

State of Center City Charlotte



Our Purpose

To facilitate the growth & vibrancy of Center City which serves as the foundation for a healthy regional economy to improve the quality of life for all Charlotteans.



Our Focus



- Growing jobs
- Growing investment
- Recruiting & retaining the best talent



What We Do



- Research
- Business recruitment
- Marketing
- Sustainability
- Programming & event production
- Planning
- Advocacy



Overview



- **\$6.4 BB** investment since 2000
- **15,300** Uptown residents
- **3,200** South End residents
- **58%** of Uptown residents moved there in the past 5 years
- Over **4,000** new units built in Uptown & South End in past 5 years



Overview – Uptown



- **70** retailers
- **160** restaurants
- **25** entertainment venues
- **10** institutions of higher learning
- **19** hotels
- **4,401** hotel rooms
 - **14%** of all rooms in the county



Overview – South End



- **196** retailers
- **67** restaurants
- **56** arts, furnishing & design establishments
- **328** professional service providers



Overview - Destination



- National & international destination
 - **11 MM** visitors Uptown
- Arts, cultural & entertainment center of the region
 - **8** venues in the last 5 years
- Attracting new, larger conventions
 - CIAA, NRA, ULI, IDA, IEDC, DNC



Residential



Residential Development



Announced

- **25+** projects announced or under construction

Recently Completed or Under Construction

- **2,459** units
 - Uptown: **811**
 - South End: **1,845**

Confirmed Near-term Pipeline

- **3,083** units
 - Uptown: **1,835**
 - South End: **1,248**



Center City Population Growth



Uptown

- 2000: **8,100**
- 2005: **11,500**
- 2010: **14,500**
- 2013 est.: **15,365**

South End

- 2000: **1,000**
- 2005: **1,440**
- 2010: **3,200**
- 2013 est.: **5,000**

2013 projected total: **20,365**



Silos South End



Childress Klein Apartments



Creating Great Urban Places



Creating Great Urban Places



- On the horizon
 - Publix South End
 - Romare Bearden Park
 - BB&T Ballpark
 - 1st Ward Park
 - 2nd Ward Park
 - Rail Trail



