



SouthPark Snapshot ²⁰₂₃



SOUTH PARK
COMMUNITY PARTNERS

The SouthPark District

DISTANCES



10 miles
to Charlotte
Douglas
International
Airport



4 miles
to I-77



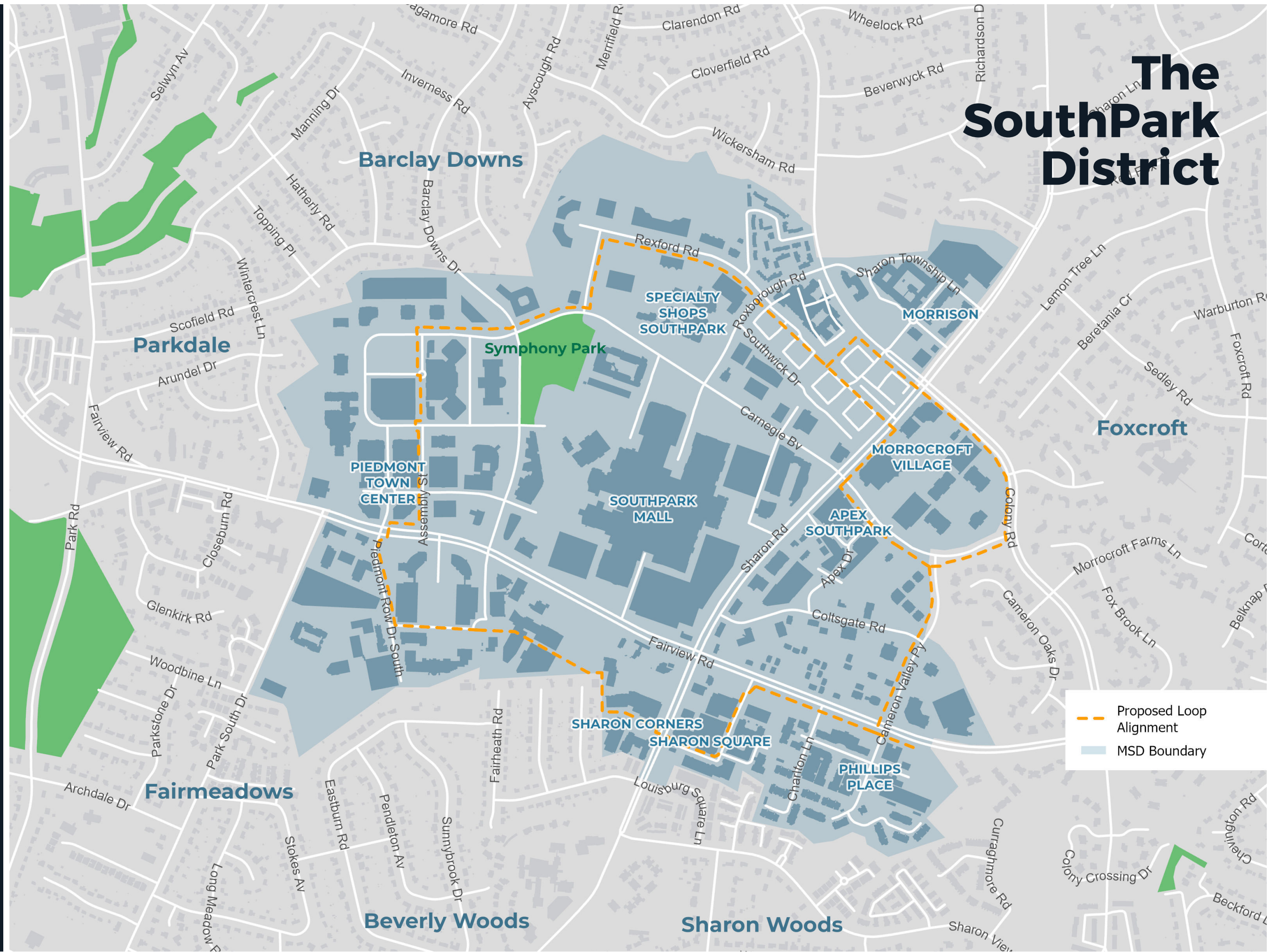
6 miles
to Uptown
Charlotte



9 miles
to Ballantyne



15 miles
to UNC Charlotte





Dilworth Tasting Room

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Thank You

SouthPark Community Partners is a 501(c)4 nonprofit economic development corporation that leads SouthPark's advancement by driving economic vitality, creating memorable experiences, and ensuring an extraordinary quality of life. SCP serves a 1-square-mile district through a partnership with the City of Charlotte.



