

BROOKLYN VILLAGE

Incredibly Rare +/- 1.56 acre development opportunity within the high barrier to entry Uptown/Midtown Charlotte market

SOUTH END

UPTOWN CHARLOTTE



EAST BROOKLYN VILLAGE AVE

“THE PEARL” INNOVATION DISTRICT
+ WAKE FOREST SCHOOL OF MEDICINE

Expected Delivery Date 2024
11,700 Generated Regional Jobs
1.5M Total SF

SOUTH MCDOWELL ST

BROOKLYN VILLAGE

INCREDIBLY RARE 1.56-ACRE DEVELOPMENT OPPORTUNITY WITHIN THE HIGH BARRIER-TO-ENTRY UPTOWN/MIDTOWN CHARLOTTE MARKET

Jones Lang LaSalle, a North Carolina licensed real estate broker, has been retained as the exclusive sales representative for Brooklyn Village (the “Property” or “Project”), a 1.56-acre development opportunity adjacent Uptown, Midtown, and South End submarkets.

Positioned ideally on the East side of Uptown, the site has excellent connectivity and visibility on I-277, providing the site with access to Charlotte’s major submarkets. It is just 1 minute to Midtown, 5 minutes to South End, 8 minutes to Atrium Health Carolinas Medical Center, and 15 minutes to Charlotte Douglas International Airport. The site is also extremely walkable, with some of Charlotte’s best restaurants and shopping located steps from the Property.

The City of Charlotte has designated this Property as a Regional Activity Center, with Uptown Core zoning in place today, allowing for vast by right development optionality. The in-place zoning provides a rare opportunity for a developer to establish a foothold within Charlotte’s Central Business District. Brooklyn Village is surrounded by incoming mixed-use development, including the Pearl, Charlotte’s new Innovation District. The Project’s first phase officially broke ground in January 2023, including the Wake Forest School of Medicine which will open in 2024.

The Property’s strategic location in Uptown, its connectivity and walkability to Charlotte’s major submarkets, in-place zoning, and adjacency to intense, mixed-use development make Brooklyn Village an irreplaceable land development opportunity for a future buyer.

PROPERTY DETAILS

ADDRESS

800 E Brooklyn Village Avenue
formerly Stonewall Street

NOTABLE FRONTAGE (APPROX.)

830’ I-277
830’ E Brooklyn Village Ave

MECKLENBURG COUNTY PINS

12517101

MUNICIPALITY

City of Charlotte

ACREAGE (APPROX.)

+/- 1.56-acres

CURRENT USE

Commercial/Surface Lot

CURRENT ZONING

Uptown Core (UC)

AFFORDABLE HOUSING REQUIREMENTS

For further details, please see link [HERE](#).

HEIGHT MAXIMUM

N/A

BY-RIGHT USES

Very flexible, including office, multifamily, hotel, and retail.

For further details, please see link [HERE](#).

PRICING

Unpriced



EQUALLY ADJACENT
TO MIDTOWN, UPTOWN, & SOUTH
END SUBMARKETS



15-MINUTES
FROM CHARLOTTE DOUGLAS
INTERNATIONAL AIRPORT



#7 TOP CITY
FOR JOB SEEKERS



#1 FASTEST GROWING
TECH TALENT



18 FORTUNE 1000
COMPANIES

THE OFFERING



LOCATED IN
CHALOTTE'S
CBD

IN-PLACE
UPTOWN CORE
ZONING

1-MINUTE
TO PEARL INNOVATION
DISTRICT

1-MINUTE
TO I-277

INVESTMENT OVERVIEW

CHARLOTTE 2040 PLAN

- The Charlotte City Council adopted the Charlotte Future 2040 policy map in March 2022. The map is a long-range plan that will guide the developments and investments made in the city of Charlotte over the next two decades.
- Brooklyn Village is designated as a Regional Activity Center under Charlotte’s new 2040 plan. These areas are “intended to accommodate major employment locations, cultural destinations, and mixed-use development that serves both the local and regional markets.
- When Charlotte’s new UDO was adopted on June 1st, 2023, the Property’s existing UMUD zoning was translated to Uptown Core. The Uptown Core Zoning District is designated to “accommodate the most intense mixed-use development within the City of Charlotte. Zoning district standards encourage a predominantly vertically mixed-use environment and are focused on supporting a vibrant, pedestrian-oriented active City Center.

