

# 1001

Winston-Salem, North Carolina | 1001ws.com

## PROJECT DESCRIPTION

Cross Street Partners, in partnership with Beta Verde LLC, and JHB Development, is proposing to repurpose The Bahnson Company Building (1001) in Winston-Salem, North Carolina. The 130,000 square foot building will become an active, mixed-use development designed to support Winston-Salem's creative ecosystem and growing healthy foods enterprises. Located in what was once an industrial area flanked by the historic Moravian town of Salem; Winston-Salem State University (WSSU), one of the fastest growing HBCUs; Salem College, the first women's college in the country; the University of North Carolina School of the Arts, which boasts the first public arts conservatory in the country; and the thriving and diverse West Salem neighborhood, the 1001 building occupies most of a 1.8-acre tax parcel.

1001 will convene designers, engineers, artists, growers, makers, distributors, retailers, restaurateurs and entrepreneurs, thus creating a culture of open innovation. The proposed tenant usage features Forsyth County's first shared use commercial kitchen and incubator/accelerator program; relocation of established clothing design company; shared textile lab and studios; light manufacturing; bakery; community arts and wellness services. This mix will inspire interdisciplinary collaboration and resource sharing as well as drive economic opportunity through workforce training and mentorship, much needed both in the neighboring low-income census track areas and amongst student populations at adjacent universities. The development team is also working to attract a small grocer or extended deli to host freshly prepared foods currently unavailable in the area and provide a place for the food entrepreneurs to sell their products.

Despite its sustained tenancy, the building has deteriorated substantially in the past few decades and requires significant rehabilitation to bring it back to its former splendor. From its construction in 1924 through 1985, the Bahnson Company, once a leading supplier of air handling and HVAC & Exhaust systems, used the building to support its manufacturing and its research and development functions. In 1985, Winston-Salem Business and Technology Corporation leased the building, converting it into a business incubator, the first of its kind in North Carolina. Though the ownership of The Bahnson Company Building has changed hands many times since 1985 and the building's substantial deterioration, the building has continued to provide wrap-around services to Winston-Salem entrepreneurs and small businesses.

The project team is forming partnerships with local colleges and universities to host training programs in the building. Restaurant and food production/processing tenants are encouraged to hire graduates from culinary workforce training programs to establish a self-sustaining cycle of success. ■

**cross**  
**street**  
PARTNERS



### DEVELOPER

Cross Street Partners  
Beta Verde  
JHB Development

### ARCHITECT

Calloway Johnson Moore & West

### CSP ROLE

Co-Developer  
Financial Advisory

### PROJECT TYPE

Adaptive Reuse / Retail & Commercial

### PROJECT SIZE

130,000 square feet

### TOTAL PROJECT COST

\$26 MM

### COMPLETION

Fall 2020

2400 Boston Street, Suite 404  
Baltimore, MD 21224

[www.crossstpartners.com](http://www.crossstpartners.com)