Knights of the Razor

Life happens here

Welcome to SouthPark, a one-of-a-kind neighborhood in the heart of Charlotte that's home to bold thinking, memorable experiences, and warm relationships.

Over the last 50 years, this district has evolved from a big idea on the outskirts of town to a thriving center of commerce and one of the East Coast's premier shopping and dining destinations.

From its ideal location—less than ten miles from both downtown and the airport—SouthPark comes to life along tree-lined streets home to fintech startups and Fortune 500 companies. And with an estimated \$1 billion of new development in the pipeline, SouthPark is poised to build on its rich history to ensure an extraordinary future.

Companies, talent, and customers belong in SouthPark, which is uniquely positioned to respond to our desire for compact, highly-amenitized places where work and life can seamlessly come together.

That happens every day in SouthPark, which brings together 27,000 workers; nearly 400 shops, restaurants, and service providers; and a three-mile multimodal trail currently in development to connect and create great places.

SouthPark Community Partners is privileged to serve this incredible district through a public-private partnership with the City of Charlotte. We are excited to share SouthPark's story with you. Even if you think you know everything there is to know about SouthPark, chances are there's something—a new boutique, a patisserie, a partnership—that you've yet to discover.

Life happens in SouthPark – you belong here.



Adam Rhew

President + Executive Director



Chris Thomas

Chairman of the Board

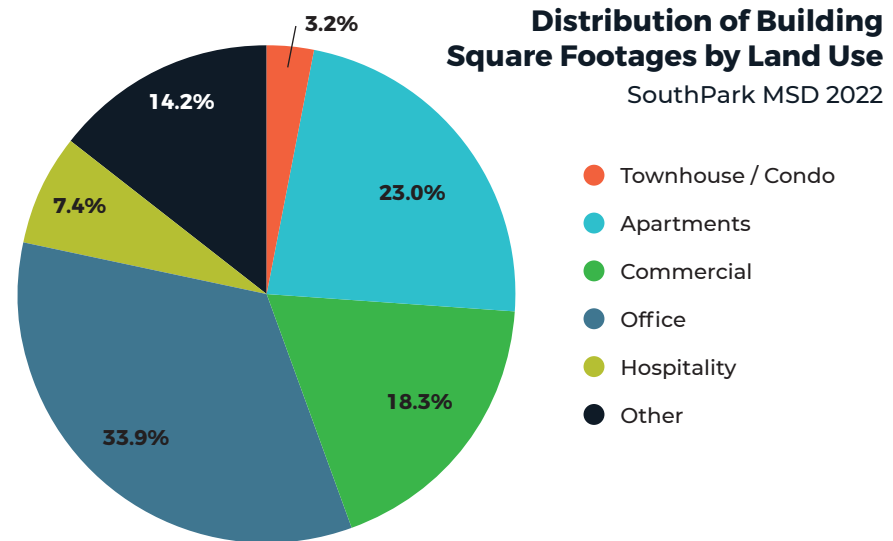
By the Numbers

With an estimated \$1 billion of new development in the pipeline, the 2020s will be a transformational decade for SouthPark.



Development by Category

OFFICE	RETAIL	RESIDENTIAL	HOTEL
EXISTING 5.6 million square feet	EXISTING 2.9 million square feet	EXISTING 3,575 units	EXISTING 1,703 rooms
UNDER CONSTRUCTION 25,000 square feet	UNDER CONSTRUCTION —	UNDER CONSTRUCTION 239 units	UNDER CONSTRUCTION —
PLANNED 1.15 million square feet	PLANNED 391,000 square feet	PLANNED 2,025 units	PLANNED 225 rooms