Publix South End



Romare Bearden Park



Romare Bearden Park



BB&T Ballpark



BB&T Ballpark



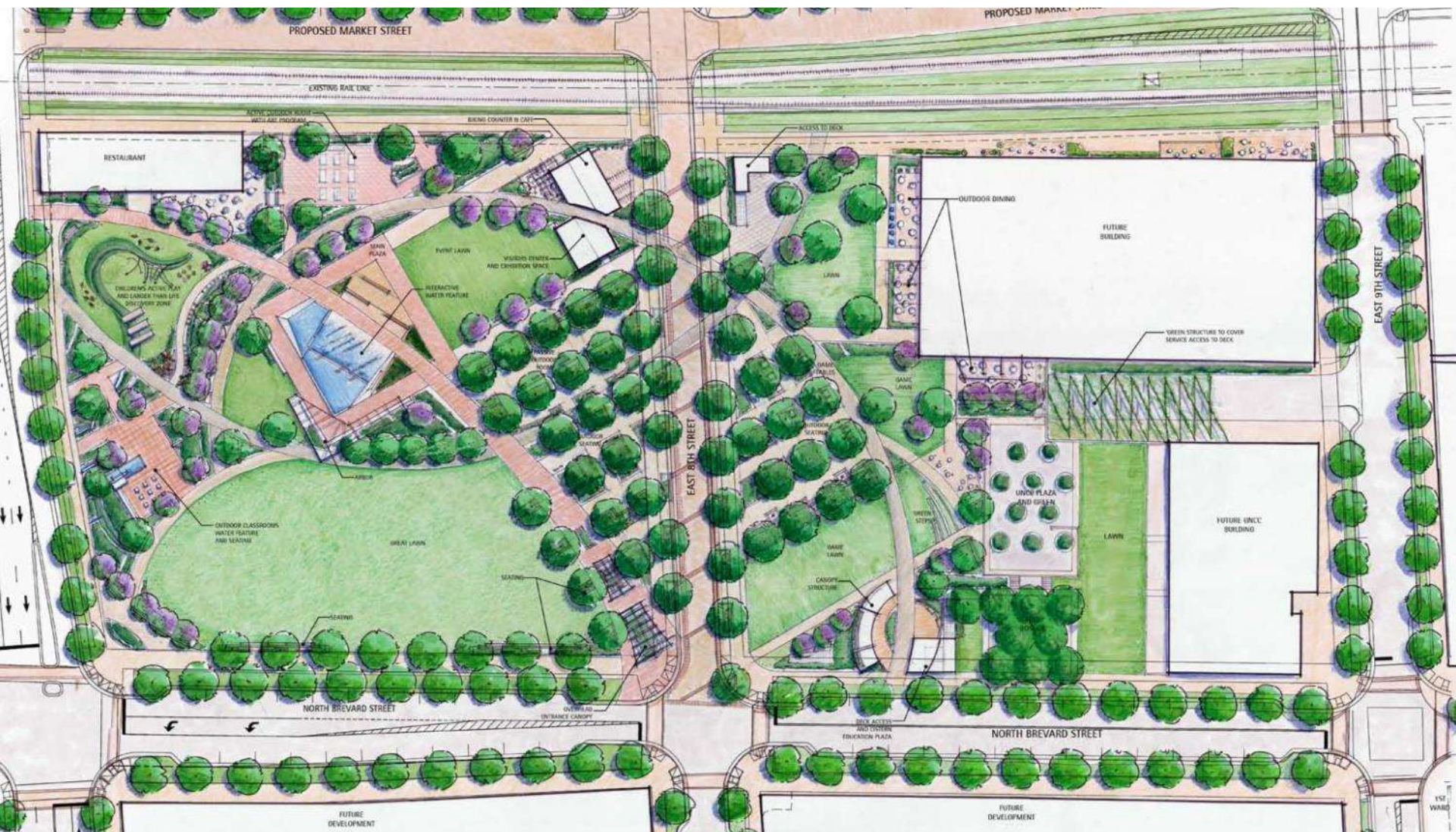
BB&T Ballpark



- **1,009** units announced in 3rd Ward post approval
- **\$70 MM** in development under construction
- **\$102 MM** in additional residential development proposed
- Hotels showing interest outfield parcel



1st Ward Park



2nd Ward Park



Rail Trail



- 2020 Vision Plan recommendation
- **Rail Trail Vision Concept:**
Create a “necklace” of active and passive “activity areas” along existing Blue Line pathway



Rail Trail



Utilize undeveloped freeway right-of-way for a memorable connection park



Rail Trail



Utilize undeveloped freeway right-of-way for a memorable connection park



Office





- Tradition of adding **4 MM+ SF** office each decade
- 2008 – 2010: **19%** increase of private office space added to CBD
- **41%** of total office space in county
- **2.3%** drop in vacancy in 2012
- **8.3%** vacancy rate & declining



1960s

500,000 SF



1970s
4.1 MM SF



1980s

3.7 MM SF



1990s
5 MM SF



2000s

6 MM SF



2010s
0 SF



Office



- Uptown employment
 - Jumped **23%** from 2010 to over **100,000**
- Job growth & available office space highly correlated





- Large blocks of Class A space dwindling
 - **118,000 SF:** FifthThird Center
 - **100,000 SF:** 101 Independence Center
 - **90,000 SF:** 525 North Tryon
- Large blocks of B/C space dwindling
 - **200,000 SF:** BB&T Center



Retail





- DNC feedback
 - Great, walkable area
 - Lack of shopping
 - Lack of adequate downtown hotel rooms



