



2014 STATE OF THE CENTER CITY





2014 STATE OF THE CENTER CITY

The annual State of the Center City report highlights the growth and development of Charlotte's urban core. This report is prepared by Charlotte Center City Partners (CCCP), a 501(c)4 not-for-profit corporation that envisions and implements strategies and actions to drive the economic, social, and cultural development of Charlotte's Center City.

The vision for Charlotte's Center City is one that is viable, livable, memorable and sustainable, with modern infrastructure, a tapestry of great urban neighborhoods, and a diversity of thriving businesses. As defined in this report, Center City includes Uptown, which is Charlotte's Central Business District (CBD), South End, and a portion of the Midtown neighborhood. Data associated with the term '3 Mile Ring' pertains to the neighborhoods within 3 miles of "The Square" at Trade and Tryon streets.

CONTENTS

 **03 Building To Win**

 **04 Work**

 **10 Live**

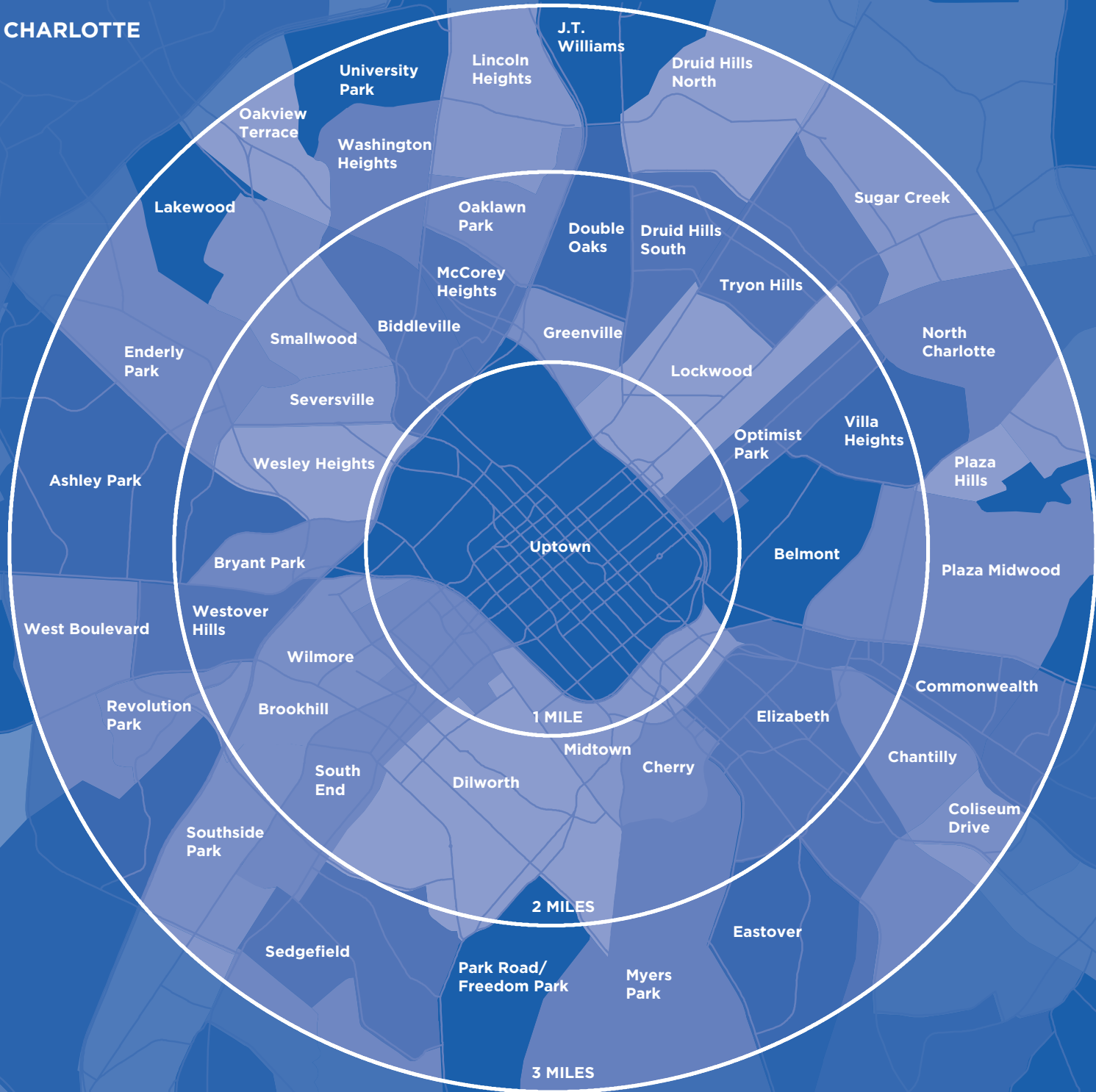
 **14 Shop**

 **18 Play**

 **22 On The Go**

 **28 On The Horizon**

CENTER CITY CHARLOTTE



BUILDING TO WIN



For signs that Charlotte is emerging from a sluggish economy and welcoming a new era of growth, simply take a look around Center City.

Two great urban spaces in Third Ward took shape in 2013. Romare Bearden Park is now open and has already become an Uptown icon, and we are looking forward to the completion of the BB&T Ballpark in time for opening day. These uniquely Charlotte landmarks will offer community gathering places for generations to come, and serve as destinations for tourists and visitors. And, with the creation of Childress Klein's 352-unit apartment tower on Martin Luther King Boulevard, a new ballpark neighborhood is on the rise.

The development boom in South End is also big news, as a new Charlotte residential neighborhood continues to grow before our eyes. Residents will create a market for new retail and services, including the new Publix currently under construction, and the retail space at the Camden Gallery mixed-use project at South and West Boulevards.

We also saw a positive trend in Uptown office absorption and vacancy, which remains at a steady 8.1%, on par with or below peer cities. Significant investment in employment growth, tipping over 100,000 employees in Uptown for the first time, reflects confidence in the market and in the strong recovery from the recession. Even South End is getting into the office market game, with an announcement by Centro CityWorks to build a new office and retail project on Camden Road. With this burgeoning office market, we will see an increase in daytime population and demand for more retail.



Ernest W. Reigel
Chairman,
Board of Directors



Michael J. Smith
President & CEO

On that topic, we can celebrate a successful retail year, with significant sales increases for the 17 vendors at the 7th Street Public Market, and the opening of new restaurants, breweries and shops in Uptown and South End. In 2014, we look forward to implementing strategies based on recently completed retail studies.

It was a year for making great strides in building out our community's 2030 Transit Plan. Construction on both the Blue Line extension and streetcar is underway, and our increasingly diverse transportation system includes several new B-cycle stations, putting us that much closer to creating a "city of bikes."

On foot, residents enjoyed the revamped production of a longstanding Charlotte tradition, the Novant Health Thanksgiving Day Parade. We are grateful to Novant Health for their generous sponsorship of the event that creates so many wonderful memories for our region's families.

We see opportunity everywhere: vision and master plan recommendations for development opportunities on North Tryon Street; redevelopment of the North End and Applied Innovation Corridor; Levine Properties' development of the First Ward Urban Village and groundbreaking of First Ward Park; and plans for creating a unique urban linear park along the Rail Trail in Uptown, South End and other South Charlotte neighborhoods. Thanks to the pioneering spirit and vision of our workers, residents and companies, Center City Charlotte continues to be the place where "can-do" is a way of life.

WORK



With rising employment, declining vacancy rates, expansion within existing companies and the arrival of new ones, Center City Charlotte defied trends in 2013 and showed the nation how a pro-business city works.

FAST FACTS UPTOWN

2

Square Miles

100,000

Total Employees

7.3 MILLION

LEED Certified Office Square Feet

PRESENTED BY

the
DILWEG
companies

21 MILLION

Office Square Feet

42%

Of All Office Square Feet In County

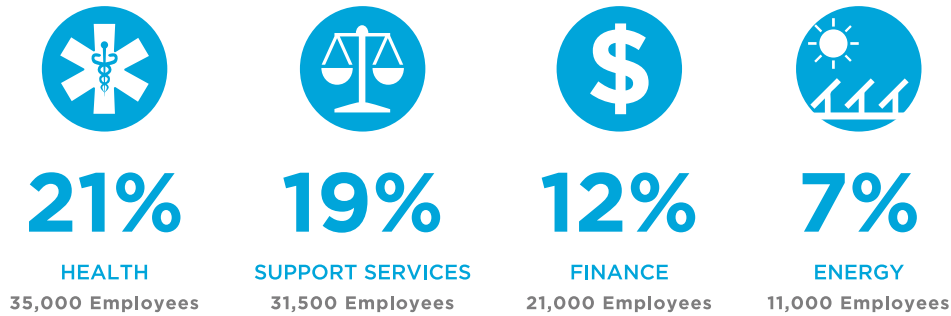
8.1%

Office Vacancy

The Dilweg Companies is a commercial real estate investment and development company that owns Uptown's 121 West Trade Building, located at Trade and Tryon. To learn more about the company, visit www.dilweg.com. For 121 West Trade leasing inquiries, email david.dorsch@cassidytruley.com or call 704.335.4441.

Uptown employment continues to grow, surpassing over 100,000 employees. Access to talent, amenities and housing are the factors driving this growth.

