

CHARLOTTE BUSINESS JOURNAL

FINALIST - TOP HOSPITALITY BUILDOUT



HEAVY HITTERS COMMERCIAL REAL ESTATE AWARDS

LEGION BREWING AT CAPITOL TOWERS

A BIG BET ON FIRST SOUTHPARK BREWERY

Legion Brewing is the first – and only brewery – to crack into Charlotte’s SouthPark neighborhood. Legion opened the 11,000-square-foot space, including the brewery, restaurant and patio, in September 2018. It’s part of Lincoln Harris’ Capitol Towers project and sits on SouthPark’s greenway loop.

“SouthPark already had a bunch of great high-end places to eat. But it didn’t have a place to just hang out and relax over locally made fresh beer,” says Phil Buchy, chief executive.

Legion has built a following since opening in Plaza Midwood in 2015. Expansion to the SouthPark neighborhood was a no-brainer, Buchy adds. He notes the fun, vibrant and family-friendly neighborhood. Plus, much of the staff from Legion’s original location lives there.

“We bring that informal, high-quality offering to the neighborhood,” Buchy says.

The two-story building features two large event spaces. A mezzanine overlooks the bar. Three 40-barrel wooden foeders sit at the heart of the space, serving as a focal point. There’s also a 15-barrel stainless steel fermenter.

The design incorporates locally upcycled wood from the Charlotte area. For example, the walls and ceilings are lined with wood to mimic the inside of a wooden foeder, used in the production of sour beers. Used whiskey and rum barrels have been broken down for the front of the wraparound bar.

Legion added 125 jobs with the addition of the SouthPark location.

– Jennifer Thomas

KEY PLAYERS

Owner/tenant:
Legion Brewing

General contractor:
Lanier/Van Sickle Construction Services, Inc.

Architect: Bluewater

Financial partner:
Towne Bank

Brokers:
Matt McLanahan with White Point Partners represented Legion; Sara Hogan with Lincoln Harris represented the landlord

BY THE NUMBERS

\$3M
total project cost

11,000
square-foot brewery, restaurant and patio space

125
employees

BIGGEST CHALLENGE?



“Being the first to bring a small local brewery

to SouthPark definitely generated some noise. However, our team at Legion delivered. The praise and appreciation we’ve received from the neighborhood and greater Charlotte community has been amazing.”

PHIL BUCHY,
CEO, Legion Brewing