

From the Triangle Business Journal:

<https://www.bizjournals.com/triangle/news/2019/09/11/sweetwaters-commercial-district-designed-to-be.html>

Sweetwater's commercial district designed to be a Southern small town 'on steroids'

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A pair of real estate firms are set to begin work in the coming months on a master-planned community designed to be the epitome of a Southern small town - "on steroids."

Dubbed Sweetwater Town Center, the mixed-use project will be the commercial portion of the Sweetwater subdivision off Route 64 west of downtown Apex. The town center will take up 45 acres and feature 400,000 square feet of space including hotel, grocery, retail and 230 apartment units across buildings up to five stories.

The town center, to be situated at 2775 Core Banks Street, is a joint project between the Kalikow Group of New York and ExperienceOne Homes of Cary. When complete, developers expect the project's value to be around \$150 to \$200 million.

"This is going to be special," says [Dave Schmidt](#), a partner with ExperienceOne Homes. "We want this to look like an old fashioned Southern small town, but on steroids."

The core of the development features five mixed-use buildings, each four to five stories, situated around an event lawn and concert stage. Schmidt says they expect to host between 55 and 75 events annually for the community.



C/O EXPERIENCE ONE HOMES

The town center will be situated at 2775 Core Banks Street.

The development's core will also feature restaurants and retailers to form an urban area for residents and visitors to congregate.

Meanwhile across Richardson Road — which bisects the property — developers have set aside space for a grocery store, hotel, and retail space.

“This is the most exciting thing I've ever worked on,” says Marvin Waldo, president of Retail Strategies of NC and the person handling leasing for the project. “We're building something with a sense of place and a place that people want to gather, hang out and be at.”

They have yet to announce tenants but expect to release names in the months to come. Schmidt says they also hope to attract doctor and dentist offices to serve as the local medical providers for the community as well as a pharmacy.

The residential portion of Sweetwater broke ground in 2016 and features more than 400 lots, most of which were built by ExperienceOne.

Schmidt says ExperienceOne and the Kalikow Group plan to own and operate the property for many years to come.

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