

Caroline STATION

WEST PALM BEACH

Grandview food hall to reopen as part of Caroline Station warehouse reboot in West Palm

Caroline Station complex welcomes Christina Coniglio boutique, a second store by Gypsy Life and other new retailers amid complex reboot.



Alexandra Clough

Palm Beach Post

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Key Points

- The Grandview Public Market food hall in West Palm Beach is reopening with fewer vendors and a new focus on events.
- The former Warehouse District has been renamed Caroline Station and is being revamped with local businesses.
- A collective of local business owners, including former tenants, is leading the reopening of the food hall space.
- New tenants at Caroline Station include clothing boutiques, home furnishing stores, and wellness retailers.

The [Grandview Public Market](#) food hall in [West Palm Beach](#) is coming back in a slimmed-down fashion with a select group of vendors and an emphasis on events and entertainment.

It's part of an ongoing revamp of the former [Warehouse District](#) now known as Caroline Station, named after a street leading into the project.

Since West Palm Beach real estate investor [Alex Griswold](#) bought the [warehouse](#) complex in 2024, he's filled the old buildings with fresh, eclectic, and local businesses.

These include clothing boutiques, home furnishings stores and wellness retailers.

Caroline Station is an 85,000-square foot complex spanning three blocks along Clare and Elizabeth avenues. This complex is east of Interstate 95, near the Flamingo Park and Grandview neighborhoods, about a mile south of CityPlace.

In addition to new stores, the complex's [former food hall](#) is reopening after closing in July under another leaseholder.

In January, the former food hall space will reopen as a joint venture by local business owners.

They include a Caroline Station-based design firm plus other former tenants at the complex, including at least two prior food hall vendors.

This local collective is a stark alternative to the increased presence of national retailers throughout Palm Beach County.

Since the COVID pandemic, companies and wealthy residents have migrated to the county, reshaping its business reputation as a mostly sleepy vacation destination into a financial enclave dubbed "[Wall Street South.](#)"

As part of the shift, West Palm Beach is getting crowded with out-of-town retail chains wanting a piece of this rich pie.

Nevertheless, some business leaders say they want to create a corner in the city still led by locals.

"While West Palm Beach has turned into the hottest market in the country, we haven't always supported local businesses. This is one of those projects that does that," said Francis Scire Jr., Caroline Station's head of retail leasing and placemaking.

"It's for locals, by locals," Scire said. "And they are all passionate about what they do."



(Left to right) Louis Grayson, Ricky Perez, Danielle Zelaya, Jacqueline Christensen, Melanie Feldman and Jesse Feldman are teaming together to reopen the former Grandview Public Market as food hall as a slimmed-down version with a stage and events and entertainment at the newly renamed Caroline Station, in West Palm Beach, Florida, on October 16, 2025. [GREG LOVETT/PALM BEACH POST](#)

Tenants band together to reopen former food hall

Leading the food hall-event space venue are Danielle Zelaya and Jacqueline Christensen, co-owners of Gather & Seek.

The art design and event-production studio opened at the former Warehouse District when the complex first threw open its doors in 2018.

Soon after, Gather & Seek created Elizabeth Ave Station, a retail market and event venue at the district.

Elizabeth Ave Station was an incubator for several small businesses, as well as a place for artists and musicians to perform. Among the vendors who launched their businesses there are Skin At Peace, a skincare line, and the Rust & Wax Record Shop.

Fast forward to today, and Gather & Seek, along with other warehouse tenants, are reopening a slimmed-down food hall, with a twist.

"We wanted to get a collective together and we looked at who the favorites were ... Zipitios. The Ramen Lab. These are tried and true in the market," Gather & Seek's Christensen said.



A group of vendors, plus a design firm, are teaming together to reopen the Grandview Public Market food hall as a slimmed-down version with a stage and events and entertainment at the newly renamed Caroline Station in West Palm Beach, Florida, on October 16, 2025. GREG LOVETT/PALM BEACH POST

Among the vendors is Ricky Perez, founder of Zipitios.

Perez's Mexican eatery started in Grandview, then opened its own space in Industrial Alley on Florida Avenue, just north of Belvedere Road.

Being part of the rebirth of the food hall "is poetic justice," Perez said. "It was definitely a game changer in my life when we opened at the food hall. Now we're coming back. It's a very full-circle moment."

As part of the new collective, Perez said he plans to operate two stalls, one serving Mexican cuisine and another serving American fare, including burgers and chicken sandwiches.

Joining Perez in the revamped food space is Louis Grayson of Ramen Lab, an Asian eatery and a founding tenant in the Grandview Market.

Grayson said he's looking forward to opening up an Asian concept in the space and joining with Perez, Zelaya and Christensen. "Since day one, it's been good synergy," Grayson said.



Workers begin demolition to reopen the Grandview Public Market food hall as a slimmed-down version with a stage and events and entertainment at the newly renamed Caroline Station in West Palm Beach, Florida, on October 16, 2025. *GREG LOVETT/PALM BEACH POST*

Besides a couple of other planned food vendors, the rest of the space will be set aside as a stage for performances and events, Gather & Seek's Zelaya said.

"This is not a food hall," Christensen said. "This is a creative event venue focused on culture, music, art, food and design."

The space also will feature a small shop by Melanie and Jesse Feldman, who started Rust & Wax Record Shop in Elizabeth Ave Station and now have their own store in Industry Alley.

In the new venture, they plan a curated collection of locally sourced gifts and goods.

