

ASANA PARTNERS

MRP REALTY



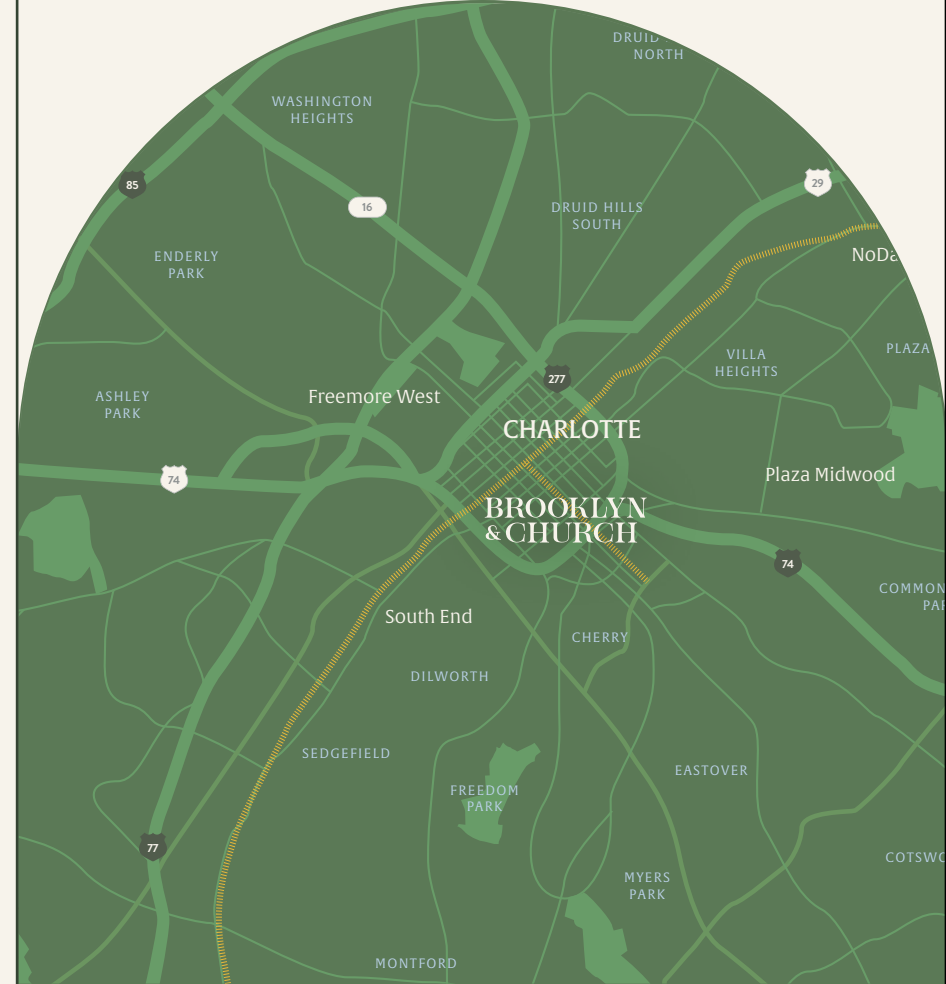
CHURCH

BROOKLYN &

# Our Location

Take advantage of built-in foot traffic in the heart of Charlotte's cultural, sports and business hub.

- 1 Next to Bank of America Stadium, home of the Carolina Panthers and Charlotte Football Club and Truist Field, home of the Charlotte Knights.
- 2 Steps away from the Levine Center for the Arts, which includes The Mint Museum, Bechtler Museum of Modern Art, Harvey B. Gantt Center for African-American Arts + Culture and Knight Theater.
- 3 At the center of Charlotte's vibrant, newly constructed employment hub, which includes Honeywell, Bank of America, Ally Charlotte Center, Deloitte, Duke Energy and Wells Fargo.



