Center City Partners' Jurisdiction includes:
- Uptown (Charlotte's Central Business District - CBD)
- South End
- West End
- Midtown

---

1 Mile
2 Miles
3 Miles

---

Light Rail
Streetcar
Streetcar Construction
OVERVIEW

The annual State of the Center City report focuses on the growth and development of Charlotte’s urban core.

The 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 Center City is a viable, livable, memorable and sustainable place 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, West End and a portion of the Midtown neighborhood. Data associated with the term “3-Mile Ring” pertains to the neighborhoods within three miles of “The Square” at the intersection of Trade and Tryon streets.

CONTENTS

2  250 Years and Still Going Strong
4  Development
6  Work
12  Live
18  Experience
28  Stay
30  On The Go
34  On The Horizon
Two hundred fifty years ago, at the juncture of two Native American trading routes, this city was founded as Charlotte-Towne, in honor of Her Majesty Queen Charlotte of Mecklenburg. Since then, the area around that intersection—Trade and Tryon streets in Uptown—has transformed into a dynamic urban center that is the region’s center of commerce, hospitality and culture.

Charlotte Center City is the fifth-busiest CBD in the country for office construction, behind only New York, Chicago, Seattle and Washington. This development velocity has set Uptown on pace to have our most productive office construction decade in history—a projected 7 million square feet by 2020.

One result of this growth in office space and jobs is the rapid in-migration of young, skilled talent seeking opportunities. They come for the jobs, but they stay for the city’s relative affordability and quality of life delivered through our parks, greenways and linear parks; transit-oriented neighborhoods; breweries and retail offerings. More than half of all apartments under construction in the MSA are within three miles of Trade and Tryon streets.

These are the attributes the modern workforce demands and that position our city well as we compete for jobs and talent. A diverse industry base continues to attract workers with college degrees to Charlotte at a rate more than twice the national average. Innovations in fintech, growth in startups and continued strength in health care, financial services and energy fuel the recruitment of sought-after millennials. In short, Center City is the job engine for our region.

Importantly, Center City is a place where all are welcome. Ninety-two percent of Mecklenburg County residents have visited Uptown in the past year, most of whom choose to spend time and money in Center City for culinary, arts and sports experiences that cannot be replicated elsewhere in the market. Through robust employment, entertainment, transportation and living options, the urban core provides the region’s greatest platform for inclusive economic development and opportunity.

Today, Charlotte Center City continues to distinguish itself as a center of commerce and as a destination. As we look ahead, we continue to see Charlotte as one of the world’s great cities. Our work is not yet done in achieving that vision—but our future is bright.
2018 Snapshot

**TALENT**

- **11%**
  - 5 year growth in Charlotte's population of young professionals versus 3% across peer cities

- **17%**
  - 5 year growth in experienced professionals versus 11% across peer cities

- **14,749**
  - Tech workers moved to Charlotte from 2011-2016, the second highest growth in the U.S. behind the San Francisco Bay area

**ACCESS**

- **1.2M**
  - Residents are within a 30-minute commute to Uptown

- **19**
  - Miles of light rail with 26 stations and 11 Park & Ride lots

- **705+**
  - Daily departures to 173 non-stop destinations from Charlotte Douglas International Airport

**INCLUSION**

- **13%**
  - Of the city’s dedicated affordable housing is located within 3 miles of Trade and Tryon

- **100%**
  - Of arts organizations based in Center City have programs to allow for free and low cost access

- **92%**
  - Of Mecklenburg County residents come Uptown at least once a year

**AMENITIES**

- **125+**
  - Pro sports events per year with 4 professional sports teams based in Uptown

- **245+**
  - Restaurants with 38 new opened in 2018

- **22**
  - Craft breweries within 3 miles of Trade and Tryon

**VALUE**

- **21%**
  - Lower office rents than peer city CBDs

- **8%**
  - Lower overall cost of business than peer cities

- **26%**
  - Lower apartment rents than peer city CBDs
Development

Since 2013, Charlotte Center City has added more than 6,000 apartments, 2.65 million square feet of office, 1,015 hotel rooms and 567,000 square feet of retail. Center City is the fifth-busiest CBD in the U.S. for office construction behind only New York, Chicago, Seattle and Washington. Charlotte is the 10th-busiest metro area for housing permit activity. More than half of all apartments being built in the MSA are within three miles of Trade and Tryon. The continued investment in Center City is being driven by the ongoing economic growth of the region coupled with a desire for urban living and work environments.