REDEVELOPMENT POTENTIAL

IRREPLACEABLE LOCATION IN ONE OF THE HOTTEST SUBMARKETS IN THE COUNTRY

- The Property has incredible nearby amenities today. Some of Charlotte’s most popular of restaurants, bars, gyms, parks, bike infrastructure, and shopping are all within walking distance.
- South End, Uptown, and Midtown submarkets have an incredible number of projects in the pipeline. Most of these are high rise office or residential with ground-floor retail.

HIGHLY-COVETED URBAN INFILL LOCATION

- The Property’s strategic position in Uptown represents one of the most desirable locations in the Charlotte market today. Walking distance to the heart of Uptown, Midtown, and South End, as well as offering immediate connectivity to I-277 and under 15 minutes to Charlotte Douglas International Airport, this site is in an unparalleled location that can easily access the city’s most affluent and densely populated areas.

CHARLOTTE GROWTH

No. 1

HOTTEST HOUSING MARKET
(ZILLOW 2023)

No. 1

BEST STATE FOR BUSINESS
(CNBC 2022)

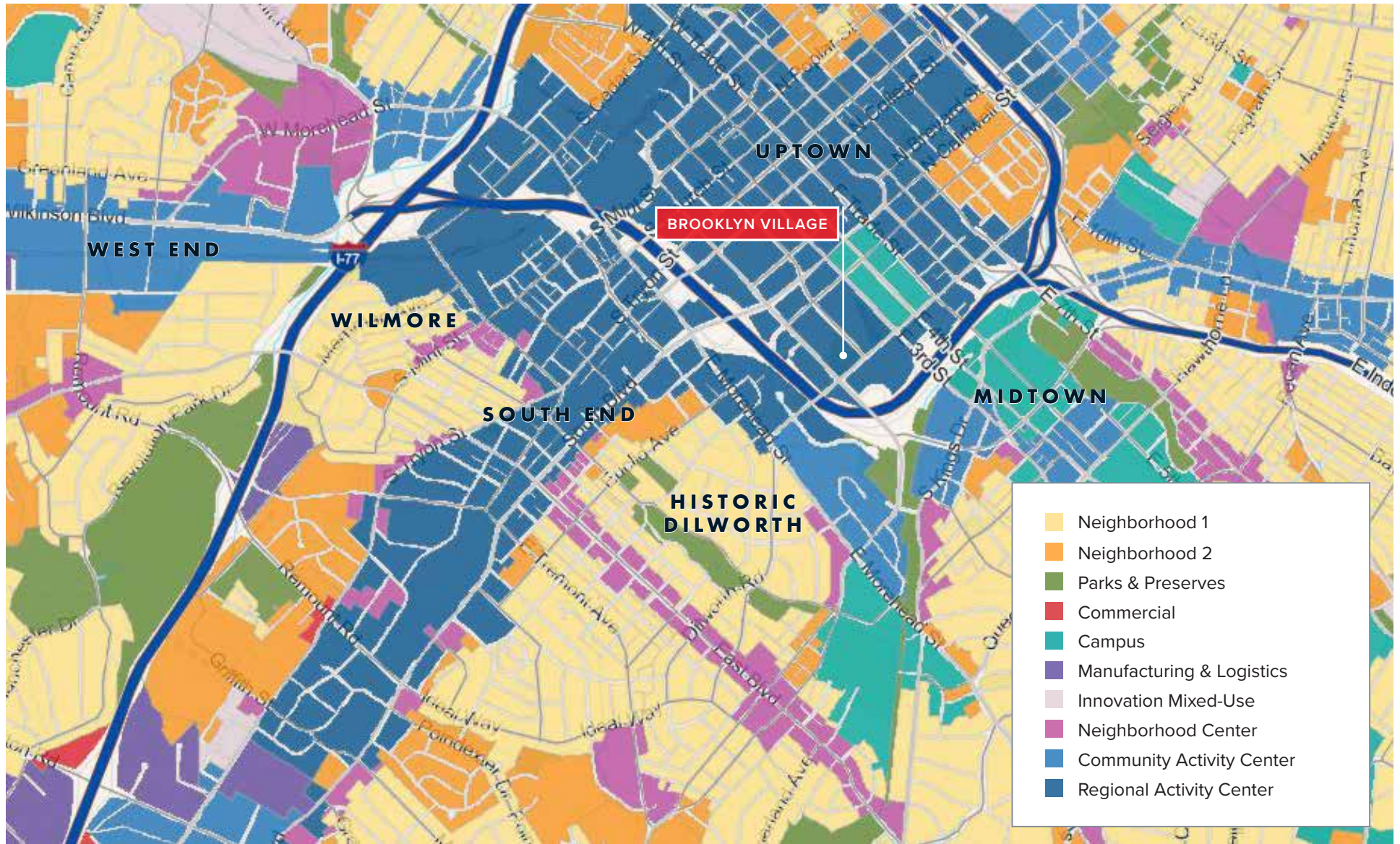
No. 2

LARGEST BANKING
CENTER IN U.S.

Top 10

MILLENNIAL POPULATION
GROWTH SINCE 2014

CHARLOTTE 2040 PLAN MAP



DEVELOPMENT ACTIVITY

IRREPLACEABLE LOCATION WITH INCREDIBLE ACCESS TO CHARLOTTE'S CENTRAL BUSINESS DISTRICT