LEADING INDUSTRIES IN CENTER CITY

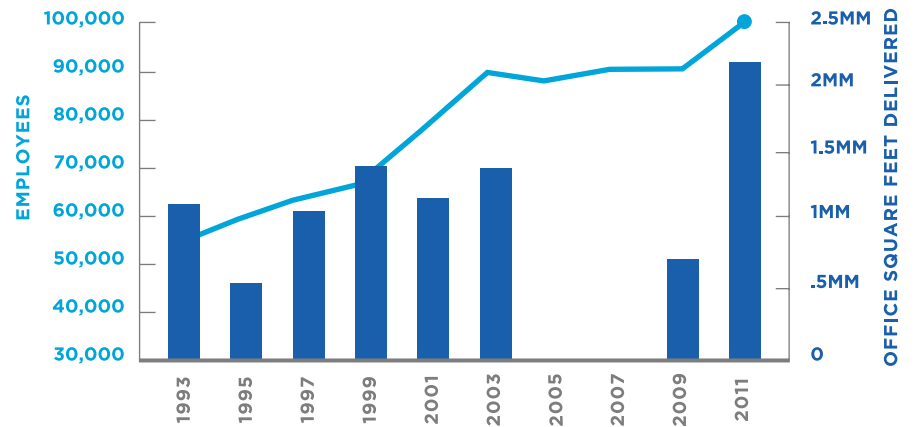


Source: Charlotte Center City Partners; U.S. Census Bureau Local Employment Dynamics On the Map (2013)

Leading companies such as Jeld-Wen, windows and doors manufacturer, and JP Morgan Chase entered the Center City market.



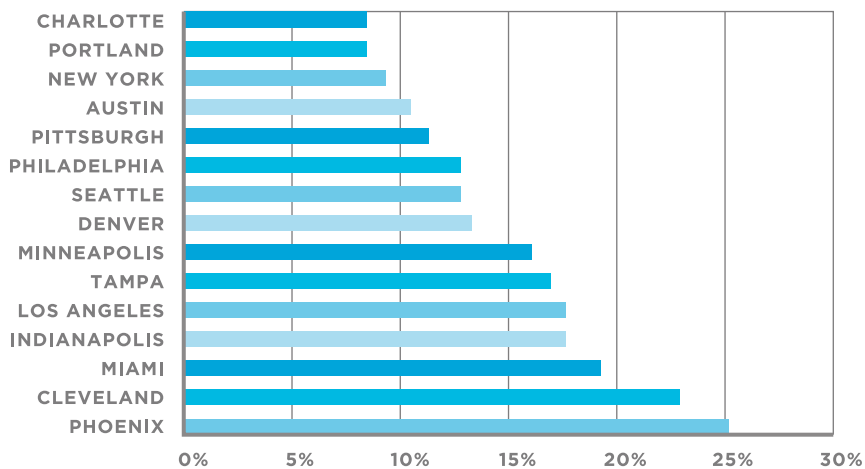
UPTOWN EMPLOYMENT GROWTH



Source: Charlotte Center City Partners (2013); U.S. Census Bureau Local Employment Dynamics On the Map (2013)

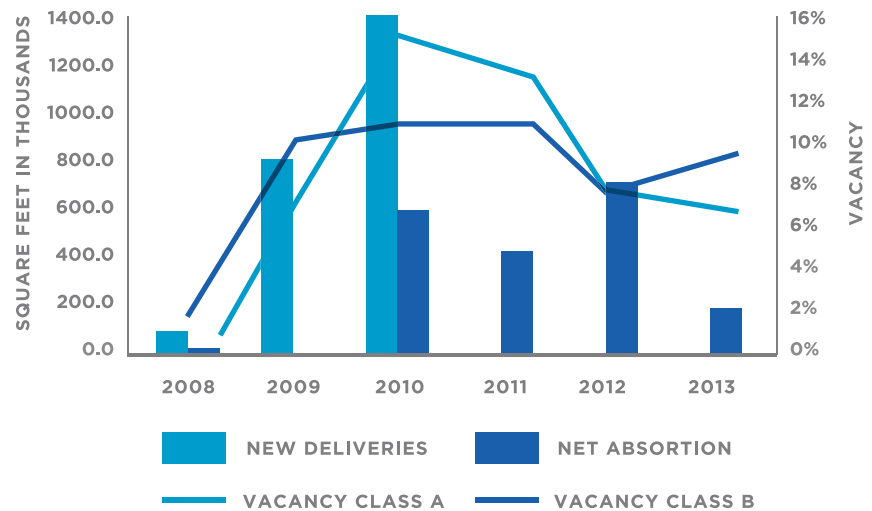
Uptown office vacancy is 8.1% and declining; above the 10th floor, the vacancy rate is 2.5%. This has resulted in several proposed office projects at various stages of planning.

VACANCY RATES OF PEER CITIES



Source: Jones Lang LaSalle, Q3 2013

OVERALL NEW DELIVERIES, NET ABSORTION & VACANCY RATES IN UPTOWN



BLOCKS OF CONTIGUOUS OFFICE SPACE IN UPTOWN

SQUARE FEET	NUMBER OF BLOCKS
25,000 - 50,000	12
50,000 - 100,000	6
100,000 - 200,000	1
200,000+	0

Source: Charlotte Center City Partners (2013)

“Parkway Properties believed that the Charlotte market was essential in its efforts to build a portfolio of properties that would benefit from the strong economic recovery witnessed across select markets in the Sunbelt. A growing and diversified employer base, combined with a resilient financial services sector, make Charlotte an attractive market for office real estate investment.”

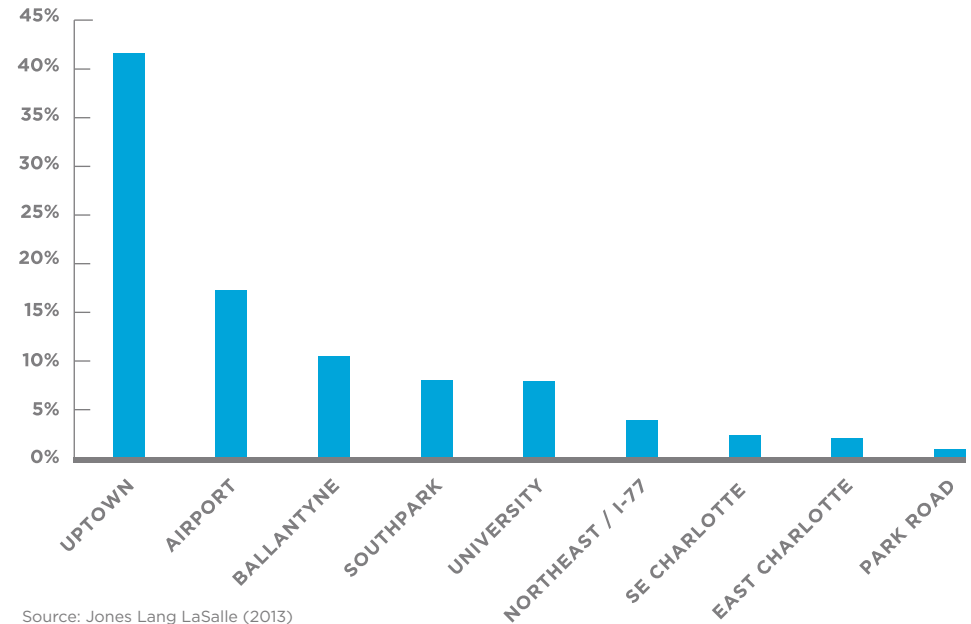
- Bryan Howell, Managing Director, Parkway Properties

RECENT UPTOWN BUILDING TRADES

BUILDING NAME	RENTABLE BUILDING AREA	LAST SALE PRICE
Ally Center	368,092	\$60,477,000
Hearst Tower	938,933	\$250,000,000
Fifth Third Center	665,251	\$163,000,000
525 North Tryon	430,700	\$47,350,000
NASCAR Plaza	390,000	\$99,900,000
Wake Forest Charlotte Center	460,000	\$72,500,000
One Wells Fargo Center	986,000	\$245,000,000
121 West Trade	330,000	\$59,600,000
	TOTAL	\$997,827,000

Source : CoStar; Charlotte Center City Partners (2013)

OFFICE SHARE BY SUBMARKET



Source: Jones Lang LaSalle (2013)



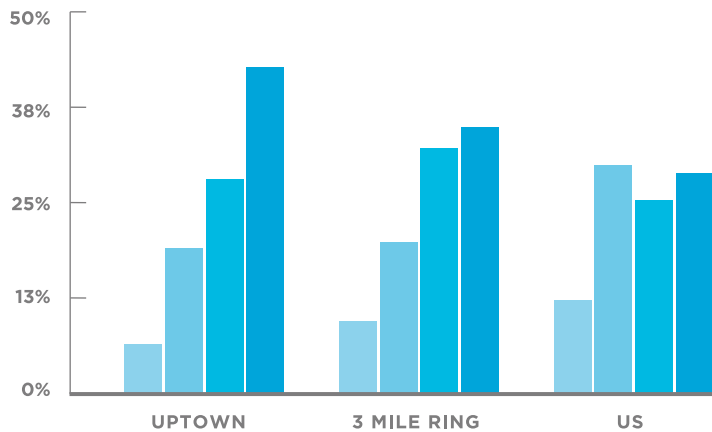
The University of South Carolina MBA program joined the growing education cluster in Uptown.