## UPTOWN STATS

- 120,000 daily population
- 18 million annual visitors
- 125 sporting events per year
- 32 cultural venues
- 5,000+ residential units





Charlotte is the  
**Nº 1**  
city of economic  
opportunity

**16.8%**

Charlotte's projected population  
growth by 2030

Charlotte has the  
**Nº 2**  
best business  
climate

North Carolina is the  
**Nº 1**  
best state for business

Charlotte is the  
**Nº 3**  
best metro for  
quality of life



Sustainably developed · Dense urban location · Pedestrian-friendly · Dedicated retail parking

BUILT FOR RETAIL

57<sup>k</sup>  
TOTAL SF

- Full city block activation with walkable, ground floor retail
- Retail opportunities ranging from 1,500 SF to 23,000 SF
- Multi-level, restaurant-ready space with a rooftop terrace
- One of the only low-rise rooftop opportunities in the city, with views of Bank of America Stadium
- Adjacent to 460 luxury residential units
- Dedicated retail parking in adjacent surface lot for easy access to restaurants, shops and dining
- Thoughtfully designed pedestrian walkways, plaza area and green space throughout









HIGH-END RESIDENTIAL

## 460

Sustainably developed  
luxury residential units



### Elevated Residential Units:

Thirteen stories of modern industrial loft-style living featuring 13'6" exposed ceilings, setting a unique and stylish atmosphere.

### Best-in-Class Finishes & Spacious Balconies:

Top-tier living with state-of-the-art finishes. Larger-than-market-standard balconies that provide additional space to relax and soak in the views.

### Unparalleled Amenities:

Rooftop deck and pool with grilling stations, state-of-the-art fitness and spa space, co-working space designed for productivity, bike room and a pet run and spa.











