

Commercial Real Estate

Crypto giant inks South End lease amid office expansion plans



Image: Charlotte Business Journal

The 110 East office tower in South End.

MELISSA KEY/CBJ

Coinbase, the nation's largest crypto exchange, is leasing nearly 60,000 square feet at 110 East in South End.

The company, a digital currency wallet and platform for merchants and consumers, recently signed a deal for 58,600 square feet across the building's 18th and 19th floors. Coinbase announced in April it was [expanding its U.S. footprint with a new office in Charlotte, pledging to hire more than 130 local employees](#) over the next six months.

[JLL's](#) Conor Brennan represented Coinbase in the transaction. Trinity Partners' Jennifer Kurz, John Hannon and Rhea Greene represented the landlord.

The deal brings 110 East to about 36.5% leased.

The Coinbase expansion comes on the heels of a national hiring announcement made in March by company CEO Brian Armstrong, who cited recent policy shifts from the federal government in support of the crypto industry.

Armstrong said Coinbase's U.S. hiring plans are in response to actions from what he described as a "pro-crypto administration."

Coinbase is just the latest in a string of new office leases at the 24-story, 370,000-square-foot office tower. It's the third deal across 115,000 square feet completed there by local brokerage Trinity Partners in the last 30 days.

[SouthState Bank](#) signed a 10-year lease in May for 40,000 square feet, and an undisclosed tenant is leasing 15,500 square feet.

Its other tenants are storage solutions firm [Patterson Pope](#), which is occupying about 6,500 square feet, and health insurance company [Humana](#), which is

occupying about 13,500 square feet. Both companies have their respective spaces.

Additionally, The Iberian Pig, an Atlanta-based tapas restaurant, [announced last month that it will occupy 4,600 square feet at the building's ground floor](#). The restaurant will open next year.

Kurz said the strong momentum at 110 East is driven by the building's location as well as ongoing campus redevelopment and retail. [Stiles and Shorenstein began a major adaptive reuse overhaul earlier this year at 1820 South Blvd.](#), the two-story, 12,000-square-foot building that was home to Tupelo Honey until it closed in early 2020.

110 East, located at 110 East Blvd., was developed by Stiles Corp. and Shorenstein Properties. The \$186 million tower delivered in March 2024 and has 13 office floors on top of a 900-space parking deck. An 11th-floor sky lounge with unobstructed views of uptown includes a 3,000-square-foot terrace, 4,000-square-foot fitness center and conference space.

THE LIST

Charlotte's largest office buildings

Leasable square feet

| Rank | Prior Rank | Building name |
|------|------------|----------------------------------|
| 1 | 1 | 550 South Tryon |
| 2 | 2 | Bank of America Corporate Center |
| 3 | 3 | Duke Energy Plaza |

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