HIGHER EDUCATION INSTITUTIONS

INSTITUTION	ENROLLMENT
Central Piedmont Community College	19,500
Johnson & Wales University	2,400
UNC Charlotte - Uptown Campus	1,600
Johnson C. Smith University	1,670
Charlotte School of Law	1,400
Presbyterian School of Nursing at Queens	550
Carolinas College of Health Sciences	440
Montreat College	400
Kings College	500
Northeastern University Charlotte Campus	200
Wake Forest University Charlotte Center	200
University of South Carolina - MBA program*	60
TOTAL	28,920

*Expanded to Uptown in 2013
 Source: National Center for Education Statistics; Institute of Education Sciences; Charlotte Center City Partners (2013)

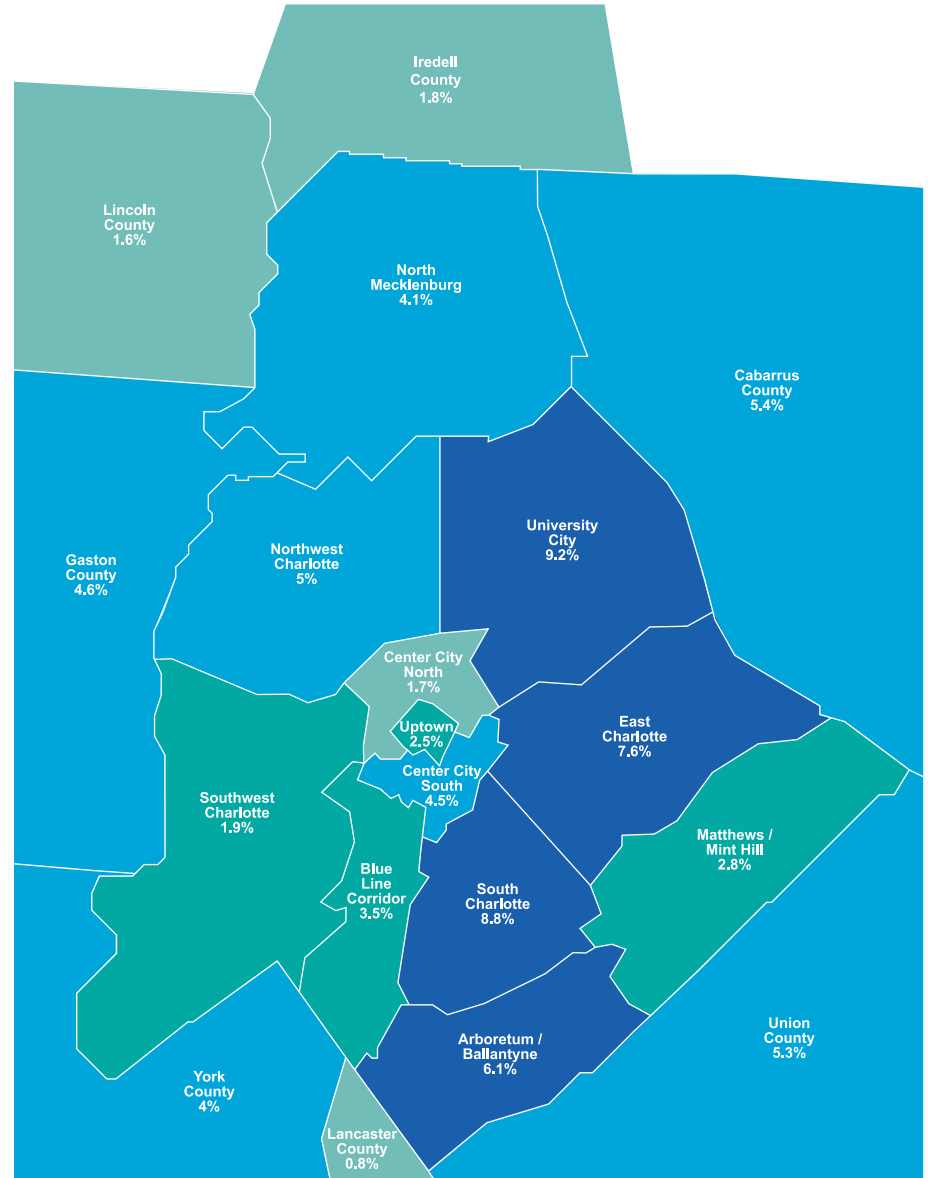
EDUCATIONAL ATTAINMENT (WORKERS)



■ LESS THAN HIGH SCHOOL ■ SOME COLLEGE / ASSOCIATE DEGREE
■ HIGH SCHOOL OR EQUIVALENT ■ BACHELOR / ADVANCED DEGREE

Source: U.S. Census Bureau Local Employment Dynamics On the Map (2013)

WHERE UPTOWN EMPLOYEES LIVE



■ LESS THAN 2% ■ 2% - 4% ■ 4% - 6% ■ 6% & GREATER

Source: Kingsley, Christopher E. "Employment in Uptown Charlotte: Measuring the importance of the Charlotte CBD to the City and the Region" Charlotte Center City Partners (2013)

MAJOR TRANSACTIONS IN 2013

The Dilweg Companies, based in Durham, completed the purchase of 121 West Trade building for \$59.6 million. The 330,000-SF building is the home of the Charlotte City Club. Chicago Bridge & Iron is its largest tenant (117,000 SF).

Marriott International Inc. purchased the Marriott Center City for \$111 million. The 438-room hotel will be renovated and eventually sold to a buyer who will enter into a long-term management contract with the company.

Starwood Capital Group and Vision Equities purchased One Wells Fargo for \$245 million. The 42-story, 986,000 SF building is 70% occupied by Wells Fargo.

The Shidler Group acquired the Wake Forest University Charlotte Center Building for \$72.5 million. The 460,000 SF building is approximately 90% leased by Bank of America, and the remainder houses Wake Forest's MBA program.

Adolfson & Peterson exercised its option to purchase The Fowler Building in South End for \$2.5 million.

The Metropolitan complex sold for \$94.5 million to institutional investors.

ACCOLADES



No. 2 Best Airport for Making Connections

Source: Travel Leaders Group ranking of U.S. airports



No. 7 Top Cities for Small Business

Source: Nerdwallet.com, August 2013



No. 4 Fastest Growing City Since Recession

Source: Forbes.com



No. 8 Best City for Jobs

Source: Forbes.com, May 2013



No. 5 Fastest Growing Metro 2000-2012

Source: U.S. Census ranking of 52 metro areas



No. 9 Top Moving Destination

Source: Penske Truck Rental



No. 5 Most Installed Solar Power Generation Capacity

Source: SNL Energy ranking of all states



No. 9 Most Job Openings per Capita

Source: Beyond.com May 2013 ranking of 50 cities



No. 6 Hot Cities for IT Jobs

Source: Modis, Inc., ranking of 10 cities



No. 11 Top Boomtown

Source: Bloomberg ranking of all large metro areas



No. 7 Spring Break Destination for Families

Source: Livability.com list of 500 cities



No. 12 Top State for Business

Source: CNBC ranking of all states

LIVE



It's boom time in Center City Charlotte once again, as the past year brought more housing starts than any year since the beginning of the recession.

Apartment completions in Uptown and South End account for 29% of all related activity in Mecklenburg County from 2011 to 2014. This is up significantly from the 10% average share between 2001 and 2010.

FAST FACTS

3,944

Housing Units Under Construction/Recently Delivered

2,011

Pipeline Units Announced Uptown & South End

14

Complexes Under Construction Uptown & South End

19,794

Estimated Population Uptown & South End

25,500

Estimated Population 2015 Uptown & South End

110%

Population Growth South End 2013-2015

PRESENTED BY

themcdevittagency
REAL ESTATE

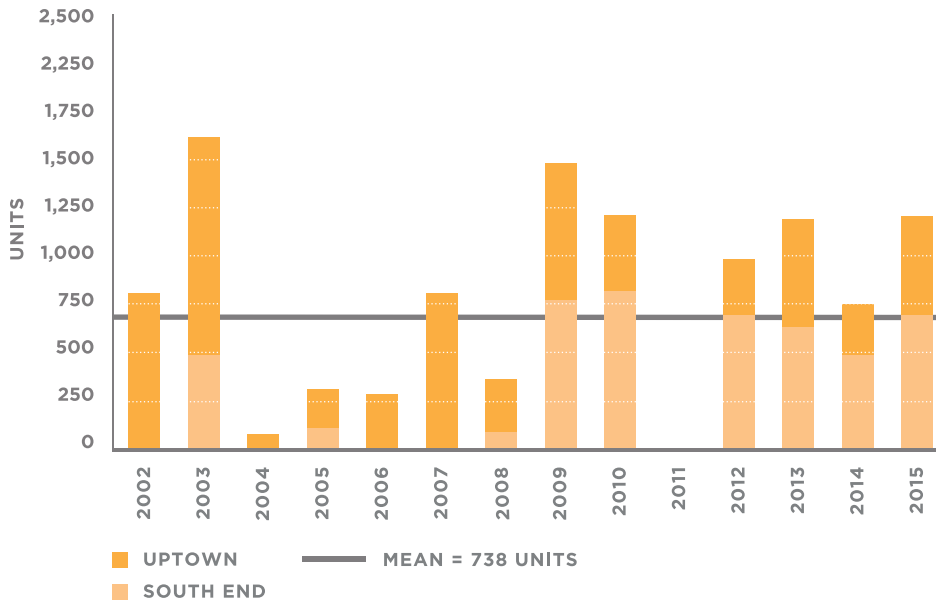
The McDevitt Agency is a residential real estate company specializing in the Center City and its surrounding neighborhoods. Representing both buyers and sellers, the firm focuses on existing and new construction as well as luxury properties.

For more info, visit www.CenterCityLiving.com, email shane@themcdevittagency.com or call 704.333.2475.

Pictured: SKYE Condominiums

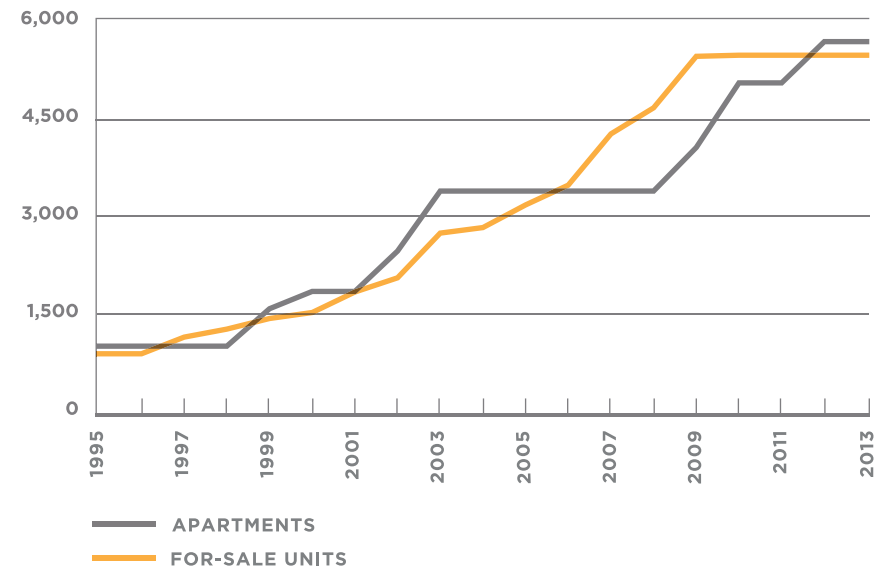
The Uptown and South End residential boom will deliver a total of 3,944 units from 2012 to 2015.