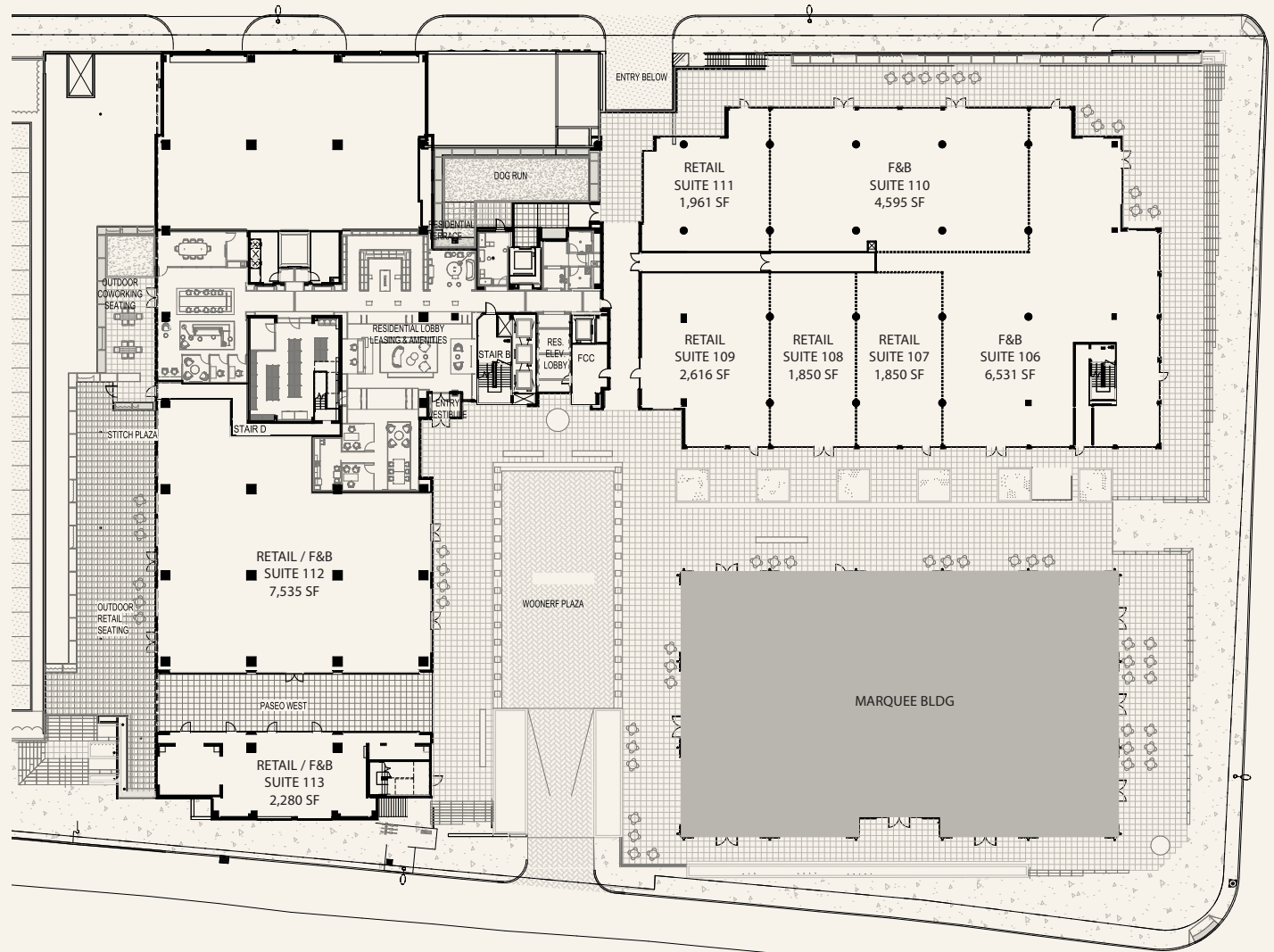






# Ground Floor

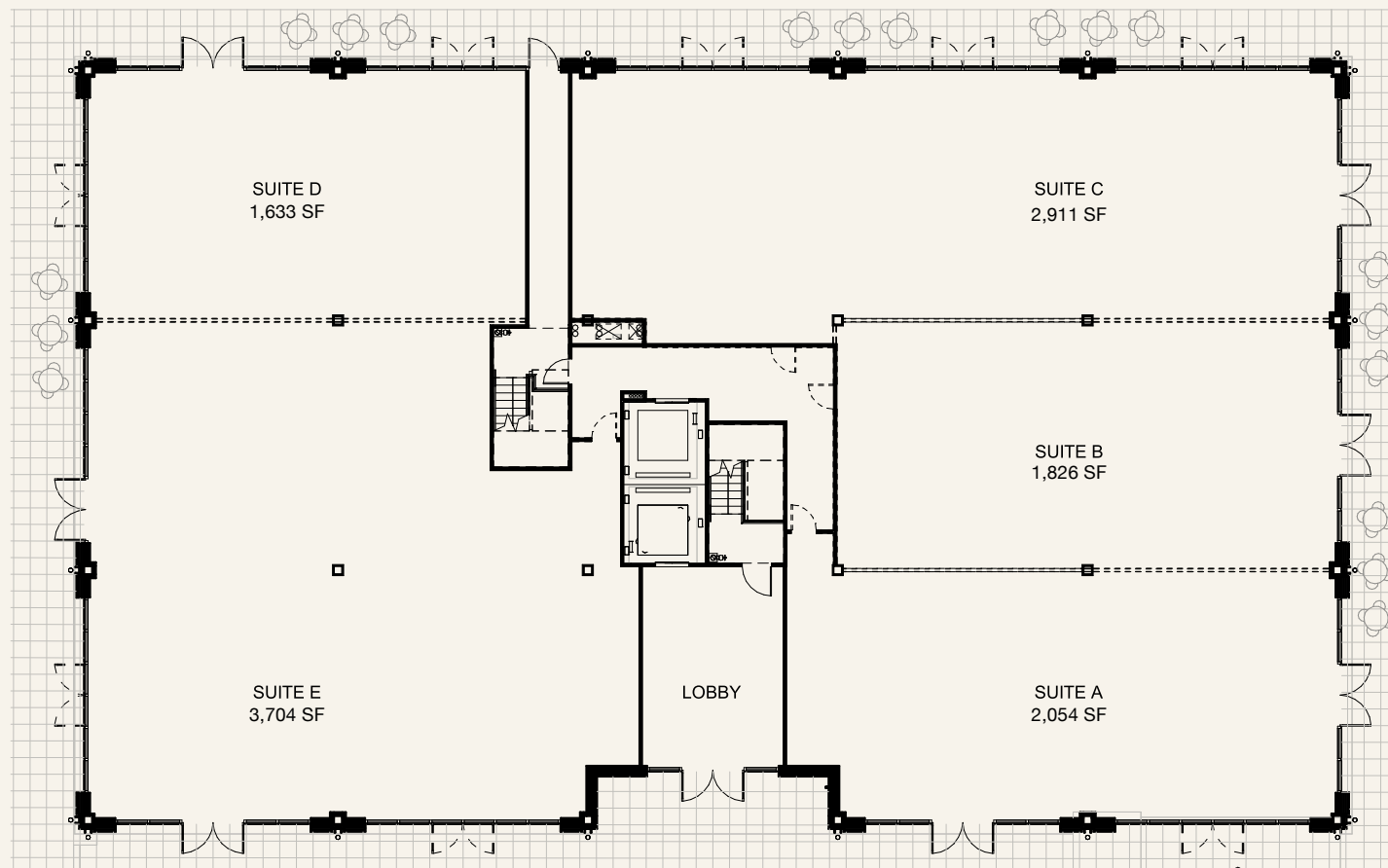
Suite 106	6,531 SF
Suite 107	1,850 SF
Suite 108	1,850 SF
Suite 109	2,616 SF
Suite 110	4,595 SF
Suite 111	1,961 SF
Suite 112	7,535 SF
Suite 113	2,280 SF
<b>Total</b>	<b>29,218 SF</b>