5,700 residents



27,000 employees



20 million non-work visits in 2022

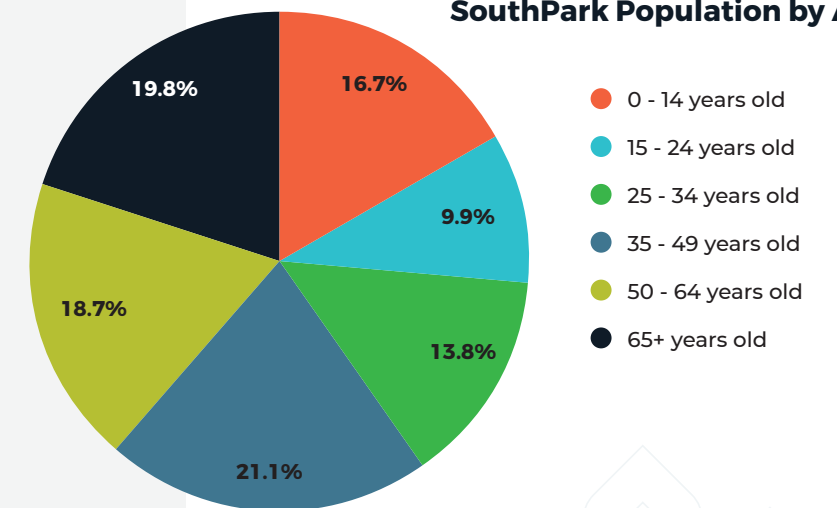


350+ shops, restaurants, and service providers



65% increase in residential units after completion of current pipeline projects

SouthPark Population by Age



DID YOU KNOW

The SouthPark district's population grew **43.37%** between 2010-2022.



Work

Legion Brewing

HIGHLIGHTS

- 27,000** workers
- 3 Fortune 1000** corporate headquarters
- 5.6 million** square feet of existing office space
- \$39.09** average market rent per square foot
- 83%** of pre-pandemic office foot traffic in Spring 2023
- 14.8%** office vacancy rate, 2nd lowest among Charlotte's employment centers