HOUSING MARKET ANNUAL GROWTH (2002-2015)



Source: Charlotte Center City Partners (2013)

CENTER CITY MULTIFAMILY FOR-SALE VS. RENTAL UNITS

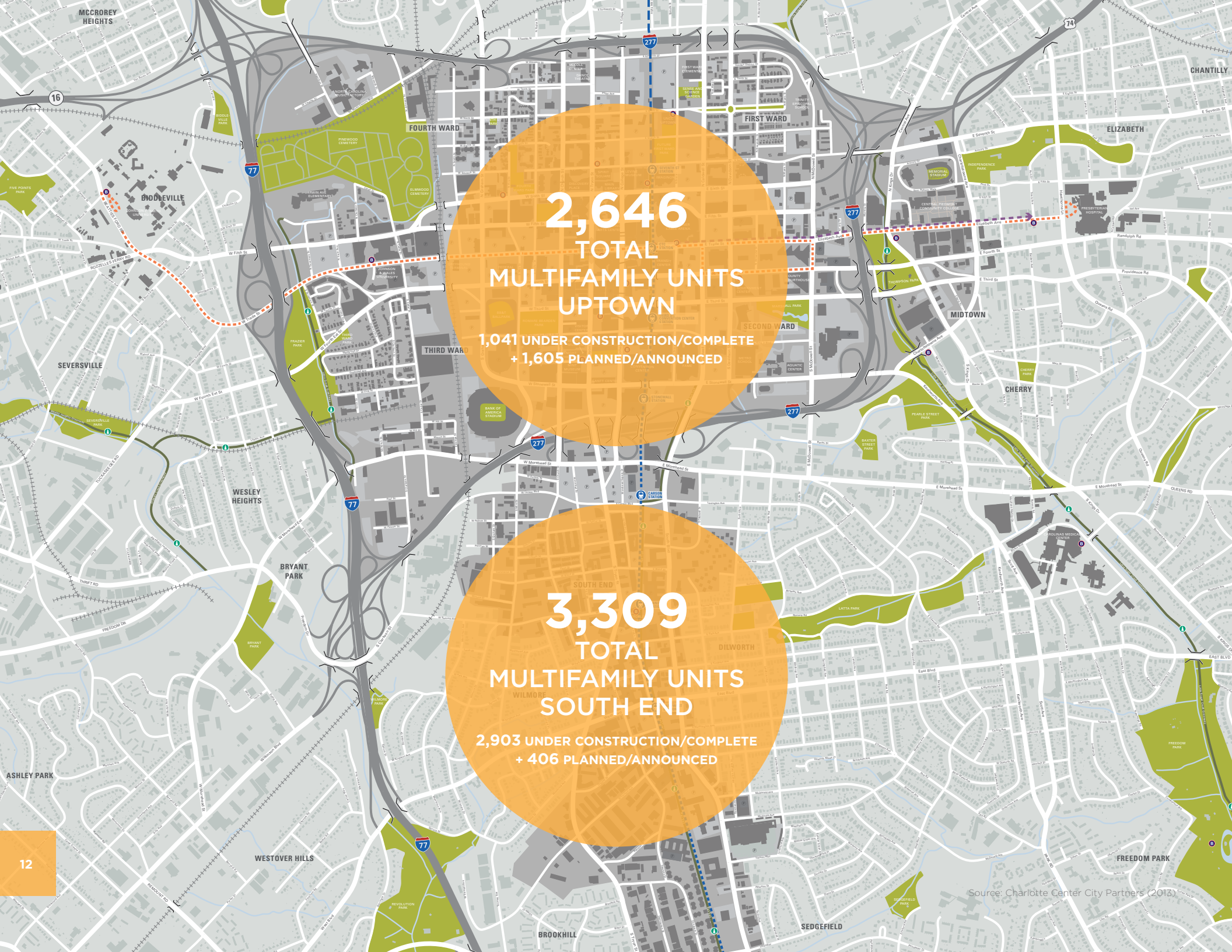


Source: Charlotte Center City Partners (2013)

By the end of 2014, projections show that the explosion of apartment construction in Uptown and South End will balance the mix of for-sale versus for-rent housing units, with 51% and 49% respectively.



This even balance reflects long term trends in Uptown and South End with the exception of the period from 2005 to 2011 when condos reached a 56% share of all multifamily units.



2,646
 TOTAL
 MULTIFAMILY UNITS
 UPTOWN
 1,041 UNDER CONSTRUCTION/COMPLETE
 + 1,605 PLANNED/ANNOUNCED

3,309
 TOTAL
 MULTIFAMILY UNITS
 SOUTH END
 2,903 UNDER CONSTRUCTION/COMPLETE
 + 406 PLANNED/ANNOUNCED

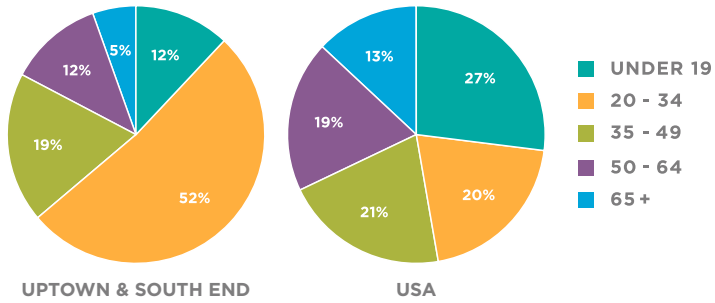
Source: Charlotte Center City Partners (2013)

Uptown and South End will reach 25,000 residents by 2015.

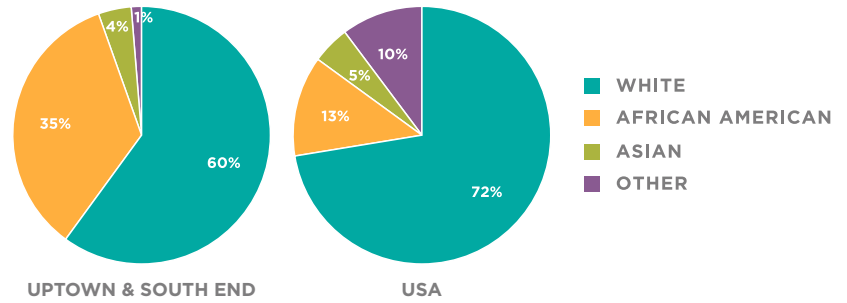
Growth in apartment completions reflect national trends of the 20-34 year old members of Generation Y, the fastest growing demographic in Center City. This group prefers locations closer to the urban core with access to amenities and transit, regardless of the location of their jobs. This urban lifestyle is also attracting Boomers, aged 45 to 64, who have increased 82% in Center City over the past decade.

Source: Pew Research Center (2011)

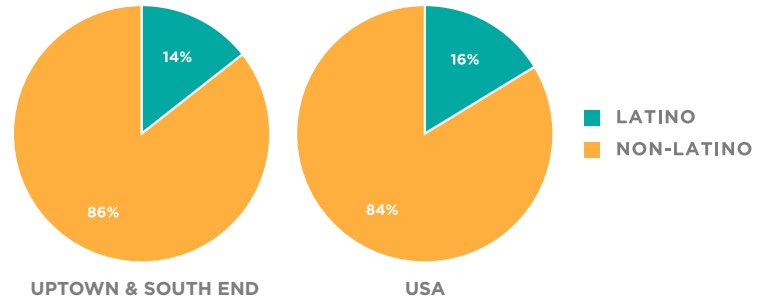
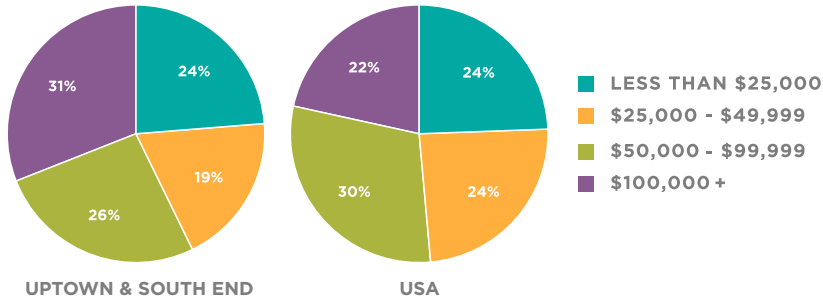
AGE



RACE & ETHNICITY



HOUSEHOLD INCOME



Source: U.S. Census Bureau (2013)



SHOP



While more and more retailers are calling Center City home, the key assessment from two major retail studies conducted in 2013 for Uptown and South End is that untapped demand for retail remains – good news for businesses arriving on the scene in 2014 and beyond.

FAST FACTS UPTOWN & SOUTH END

4.5 MILLION
Retail Square Feet

44
New Retailers & Restaurants

28%
Retail Space - Food & Beverage

23,000
Pedestrians Crossing Trade & Tryon Daily

535,000
Unmet Retail Demand Square Feet

PRESENTED BY



Presented by Carolinas HealthCare System

7th Street Public Market's mission is to celebrate the food culture of the Carolinas and promote local and regional farmers, food artisans and entrepreneurs. www.7thstreetpublicmarket.com

Pictured: 7th Street Public Market

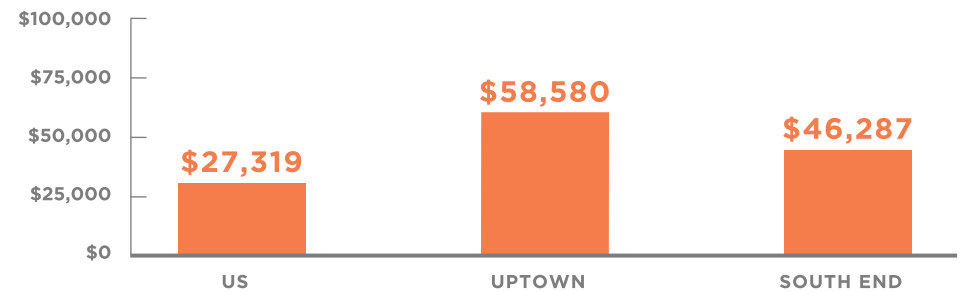
The retail scene continues to grow and diversify in Uptown, with the expansion of new shops such as Blis and the opening of Abbeydale. Meanwhile, South End added retailers including the House of Chanel and Shu, and celebrated the announcement of Publix.

