


THE NORA DISTRICT IN DOWNTOWN WEST PALM BEACH WILL BE A MINI NEIGHBORHOOD CENTERED AROUND NORTH RAILROAD AVENUE, COMPRISING RETAIL, RESTAURANTS, AND OFFICE SPACE. FUTURE PHASES WILL INTRODUCE A HOTEL AND RESIDENTIAL BUILDINGS.



NEW & *Nora*

WITH ITS STRONG SENSE OF PLACE AND PLETHORA OF DINING, LIFESTYLE, AND RETAIL TENANTS, THE NORA DISTRICT IS POISED TO BE A PREMIER ANCHOR IN THE REIMAGINATION OF DOWNTOWN WEST PALM BEACH | BY SKYE SHERMAN

 Snowbirds aren't our only mass migrants. When the Nora District debuts its metamorphosis of West Palm Beach's North Railroad Avenue in early 2025, locals will be treated to a swath of new retail, lifestyle, and restaurant options, many hailing from the Northeast. As Francis Scire, Nora's head of leasing, describes the intended vibe: "Meatpacking District meets the Design District with a splash of Abbot Kinney." The first phase of Nora is a Main Street-style regional draw comparable to Delray Beach's vibrant Atlantic Avenue. Food and beverage highlights will include Loco Taqueria & Oyster Bar out of Boston, Dumbo favorite Juliana's Pizza, and Naples staple Del Mar Mediterranean as anchors; an outpost of New York City's iconic H&H Bagels; a Van Leeuwen scoop shop; a sports bar-themed restaurant by New York's The Garret Group; another location of our locally beloved Celis Juice Bar; and an aesthetically drool-worthy coffee shop called Sunday Motor Co. out of Madison, New Jersey. And that's only what's been formally announced. There



AS NORA'S HEAD OF LEASING, FRANCIS SCIRE (BELOW) HAS CURATED A MIX OF RETAILERS AND RESTAURANTS SUCH AS MINT BOUTIQUE (TOP LEFT) AND DEL MAR MEDITERRANEAN (BOTTOM LEFT). LOCATED BETWEEN PALM BEACH LAKES AND QUADRILLE BOULEVARDS, NORTH DIXIE HIGHWAY, AND THE FLORIDA EAST COAST RAILWAY, THE NORA DISTRICT WILL ALSO HAVE AN ABUNDANCE OF VIBRANT OUTDOOR SPACE, TO INCLUDE PARKLETS (ABOVE) AND A PUBLIC ART COMPONENT.

are whispers of a speakeasy for cabaret, live music, DJs, and burlesque, but we can neither confirm nor deny. Lifestyle and retail tenants have been curated to delight fitness and wellness enthusiasts: West Palm Beach is finally getting a Rumble Boxing, a Pilates-inspired Solidcore, an outpost of Miami's Sana Skin Studio, The Spot Barbershop (another Miami export), and Mint, a women's ready-to-wear boutique based in the Hamptons. If all this feels like finally receiving delivery of a whole lot of things you've been missing, well, that's the idea. "Anytime I take over a project, I really do my work in terms of understanding, from a holistic standpoint, what the community needs," says Scire. "I look at the market and decide where the holes are, come up with categories, and start to drill into best-in-class. ... I have a vision of what's going to work and what's going to be successful, and then I just go right after the people I want." Other holes Scire aims to fill include accessible jewelry, multi-brand shops catering to a high-low price point, a perfumery, a yoga studio, and decorative accessories and home furnishings. The aim is not only to have multiple "day parts" within the district—enabling patrons to go from a morning workout to coffee to a lunch meeting to happy hour to dinner and nightlife, all on one street—but also to strike a balance between affluence and approachability for varied demographics, ages, and socioeconomic spending desires. "We've tried to be very deliberate with ensuring that it's not too fancy and too high-end to discourage people from the broader Palm Beach County area from coming, but we've





INSET AND BELOW LEFT: NORA WILL HAVE WELLNESS-MINDED TENANTS INCLUDING CELIS JUICE BAR, RUMBLE BOXING, SOLIDCORE, AND SANA SKIN STUDIO. BELOW RIGHT: JOE FURST, FOUNDER AND MANAGING PRINCIPAL OF PLACE PROJECTS



COURTESY OF JOE FURST

“THERE ARE NO COMPETITORS IN CITIES. IT’S ALWAYS COMPLEMENTARY.”

