

Nexton developers expect to continue growth in 2020

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Go back a few decades, and the bustling community known as Nexton was primarily a timber farm used to source a local paper mill.

Today, developer Newland Real Estate Group LLC has turned the area into a neighborhood filled with restaurants, homes, shops and other attractions. Much of the construction was completed last year, and the group has plans for even more development this year.

Nexton opened its retail center, Nexton Square, in June. And Halls Chophouse was part of the mix of dining, shopping and services that opened there in the fall. Halls, known for its steaks, seafood and fine dining, is the first high-end restaurant to enter the market in Summerville.

Brent Gibadlo, vice president and general manager of Newland, said he thinks people were surprised when Halls selected the new location.

“But what Halls understood — I give the family so much credit — they know their customers,” Gibadlo said. “They actually, I mean literally, they know who comes in and where people live.”

Gibadlo said owners of Halls Chophouse knew they had a large customer base that drove from the Summerville,

North Charleston and Moncks Corner areas to eat at the restaurant’s downtown Charleston location. And Gibadlo said that with no other high-end restaurant in that part of the region, Halls is special.

“What it meant for us, obviously, was — retailers like to be with other quality retailers and businesses, so they feel safer,” Gibadlo said. “And we really wanted to create with Nexton Square, where Halls is located, more of a destination.”

Other businesses in Nexton Square include Taco Boy, Bad Daddy’s Burger Bar, Trident Dentistry, Title Boxing Club, Three Keys Yoga and local boutiques. In 2020, Nexton Square anticipates having more than 20 retailers, dining options and entertainment venues.

Karalee Nielsen Fallert, founding partner and co-owner of Taco Boy, said she started working with Nexton over four years ago. What was attractive about Nexton was that the developers were trying to create a space that could showcase the talents of the businesses in the area, she said.

“So instead of trying to just create a spot where, you know, big boxes or national chains from all over would show up, but they wanted to create a kind of a traditional or a true Charleston feel with locally owned representatives,” she said.

Fallert said that was a big selling point for Taco Boy because the restaurant likes

Also in 2019, ground was broken on the first high-profile commercial parcel in the Parkway district. CoOp@Nexton will host several commercial businesses, in addition to a mid-rise multifamily community, and a gas station and market, a news release said. Approximately two dozen new occupants have leased office space at The Offices at Nexton.

This year, Nexton developers expect to open WorkPlace@Nexton, an office space that includes a 30,000-square-foot garden office and six buildings ranging from 3,500 to 5,000 square feet.

New hospitality offerings are also expected this year, Gibadlo said. Three hotels are set to open, including a joint Homewood Suites and Hilton Garden Inn that will have a 10,000-square-foot conference and convention space.

"There's nothing like that in Summer-ville, and so that's going to bring new businesses that come for meetings and conventions into Nexton and into Summer-ville," Gibadlo said "That's going to be really big for us."

Looking forward, Gibadlo said a big emphasis for Nexton will be making more companies aware of what's available to them in that community. ●

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to support other local businesses, and part of what makes her business unique is its focus on local customers.

The developers say they want to create in Nexton a community that is a great place to live and work. Gibadlo said they want to knit it all together with walking trails, green spaces and parks and recreation facilities.

Nexton includes several neighborhoods and a variety of home styles. Brighton Park was the first; although many homes in that neighborhood have small yards, Gibadlo said the developers give residents a park on every corner or within walking distance. Homes are close to restaurants, so residents can walk or bike to dinner and have a sense of community.

"It's all trade-offs. One's not good, and one's not bad," Gibadlo said. "I love nature, so I always understand people who are like, 'Well I just want privacy.' That's great. And you know, people should be able to do that if that's what they want to do."

But Nexton is trying to offer people the option of living close to dining, shopping and entertainment options without a 30-minute commute, Gibadlo said. In 2019, 336 homes were sold in three residential areas, including Del Webb Charleston at Nexton, North Creek Village and Brighton Park Village. Arrogate Village Apartments includes 264 units.