DRIVEABILITY HUB



1 MIN
I-277



1 MIN
Pearl
Innovation
District



3 MIN
Midtown



4 MIN
Uptown
Charlotte



5 MIN
South End

1-MILE DEMOGRAPHIC HIGHLIGHTS

63.0%

POPULATION GROWTH
2010-2023

\$144,490

AVERAGE HH INCOME
2023

72.3%

COLLEGE DEGREE+

1.4%

UNEMPLOYMENT RATE

DEMOGRAPHICS

3-MILE RADIUS

5-MILE RADIUS

10-MILE RADIUS

POPULATION

2028 Projection	78,378	201,750	721,344
2023 Estimate	71,010	186,175	671,014
2020 Census	68,398	180,899	654,097
2010 Census	58,612	143,266	544,415
Growth 2010–2023	21.2%	30.0%	23.3%

HOUSEHOLDS

2028 Projection	13,283	66,631	128,190
2023 Estimate	12,480	61,943	118,830
2020 Census	11,988	59,503	113,923
2010 Census	6,193	40,483	88,976
Growth 2010-2023	101.5%	53.0%	33.6%

AVERAGE HOUSEHOLD INCOME

2028 Projection	\$146,492	\$148,927	\$129,883
2023 Estimate	\$144,490	\$150,273	\$131,482
2010 Census	\$94,221	\$83,759	\$70,008
Growth 2010-2023	53.4%	79.4%	87.8%

POPULATION

College Degree+	72.3%	61.4%	51.3%
Unemployment Rate	1.4%	2.3%	2.8%
White Collar Workers	82.9%	75.8%	69.4%
Median Age	33.6	33.8	35.0



QUEENSBIDGE COLLECTIVE
42-story, 409-unit multifamily tower
35-story, 600,000 SF spec office tower
20,000 SF retail
Expected Phase I Delivery: Q2 2025

LEGACY UNION
Phase IV Under Construction
24-Story, 415 SF Office Tower
Expected Delivery Q4 2024