—JOE FURST

also been intentional to [be] a big driver in connecting to Palm Beach Island,” adds Joe Furst, founder and managing principal of Place Projects, a Miami-based real estate investment firm focused on placemaking. Furst was heavily involved in early Wynwood development. “We think we have certain concepts, brands, and offerings that will make it a very compelling destination.”

Given the residential density north of Flagler Memorial Bridge and the fact that Nora is a two-minute ride from The Royal Poinciana Plaza (another Scire-leased project), the Nora team expects the district to attract Palm Beachers as well as those who live a Brightline ride away. Nora is meant to be “extraordinarily destination-driven and very pedestrian-friendly,” Furst says, with open park and parklet space plus public art.

There will even be a not-yet-named private club, intended as a day-to-night social destination. Spanning at least 20,000 square feet, the club will offer programming and high-quality food and beverage throughout. Ned Grace, co-founder and managing partner of NDT Development—the real estate and hospitality development firm behind the White Elephant and Trevini renovations and owners of LoLa 41, Cucina, 123 Datura, The Cove Club, and Nora—considers it “a clubhouse for the community.”

While Nora’s club sounds like an ideal place for remote workers to see and be seen, the building will also have a true office component. The ground floor will be dedicated to retail and hospitality, but above that there will be 55,000 square feet of Class-A office



COURTESY OF THE NORA DISTRICT

CLOCKWISE FROM INSET: NED GRACE OF NDT DEVELOPMENT; THE SPOT BARBERSHOP; SANA SKIN STUDIO; RENDERING OF THE NORA DISTRICT.



ASD SKY

and showroom space.

Developed in partnership with private real estate investment firm Wheelock Street Capital, Nora is the biggest overhaul of a neighborhood since CityPlace—but don’t think of it as competition. “There are no competitors in cities,” Furst insists. “It’s always complementary.”

PAVING THE WAY

Like all great things, Nora took time. The team spent years buying along North Railroad Avenue to be able to reach critical mass, curate the sort of district they had in mind, and exercise full control over its success.

“Every single building has a unique story to how we bought it,” Grace says. “We were buying buildings from different businesses, there were vacant buildings ... the uses were all over the place. ... It required a lot of things to happen to be able to get all these things purchased, and it didn’t happen all at once.”

When they eventually owned every building on the street, the Nora



COURTESY OF THE NORA DISTRICT

FROM THE INSIDE OUT

These health and wellness outposts will all debut as part of Nora’s first phase

Solidcore: Marketed as “Pilates redefined,” Solidcore specializes in 50-minute resistance-training workouts centered around a signature Reformer machine. (solidcore.co)

Sana Skin Studio: The Sana philosophy is based on the idea that anyone can be their own “skin healer,” offering “goal-driven facials” wherein aestheticians educate their clients about their skin and its needs. (sanaskinstudio.com)

Rumble Boxing: Get fit and have fun at Rumble Boxing. Claim your boxing podium and lace up for a 45-minute workout set to a



COURTESY OF THE NORA DISTRICT

soundtrack of custom hip-hop and house music. (rumbleboxinggym.com)

The Spot Barbershop: With roots in Miami, The Spot Barbershop has spread to locations across Florida since its founding in 2001. Stop by for a quick haircut, shave, and more. (thespotbarbershop.com)

dream finally grew legs—and the real work began.