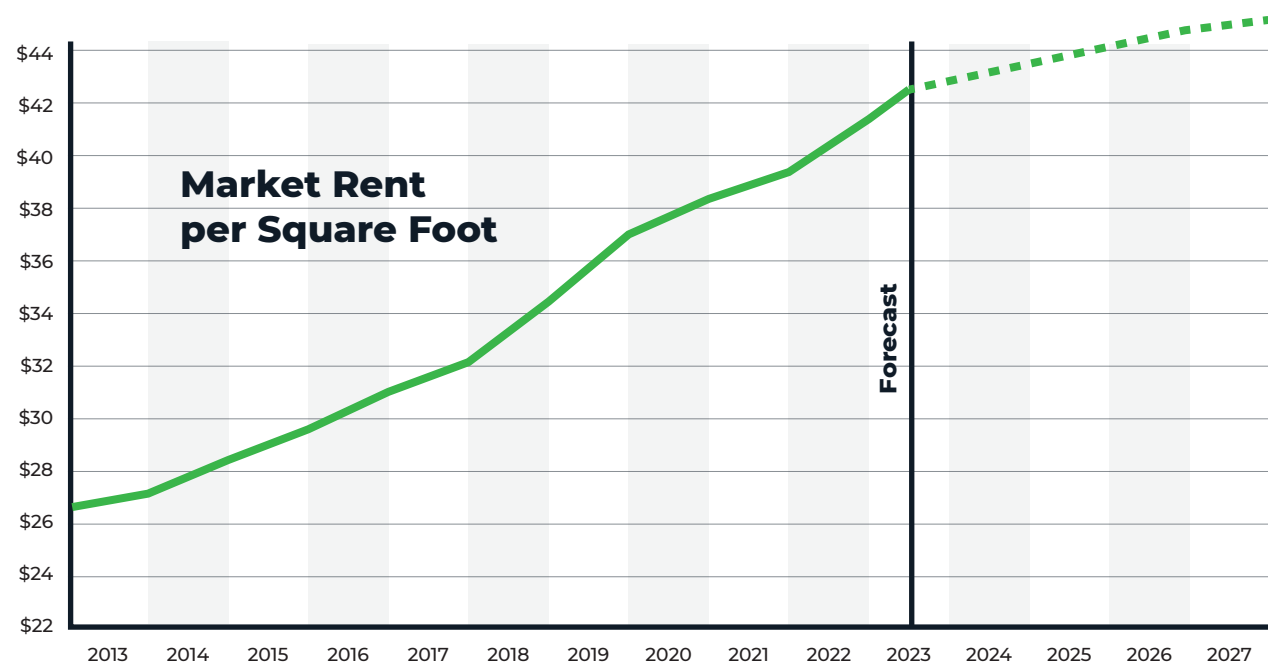


Capitol Towers

With a range of workspaces—from Class A office product to flexible offsite venues—SouthPark meets the demands of today's talent and their employers.

SouthPark is one of the Charlotte region's most desirable employment centers.

It's home to a strong base of financial services, professional services, and retail jobs. The submarket's resilience is underlined by a robust return-to-office rate, which outpaces that of peer submarkets in the region and beyond.



SouthPark's office market is well positioned to serve corporate headquarters, regional hubs, and midmarket, privately held businesses. **These firms seek a more experienced, highly-educated workforce that is attracted to the mix of amenities located within the district.**

\$320MM+ in office building sales across the last year:

Rotunda Building
\$337 per square foot

SouthPark Towers
\$360 per square foot

Carnegie and Roxborough
\$284 per square foot



There are a number of things that make SouthPark an incredibly compelling submarket for us from an office investment standpoint. It boils down to core characteristics."

Brad Finkel

Crestlight Capital | SouthPark Towers

Charlotte Business Journal, August 2022



Corporate headquarters in SouthPark



Live

The Colony

SouthPark is home to tree-lined streets, stylish homes and hotels, and dynamic neighborhood centers.

It offers a relaxing lifestyle and effortless adventure for residents and visitors alike. SouthPark is an increasingly attractive destination and is well positioned to maintain residential and visitor growth.

WITHIN A 3-MILE RADIUS



\$567,441 median home value



20 five-star rated child care centers



8 public schools with a "B" rating or higher



33 fitness studios

HIGHLIGHTS



96,555 residents within a 3-mile radius



\$2,165 market rate apartment rent per unit



23% of households within three miles have a \$200,000+ household income



88% multifamily occupancy rate



11.5% projected population growth within the SouthPark district by 2027



HYATT CENTRIC

3100



Renaissance Charlotte SouthPark

Stay

With 1,700 rooms across 11 hotels,

SouthPark is a popular stop for visitors from the Southeast and beyond. Leveraging its reputation as the premier shopping destination between Washington, D.C., and Atlanta, the district continues to meet the demands of post-pandemic leisure travelers.

In 2022, tourist visits to SouthPark from more than 150 miles away were nearly 150% of pre-pandemic levels.



19% year over year growth in hotel average daily rate



46.5% year over year growth in hotel RevPAR



7 hotel ballrooms



3 rooftop bars



Charlotte Marriott SouthPark



Experience

SouthPark is animated by over 300 businesses.

They offer bespoke dining experiences, one of a kind shopping, respected services, and lively community events. Families, employees, and visitors can find something new around every corner of the one-square-mile district.



\$720 million gross regional product in 2022



12 distinct shopping destination areas



1,000,000+ beers poured at Legion Brewing in 2022

HIGHLIGHTS



\$48.31 market retail rent per square foot



1% retail vacancy rate



98 locally-owned shops, restaurants, and service providers



3+ hour average stay during visit



5,000 outdoor event capacity at Symphony Park



Winter Charlotte Turkey Trot

For 35 years, families and friends have gathered on Thanksgiving Day to participate in the city's largest road race, which drew nearly 9,000 participants in 2022.

Spring Wells Fargo Championship

Established in 2003, this PGA Tour event is hosted just three miles south at the beautiful Quail Hollow Club, and drives significant visitor spending in SouthPark.



The SouthPark area hosts nearly 100 events each year.

Summer Summer Pops

A beloved Charlotte tradition for decades, this Charlotte Symphony concert series concludes with an Independence Day fireworks spectacular.



Seasonal SouthPark After Five

This neighborhood happy hour and free entertainment series kicked off in 2023 and consistently draws a family-friendly crowd of over 2,000 people per week.

