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West Palm Beach's NORA welcomes three new tenants with dining, beauty and more



A rendering of the mixed-use district NORA in West Palm Beach. The first phase is expected to be completed in 2025. (ASD Design/Courtesy)

Plans on Monday were announced to include a new Italian restaurant and two more tenants in NORA, joining a growing list of businesses expected for the new Wynwood-like neighborhood under construction in West Palm Beach.

NORA is a mixed-use district, named after North Railroad Avenue, that will house more than 150,000 square feet of public parks, restaurants, office space, lifestyle and retail, all south of Palm Beach Lakes Boulevard by the railroad tracks and Dixie Highway.

According to the developers behind the project, the latest tenants that will be welcomed by NORA are:

— IGK Salon, a hair care company that will offer hair cuts, colors, updos, treatments, extensions, blowouts, Keratin and more. IGK has three other locations in New York, Miami and Las Vegas, and West Palm Beach will be its fourth home.

— Indaco from Indigo Road Hospitality Group is a restaurant with “rustic Italian-inspired cuisine,” featuring pasta, panini and pizza dishes, according to its website. Indaco has other locations in Atlanta, Charleston, Charlotte and Greenville.

— ZenHippo, which provides “education, connection and mindful play,” according to its website, through classes and talks for parents and their children from infancy to age 3. The mission of the organization is to “support families during those joyful yet challenging first years of childhood.” ZenHippo will have its first brick-and-mortar location at NORA, and it will have small group support

services, a classroom for parties and workshops, and a landscaped outdoor area other program opportunities.

“Our team carefully selected each of these brands to create a superior blend of upscale services, retail, and dining. These tenants will further solidify the Nora District as a premier lifestyle destination with sophisticated and diverse experiences,” said NORA Head of Leasing Francis X. Scire Jr. in a statement.



One of several buildings in NORA, under construction in West Palm Beach on Friday, June 28, 2024. NORA, the upcoming mixed-use district in West Palm Beach that is slated to become the next big destination for folks across South Florida. (Brielle Aguayo/South Florida Sun Sentinel)

What else is in store?

A series of other tenants have trickled into agreements with NORA over the past year and a half, with the current tenants including:

— **Food:** H&H Bagels, Van Leeuwen Ice Cream, Loco Taqueria & Oyster Bar, Juliana’s Pizza, Del Mar Mediterranean Restaurant, Celis Juice Bar and Cafe, Sunday Motor Co. and The Garret Group’s Garret Sports Bar and Recreation, which also will serve as an entertainment venue.

— **Fitness:** [solidcore]. (Rumble Boxing, a [previously announced tenant](#), is no longer expected, according to a NORA spokesperson.)

— **Retail:** Mint boutique, Sana Skin Studio and The Spot Barbershop

Beyond tenants, groundbreaking began in November for the district’s 201-key boutique hotel, which is expected to be open in the fall of 2026.

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The first phase of NORA, which is the [“adaptive reuse”](#) of buildings already in the area, will be completed in the first few months of 2025.

Tenant leasing isn't finished yet, and homes and office space also are on the horizon in future phases.