Part of what will make Nora the walkable, vibrant neighborhood it’s intended to be is \$21 million worth of infrastructure revamping, underway since 2023. While Nora is receiving a mix of renos and new construction—of the district’s 13 buildings, nine are heavy adaptive reuse of old industrial buildings and four are fresh builds—improvements span not only beautification but also sidewalk expansions, storm drainage upgrades, and streetscape overhauls.

“What we inherited, in terms of what was already there—from an urban planning perspective, from a design ethos—really is very well situated,” Furst explains. “Our goal for the renovations was to keep a lot of the existing character elements, but obviously renovate the buildings to allow for modern uses and modern standards of construction.”

Richard Greene, development services director of the City of West Palm Beach, adds: “The Nora project will be a nice complement to all of the outstanding redevelopment efforts we have experienced in



THE TEAM BEHIND THE NORA DISTRICT IS AIMING TO CREATE AN SUPREMELY WALKABLE, ALL-DAY DESTINATION. IN TERMS OF DINING, VISITORS WILL BE ABLE TO START THEIR DAY AT H&H BAGELS AND ENJOY A COCKTAIL—OR THREE—at DEL MAR MEDITERRANEAN (BELOW).



JOSHUA PEREZ / COURTESY OF THE NORA DISTRICT



IN STEP WITH THE WAVE OF NEW YORKERS WHO HAVE MOVED TO WEST PALM IN RECENT YEARS, THE NORA DISTRICT WILL BOAST RESTAURANTS AND ARTISAN BITES THAT ORIGINATED IN THE CITY, INCLUDING VAN LEEUWEN ICE CREAM (INSET) AND PASTIS (LEFT AND BELOW).

ASD SKY

That timeline coincides with densification from nearby projects, pushing the northern end of downtown to finally realize its long-sung potential and creating connectivity between West Palm's fragmented areas of concentration.

"So much of the city's motivation to make this come to life was not just about Nora; it was really about the lack of development that's happened on the north end of the city," Furst explains. Despite Northwood, the underway Currie Park project, and the hospital district, better congruence has been needed. "Everything to the north is going to benefit tremendously from this being located here. The downtown of West Palm—from an actual planning/zoning perspective, the downtown master plan—the northern boundary ends at Palm Beach Lakes Boulevard, so in a way, this is the last area of the downtown that's meant to have great density and intensity, and so it very logically fits in."

And because buyers desire amenities nearby, Furst expects that Nora's existence will prove quite helpful in selling all those luxury condos springing up along the Intracoastal.

Greene agrees: "The Nora project will hopefully spur further redevelopment efforts in the north end of the downtown and further into Pleasant City and beyond. With ongoing development in the Currie Mixed Use District to the north, the areas within this entire corridor should be improved and be seen as a great place to invest and improve existing properties."