# Marquee Bldg

## Ground Floor



Suite A	2,054 SF
Suite B	1,826 SF
Suite C	2,911 SF
Suite D	1,633 SF
Suite E	3,704 SF
Total	12,128 SF

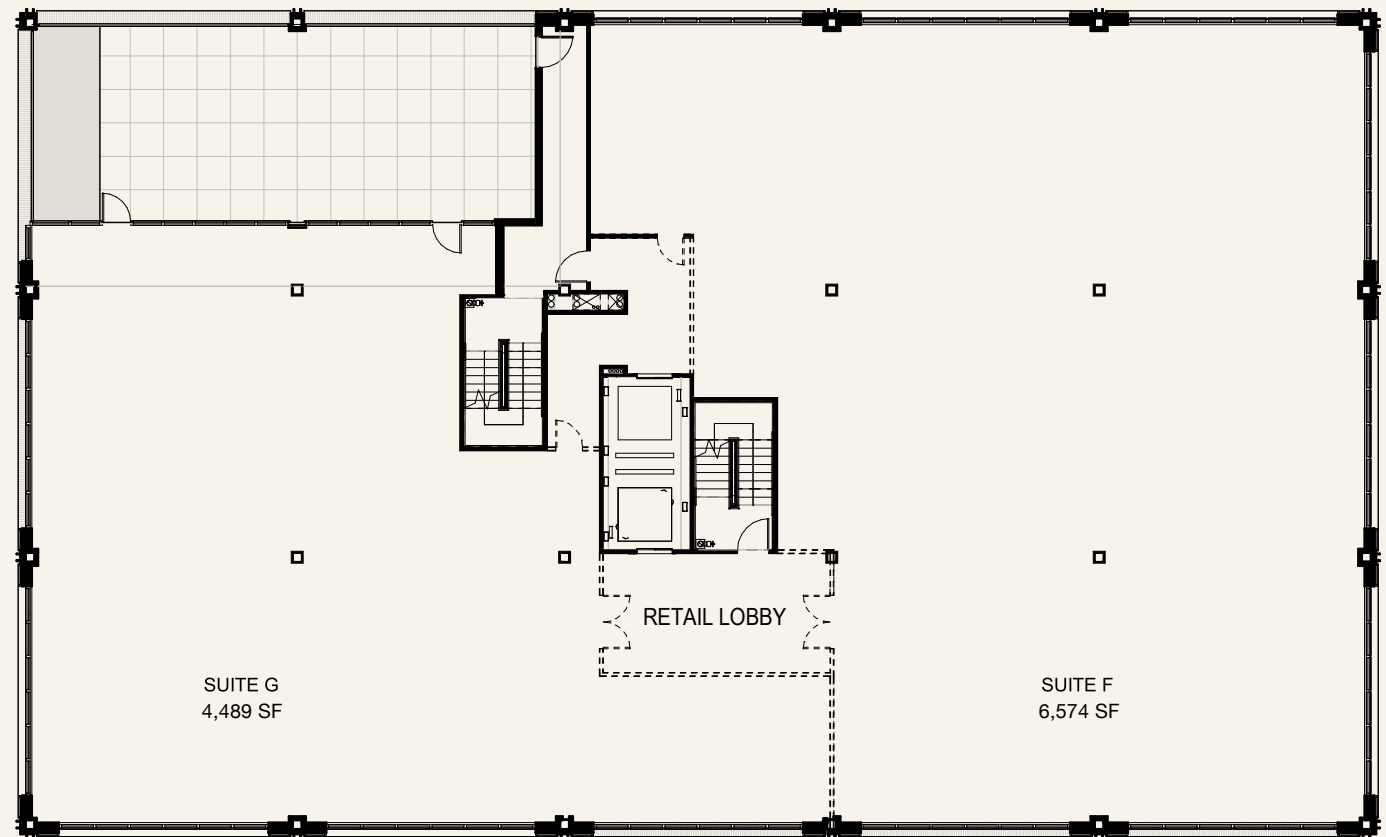




Marquee Bldg

# Second Floor

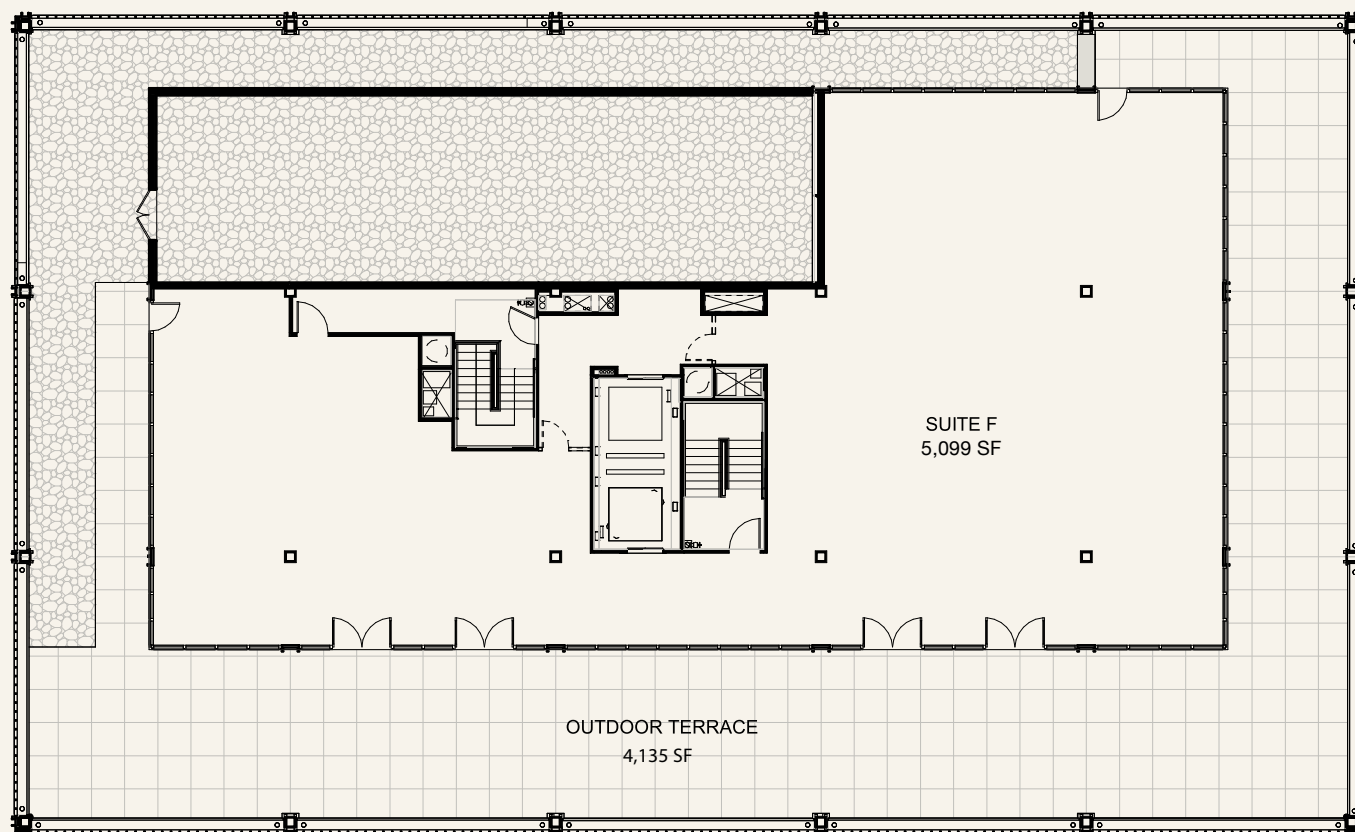
Suite F	6,574 SF
Suite G	4,489 SF
Total	11,063 SF





