local North Carolina products. This will be their second location, and they will occupy a 3,840-square-foot space. "My vision has been to expand to a city that offered community living with a growing population that will appreciate quality meat and seafood as well as a unique shopping experience. Winston-Salem was that place!" said Eric Everhart, owner of The Butcher's Block.

“We are proud to lease to these independent businesses that will support the workers and visitors of Innovation Quarter, as well as our Link Apartments® Innovation Quarter residents,” said Dave Mester, vice president of commercial at Grubb Properties. “Each of these businesses fits perfectly with our goal of enhancing the community we are proud to be a part of.”

Link Apartments® Innovation Quarter offers 344 studio, one- and two-bedroom apartments adjacent to Bailey Park. The property features a street-level cycle center, a rooftop terrace looking over Bailey Park, a saltwater pool with aqua deck and gas grills, pet spa, and a 24/7 club-quality fitness center with yoga studio.

“As the Innovation Quarter continues to grow in residents, workers, learners and visitors, more retail offerings add to the vibrancy of what’s happening in this part of downtown Winston-Salem,” said Graydon Pleasants, head of development for the Innovation Quarter. “Grubb Properties has been a wonderful development partner and we are excited to welcome these unique small businesses to our community.”

In Winston-Salem, Grubb Properties also owns Link Apartments® Brookstown and the future Link Apartments® 4th Street, which is currently under construction. The Link Apartments® brand connects residents to amenity-rich homes and environments near employers, universities, restaurants, retailers, and greenways.

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About Grubb Properties

Grubb Properties, founded in 1963, creates exceptional real estate environments and provides premier customer service for our residents and tenants through the repositioning of office buildings and the development of multifamily communities under our nationally registered Link Apartments® brand. Our fully integrated management team identifies strategies that create long-term value for our clients. Grubb Properties’ growth is primarily funded through real estate investment funds with long-term horizons. *People who care. Places that matter.* For more information, visit www.grubbproperties.com.

Media Contact: Emily Ethridge, Corporate Communications Manager, eethridge@grubbproperties.com, (704) 405-5148

About the Innovation Quarter

Innovation Quarter (www.innovationquarter.com) is a vibrant, mixed-use innovation district located in downtown Winston-Salem, North Carolina. Anchored by Wake Forest School of Medicine, Innovation Quarter is home to a community of more than 3,400 workers in 90 companies and four other institutions of higher learning where almost 1,800 degree-seeking students come to learn every day. In addition to more than 1,100 residential units, the Innovation Quarter also features a dynamic urban park, publicly accessible greenway and free community events that make this a true “Live.Work.Learn.Play” community.

Media Contact: James Patterson, Director of Marketing & Communications, jhpatter@wakehealth.edu, (336) 813-5667