



Wagner Murray's Restaurant Resume Full of Firsts

By Colleen Brannan

Wagner Murray's history of innovative restaurant design dates back decades. In fact, this nearly 30-year-old architecture and interior design firm (and brand new HTA corporate sponsor) has been responsible for some of Charlotte's most iconic eateries and firsts for the Queen City.

WM Partner and President, Dave Wagner, says "Wagner Murray has always viewed restaurant success as a three-legged stool: design, food and service. If all three are achieved, the restaurant will be a resounding success."

Some examples of WM's groundbreaking restaurant design work in the Charlotte area include:

LaVecchia's Seafood Grille: In the late '90s, Nick LaVecchia tapped WM to design what became Charlotte's first fully-themed restaurant with a gigantic fish sculpture suspended from the ceiling. This hot spot at 7th Street Station, a popular destination for bankers and the Uptown late night crowd, was also a pioneering restaurant as it was the first major investment in the North Tryon Street corridor. Wagner says it was "a tour de force in restaurant design" as well as the beginning of a long history of design for the LaVecchia family. WM went on to design numerous restaurants for the LaVecchia family including Old Stone Steakhouse in Belmont and Flat Iron Steakhouse in Davidson.

American Roadside Burgers: Also a LaVecchia family project, WM designed the flagship location Uptown, which became the prototype for three additional franchise locations in NC and SC.

SouthEnd:

The Liberty: WM designed the trend-setting Liberty, one of Charlotte's first gastro pubs that opened in 2009.

SouthPark:

Upstream: WM's work for Harper's Restaurant Group includes the initial award-winning design for the popular seafood restaurant Upstream at Phillips Place as well as Harper's Carolina Place.

Myers Park:

Lumiere: WM turned this former bagel shop into an upscale French restaurant in 2014.

Gastonia:

Webb Custom Kitchen: WM did the initial design and the refresh of the 1920s Webb Theatre that was first Nick's Steak & Taphouse and now The Webb Custom Kitchen. There's an iconic ceiling feature above the open kitchen, focusing on movie screen/stage that has made the restaurant a regional destination.

Belmont:

Nellie's Southern Kitchen: WM worked with, Kevin Jonas Sr., father of the famous Jonas Brothers, to turn an old retail storefront on Belmont's Main Street into Nellie's Southern Kitchen, a 9300SF restaurant with a rooftop deck.

With Charlotte's restaurant scene booming, Wagner Murray is looking forward to doing more great restaurant and hospitality-related design.

For more information about the boutique firm's capabilities, visit www.WagnerMurray.com or contact Senior Associates Jessica Conrad jconrad@wagnermurray.com or Sarah Williams swilliams@wagnermurray.com