SouthPark is home to 96 market-exclusive locations for some of the world's most well-known brands, including:

ALEXANDER
MCQUEEN

GUCCI

INTOWN
GOLF CLUB

RH

SAINT LAURENT
PARIS

WILLIAMS
SONOMA

The Loop

The Loop is a three-mile urban trail envisioned to connect and create great places in SouthPark. Built to accommodate bicycles, strollers, and pedestrians, The Loop will create a healthy, vibrant, colorful, and convenient destination for all.

SouthPark Community Partners is proud to champion this transformational public-private partnership in collaboration with the City of Charlotte. Through investments by private sector partners, The Loop will connect places and public spaces, creating a more engaging experience for residents, employees, and visitors in SouthPark. Thanks to a broad community partnership, The Loop has built momentum.

Recently Completed

- 1 Apex SouthPark**
Childress Klein
.13 mile
- 2 The Colony**
SYNCO Properties
.13 mile

In Progress

- 3 Sharon Station**
Childress Klein
50 yards
- 4 Cameron Valley & Carnegie**
Highwoods
Intersection improvements/
crosswalks
- 5 Phillips Place**
Lincoln Harris
\$100,000 contribution
- 6 Barclay Downs Drive**
Liberty Senior Living
.12 mile
- 7 SouthPark Towers**
Crestlight Capital
.15 mile plus crosswalk
- 8 Rexford Road**
Related Group
\$8MM commitment
- 9 The Colony Phase II**
SYNCO/Schlosser Development Co.



Daily Life

SouthPark has grown to become a true destination for a wide range of Charlotteans and visitors, driving average time spent in the district to 3+ hours per visit.

With a dynamic and fulfilling mix of experiences throughout the 1-square-mile area, SouthPark can accommodate a myriad of needs, wants and adventures.

Take a look at what three unique SouthPark experiences can look like:



Victor THE SOUTHPARK VISITOR

25-50 years old | \$100-\$200,000 average HHI

SouthPark visitors come ready to dive into all the experiences that the community has to offer, often including a wide age range of folks attracted to the vibrant and unique nature of the area.

HIS DAILY ROUTINE

Victor lives the bachelor life in the suburbs of Charlotte, leading a successful career and chasing after what's new around town.

When he drives into SouthPark, Victor orders an over-the-top brunch at Snooze then hits the streets for a stroll around the district.

He'll make his rounds throughout many of the shopping centers to see a mix of iconic and unique retailers only available in SouthPark, and end the day by grabbing dinner and drinks at a show-stopping venue like Mizu.



Nadine THE SOUTHPARK NEIGHBOR

45-55 years old | \$200,000+ HHI

Our most geographically relevant visitor, Nadine leverages the rich offerings in SouthPark to check off her full to-do and social checklist. She's raised her family in the area and her husband is a partner at a leading law firm.

HER DAILY ROUTINE

Nadine attends her daily workout class at the Harris Express YMCA and meets up with her girlfriends for breakfast at Cafe Monte.

She shops at unique stores like Elizabeth Bruns and Capitol, then swings by Granville to browse the latest inventory.

Maggie THE NEW-TO-TOWN MILLENNIAL

30-40 years old | \$80-\$150,000 HHI

Maggie, representing SouthPark's largest visitor age group, takes advantage of the wide variety of shopping, dining and experiential opportunities in the area. They work as a marketing manager at their company headquartered in the district and loves to shop a wide range of stores, meaning a substantial amount of their professional and personal life happens in the neighborhood.

THEIR DAILY ROUTINE

Maggie lives about 10-25 minutes away from SouthPark and works in an office building on Rexford Road.

In the mornings, they hit a 6 a.m. workout at Hustle House and orders a latte at Summit Coffee before heading into work for the day. For lunch, they grab a quick bite to-go from Yafo Kitchen.

On the weekends, their fiancé connects with friends at InTown Golf as they shop at Poole Shop and get a manicure at Sassy Nails. For dinner, Maggie will celebrate their coworker's birthday at Bulla Gastrobar or schedule a fun date night at Mal Pan.



Thank you

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Childress Klein

Vice Chairman
Randy Thomas
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Partners

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Photography
Black Horse Photography
Charlotte Symphony
Collin Mariena
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