Power of Retail



- Animates the city while creating jobs
- Strengthens office demand
- Serves residents
- Enhances the destination for visitors



Retail: Uptown



- Need a “bridge” to naturally occurring retail environment
- Working to improve retail environment
 - Add and reprogram space
 - Parking strategies
 - Digital signage in Tryon Street kiosks
 - Incubation: Newstands, Public Market



Retail: South End



- Retail Studies
 - There is untapped demand!
 - Create unique retail centers/destinations
 - Improve walkability & bikeability
 - Develop supportive parking strategy



Hospitality



Hospitality



- **11 MM** visitors
- **4,401** rooms in Uptown
- **13%** of Mecklenburg County
- **\$100 MM** in hotel projects
- Continued interest in potential projects



Hospitality



- **Hotel Development**
- **580** new rooms in 3 projects
 - Embassy Suites
 - Hyatt House
 - SREE at the Green
- **308** renovated rooms in 1 project
 - The Blake – Sheraton / Le Meridien





ENVISION CHARLOTTE
UNITING FOR A SUSTAINABLE CITY.



Charlotte Center City 2020 Vision Plan

Charlotte's foundation for success has included a Center City that is:

- ▶ Viable
- ▶ Livable
- ▶ Memorable

A vital addition to the 2020 vision:

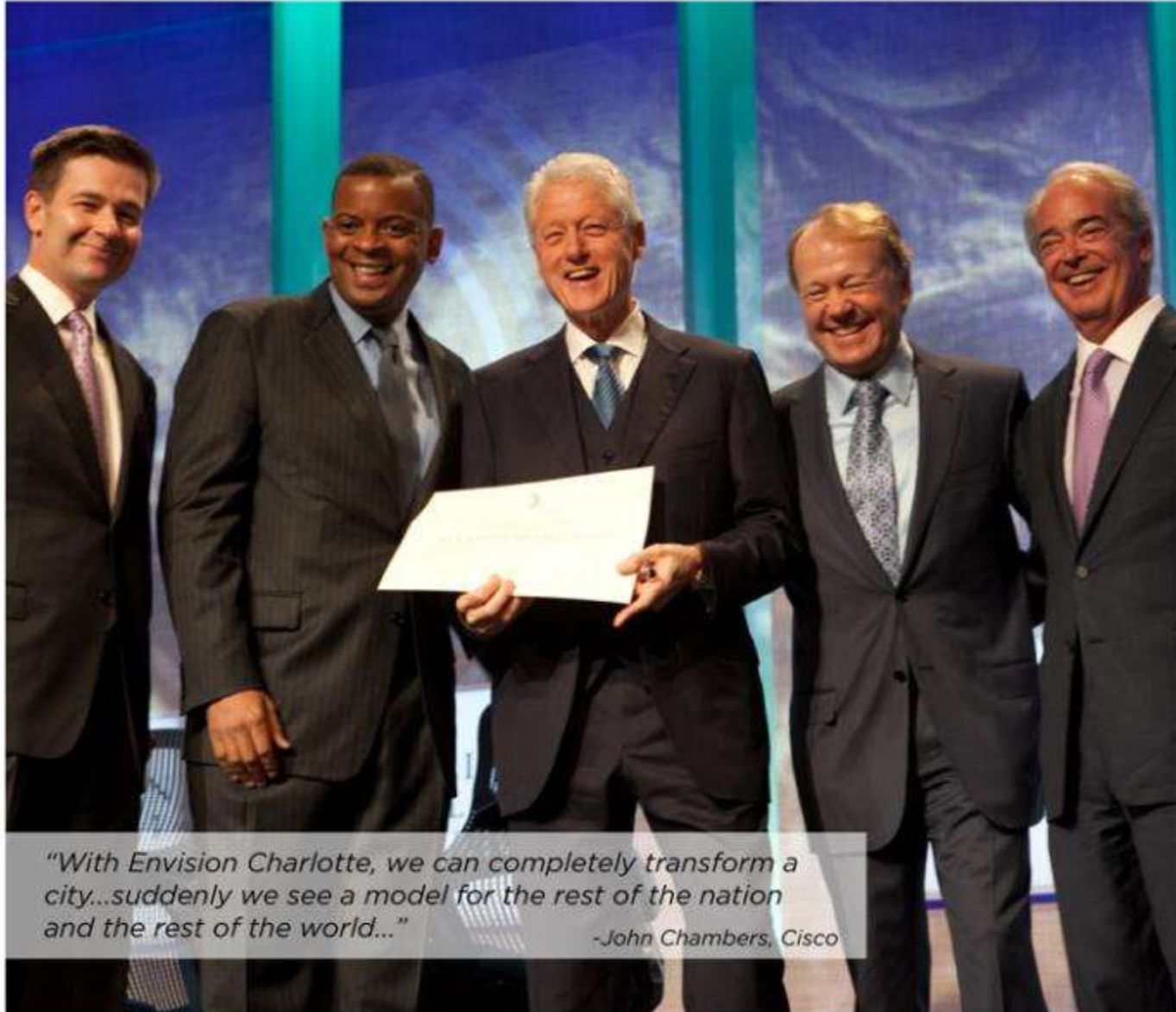
- ▶ **Sustainable**

"The next decade of development should serve as a role model for the region, creating an active learning laboratory by integrating the most innovative sustainability practices..."



ENVISION CHARLOTTE
UNITING FOR A SUSTAINABLE CITY





Envision Charlotte Announced at CGI

Sept. '10

An Economic Development Strategy:

- △ Attracts businesses and jobs due to reduced operation costs
- △ Attracts tomorrow's workforce
- △ Lessens impact on environment

"With Envision Charlotte, we can completely transform a city...suddenly we see a model for the rest of the nation and the rest of the world..."