FAST FACTS*

5 TH
busiest CBD in the U.S. for office construction

$1.7B
in projects currently under construction

6.9M
square feet of office planned or under construction

8,458
housing units planned or under construction

2,310
hotel rooms planned or under construction

948,167
square feet of retail planned or under construction

Presented by
Moore & Van Allen
mvalaw.com

*Development Fast Facts are from 12/13/2018. For current numbers, please contact CCCP.
The most important result of Center City development is an influx of new talent, residents and visitors. As more people become part of this place, the region continues to grow its capacity to innovate, engage and entertain.

Source: Charlotte Center City Partners
In Charlotte Center City, a talented workforce, desirable office spaces and accessibility makes a vibrant place to do business. National and international investors have been eager to acquire and develop properties, with record prices for asset sales in 2018. Property owners have invested heavily in existing buildings, with more than $90 million invested in ground floor renovations during the past two years.

Center City’s diverse industry base coupled with the region’s quality of life has been key to attracting and retaining talent, leading to the economic growth that is driving new office development. Post-recession, the region has attracted on average more than 34,000 new college educated residents per year.
We are pleased to locate our global corporate headquarters in Charlotte along with the headquarters of our fastest-growing business, Safety and Productivity Solutions. Charlotte is a great fit for Honeywell’s long-term needs, both because of the proximity it affords us to three of our major businesses in the Southeast and because it is a business-friendly and family-friendly environment that will help us retain and attract a world-class workforce. We are excited about the benefits this concentration of Honeywell talent will allow us to bring to our customers, and we know that Charlotte will offer a wonderful quality of life to our employees.”

- Darius Adamczyk, Chairman and Chief Executive Officer, Honeywell

### RECENT UPTOWN BUILDING TRADES

<table>
<thead>
<tr>
<th>BUILDING NAME</th>
<th>PRICE PER SQ/FT</th>
<th>PREVIOUS SALE</th>
<th>PREVIOUS SALE YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>500 East Morehead</td>
<td>$496</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>615 South Tryon</td>
<td>$590</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>400 South Tryon</td>
<td>$228</td>
<td>$104</td>
<td>2014</td>
</tr>
<tr>
<td>129 West Trade</td>
<td>$156</td>
<td>$65</td>
<td>2016</td>
</tr>
<tr>
<td>1210 AvidXchange</td>
<td>$429</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

Source: REIS
Uptown Charlotte will be home to more than 48% of the market’s Class A office space upon completion of all projects in development. When all projects are complete, the supply of Class A office in Uptown will increase by 28%.

Charlotte is home to more than 739,000 square feet of coworking space with 75% in Center City. These spaces provide solutions for entrepreneurs, small businesses and corporations who have needs for flexible space and on demand timing that cannot easily be met in the traditional market. These spaces are also a key part of growing Charlotte’s tech economy which has seen a 146% growth in venture capital funding in the past two years.

Source: JLL

### Venture Capital Funding

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>$236M</td>
</tr>
<tr>
<td>2017</td>
<td>$582M</td>
</tr>
</tbody>
</table>

Source: Bloomberg
Charlotte is attractive to Dimensional Fund Advisors because the city offers a high quality of life, a deep pool of talent and easy accessibility. We expect Charlotte to play a significant role in our future, and we are excited to become part of this vital community.”

- Aaron Marcus, Head of Global Human Resources, Dimensional Fund Advisors

With more than 1 million square feet of modern Class A office under construction and 778,000 square feet of “creative” office space, South End has emerged as a sought-after location for firms across a diversity of industries, including financial services, insurance and technology. These companies join more than 175 existing South End design firms to create a dynamic business community.
Nine colleges and universities have a presence in Center City. Combined with the 15 four-year degree institutions in the Charlotte MSA, in 2018, more than 9,600 students graduated with bachelor’s degrees and more than 3,600 with graduate degrees. A large portion of these students stay in the region upon graduation. Joining them are a sizable percentage of peers from other southeastern colleges.