Clothing boutiques, wellness retailers, home design stores open

Just outside the former food hall space, Isla & Co., a sit-down restaurant, continues to operate.

Also just outside the former food hall will be Christina Coniglio Palm Beach.

Coniglio is building a design studio and mini-boutique in the hall's former "living room" area, adjacent to Gypsy Life Surf Shop.

In addition to apparel, Coniglio said the room will feature design space that will let the public peek in on, say, a photo shoot or a team meeting.

Coniglio's Palm Beach resort wear boutique launched in 2023 and soon made a splash. In two years, she's opened pop-up stores in New York and Charleston, South Carolina, as well as two Bloomingdale's department stores.



Palm Beach native Christina Coniglio, who founded the resortwear brand Coniglio Palm Beach, is pictured wearing the Grace Mini Dress in Crane Persimmon. Coniglio Palm Beach is featured in South Florida and New York City pop-up locations this summer. *Provided By Coniglio Palm Beach*

In a recent interview, Coniglio said she never thought of opening a second store so close to her flagship Palm Beach location.

Then she took one look at Caroline Station and decided this pocket of West Palm Beach is where her next permanent store needed to be.

"It's independent and creative," Coniglio said of the complex. "It's the opposite of big-box stores and commercial chains. People in this community are doing something different."

Surf shop owner eyes expanding with health products space



Tracy Smith of Gypsy Life Surf Shop, at Caroline Station (formerly the Warehouse District) in West Palm Beach. Smith is opening up a second store at the complex, dubbed The Bungalow By Gypsy. Alexandra Clough, Palm Beach Post [Alexandra Clough, Palm Beach Post](#)

As for Gypsy Life Surf Shop, the popular boutique with the loyal following has remained open despite the food hall shutdown and warehouse complex reboot.

And Gypsy Life will continue to sell beachy clothing apparel, jewelry and accessories. Shoppers can find these items alongside surf boards, or stacked in and around that iconic surfing rig, A Volkswagen bus.

In fact, Gypsy Life's owner, Tracy Smith is so enthusiastic about Caroline Station's changes that she is doubling down on the project by opening another retail shop.

In a large space facing Elizabeth Avenue, Smith is creating The Bungalow By Gypsy, set to open before Thanksgiving.

At first, Smith said she was motivated to open another space "because I wanted to carry more brands than I have" at Gypsy Surf.

Then she began to see the space as a chance to create a wellness gathering spot, featuring in-demand health products, such as supplements, plus home furnishings items such as glassware.

The plan evolved to include a zero-proof bar selling "mocktails," or nonalcoholic drinks, plus plenty of space for events including musical performances.

Smith called The Bungalow by Gypsy "a lifestyle gathering outpost."

Skin-care company: From outdoor tent to glam store space

A couple of doors down, Skin At Peace recently opened its own stand-alone store, where customers can see its skin-care products being bottled from large metal containers.

Tower Commercial Real Estate's Connie Thomas, who handles office leasing at Caroline Station, brought Skin At Peace to its new location.

Skin At Peace was co-created by husband-and-wife duo Dr. Rod Garcia and Lindsey Garcia, a licensed esthetician. Both were frustrated by Lindsey's rosacea, a skin condition that worsened when she used commercial skin products.

They developed a line of skin-care products, free of fillers and preservatives.

One of the company's first retail locations was under a tent at the former Elizabeth Station retail market.

Now with investor and chief executive Elias Janetis, Skin At Peace just opened a sleek retail shop on Elizabeth Avenue at Caroline Station. The store sells day cream, night cream, a toner and a cleanser.



Skin At Peace co-creators Dr. Rod Garcia and Lindsey Garcia. Photo Provided By Skin At Peace.



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Investor breathed new life into old warehouses in 2018

The Warehouse District first burst onto the scene in 2018 with the opening of several retail tenants and the Grandview Food Market, Palm Beach County's first food hall.

The food hall was formed out of one of six properties purchased and revamped by investor Hunter Beebe of Palm Beach. Warehouses in the district were built between 1925 and 1974.

Besides creating the food hall, Beebe also brought hip new tenants, such as Steam Horse Brewing, to other buildings.

In late 2018, months after opening the Grandview Public Market, Beebe [sold the properties for \\$18 million](#) to Charlotte-based Asana Partners.

But the food hall struggled during the pandemic. Some Warehouse District tenants, such as [Steam Horse](#), also struggled and subsequently closed.

In July 2024 Asana sold the complex to a Griswold entity for \$19.5 million.



Leasing agent Francis Scire is working with a group of vendors and shop owners to reopen the Grandview Public Market food hall as a slimmed-down version with a stage and events and entertainment at the newly renamed Caroline Station in West Palm Beach, Florida, on October 16, 2025. *GREG LOVETT/PALM BEACH POST*

Griswold then turned to Scire for help in coming up with a new plan for the properties.

Scire successfully leased the Nora District, a dining, entertainment and shopping district that recently opened in a section just north of downtown West Palm Beach. Like the Warehouse District, Nora also was fashioned out of old industrial buildings, along with some new construction.

At the newly branded Caroline Station, Griswold and Scire hope to create the city's next lively neighborhood gathering spot for city residents.

A few tenants already have opened at Caroline Station. They include Bindu Yoga & Wellness, doing business in a space that used to be an axe-throwing venue.

They also include two home furnishing stores: Show Pony Palm Beach, specializing in 20th century home furnishings, including art and furniture; and Classic Sofa, a 43-year-old company that makes custom upholstered furniture from a New York-based manufacturing facility.
