

# 1007

Winston-Salem, North Carolina

## PROJECT DESCRIPTION

Cross Street Partners is partnering with the non-profit The Good Stuff to repurpose the Camel City Coach Co. building (1007) in Winston-Salem, North Carolina.

1007 will be a mixed-use space that connects the urban core to its rural neighbors. It will feature food production, agricultural retail, food and beverage (F&B) options, and lifestyle retail. The project has allocated approximately 30% of its space for the first phase of the expansion of Beta Verde (BV) Kitchen, which is a shared-use commercial kitchen and storage facility. This facility is expected to support between 40 to 72 business concepts and create over 150 new jobs in a central urban location. It will also facilitate onsite retail opportunities for a variety of culturally diverse food concepts, allowing them to test the market effectively.

### Planned Uses:

- **Beta Verde Kitchen (BV Kitchen):** This +/-5,000 SF kitchen facility will provide commercial grade kitchen equipment, storage facilities and wrap around business support for local food entrepreneurs and food trucks to start, scale and grow food-related businesses. Over 100 operational or aspiring food businesses have shown interest in this facility and its proximity to the thriving Cobblestone Farmers Market is already initiating partnership opportunities.

- **Event Space:** The publicly accessible “spine” of the building offers an intimate open floor plan space that could host winter farmers’ markets, pop-up eateries from the shared use kitchen, artist shows and be available for public and private event rentals 6-7 days a week. The highly visible parking lot adjacent to the public Strollway will continue to be programmed with community-centric gatherings open to the public and offer ample space for various outdoor rental opportunities. Spine programming will allow for a continued expansion of services to the broader community.

- **Cobblestone Farmers Market (CFM) Office & Retail:** A bustling local farmer’s market grossing up to \$1.8MM per year, CFM will expand its Saturday outdoor market presence by occupying a +/- 400 SF space to conduct weekly partner meetings and offer vendors and customers added opportunities for sales and distribution of local food. CFM’s indoor retail will serve as the keystone of 1007’s food hub in the Southside of Winston-Salem.

- **Urban Garden Resource Center:** an established small business with three existing locations in the southeast region of the US looking to expand in Winston-Salem, where there is an unmet demand for garden resources and where the ownership team is located. Offerings include an extensive collection of plants, supplies, and items for urban homesteading, such as hydroponic & organic gardening and beer & wine-making products. The company is well known for its community engagement which adds to the mission and vision of the 1007 project.

- **F&B / Lifestyle Retail:** Storefront retail space will be available to local, independently owned businesses looking to expand. These could include a small electric bike shop, wine bar and restaurant, bakery and cafe, and/or lifestyle retail businesses featuring their goods and goods from regional makers and artists. ■



### DEVELOPER

Cross Street Partners  
Beta Verde

### ARCHITECT

Foundry Architects

### CSP ROLE

Co-Developer,  
Financial Advisory

### PROJECT TYPE

Adaptive Reuse / Retail,  
Shared-Use Commercial Kitchen, Weekly  
Farmers Market, Event Space

### PROJECT SIZE

18,300 square feet

### TOTAL PROJECT COST

\$12 MM

### COMPLETION

Q3 2025 / Q3 2026

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