**PERCENT OF GRADUATES THAT MOVE TO CHARLOTTE**

<table>
<thead>
<tr>
<th>COLLEGE</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNC Charlotte</td>
<td>60%</td>
</tr>
<tr>
<td>Appalachian State</td>
<td>21%</td>
</tr>
<tr>
<td>Davidson</td>
<td>14.7%</td>
</tr>
<tr>
<td>UNC Chapel Hill</td>
<td>12%</td>
</tr>
<tr>
<td>NC A&amp;T</td>
<td>11%</td>
</tr>
<tr>
<td>Wake Forest</td>
<td>10%</td>
</tr>
<tr>
<td>UNC Greensboro</td>
<td>9%</td>
</tr>
<tr>
<td>NC Central</td>
<td>9.3%</td>
</tr>
<tr>
<td>UNC Wilmington</td>
<td>8.8%</td>
</tr>
<tr>
<td>East Carolina</td>
<td>8.7%</td>
</tr>
<tr>
<td>NC State</td>
<td>8%</td>
</tr>
<tr>
<td>UNC Asheville</td>
<td>7.8%</td>
</tr>
<tr>
<td>Clemson</td>
<td>7%</td>
</tr>
<tr>
<td>Elon</td>
<td>7%</td>
</tr>
<tr>
<td>College of Charleston</td>
<td>4.3%</td>
</tr>
<tr>
<td>The Citadel</td>
<td>4.2%</td>
</tr>
<tr>
<td>Virginia Tech</td>
<td>2.4%</td>
</tr>
<tr>
<td>Duke</td>
<td>2%</td>
</tr>
</tbody>
</table>

**BACHELOR'S DEGREES AWARDED IN 2017 BY REGIONAL COLLEGES**

- **UNC Charlotte**: 1,887
- **Appalachian State**: 1,566
- **Davidson**: 1,566
- **UNC Chapel Hill**: 1,566
- **NC A&T**: 1,566
- **Wake Forest**: 1,566
- **UNC Greensboro**: 1,566
- **NC Central**: 1,566
- **UNC Wilmington**: 1,566
- **East Carolina**: 1,566
- **NC State**: 1,566
- **UNC Asheville**: 1,566
- **Clemson**: 1,566
- **Elon**: 1,566
- **College of Charleston**: 1,566
- **The Citadel**: 1,566
- **Virginia Tech**: 1,566
- **Duke**: 1,566

**MASTER'S DEGREES AWARDED IN 2017 BY REGIONAL COLLEGES**

- **UNC Charlotte**: 726
- **Appalachian State**: 913
- **Davidson**: 913
- **UNC Chapel Hill**: 913
- **UNC Greensboro**: 913
- **NC A&T**: 913
- **Wake Forest**: 913
- **UNC Wilmington**: 913
- **East Carolina**: 913
- **NC Central**: 913
- **UNC Asheville**: 913
- **Clemson**: 913
- **Elon**: 913
- **UNC Greensboro**: 913
- **College of Charleston**: 913
- **The Citadel**: 913
- **Virginia Tech**: 913
- **Duke**: 913

Source: Scholarships.com

Source: Wall Street Journal
Tech employment in Charlotte grew 58% from 2012-2017. This growth, coupled with a high quality of life, puts Charlotte at #1 on CompTIA’s list of top cities for tech workers.

Additionally, 16% of Mecklenburg County residents are foreign born, adding a layer of diversity to our community. That figure has grown by 20% over the past 5 years.

Charlotte’s talent pool has expanded rapidly in recent years with degreed residents growing at a pace more than twice the national average.

Growth in degreed residents

Source: U.S. Census Bureau

Source: CBRE

High growth Charlotte employment sectors

Source: U.S. Census Bureau

Associate’s Bachelor’s Graduate

Cousins, Inc.
Demand for housing in Center City continues to be high. Through 2018, more than 1,300 units were absorbed in the Uptown apartment market. South End occupancy rates have remained above 95% and 3,401 new units are currently under construction. Residents are paying a premium to live in Center City, appreciating the walkable urban lifestyle and dining and entertainment options. Center City offers a wide selection of housing including modern high-rise towers, historic homes and housing affordable for citizens from all walks of life and income levels.
Center City is the fastest growing apartment market in the Charlotte MSA with more than a third of new apartments built in the last five years located within three miles of Trade and Tryon.