RETAIL FAST FACTS

	UPTOWN	SOUTH END
Number of Businesses Opening	22	19
Retail Square Feet	2.1 million	2.4 million
Retailers	175	203
Restaurants	214	139
Average Lease Rate (Per Square Foot)	\$22.20	\$18.70

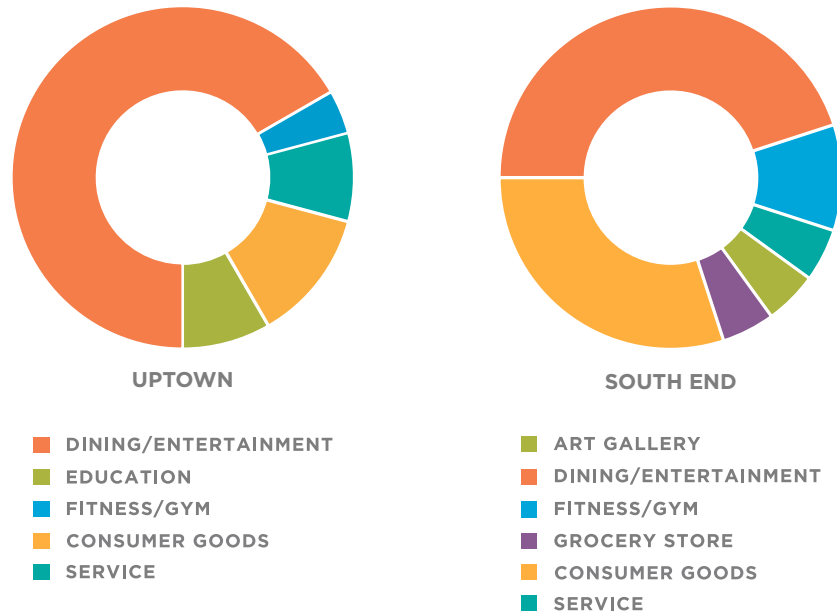
Source: Charlotte Center City Partners (2013)

PER CAPITA INCOME



Source: U.S. Census Bureau (2013)

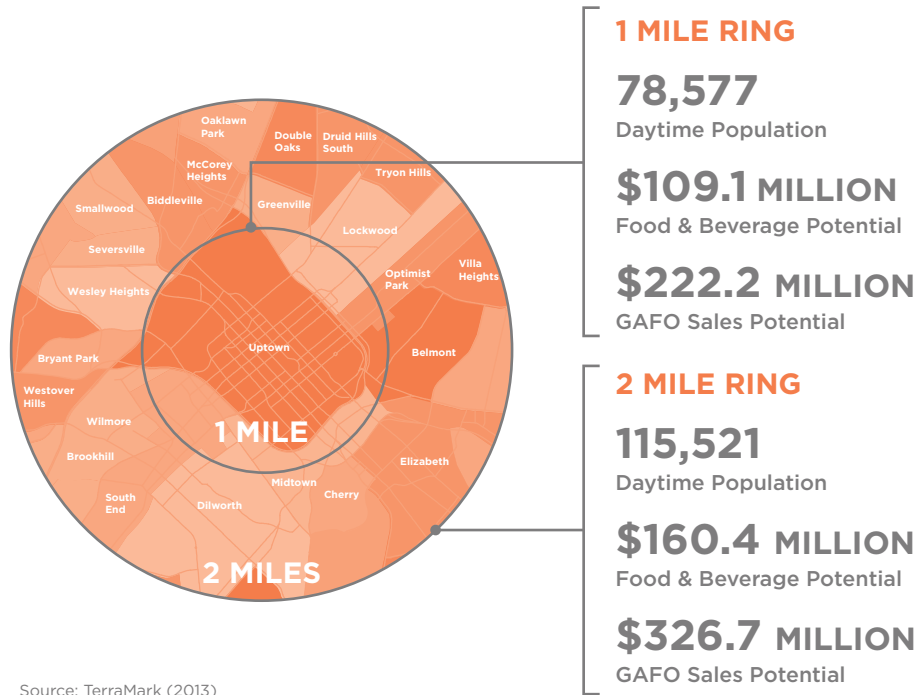
NEW BUSINESS BY TYPE



Source: Charlotte Center City Partners (2013)

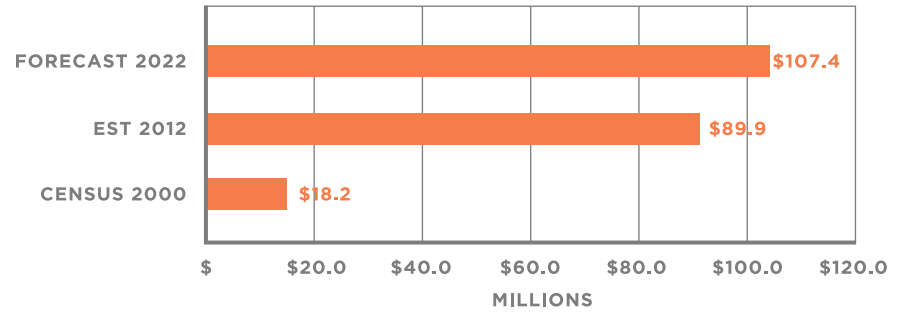
Looking ahead, the Uptown retail study recommends conversion of existing ground floor spaces into more consumer goods shops, as well as building more ground floor retail space in new developments.

DAYTIME POPULATION AND EXPENDITURE POTENTIAL



Source: TerraMark (2013)

GAFO ESTIMATED SALES UPTOWN 2012



As reported, in 2012 GAFO expenditure potential in the Uptown residential trade area was an estimated \$89.9 million.

Source: TerraMark (2013)

GAFO: General Merchandise Apparel & Accessories, Furniture & Other

EXISTING UPTOWN RETAIL



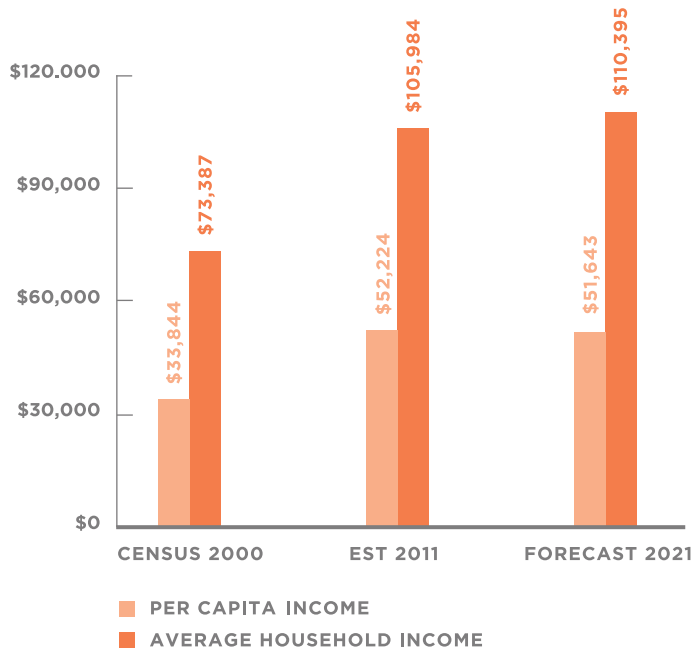
- AVAILABLE
- CLUB
- CONSUMER GOODS
- FAST FOOD
- FITNESS
- GROCERY
- MISC
- NEW AVAILABLE
- OFFICE SUPPLY
- PERSONAL CARE
- PHARMACY
- RESTAURANT
- SUNDRIES & DRY GOODS
- VACANT

Source: Charlotte Center City Partners (2013), TerraMark (2013)



The South End trade area is very affluent with a 2011 per capita income estimated at \$52,284 and an average household income of \$105,984. Averages are \$26,226 and \$67,063 nationally.

SOUTH END TRADE AREA



CAMDEN ROAD MERCHANDISING FORECAST

	SQUARE FEET	SALES \$ - MILLION	PRODUCTIVITY \$/SF	MARKET SHARE
Specialty Retail	50,000	\$12.8	\$255	2.1%
Food & Beverage	35,000	\$15.3	\$436	8.0%
Market	5,000	\$2.9	\$580	n/a
Service	10,000	\$2.9	\$290	n/a
TOTAL	100,000	\$33.8	\$338	n/a

Source: TerraMark (2013)

GAFO SALES POTENTIAL



Source: TerraMark (2013)

The entertainment and restaurant scene continues to grow and diversify in South End with the addition of new restaurants Tupelo Honey and Nan & Byron's among others. Meanwhile, South End solidified its position as Charlotte's hub for craft brews with the opening of Unknown Brewing Company and Lenny Boy Kombucha Tap Room. Sycamore Brewing plans to open in 2014.



PLAY



Center City continues to be the heartbeat of Charlotte – as it has the power to draw young and old, hip and traditional, thousands of residents and millions of visitors seeking great times and one-of-a-kind city experiences.