Welcome to West Palm Beach, Nora. <<



ASD SKY

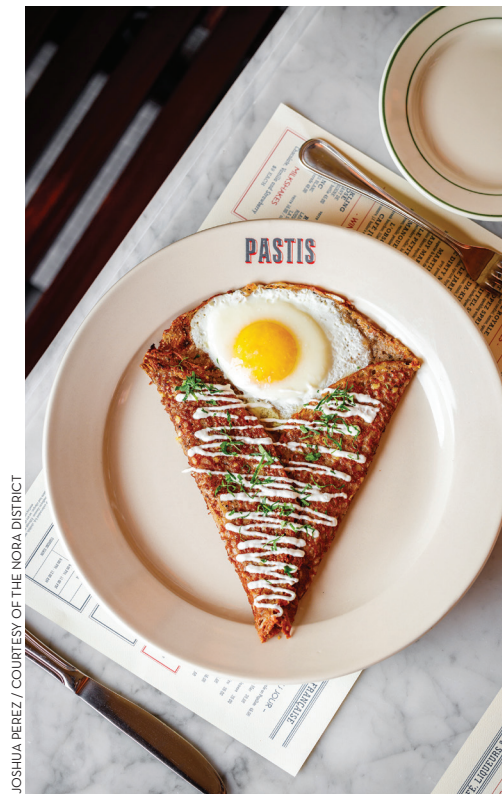
I ♥ NEW YORK

Check out these NYC favorites closer to home

Juliana's Pizza: Thin-crust legend Patsy Grimaldi (of Grimaldi's Pizzeria fame) co-opened Juliana's under the Brooklyn Bridge in 2012. Regarded as one of the best pizzerias in the country, Juliana's specializes in coal-fired, New York-style pies that are sure to please the county's growing number of NYC transplants. (julianaspizza.com)

H&H Bagels: A New York institution since 1972, H&H Bagels has earned its place in pop culture, having been featured on such Manhattanite shows as *Seinfeld* and *Sex and the City*. It debuted in Palm Beach County last fall with the opening of a Boca location. Visitors to the Nora locale will be able to savor NYC staples like a classic BEC (bacon, egg, and cheese) and Nova salmon with the works. (hhbagels.com)

Van Leeuwen Ice Cream: What started in a yellow truck on the streets of New York has gone national. Operating under an ethos to "make good ice cream that makes you feel good," Van Leeuwen crafts traditional French ice cream and vegan ice cream in dreamy flavors like honeycomb, jelly, and pie. (vanleeuwenicecream.com)



JOSHUA PEREZ / COURTESY OF THE NORA DISTRICT

Pastis: Following locations in Manhattan, Miami, and D.C., Pastis will bring its "traditional French fare with a newly invigorated soul" to West Palm in 2026. Anticipate such offerings as onion soup, crispy artichokes, moules frites, steak tartare, and Crêpe Complète, with ham, Comte cheese, and an egg. (pastisnyc.com)



COURTESY OF THE NORA DISTRICT

“THE CITY IS SEEKING TO ENHANCE THE QUALITY OF LIFE IN THIS OVERLOOKED MARKET.”

—RICHARD GREENE

location of Pastis, a Parisian-style brasserie by restaurateur Stephen Starr. His group, Starr Restaurants, will also co-create the hotel's rooftop restaurant and lounge as well as operate in-room dining service.

"It's a bold move, from an architecture perspective, and I think it's going to be extraordinarily well received," says Furst.

"I think it'll help really define the neighborhood," Grace adds. "Our hotel partners have done it successfully in New York ... The Bowery [was] in a really rough neighborhood, but they created this destination and then everything around it improved. I think a hotel is taking what a restaurant can do and amplifying it by fivefold."

Looking at the big picture, the creation of Nora introduces an entirely new neighborhood to West Palm Beach and positions Palm Beach Lakes Boulevard as another primary entry point into downtown, relieving a bit of the growing traffic burden on Okeechobee Boulevard.

"It's a really thoughtful neighborhood that I think solves for a lot of the people that have been here historically, but also the new people that have come," says Grace, who has resided in West Palm Beach for 11 years.

Moving into Nora proper will be an option come 2027. In phase two and beyond, Nora will receive four high-rise residential buildings backing up to Palm Beach Lakes. By 2029, Nora's 40 acres—a cohesive district of retail, lifestyle, office, and residential spaces—will be complete.

our downtown, particularly in the last few years. The city is seeking to enhance the quality of life in this overlooked market."

DOWN THE LINE

While 2025 will see a massive facelift to the corridor, one of the crown jewels of the project is expected late 2026: the 201-key Nora Hotel, developed in partnership with esteemed hotelier Sean MacPherson and BD Hotels led by Richard Born; the latter is responsible for some of Manhattan's most iconic boutique hotels, including The Bowery and the historic Hotel Chelsea.

To complement area architecture, the Nora Hotel will look and feel like a skillful restoration of an original Mizner-era building but will be entirely new. The boutique hotel will also be home to the fourth