Charlotte offers residents a wide variety of housing options with more affordability than its peer cities. Additionally, the city is committed to providing diverse price points of housing for the community; in 2018, $50 million in housing bonds were approved by voters, added to a $50 million housing fund being raised through the Foundation For The Carolinas.

Sources: Zillow and Rent Café
Uptown Charlotte offers the excitement and buzz of a large city, but without the congestion and hefty price tag. Southern hospitality and the influx of new residents gives this historic city a vibrant culture of diversity and inclusion, making it a place I’m proud to call home.”

- Lauren Chamberlain, Uptown resident
I like that South End feels like a neighborhood and a booming commercial and entertainment district. Its proximity to the light rail, Rail Trail and Uptown are also huge reasons why we moved here. You find something interesting everywhere you walk or ride your bike, be it a restaurant or shop or art installation. I like that there’s still a mixture of old and new buildings — and that some developers have embraced restoration instead of rebuilding. Keeping a streak of that alive will preserve the quaint feeling that originally attracted us to South End.”

- Rick Shanley, South End resident

SOUTH END RESIDENT FACTS

70% eat out in South End at least once a week

25% work in Uptown

50% of housing has been built in the past 10 years

95% of new South End residents in 2017 had a college degree

44% use ride share services when they go out to eat or drink outside of South End

30% walk, bike or take transit to work outside of South End
“Living in Five Points at Historic West End allows me the convenience of accessing Uptown life while maintaining a neighborhood feel. Our community is comprised of diverse, strong folks that are collectively moving forward with a proud, rich history as our foundation. But I most love living here because of my neighbors. Whether longtime residents or newcomers to the neighborhood, folks here are open, welcoming, and hospitable. My neighbors embody the proud history and strong future of Five Points at Historic West End.”

- Paul VanGundy, Historic West End resident and small business owner
Center City’s population has exploded over the past five years, with much of the growth comprised of younger people. **Seventy-two percent of new residents are between the ages of 18 and 34.** This has been driven by the attraction of a walkable urban lifestyle with access to high quality amenities and affordable housing.
Ninety-two percent of Mecklenburg County residents make their way into Center City at some point each year, with the most frequent reasons for visits being dining out, experiencing cultural amenities and attending extraordinary events such as games, concerts and festivals. Additionally, 64% of the region’s 12 million annual overnight visitors come to Center City.

The concentration of entertainment and cultural amenities grows every year, creating a colorful and energetic place all day and night, seven days a week. Developers are capitalizing on this activity by creating new spaces that are highly sought after by retailers eager to capture a growing market of residents, workers and visitors.
EXPERIENCE

38 new places to eat and drink opened in 2018

50+ works of public art to explore

365 days of music and events, including award-winning parades, symphony concerts and festivals showcasing the region’s talent

1.8M+ fans attend regular season games of the Carolina Panthers, Charlotte Hornets, Charlotte Knights and Charlotte Hounds

16 new services and soft goods retailers opened in 2018

131+ acres of open space in Uptown including parks, urban trails and greenways for active recreation
It feels as if they’ve done everything right here, everything you’re supposed to do in order to attract the right kind of creative talent, from encouraging density at the heart of the city—here, known as Uptown—to creating a modest, but growing rail transportation network.

On the food and drink front, the region’s diverse population (Charlotte is currently one of the most diverse cities in the United States) has an increasingly impressive array of options to choose from, too. There’s a public market; there are all the things we seem to like these days, really, from obsessive ramen joints, to risk-taking craft breweries... In short, things have been happening, are happening, and will continue to happen.”

— FOOD & WINE
EAT AND DRINK

- 120+ sit-down restaurants
- 125+ fast casual restaurants
- 27 coffee shops; over half locally-owned
- 93% growth in the number of coffee shops since 2014
- 72% of all food and beverage businesses locally-owned
- 12 roof top bars and restaurants
- 92 outdoor eating and drinking options
- 57 bars and drinking establishments
- 5 full service grocery stores
- 14 vendors at 7th Street Public Market
- 38+ new bars and restaurants opened in 2018
- 113+ types of beers brewed in South End and Uptown at 8 craft breweries
EXPERIENCE

SHOP

Center City is a key retail location; recently completed, under construction and planned retail space will add 1 million+ square feet to the market. More than $90 million has been invested in the conversions of lobby spaces in existing towers, yielding 100,000 square feet of new ground floor retail in the past two years.