Marquee Bldg

# Third Floor



Suite F	5,099 SF
Terrace	4,135 SF
Total	9,324 SF







## Within a 5 minute walk:

### Residential

4,000+ existing units  
1,500+ units under construction

### Office

7M+ SF of office  
40,000+ employees  
4 Fortune 500 company HQs

### Sports & Entertainment

**Bank of America Stadium**  
Carolina Panthers (NFL)  
Charlotte FC (MLS)  
40 annual sporting events & concerts  
1,500,000+ annual visitors

**Truist Baseball Field**  
Charlotte Knights (MLB)  
75 annual events  
68,000+ monthly visitors

### Tourism & Transportation

**Hotels**  
3,700 rooms  
825,000+ annual stays

**Charlotte Convention Center**  
100+ annual events  
120,000+ monthly visitors

**Transportation**  
Greenway, vehicular and light rail access

### Arts & Culture

6 major art and culture event centers  
800+ annual events  
350,000+ monthly visitors





AVG HHI

\$142,830

BROOKLYN & CHURCH 1-MILE STATS

- Walk score: 91
- Transit score: 74
- Total population: 25,751
- Population growth: 3.8%
- Educational attainment: 77%



# Residential



## Within a 15 minute walk

5,740

Total units existing & planned

4,165  
Existing

1,575  
Planned

- |                             |                              |                             |   |
|-----------------------------|------------------------------|-----------------------------|---|
| 1 Museum Tower<br>394 Units | 5 The Reed<br>195 Units      | 9 The Prospect<br>304 Units | 12 The Francis<br>459 Units               |
| 2 Catalyst<br>462 Units     | 6 Circa Uptown<br>243 Units  | 10 Loft One<br>344 Units    | 13 Mint & Morehead<br>393 Units (1H 2026) |
| 3 Ascent<br>300 Units       | 7 Bell Uptown<br>352 Units   | 11 The Crown<br>260 Units   |   |
| 4 Mint 425<br>172 Units     | 8 Link Mint St.<br>259 Units |                             |   |



## Office



All less than a 5 minute walk

7,500,000 SF

Total Office Space

94%  
Leased Occupancy

+/- 40,275  
Total Employees

4  
Fortune 500 HQ's

- |   |   |   |
|---|---|---|
| 1 550 South Tryon<br>1,370,000 RSF / 100% leased        | 5 Regions 615<br>365,000 RSF / 92% Leased           | 9 Legacy Union IV<br>411,000 RSF / 53% Leased   |
| 2 Three Wells Fargo Center<br>931,000 RSF / 100% Leased | 6 650 South Tryon<br>382,000 RSF / 98% Leased       | 10 440 South Church<br>393,000 RSF / 50% Leased |
| 3 Duke Energy Tower<br>1,000,000 RSF / 100% Leased      | 7 Bank of America Tower<br>841,000 RSF / 98% Leased | 11 300 South Tryon<br>638,000 RSF / 98% Leased  |
| 4 Ally Charlotte Center<br>771,700 RSF / 100% Leased    | 8 Honeywell<br>374,000 RSF / 100% Leased            |   |



# Sports & Entertainment



## 1 Bank of America Stadium

2 Min Walk

1,519,993 Total Annual Visitors

Carolina Panthers (10 Games)  
553,900 Annual Attendance

Panthers Fan Fest  
38,978 Annual Attendance

Charlotte FC Games (17 Matches)  
513,604 Annual Attendance

Concerts (6 Events)  
242,598 Annual Attendance

College Football (3 Reg Season Games)  
117,363 Annual Attendance

College Football ACC Championship  
53,550 Annual Attendance

## 2 Truist Baseball Field

5 Min Walk

75 Scheduled Events (2023)

Charlotte Knights (37 Games)  
269,360 Annual Attendance  
68,443 Average Monthly Visitors (2022)

