

## [High Point News: Showplace West in High Point being redeveloped into apartments](#)

by: [Gretchen Stenger](#) on Apr 14, 2026 / 06:35 PM EDT

HIGH POINT, N.C. (WGHP) — The Showplace West building on South Main Street in downtown High Point has been sold to a developer out of Richmond, Virginia, called LBD Investments. The developers will now have to find a way to preserve the building's history. They say the building has been vacant since 2012 and are looking at a way to make the project financially viable. President of Downtown High Point Rebekah Cansler says Showplace West will require quite the investment. That's a risk LBD Investments is willing to take by flipping the building into 143 apartment units.

### **\$30 Million Investment**

Showplace West was purchased for \$300,000, but the developers plan to make a more than \$30 million investment. In 2024, the Showplace West building was added to the National Register of Historic Places for the modernist architecture it has from the 1970s. This helped offset some of the costs for the developer through tax credits.

Chair of the Guilford County Historic Preservation Commission Sean Dowell says when it comes to preserving history, it's going to be costly. "When you're buying these, you're buying a set of expectations. You're buying costs. You want to make sure you have things aligned. You want to make sure that when you pull that trigger, it's going to go because, otherwise, you bought a problem," Dowell said. Dowell says the building is 50 years old, making it more important to preserve it now. "We want to get the different time periods labeled, saved, classified and preserved," Dowell said.

Cansler says it's been a unique experience working with the State Historic Preservation Office and an added task for the new owners. "What is actually considered significant to the '70s? We have nothing to point towards because this is the first building," Cansler said. The developer is already starting demolition, while preserving things like the bank vault. "In the 1970s, there was very thin molding all around the building. The doors in that building, instead of having a transom over the top, went all the way to the ceiling. There's 11 foot doors in that building, and they're huge," Cansler said.

Cansler says the developers want to have construction complete in 18 months. Once it's complete, the building will be renamed the Elwood after the hotel that was there before Showplace West was built.

Source: [Showplace West in High Point being redeveloped into apartments | FOX8 WGHP](#)