

Nora District: Sneak peek shows new WPB neighborhood with restaurants, stores

Nora will be a center of dining, entertainment and community gathering just north of bustling downtown West Palm Beach.



See video of Nora District shopping, dining and entertainment making way in West Palm Beach

The Nora District construction is progressing for the new dining, shopping and entertainment section north of downtown West Palm Beach.

There's a charming new neighborhood rising out of the ground in a former warehouse district near downtown West Palm Beach.

Once-gritty industrial buildings, some with garage-sized bay doors, have been brought to life for use as bright, open spaces for new restaurants, shops and more along North Railroad Avenue.

The Palm Beach Post

The buildings are part of the newly created Nora dining, shopping and entertainment district, the largest planned redevelopment in the city's history since CityPlace.

Nora originally was set to open this spring, but now a few retailers will open this summer, with the project's overall grand opening set for the fall.



During a recent tour of the district, Nora was filled with construction workers racing to finish the \$1 billion project, which features renovated vintage buildings plus new buildings meant to complement the old ones.

Workers also were busy installing pavers along North Railroad Avenue, the project's Main Street.

First retailers, restaurants in Nora to open in summer 2025

Nora, short for North Railroad Avenue, is north of the downtown and west of Dixie Highway. It stretches from Seventh Street on the south end to Palm Beach Lakes Boulevard on the north.

Damien Barr, a partner in the NDT Development group that is building Nora, said during the April 29 tour that he was gratified to see the project taking shape as an authentic neighborhood district, with touches of both whimsy and luxury.

“We were very intentional,” Barr said as he stood on North Railroad Avenue. “We wanted all the buildings to have character.”

The Palm Beach Post

Nora District: [Five things to know about West Palm Beach's newest neighborhood](#)



The little touches extend to the sidewalks, which are lined with railroad ties, a nod to the area's history with the nearby Florida East Coast Railway.

This summer, among the first restaurants to open will be [Sunday Motor Co. Cafe](#), an all-day cafe from New Jersey offering food and coffee in an auto-themed atmosphere. Sunday Motor is an anchor at Nora's main southern entrance at Seventh and Railroad Avenue.

Other stores opening this summer are ZenHippo, a mommy-and-me type center for parents and young children; The Spot Barbershop; and Solidcore, a high-intensity, low-impact full-body workout.

The Palm Beach Post



By the fall, Nora will host its grand opening and throw open the doors to all the other retail tenants, many of them [top restaurants](#) and shops from the Northeast.

There will be something for everyone, from breakfast, lunch and dinner places to shopping, personal care and even office space.

"It's amazing. It's been a lot of hard work," Barr said. "And it's been a long haul, but we're very excited."

The Palm Beach Post

What is the Nora District in West Palm Beach?



In [2018](#), a group of investors quietly began buying up old buildings in this once down-and-out neighborhood north of downtown.

The plan by NDT Development was to rehabilitate a couple of the structures into new restaurant spaces.

But the redevelopment plan grew bigger, and over time, the group bought more and more property. Eventually, NDT joined with Place Projects, an early developer of Miami's Wynwood, and Wheelock Street Capital to create the Nora District.

The newly created city sector encompasses 40 acres, of which the Nora development group owns between 13 to 15 acres.

The 13-building, 156,000-square-foot retail section is the first phase.

Then come later phases, including a 201-room [Nora hotel](#) by Richard Born and Ira Drukier of BD Hotels, along with acclaimed hotelier Sean MacPherson.

The Palm Beach Post

The Nora Hotel already is under construction and is set to open in the fall of 2026. The hotel will include a signature restaurant, Pastis, the famed New York City Parisian-style brasserie. A private social club also will open at the hotel.

Meanwhile, Nora's developers recently submitted plans to the City of West Palm Beach for an 11-story, 350-unit apartment complex along 10th Street at North Railroad Avenue.

A cozy village in bustling West Palm Beach



Unlike [CityPlace](#), which has transformed from a low-rise shopping center to a district filling with glamorous towers, Nora captures the feel of a cozy city neighborhood.

The buildings are mostly one or two stories. The restaurants will include many family-friendly options. Parks and green space are planned as well.

But Nora also has a hint of Disney World in it.

There are matching exterior lights and a neutral white, black and gray theme for all the buildings, sidewalks and streets, punctuated by occasional flashes of color, such as a celadon green paint on bay doors.

The Palm Beach Post

More new shops to open at Nora



As developers work to finish construction, Nora's leasing team continues to sign up more retailers.

The latest batch of tenants includes Warby Parker, the first West Palm Beach location of the popular eyeglass maker, said Francis X. Scire Jr., Nora's director of leasing.

Another new tenant is Le Labo Fragrances, a perfumery owned by Estee Lauder; and a new jewelry concept, Luce, by the family behind Kravit Jewelers of New York.

Meanwhile, women's clothing retailer Pompanos Boutique is moving its store from Palm Beach to Nora, near the planned Nora Hotel.

"The excitement of the new plaza, the whole concept. ... It's fun to be part of something new," said owner Paul DiGiovanni.

DiGiovanni said he wants Pompanos to be a part of the growth West Palm Beach, which unlike Palm Beach is now a year-round city.

"When I look at the next five years, this whole neighborhood is going to be so jamming," said DiGiovanni, who compared Nora's look to the neighborhoods of Tribeca or Chelsea in New York.

The Palm Beach Post

Restaurants and more will come to Nora, too



Dining is a major focus of Nora, and the list of eateries ranges from family-friendly spots to fine dining.

Restaurants include Loco Taqueria & Oyster Bar from Boston and several New York-based eateries, including H&H Bagels, Van Leeuwen Ice Cream and a sports bar by the Garret Group.

[Juliana's Pizza](#), a New York institution, also is coming to Nora. During a recent tour, a peek into the pizzeria showed a coal-fired oven surrounded by warm red bricks.

Also coming: Del Mar Mediterranean Restaurant, featuring seafood and influences from Greece, Southern Spain, Morocco, France, Italy, and Turkey. The eatery is part of the Cameron Mitchell Restaurants Group of Columbus, Ohio.

To work off all the food and sweets, two fitness centers will open: Solidcore and Sweat440, a new concept that offers a four station, 40-minute workout. West Palm Beach's Celis Juice Bar and Café will open next to the fitness facilities.

In addition, Nora features several stores catering to wellness and beauty, including Sana Skin Studio, offering facials and skin-care products; The Spot Barbershop; and IGK Salon.

In addition to Pompano's, Mint clothing and accessories also will open at Nora.

The Palm Beach Post

Scire said he has tried to find "the best of everything" for Nora, to cater to the sophisticated clientele that has moved to Palm Beach County in recent years.