FAST FACTS

7

Hotel Projects Announced 2013

700

New Rooms Announced 2013

41%

Annual Visitors Age 25-35

PRESENTED BY

e⁺
simply epic

4,573

Hotel Rooms Uptown

15%

Increase in Average Daily Rate 2011-2013

1,048

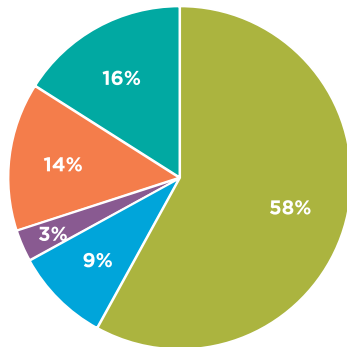
Rooms Under Renovation

EPICENTRE is home to nearly 40 venues including nightlife spots, restaurants, shopping and a rooftop terrace. Bordered by College, Trade and Fourth Streets, near Time Warner Cable Arena and Bank of America Stadium, and adjacent to the Light Rail Blue Line, it is truly located in the Center of the City. For more info, visit www.epicentrenc.com

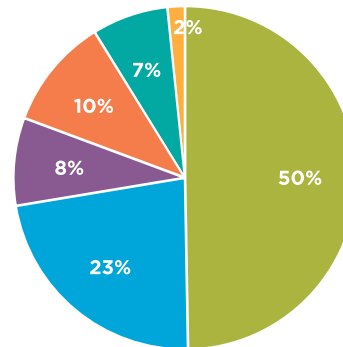
Pictured: EPICENTRE

In Center City, visitors came for indoor and outdoor attractions, beautiful parks, great hotels, acclaimed restaurants, professional and amateur sporting events, and excellent festivals and museums, all in a clean, safe environment.

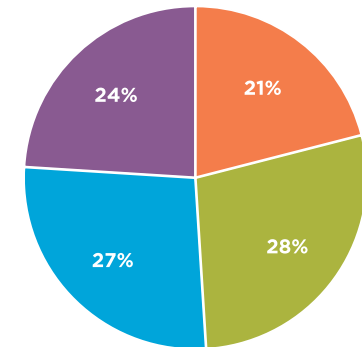
UPTOWN VISITOR PURPOSE



UPTOWN VISITOR AGE PROFILE



UPTOWN VISITOR HOUSEHOLD INCOME



- VISIT FRIENDS / RELATIVES
- OTHER LEISURE
- OUTDOOR RECREATION
- BUSINESS
- ENTERTAINMENT / SIGHTSEEING

- 21-24
- 45-54
- 25-34
- 55-64
- 35-44
- 65+

- LESS THAN \$24,999
- \$50,000 TO \$99,999
- \$25,000 TO \$49,999
- \$100,000 OR MORE

Source: TNS Travel Survey (2012)

With seven hotel projects announced in 2013 totaling 700 rooms, and the completed renovation of 1,048 rooms, Uptown Charlotte is primed to increase its total room count to 5,273.

VISITOR STATS

	UPTOWN	U.S.
Average Visitor Spending By Party	\$821	\$505
Food & Beverage	\$109	\$106
Average Visitor Length of Stay	3.8 days	1.7 days
2013 Average Daily Rate	\$154.49	\$113.48

TNS Travel Survey (2012); Charlotte Regional Visitors Authority (2013); Smith Travel Research (2013)

UPTOWN HOTEL KEY STATS

	2013	2012	2011
Occupancy	70.5%	69.9%	67%
ADR	\$154.49	\$147.08	\$134.06
RevPAR	\$107.40	\$91.20	\$89.84
Demand	\$1.043 Million	\$1.027 Million	\$962,512

Source: Charlotte Regional Visitors Authority (2013)

It was a banner year for urban parks with the opening of one of the city's new crown jewels, Romare Bearden Park, and the unveiling of the Rail Trail Vision, which will give Charlotte a unique urban walkway.



2013 ATTENDANCE OF SELECT ARTS & SCIENCE COUNCIL CULTURAL PARTNERS

ORGANIZATION	ATTENDANCE
Discovery Place	631,529
Blumenthal Performing Arts	463,520
Children's Theatre of Charlotte	283,520
Mint Museum	257,952
Charlotte Symphony Orchestra	129,582
North Carolina Dance Theatre	67,538
Harvey B. Gantt Center for African-American Arts + Culture	63,459
Bechtler Museum of Modern Art	56,936
Levine Museum of the New South	54,094
Opera Carolina	39,558
Light Factory	24,739
McColl Center for Visual Art	16,044
Actor's Theatre of Charlotte	15,698
Community School of the Arts	7,489

With new parks and venues enriching the Uptown landscape - residents, visitors, and sports fans are enjoying new and ever-expanding choices of cultural and entertainment destinations.

2013 REGULAR SEASON SPORTS ATTENDANCE

	ATTENDANCE	GAMES
Charlotte Checkers	258,000	38
Carolina Panthers	588,000	8
Charlotte Bobcats	268,000	34
CIAA Tournament & Events	66,000	22
ACC Football Championship	68,000	1
Charlotte Knights	600,000*	71
TOTAL	1,848,000	174

*Estimate for 2014 at BB&T Ballpark. Source: ESPN (2013), Charlotte Regional Visitors Authority (2013)

UPTOWN HOTEL PROJECTS

PROJECT	ROOMS	LOCATION	ACTIVITY
SREE	150-200	E. 5th St.	Announced
Embassy Suites	250	E. Martin Luther King Jr. Blvd	Announced / Demo
Hyatt Place	172	4th & Caldwell	Complete
Hotel at BB&T Ballpark	125	4th & Graham	Announced
Homewood Suites	150	Trade & Church St.	Announced
Marriott International Inc	438	Trade & Tryon	Remodel Planned
Sheraton / Le Meridien	610	S. McDowell	Remodel Underway

Source: Charlotte Center City Partners (2013); Charlotte Business Journal (2013)

The Novant Health Thanksgiving Day Parade honored tradition and created new memories for Charlotte's families.



BBQ returned to Uptown with a new brand, The Q-City Charlotte BBQ Championship.



South End went to the dogs with Fido Fest - the festival of the arfs.



ON THE GO



Charlotte is a city that never stands still. In 2013, Center City continued to move forward in bold new directions.

The CATS Blue Line Extension broke ground in July 2013. Opening in 2017, the 9.3 mile extension to the existing Blue Line will add 11 stations connecting Uptown and South End to neighborhoods such as NoDa and University City as well as to the UNC Charlotte Main Campus.

FAST FACTS

155%

Projected Increase of Ridership with Opening of Blue Line Extension in 2017

26 MINUTES

Projected Travel Time from South End To UNC Charlotte via Blue Line Extension

48,909

B-cycle Checkouts 2013

46,308

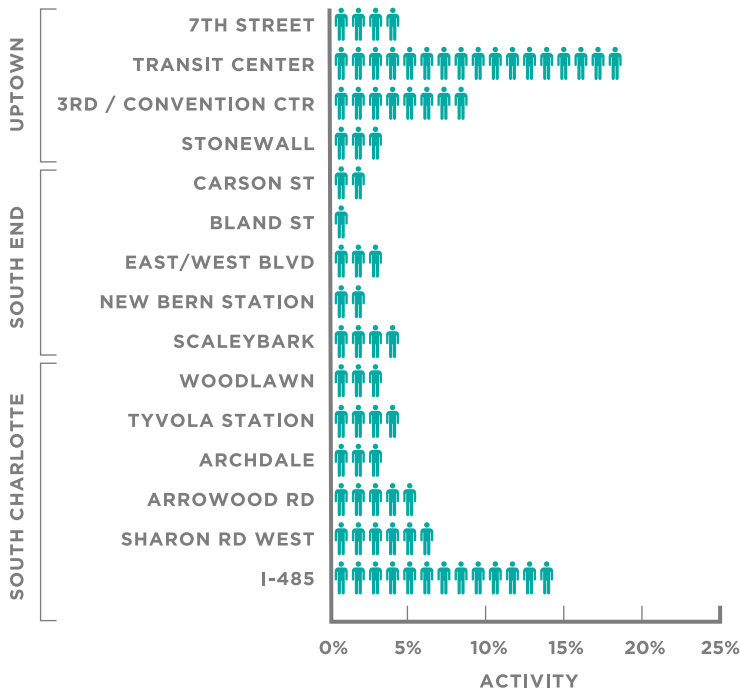
Uptown Parking Spaces

74.7%

Charlotte Douglas International 10-Year Passenger Increase

The City Lynx Gold Line construction crews were busy in 2013, preparing the 1.5-mile line for a 2015 opening. The new service will operate on Trade Street, connecting Time Warner Cable Arena with Novant Health Presbyterian Medical Center.

BLUE LINE PERCENT RIDERSHIP BY STATION



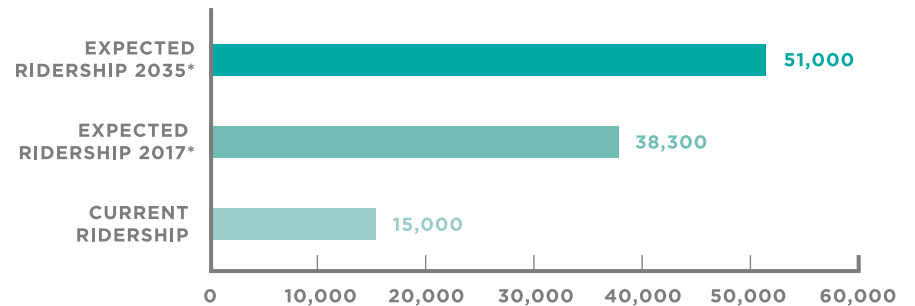
Source: Charlotte Area Transit System (2013)

DEVELOPMENT IMPACTS FROM BLUE LINE

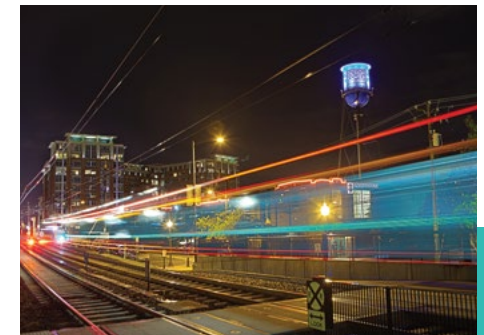


Source: Charlotte Neighborhood and Business Services; Charlotte Center City Partners (2013)

BLUE LINE AVERAGE WEEKDAY RIDERSHIP STATISTICS



*Expected ridership once Blue Line extension is complete. Source: Charlotte Area Transit System (2013)



