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South End office building The Line adds SignatureFD, Society Awards as newest tenants

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Melissa Key/CBJ

The Line is at 2151 Hawkins St. in South End, along the Lynx Blue Line.

The Line in South End is adding two more office tenants to its growing lineup.

Atlanta-based SignatureFD, which established a local presence in 2014, recently moved its nine Charlotte employees into 3,700 square feet on the building's 10th floor. Foundry Commercial's Meredith Ball and Claiborne Dandridge handled the lease on behalf of the building's owner. The tenant was represented by Keith Bell of Cushman & Wakefield.

[Russ Cearley](#), SignatureFD partner and director of its Charlotte office, said The Line checked all the boxes for the type of office space they wanted for employees and clients.

"As we evaluated where we wanted to office in Charlotte, we wanted a place where our employees would enjoy coming to work and where our clients would enjoy coming to meet with us," he said. "We wanted our office to be a destination in a vibrant location that was walkable to many great restaurants and amenities, and we wanted to be convenient to other key business districts in the region."

Cearley said the new office space was designed to have a comfortable and residential feel up front for clients and visitors, while the back was designed to be an open and collaborative workspace. The architect-design firm on the project was Nelson Worldwide; the general contractor was Harker.

Later this summer, New York-based design studio Society Awards will move its local office to a 4,000-square-foot space on the 12th floor at The Line. The company designs and manufactures awards for programs like the Golden Globes, the Emmys and the MTV Music Awards.

Those two new leases bring the six-story, 293,000-square-foot office building at 2151 Hawkins St. to 54% occupancy.

Experis, a Milwaukee-based IT recruitment and project services firm, [signed a lease for 23,610 square feet on the building's 12th floor earlier this year](#). The Line's other office tenants include Foundry Commercial and Northeastern University. [Sycamore Brewing also opened its new two-story taproom and beer garden there on May 31](#).

The Line was developed by Atlanta-based Portman Holdings and Washington, D.C.-based National Real Estate Advisors. New York City-based [CBRE Investment Management bought the development for \\$206 million](#) last May.



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