MEDIAN HOUSEHOLD INCOME

<table>
<thead>
<tr>
<th>UPTOWN</th>
<th>SOUTH END</th>
<th>MECKLENBURG COUNTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>$84,688</td>
<td>$82,609</td>
<td>$59,268</td>
</tr>
</tbody>
</table>

AVERAGE EMPLOYEE WAGE

<table>
<thead>
<tr>
<th>UPTOWN</th>
<th>SOUTH END</th>
<th>MECKLENBURG COUNTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>$115,608</td>
<td>$55,224</td>
<td>$60,586</td>
</tr>
</tbody>
</table>

Source: U.S. Census
Charlotte is in the top 20 for Southern Methodist University’s Art Vibrant cities. Center City has a thriving and innovative arts scene. From major national productions at the Blumenthal Performing Arts Center to regular gallery crawls in South End, Center City offers opportunities for all people to experience the arts.

- **760,000+** visitors per year to Discovery Place Science
- **36,000+** works of art in the collections of the Mint Museum and The Bechtler
- **30,000+** visitors per year learn about Charlotte’s history at Levine Museum of the New South
- **6,400+** students and educators benefit each year from the Harvey B. Gantt Center for African American Arts & Culture
- **200** dancers in the Charlotte Ballet’s Nutcracker including local students from the Charlotte Ballet Academy and the REACH scholarship
- **44** performances of 19 productions by the full-time Charlotte Symphony

Photo credit: Joan Marcus
Events in Center City help bring energy to the streets and range from small informal performances to the nationally-celebrated Novant Health Thanksgiving Day Parade. The events calendar stays full all year long, attracting local, regional and national visitors to celebrate all that Charlotte offers.

This year is a celebration of Charlotte’s 250th anniversary with special events in Center City and around the city.

- 3,000+ slices of cake served at Trade and Tryon on Charlotte’s 250th birthday
- 100+ yearly events and programs produced by Charlotte Center City Partners
- 90+ vendors at the new Uptown Flea, a monthly outdoor market on North Tryon Street
- 52% of South End residents attend the pop up shopping at Front Porch Sundays
- 280+ shops open for South End’s Small Business Saturday
- 125 parade entries in the 2018 Novant Health Thanksgiving Day Parade
Sports play a significant role in Uptown Charlotte, which is the home of the Carolina Panthers, Charlotte Hornets, Charlotte Knights and Charlotte Hounds. Venues such as Bank of America Stadium and Spectrum Center also play host to college sporting events, international soccer tournaments and more.

In 2019, special sporting events including the NBA All Star Game, the ACC basketball and football championships, the Belk Bowl and the CIAA basketball tournament will be held in Uptown. These events are anticipated to draw more than 250,000 out-of-town visitors.

1.9M fans attended regular season games in 2018
4 professional sports teams call Uptown home
125+ regular season games played each year
## EXPERIENCE

### PARKS

Center City is known for its beautiful parks: **60% of Uptown residents go to a park at least once a week**, reflecting the trend that has 85% of Americans finding access to a park an important factor for where they choose to live.

<table>
<thead>
<tr>
<th></th>
<th>PUBLIC ART</th>
<th>DOG FRIENDLY</th>
<th>OFF LEASH</th>
<th>EVENTS</th>
<th>WATER FEATURE</th>
<th>SEATING</th>
<th>PLAYGROUND</th>
<th>OPEN SPACE</th>
<th>SPORT COURTS</th>
<th>BIKE FRIENDLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>4th Ward Park</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9th Street Park</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Biddleville Park</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First Ward Park</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Five Points Park</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Frazier Park</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marshall Park</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Polk Park</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rail Trail</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Romare Bearden Park</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sugar / Irwin / Stewart Creek Greenways</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Green</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thompson Park</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

26
The Rail Trail has fast become one of Center City’s most beloved gathering and recreational spots. The **4.5 mile-long urban path follows the light rail line** and connects South End and Uptown. The trail is dotted with a variety of interactive public art projects that draw in passersby and neighborhood residents alike. In 2018, the construction of a pedestrian bridge was approved to close the Rail Trail gap across I-277.