## 3 Spectrum Center

15 Min Walk

Charlotte Hornets (2022-2023)  
41 Games  
702,052 Total Attendance

Concerts & Events (2022)  
51 Total  
448,035 Total Attendance



# Arts & Culture



**1 Mint Museum**  
2 Min Walk  
400,000 Annual Visitors

**3 Bechtler Museum of Modern Art**  
3 Min Walk  
29 Scheduled Events (2023)  
84,163 Average Monthly Visitors (2023)

**5 Romare Bearden Park**  
3 Min Walk  
20 Scheduled Events (2023)  
56,685 Average Monthly Visitors (2023)

**2 Knight Theater**  
3 Min Walk  
1,191 Seats  
260 Events  
328,716 Annual Visitors

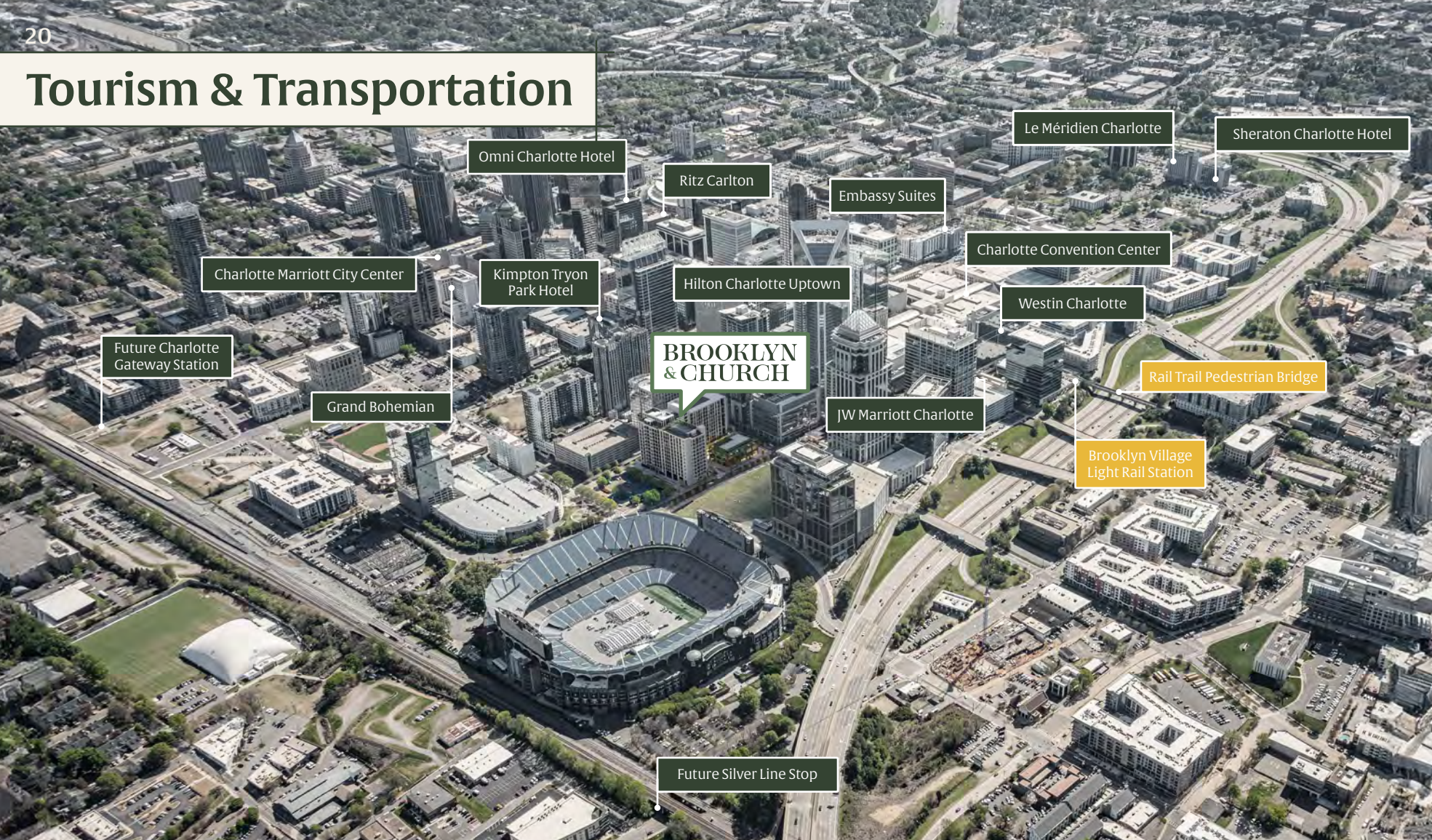
**4 Harvey B. Gantt Center for African-American Arts + Culture**  
3 Min Walk  
45,000 Annual Visitors