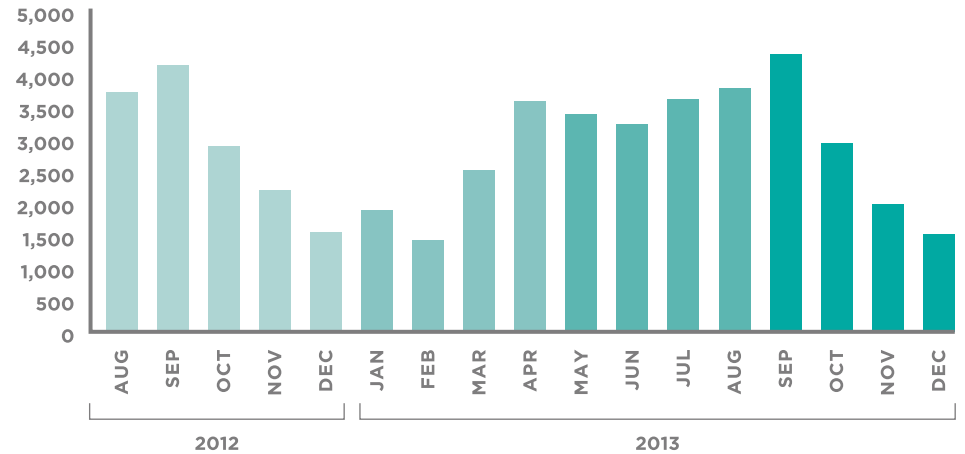
Charlotte B-cycle inspired thousands of people to bike to their destinations in 2013. 48,909 trips were made on B-cycles, which translates into over 146,000 metric tons of carbon offset.

NEW B-CYCLE STATIONS

1 **NEW B-STATION** 
Was Added In 2013 At The New Bern Light Rail Station

5 **NEW B-STATIONS** 
To Come In Spring 2014

TOTAL B-CYCLE CHECKOUTS: 48,909



Source: Charlotte B-cycle (2013)

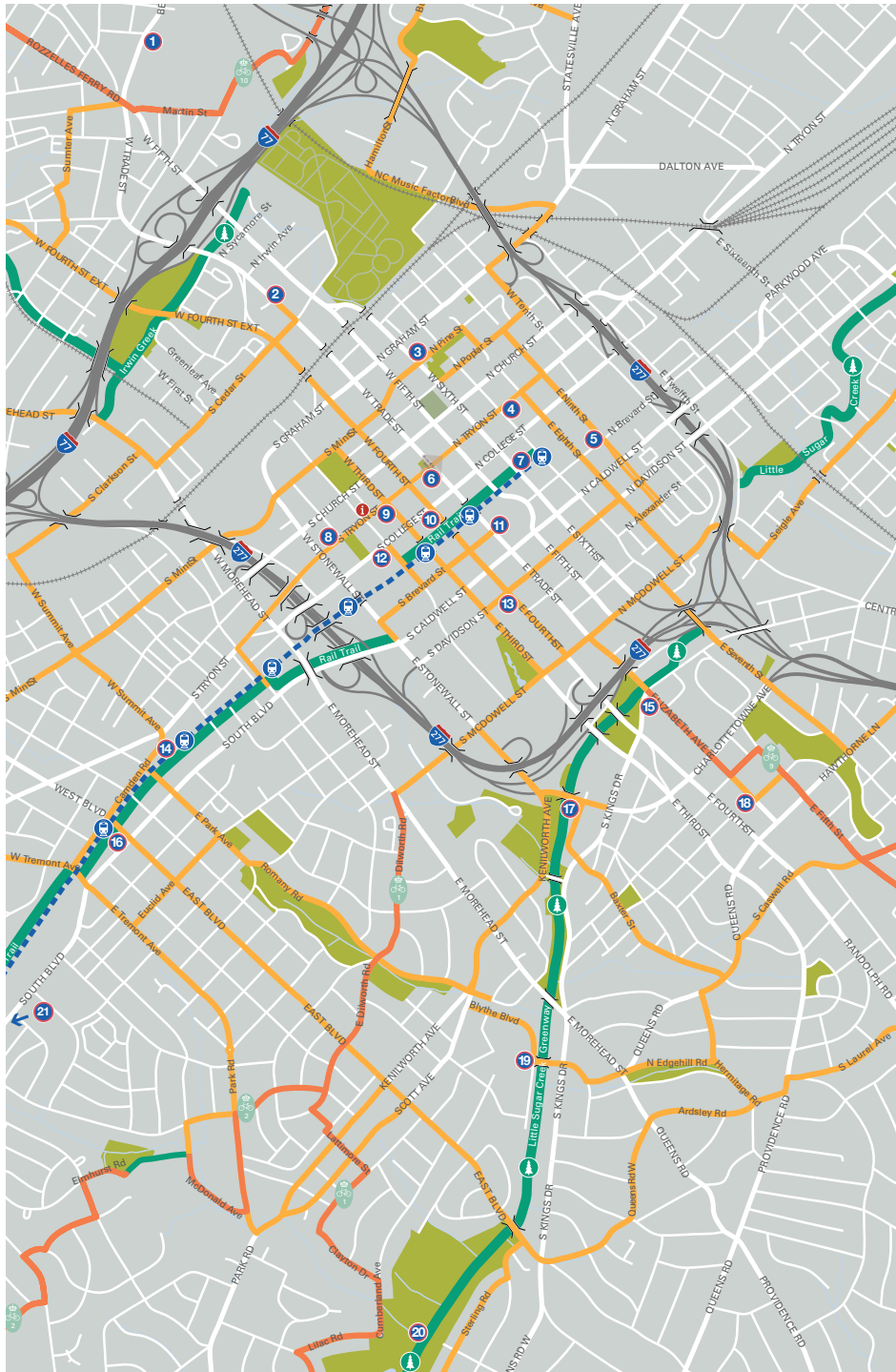


Made Possible By



An independent licensee of the Blue Cross and Blue Shield Association





B-CYCLE STATIONS

- | | |
|---------------------------------|---|
| 1 JOHNSON C SMITH UNIV | 12 CONVENTION CENTER |
| 2 GATEWAY VILLAGE | 13 GOVERNMENT CENTER |
| 3 6TH & PINE | 14 BLAND ST STATION |
| 4 TRYON & 7TH | 15 KINGS DR/CPCC |
| 5 UNC CHARLOTTE UPTOWN | 16 EAST/WEST BLVD STATION |
| 6 TRADE & TRYON | 17 METROPOLITAN |
| 7 7TH ST PUBLIC MARKET | 18 ELIZABETH AVE/
PRESBYTERIAN HOSPITAL |
| 8 LEVINE AVE OF THE ARTS | 19 CAROLINAS MEDICAL CENTER |
| 9 TRYON & 3RD | 20 FREEDOM PARK |
| 10 4TH & COLLEGE | 21 NEW BERN |
| 11 TRADE AT ARENA | |

LEGEND

- | | |
|--------------------------|---|
| B B-CYCLE STATION | GREENWAY/RAIL TRAIL |
| SIGNED BIKE ROUTE | GREENWAY |
| SUGGESTED BIKE ROUTE | BLUE LINE LIGHT RAIL |
| BIKE ROUTE | BLUE LINE LIGHT RAIL
TRANSIT STATION |
| PARK | VISITOR INFORMATION |



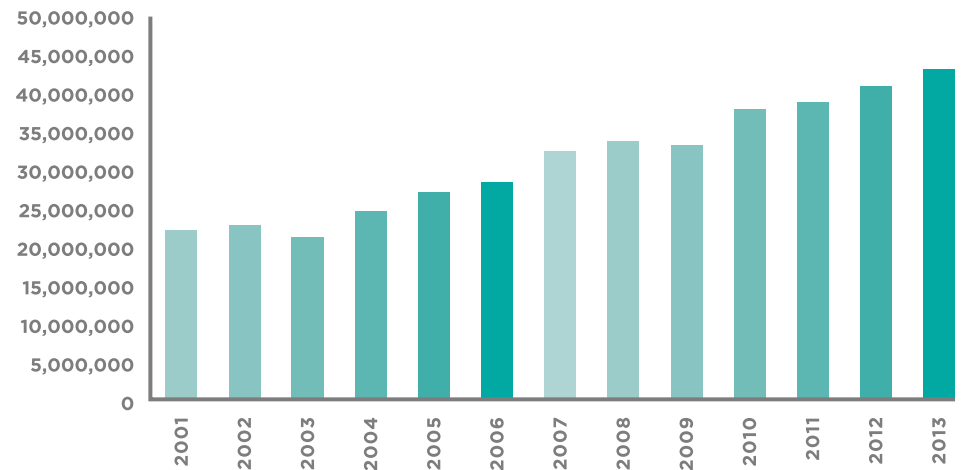
Charlotte-Douglas International Airport grew its passenger traffic to over 43 million in 2013, the world's 23rd busiest airport.