-John Chambers, Cisco



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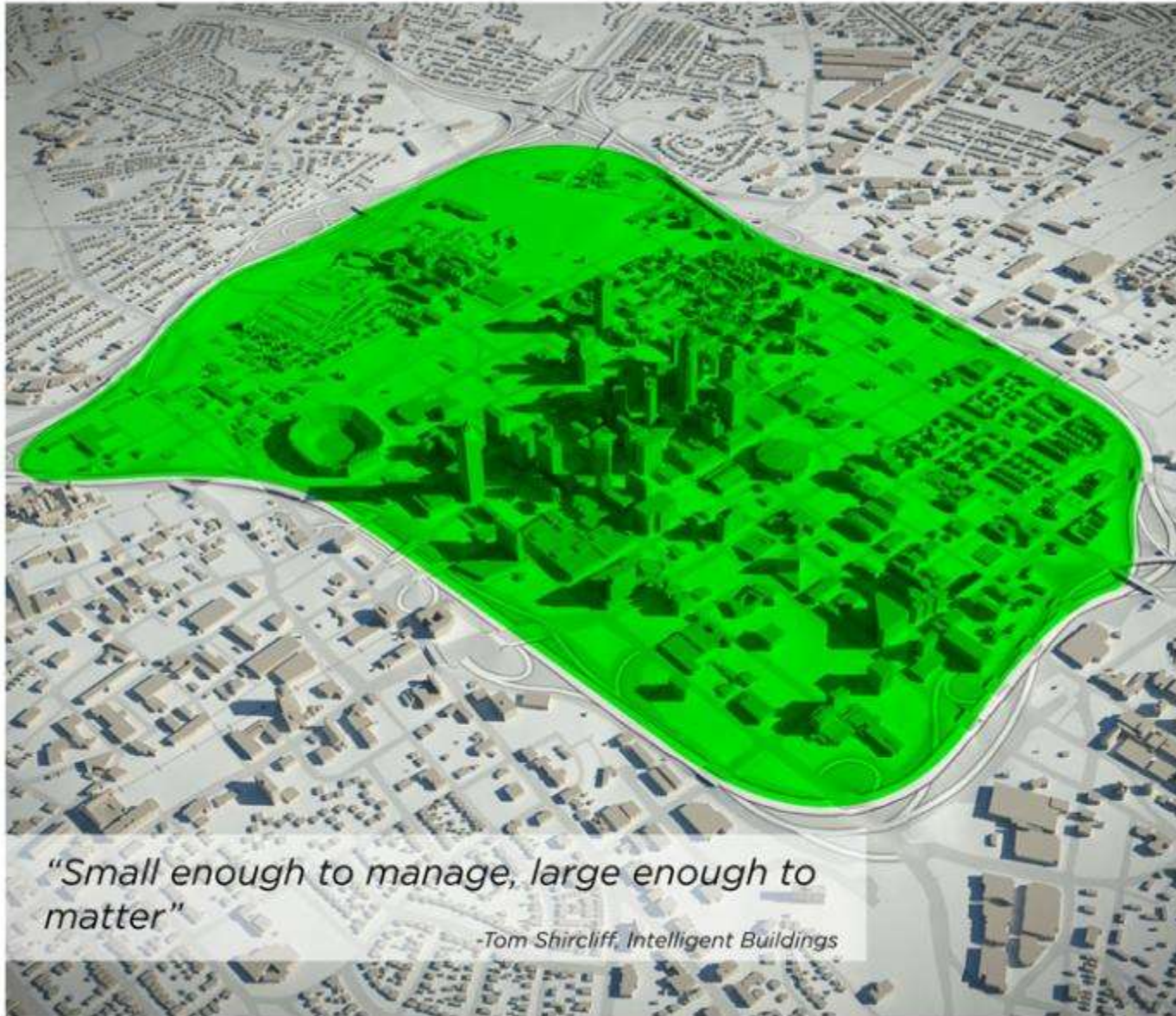




Strategic Partners

Strategy built on industry leaders creating the model for urban environmental sustainability.





Envision Charlotte Focus Area

- ▶ Within I-277 loop
- ▶ 51 office buildings
(>10K sq ft)
- ▶ 21 million sq ft of office
- ▶ 2 million sq ft of retail
- ▶ 11 million annual visits
- ▶ 82,867 employees
- ▶ 7,168 residential units
- ▶ 8,946 residents
- ▶ 1.9 sq miles

"Small enough to manage, large enough to matter"

-Tom Shircliff, Intelligent Buildings



ENVISION CHARLOTTE
UNITING FOR A SUSTAINABLE CITY



Envision Charlotte: Strategic Approach

Model Programs

- Innovative, first of its kind
- Urban laboratory
- Energy, water, air, waste
- Communications strategy, multiple targets
- Financial tools
- Collaboration

Measurement

- Discreet, tangible impact

"Charlotte's uptown within the I-277 loop is a highly concentrated urban area that provides an excellent site to demonstrate what is possible with advanced energy efficiency and smart grid technologies."

-Jim Rogers, Duke Energy





energy



water



air



waste



Pillars of Envision Charlotte



Model Programs

Smart Energy Now

- launched and charting progress
- Goal is to reduce energy usage by 20% by 2016 (5 year program)

Smart Water Now

- Announced and working on infrastructure Fall 2013
- Goal is to reduce water consumption/use

Waste and Air model programs are in development stages

"We aspire for Charlotte's central business district to be the most environmentally sustainable in the nation."

-Michael Smith, CCCP





GREENVILLE

FOURTH WARD

FIRST WARD

THIRD WARD

SECOND WARD

MIDTOWN

WESLEY HEIGHTS

BRYANT PARK

Uptown Charlotte



Historic South End



State of Center City Charlotte



For more information, contact info@charlottecentercity.org or call 704.332.2227