- **15** art installations along or viewable from the trail
- **195+** shops, restaurants and bars within walking distance of the trail
- **2,000** daily visitors on the Rail Trail
- **71%** increase in visitors from 2014-2017
- **64%** of South Enders considered Rail Trail important in their decision to move to the neighborhood
- **100** steel posts make up the new Color Forest public art installation
The hospitality and tourism business employs more than 4,800 people in Center City, almost half of whom are employed by 24 hotels. This number has grown by 16% since 2013, driven in large part by the addition of more than 1,000 new hotel rooms in Uptown. Demand for these rooms is high and is driven by business travel, special events and leisure travelers.

In 2018, Charlotte had 5,583 hotel rooms at 24 properties throughout Uptown. In 2019, we will add a new hotel in South End. The 1,155 rooms currently under construction represent 40% of the new hotel room construction regionwide.

FAST FACTS

1.7M estimated overnight visitors in 2018

57% increase in weekend overnight guests since 2010

18% increase in room rate in the past 5 years

20% increase in overnight guests in the past 5 years

71.8% hotel occupancy rate

2 nights average hotel stay
Hotel demand is steadily increasing, driven by significant growth in weekend business. Occupancy rates for weekends are up by 7% since 2012, and over that time frame almost 1,200 new rooms have come on line. This growth is reflective of the dynamic entertainment options and events offered in Center City. **Weekday occupancy rates have remained above 70% for the past 5 years** driven by consistent demand from business and convention travelers.
On The Go

Center City is at the heart of the region’s transportation network. It is easy for the regional population to access the opportunities Center City offers as it is served by major interstates, an expanding light rail system, streetcar and local and commuter buses. Charlotte Douglas International Airport is only 15 minutes away by car or express bus.

Once inside of Center City, it is easy to get around. Tree-lined, pedestrian-friendly sidewalks help people circulate through the district. For longer trips, a large fleet of bike sharing and scooter sharing options blanket the area.

**FAST FACTS**

- 50% of Blue Line light rail boardings are at Uptown or South End stations
- 1M+ rides on bike and scooter shares
- 46,000+ professionally-managed parking spaces
- 1,748 weekday Gold Line streetcar ridership
- 1,000+ bike share bikes in 2018
- 15 minute drive to the airport from Trade and Tryon
- 140 non-stop domestic airline destinations
DIRECT FLIGHTS FROM CHARLOTTE

- Direct Flights to Europe
- Direct Flights to the Caribbean, Central America, South America

FLIGHT TIMES
- UNDER 1 HOUR
- UNDER 2 HOURS
- UNDER 3 HOURS
- 3 HOURS OR MORE

15-minute bus ride or drive from Center City to Charlotte Douglas International Airport

705+ daily departures to 173 non-stop destinations
Center City is easy to get to for commuters. For drivers, it offers easy interstate access and ample professionally-managed parking. For commuters seeking an alternative, it is the hub for the region’s light rail, streetcar and bus service.

TRANSPORTATION OPTIONS FOR COMMUTERS

- **51** CATS Park & Ride lots offering free parking for transit users
- **50+** electric vehicle charging stations in Uptown and South End
- **9** light rail stops and 4 streetcar stops serve Center City
- **18** express bus routes and 26 local routes serve Uptown

Sources: Charlotte Center City Partners and CATS

**UPTOWN WORKER COMMUTE BY DISTANCE**

- **489K** residents within 15 minutes
- **1.2M** residents within 30 minutes
- **1.6M** residents within 45 minutes
- **1.9M** residents within 60 minutes

Source: U.S. Census and HFF

- **46,000** professionally-managed parking spaces in Uptown Charlotte have monthly rates 47% below the average for U.S. cities

Source: Parkopedia
Getting around inside Center City keeps getting more fun. The addition of bike share and scooter share programs lets visitors get around easily without bringing their own bikes. For pedestrians, assets like the Rail Trail allow for a pleasant and interesting experience. Current projects include new bike lanes and pedestrian improvements in the growing Stonewall Street Corridor.

