

January 23, 2025

## The Nora District

Bringing community, beauty and culinary creations to West Palm Beach



January 23, 2025

BY KELLY HENRY



•The project is transforming turn-of-the-century railway warehouses into a dynamic district. COURTESY PHOTO

West Palm Beach’s newest destination, The Nora District, is being touted as a vibrant, thoughtfully curated, pedestrian friendly downtown locale, with best-in-class food and beverage, boutique fitness and wellness, lifestyle retail, creative office space, open spaces and art in public places.

“The first phase of the Nora District provides a once-in-a-lifetime opportunity to preserve the character of the past while breathing new life into buildings that have been long forgotten,” says Joe Furst, Founder of Place Projects.

Nora gets its name from West Palm Beach’s historic North Railroad Avenue. The project is transforming turn-of-the-century railway warehouses into a dynamic district intentionally designed for pedestrians and the entire community.

“It’s truly rewarding to continue bringing new businesses to the Nora District,” says Dana Filetti, Marketing Director of Nora District. “We’re intent on curating a destination that invites people to create memories with friends and family, to discover something new & delightful, and to find a sense of confidence and respite.



• A rendering of H&H Bagel.

Developed by NDT Development, Place Projects and Wheelock Street Capital, the district hopes to breathe new life into part of West Palm Beach’s downtown area and also become a valued amenity for the greater Palm Beach County community.

Nora’s first phase, slated for completion in early 2025, will focus on North Railroad Avenue. Thirteen former industrial buildings are being reimaged to create over 150,000 square feet of distinct commercial space for 26 tenants, 55,000 square feet of creative office space and a linear park.

The current list of tenants includes:

Food: Loco Taqueria & Oyster Bar, with indoor and outdoor dining space; Del Mar Mediterranean Restaurant, with indoor and outdoor dining space; Juliana’s Pizza; New York City’s H&H Bagels; Van Leeuwen Ice Cream; West Palm Beach’s Celis Juice Bar and Café; New Jersey’s Sunday Motor Co. a spot for coffee and car aficionados: The Garret Group, including Garret Sports Bar and Recreation; Indaco, with indoor and outdoor dining patio; and Pastis, which will be in The Nora Hotel.



- The innovative hair care company IGK is bringing its signature approach to hair care to the Nora District.

Lifestyle/ Retail: Sana Skin Studio; boutique fitness brand [solidcore]; The Spot Barbershop; Mint; IGK Salon; and ZenHippo.

“We are incredibly excited to introduce the next series of tenants at Nora District which include IGK Salon, Indaco, and ZenHippo. 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,” says Francis X. Scire Jr., Head of Leasing at Nora.

“This next round of tenants, IGK Salons, Zen Hippo and Indaco epitomize businesses and brands whose impact is felt outside the four corners of their spaces,” adds Furst. “Whether it is the national acclaim in style and fashion with IGK, the cozy yet vibrant setting of Indaco or the care and experiences provided by the early childhood education offered by Zen Hippo, these new tenants provide tremendous impact to Nora and the broader West Palm Beach market.”





The Nora District restaurant marks Indaco's first Florida location. COURTESY PHOTO

The innovative hair care company IGK is bringing its signature approach to hair care to the Nora District. Founded by internationally recognized celebrity hair stylists Leo and Franck Izquierdo, Aaron Grenia, and Chase Kusero, IGK has become one of the most in-demand, and most-followed, names in the health and beauty sector.

“Joining the Nora District is an exciting step for IGK Hair,” says IGK Hair Co-founder Franck Izquierdo. “This community is all about bold ideas and forward-thinking design—values that align perfectly with our mission to empower individuality through hair.”

IGK Hair will offer a full spectrum of services, with VIP salon bookings. They currently have salon locations in New York, Miami, and Las Vegas, and will open this fourth location in a 2,347-square-foot space in the Nora District.



Zen Hippo offers parents and children mindful play through a variety of expert-led classes and workshops COURTESY PHOTO

Indaco from Indigo Road Hospitality Group offers a blend of elevated dining with rustic Italian-inspired cuisine. The menu includes house-made pastas, wood-fired pizza, and an Italian-forward wine list.

“Indaco has been a Charlestonian favorite for well over a decade, and for good reason, “ says Filetti. “Yes, it’s Italian, but distinctly so! It’s rustic, but elevated. It’s cozy, but vibrant.”

The Nora District restaurant marks Indaco’s first Florida location which will occupy a 2,945-square-foot space with 500 square feet of outdoor patio dining.

ZenHippo, founded by a West Palm Beach local mom of three, offers families and their children education, connection, and mindful play through a variety of expert-led classes and workshops. ZenHippo is on a mission to support families during the first years of childhood.

“Zen Hippo is already such a well-regarded and local favorite of parents to little ones, and having Nora as it’s homebase, helps to create community within the district,” says Filetti.

Since launching in 2022, ZenHippo has partnered with cultural sites around Palm Beach County with program offerings. Now entering its third year of business, ZenHippo is ready to put down roots with its first brick-and-mortar location. ZenHippo’s 1,369 square foot space in the Nora District will feature educator-curated toys, books, and care products. The location will offer private office space for 1-on-1 and small group support services, a beautiful classroom for parties, classes, and workshops, and a landscaped outdoor area.

Future phases of the project include The Nora Hotel, a brand new 201-key boutique hotel developed in partnership with BD Hotels and Sean MacPherson, behind some of New York City’s most iconic hotels like The Bowery, Mercer, Chelsea Hotel and others; as well as additional office, retail and residential offerings. Pastis, the classic New York City Parisian-style brasserie, created by James Beard Award-winning restaurateur Stephen Starr of STARR Restaurants, will be The Nora Hotel’s signature restaurant spanning over 13,300 square feet of indoor and outdoor dining areas on the ground floor. The project celebrated its groundbreaking in November 2024 and is scheduled to open in the Fall of 2026.

Nora’s comprehensive master plan was created in partnership with the City of West Palm Beach and nationally acclaimed urban planning firm PlusUrbia.