**6 Blumenthal Performing Arts Center**  
13 Min Walk  
550 Scheduled Events (2023)

Belk Theater at Blumenthal Performing Arts Center  
152 Scheduled Events (2023)  
151,372 Average Monthly Visitors (2023)



# Tourism & Transportation



## Uptown Luxury & Upper Upscale Hotels

3,772 Total Rooms

825,234 Stays/Year (2022)

## Charlotte Convention Center

7 Min Walk

102 Scheduled Events (2023)

124,117 Average Monthly Visitors (2023)

## Future Silver Line Light Rail Stop

2 Min Walk

## Brooklyn Village Light Rail Station

6 Min Walk

## Rail Trail Pedestrian Bridge

7 Min Walk







# Uptown Charlotte vs. South End








## NEIGHBORHOOD CASE STUDY

Uptown, South End and SouthPark have proven to be the top three most desirable entry points for most first-to-market users looking to expand into the Charlotte MSA.

While the SouthPark area is considered more suburban and traditional – Uptown and South End are dynamic, 18-hour urban landing nodes that ideally position users in the center of live-work-play communities.

Asana Partners continues to be a major player through significant ownership and thoughtful merchandising efforts in both the Uptown and South End neighborhoods. Though each are attractive, Uptown maintains a slight advantage driven by a post-COVID, return-to-the-office resurgence in the Charlotte market. This is especially true along the Brooklyn Village corridor as South End and Uptown begin to merge.

### By the numbers (1-mile)\*

	UPTOWN	SOUTH END
 Walk score	91	94
 Transit score	74	52
 Total population	25,751	20,860
 Total daytime population	81,696	29,461
 Population growth	3.8%	3.8%
 Educational attainment	77%	72%
 Average household income	\$142,830	\$128,650



**B & C** \*1-mile radius measured from Brooklyn & Church (526 S Church St) in Uptown and Design Center (1930 Camden Rd) in South End



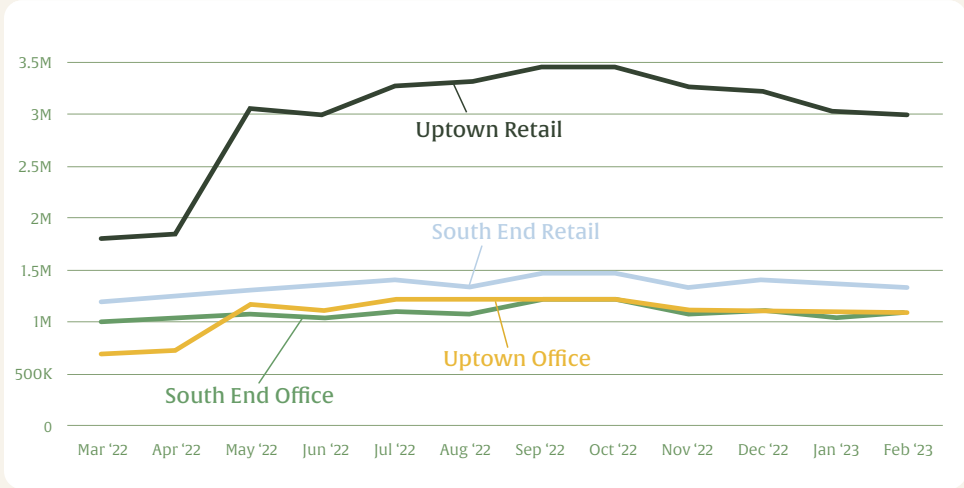
# Uptown Charlotte vs. South End

## NEIGHBORHOOD CASE STUDY

### Foot Traffic Comparison

- Total foot traffic counts are substantially higher in Uptown compared to South End across all times of day, days of the week and each month of the year.
- Uptown and South End reflect similar day part numbers, both seeing peak foot traffic around 5 – 6pm.
- Both neighborhoods experience similar trends across days of the week, with significant spikes on Saturdays.

### Monthly Visits by volume





Get ready for a full city block of walkable retail unlike anything else in Charlotte.

*What's next?*

# Come to Charlotte and see for yourself.



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