**PEDESTRIAN COUNTS**

- **25,000** pedestrians at Trade and Tryon daily
- **2,000+** pedestrians on the Rail Trail daily
- **1M+** bike share and scooter share miles traveled in the last 12 months

- **233** shops and restaurants within a 15-minute walk of Trade and Tryon
- **93** Uptown walk score
- **91** South End walk score

Source: Charlotte Department of Transportation
1. **Historic West End A&P Site**
   - Potential adaptive reuse of an empty grocery
   - Currently home to the award-winning Rosa Parks Farmer’s Market
   - Walls surrounding the building have come alive with new murals

2. **Light Rail Silver Line, Matthews to Airport**
   - Light rail line will provide service from Matthews, east of Uptown, to the airport
   - Early designs call for a 20-mile line
   - Multiple potential alignments through Center City

3. **Gateway Station**
   - Integrates high density, mixed use development with multimodal transit
   - Hub for local and regional rail, as well as regional bus service
   - Links Uptown to Raleigh and Atlanta with intercity service

4. **6th Street Cycle Track**
   - Protected bike lane
   - Will connect cyclists to greenways and the Cross Charlotte Trail

5. **7th & Tryon Street Blocks**
   - Will implement North Tryon Vision Plan
   - Includes major redevelopment projects at the Main Library, Discovery Place and Hall House sites
   - Mixed use development with housing, office, retail, institutional and hospitality

6. **Brooklyn Village**
   - Future mixed use redevelopment in Second Ward
   - Includes a mix of uses including market rate and affordable housing, office, retail and hospitality
   - Will include a redevelopment of Marshall Park

7. **Convention Center Reinvestment**
   - $110 million in upgrades
   - Grade separated pedestrian link to the Stonewall Station and Whole Foods
   - Updates to interior spaces including additional small meeting rooms; exterior upgrades include a window to Stonewall Street

8. **Rail Trail Pedestrian Bridge**
   - Connects Uptown and South End via the Rail Trail
   - Iconic bridge over I-277
   - Links into Convention Center
Acknowledgments

Board of Directors

Rob Engel - Chairman
Wells Fargo

Pat Rodgers - Chair Elect
Rodgers Builders

Melissa McGuire – Treasurer
Sherpa

Dr. Claude Alexander
The Park Church

Jennifer Appleby
Wray Ward

Clarence Armbrister
Johnson C. Smith University

Robert Bush
Arts & Science Council

Jesse Cureton
Novant Health

Dr. Kandi Deittemeyer
Central Piedmont Community College

Dena Diorio
Mecklenburg County

David Dooley
CBI

Dr. Philip Dubois
UNC Charlotte

George Dunlap
Mecklenburg County

Thomas Finke
Barings

David Furman
Centro CityWorks

Johno Harris
Lincoln Harris

Mark Holoman
Cousins Properties

Taiwo Jaiyeoba
City of Charlotte

Marcus Jones
City of Charlotte

Lynne Tatum Little
Consultant

Carol Lovin
Atrium Health

Mayor Vi Lyles
City of Charlotte

Dr. Tarun Malik
Johnson & Wales University

Dr. Michael Marsicano
Foundation For The Carolinas

Diane Morais
Ally Bank

Katie Morgan
Bank of America

Tom Murray
Charlotte Regional Visitors Authority

Tom Nelson
National Gypsum

Mike Praeger
AvidXchange

Ernie Reigel
Moore & Van Allen

Pat Riley
Allen Tate Companies

Terry Shook
Shook Kelley

Krista Tillman
UNC Charlotte

Dr. Clayton Wilcox
Charlotte-Mecklenburg Schools

Darrel Williams
Neighboring Concepts

Lloyd Yates
Duke Energy

Thank You Sponsors

PRESENTING SPONSOR

CBI Workplace Solutions

cbi-nc.com

SECTION SPONSORS

EPICENTRE
epicentrenc.com

Moore&VanAllen
mvalaw.com

Childress Klein
childressklein.com

Produced By

Charlotte CENTER CITY PARTNERS
charlottecentercity.org

Historic West End Initiative
westendclt.com

DESIGN

Rachel Martindesign.com

PHOTOGRAPHY

Patrick Schneider Photography
patrickschneiderphoto.com

Additional Photography By
Austin Caine, Travis Dove and Laura Wolff
CBI helping *Echo Park Automotive* redefine the car shopping experience through innovation in technology, environment and culture.