AIRPORT FAST FACTS

Increase Over 2011	5.6%
10-Year Increase	74.71%
Daily Departures	719
Nonstop Destinations	143
Gates	95
Longest Runway	10,000 feet
Tons of Cargo	88,968
Nationwide Passengers Rank	8th

Source: Charlotte-Douglas International Airport (2013)

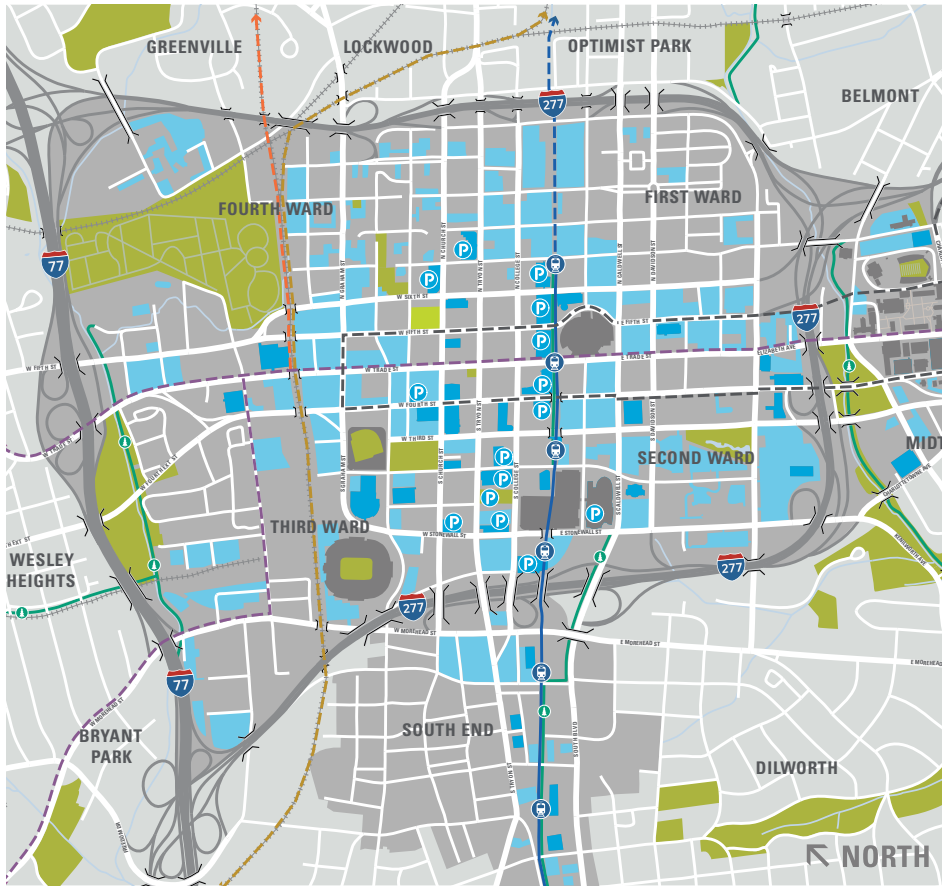
TOTAL ANNUAL PASSENGERS



Source: Charlotte-Douglas International Airport (2013)



The 46,308 parking spaces in Uptown continue to be an asset for the influx of new employees, residents and visitors.



- P SMART PARKING DECK
- STRUCTURED PARKING
- SURFACE PARKING
- 🚊 BLUE LINE LIGHT RAIL STATION
- BLUE LINE LIGHT RAIL (EXISTING)
- - - BLUE LINE LIGHT RAIL (UNDER CONSTRUCTION)
- - - COMMUTER RAIL (PLANNED)
- - - CENTER CITY STREETCAR (PHASE 1 UNDER CONSTRUCTION)
- - - BUS RAPID TRANSIT (PLANNED)
- - - HIGH SPEED RAIL (PLANNED)
- 🌳 GREENWAY/RAIL TRAIL
- PARKS



PARKING FAST FACTS

Total Number of Parking Spaces	46,308
Parking Deck Spaces	37,811
Surface Lot Spaces	7,397
On-Street Parking Spaces	1,100
Parking Spaces Tracked by Real Time Parking System	14,377
Garages in Real Time Parking System	15
Average Daily Parking Cost	\$11
Average Monthly Parking Cost	\$187

Source: Charlotte Department of Transportation (2013); Charlotte Center City Partners (2013)

A new comprehensive South End parking study provides solutions to better manage parking demand while growing as a walkable, bikeable, transit-oriented neighborhood.

ON THE HORIZON



UPTOWN



BALLPARK NEIGHBORHOOD

- The BB&T Ballpark in Third Ward will celebrate opening day with the Charlotte Knights' first pitch on April 11, 2014.
- New housing, retail, services and hospitality will be added.
- A burgeoning employment hub will center around the future Gateway multimodal station site, connecting existing office markets from Trade and Tryon Streets to Gateway Village.



B-CYCLE EXPANSION

- Five new stations will be installed this year, adding to the success of Charlotte's bike sharing system. A strategic plan for future growth is underway.



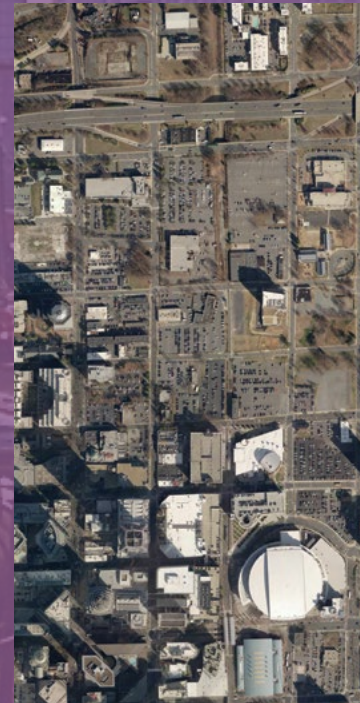
FIRST WARD URBAN VILLAGE & PARK

- Levine Properties, Mecklenburg County and the City of Charlotte will break ground on the creation of a new park, housing, office, hotel and a new retail-oriented street running along the Blue Line between 7th and 9th Streets.



SECOND WARD REDEVELOPMENT

- Mecklenburg County plans to redevelop more than 7.5 acres into an urban village, featuring market rate and affordable housing and office, and the potential for hotel with ground-floor retail.
- This new community will include more intimate neighborhood-oriented streets and an urban park. Future phases may include a new Second Ward High School.



NORTH TRYON VISION & MASTER PLAN

- Opportunity awaits on every block of North Tryon Street in Uptown, truly the next great frontier for redevelopment.
- Center City Partners, the Foundation for the Carolinas, the Arts and Science Council, Bank of America, the Public Library, the Blumenthal Performing Arts Center and Discovery Place have launched an effort to plan the revitalization of North Tryon from Church Street to Brevard Street, and 5th Street to I-277.
- By the end of 2014, the plan will include more specific urban design recommendations for the area along 6th and 7th Streets, as well as new repositioning and programming ideas for the area's arts, cultural and educational institutions.

SOUTH END



CHARLOTTE RAIL TRAIL

- A new urban linear trail and park will be created along the existing Blue Line corridor.
- The park will offer a network of gardens, public art, activities and a variety of uniquely Charlotte spaces to sit, eat and play. People will have the opportunity to discover cafés and bars, explore galleries, see artists at work, stumble upon impromptu concerts, stroll with family, or just relax on a bench and watch the city come alive.
- Look for the Rail Trail's Framework Plan to be completed in late spring 2014.



BREWERIES

- South End is quickly becoming Charlotte's "brewery central" with the recent opening of four new craft beer establishments.
- This trend will continue as more residents move in and brewers take advantage of existing industrial buildings.



NEW RETAIL

- With the completion of the South End Retail Study, the implementation of new strategies will begin in 2014, building on the neighborhood's reputation as a unique place to shop and be entertained.
- Recruitment efforts are underway to bring more national brands like the new Publix to South Boulevard, as well as smaller boutiques, ethnic restaurants and specialty shops to Camden Square.



OFFICE DEVELOPMENT

- Be on the lookout for more developments like that of Centro CityWorks on Camden Road. This new 74,000-SF project includes ground-floor retail, which will help support other businesses by increasing the volume of daytime foot traffic.

ACKNOWLEDGMENTS

BOARD OF DIRECTORS

Ernie Reigel, Chairman
Moore & Van Allen

Dr. Claude Alexander
The Park Ministries

Pierre Bader
Sonoma Restaurant Group

Michael Barnes
Charlotte City Council

Robert Bush
Arts & Science Council

Debra Campbell
Charlotte-Mecklenburg
Planning Department

Ron Carlee
City of Charlotte

Dr. Ronald Carter
Johnson C. Smith University

Trevor Fuller
Mecklenburg County Board
of Commissioners

Rob Cummings
Falfurrias Capital Partners

Al de Molina
Investor

Dena Diorio
Mecklenburg County

David Dooley
Balfour Beatty

Dr. Phil Dubois
UNC Charlotte

Art Gallagher
Johnson & Wales University

Harvey Gantt
Gantt Huberman Architects

Bryan Howell
Parkway Properties

Patsy Kinsey
Charlotte City Council

Lynne Tatum Little
Consultant

Todd Mansfield
Crescent Communities

Dr. Michael Marsicano
Foundation For
The Carolinas

Melissa McGuire
Sherpa

Bob Morgan
Charlotte Chamber
of Commerce

Danny Morrison
Carolina Panthers

Dr. Heath Morrison
Charlotte-Mecklenburg
Schools

Tom Murray
Charlotte Regional
Visitors Authority

Pat Riley
Allen Tate Realtors

Laura Schulte
Wells Fargo

Tom Skains
Piedmont Natural Gas

Doug Stephan
Vision Ventures

Rick Thurmond
Charlotte Magazine

Krista Tillman
Consultant

Eulada Watt
UNC Charlotte

Fred Whitfield
Bobcats Sports
& Entertainment

Dr. Tony Zeiss
Central Piedmont
Community College

CREDITS

COPY WRITING
Kelso Communications
www.kelso-communications.com

DESIGN
Rachel Martin Design LLC
www.rachelmartindesign.com

PHOTOGRAPHY
Chris Austin
www.chrisaustin.net

Mitchell Kearney Photography
www.mitchellkearney.com

**North Carolina Photography
by Jill Lang**
www.jillwlang.com

Patrick Schneider Photography
www.patrickschneiderphoto.com

SPONSORS

the
DILWEG
companies
www.dilweg.com

*the***mcdevittagency**
REAL ESTATE
www.centercityliving.com



Presented by  Carolinas HealthCare System

www.7thstreetpublicmarket.com


simply epic
www.epicentrenc.com





DESIGN CENTER
OF THE CAROLINAS

DESIGN CENTER

RR
LOOK



Charlotte
**CENTER CITY
PARTNERS**

CHARLOTTECENERCITY.ORG



HISTORICSOUTHEND.COM



FINDYOURCENTER.COM



Charlotte CENTER CITY Partners

200 SOUTH TRYON STREET, SUITE 1600 CHARLOTTE, NC 28202 704.332.2227

JANUARY 2014