THE RAIL YARD SOUTH END
Office + Retail
Retail Tenants: Orangetheory, North Italia, Summerbird, Rhino Market

HONEYWELL
250,000 SF
Built 2021

DUKE ENERGY PLAZA
MINT MUSEUM UPTOWN
LEVINE CENTER FOR THE ARTS

BILL LEE FWY

VANTAGE SOUTH END
Delivered 2022

THE CROWN OF QUEEN CITY
260-units, 7-story multifamily
\$2.64/SF Rents
Delivered 2020

BANK OF AMERICA CORPORATE CENTER

1100 SOUTH
331-Units, 5-story multifamily
\$2.37/SF Rents
Delivered 2015

BARINGS

UPTOWN CHARLOTTE

TRUIST CENTER

SOUTH END

ALLY CHARLOTTE CENTER
Built 2021

WELLS FARGO

THE GREEN
Public Park & Retail

THE LEXINGTON DILWORTH
235-units, 6-story multifamily
\$2.69/SF Rents
Delivered 2017

DOWD YMCA

WEWORK

THE WESTIN

THE FRANCIS
432-units, 19-story multifamily
\$2.67/SF Rents
Delivered 2019

CHARLOTTE CONVENTION CENTER

HYATT PLACE CHARLOTTE DOWNTOWN

SPECTRUM CENTER

ELEMENT HOTEL BY MARRIOTT

UPTOWN 550
421-units, 26-story multifamily
\$2.50/SF Rents
Delivered 2020

HANOVER EAST MOREHEAD
17-story, 339-unit multifamily
Developer: The Hanover Company
Expected Delivery: 2024

RADIUS DILWORTH
26 Story, 626-unit multifamily tower
Developer: Spandrel Development Partners
Expected Delivery: 2024

BROOKLYN VILLAGE

SAVOY
302-units, 6-story multifamily
\$2.42/SF Rents
Delivered 2019

MARSHALL PARK

SOUTH MCDOWELL ST

THE PEARL INNOVATION DISTRICT
+ WAKE FOREST SCHOOL OF MEDICINE
Phase I: 14-Story, 300,000+ SF academic building & 7-story, 331,000 SF research building
Signed Tenants: IRCAD, Carolinas College of Health Sciences
Developer: Atrium + Wexford
Phase I Expected Delivery: August 2024

PRESLEY UPTOWN
230-units, 6-story multifamily
\$2.11/SF rents
Delivered 2016



EAST BROOKLYN VILLAGE AVE

BAXTER STREET PARK

LITTLE SUGAR CREEK URBAN GREENWAY

- MULTIFAMILY
- OFFICE
- HOTEL
- MIXED-USE
- PARKS AND RECREATION



\$79M PUBLIC INVESTMENT

\$1.4B PRIVATE FUNDING

\$811M ECONOMIC IMPACT

IRCAD
INSTITUTE
OPENING
2025

900+ IRCAD FACULTY

1.5M TOTAL SF

0 COMPARABLE PROJECTS
IN NORTH AMERICA

3,500 STUDENTS ON
CAMPUS WEEKLY

11,700 GENERATED
REGIONAL JOBS



THE PEARL

CHARLOTTE'S INNOVATION DISTRICT

The Pearl, developed by Atrium Health and Wexford Science & Technology, will be a multi-phased mixed-use development with office, lab, retail, residential spaces. The first phase broke ground in January 2023, and will include Charlotte's first four-year medical school, Wake Forest University School of Medicine.

The Innovation District will be a public-private partnership, with the City of Charlotte and Mecklenburg County committing to invest \$79M in infrastructure to enable Phase I vertical development. The Project will also address health disparities and lack of upward mobility, attracting diverse business participation and tenancy. It will feature amenities available to the entire community, while incorporating affordable housing within the district.





DEVELOPED BY ATRIUM
HEALTH + WEXFORD



PHASE I EXPECTED
DELIVERY 2024

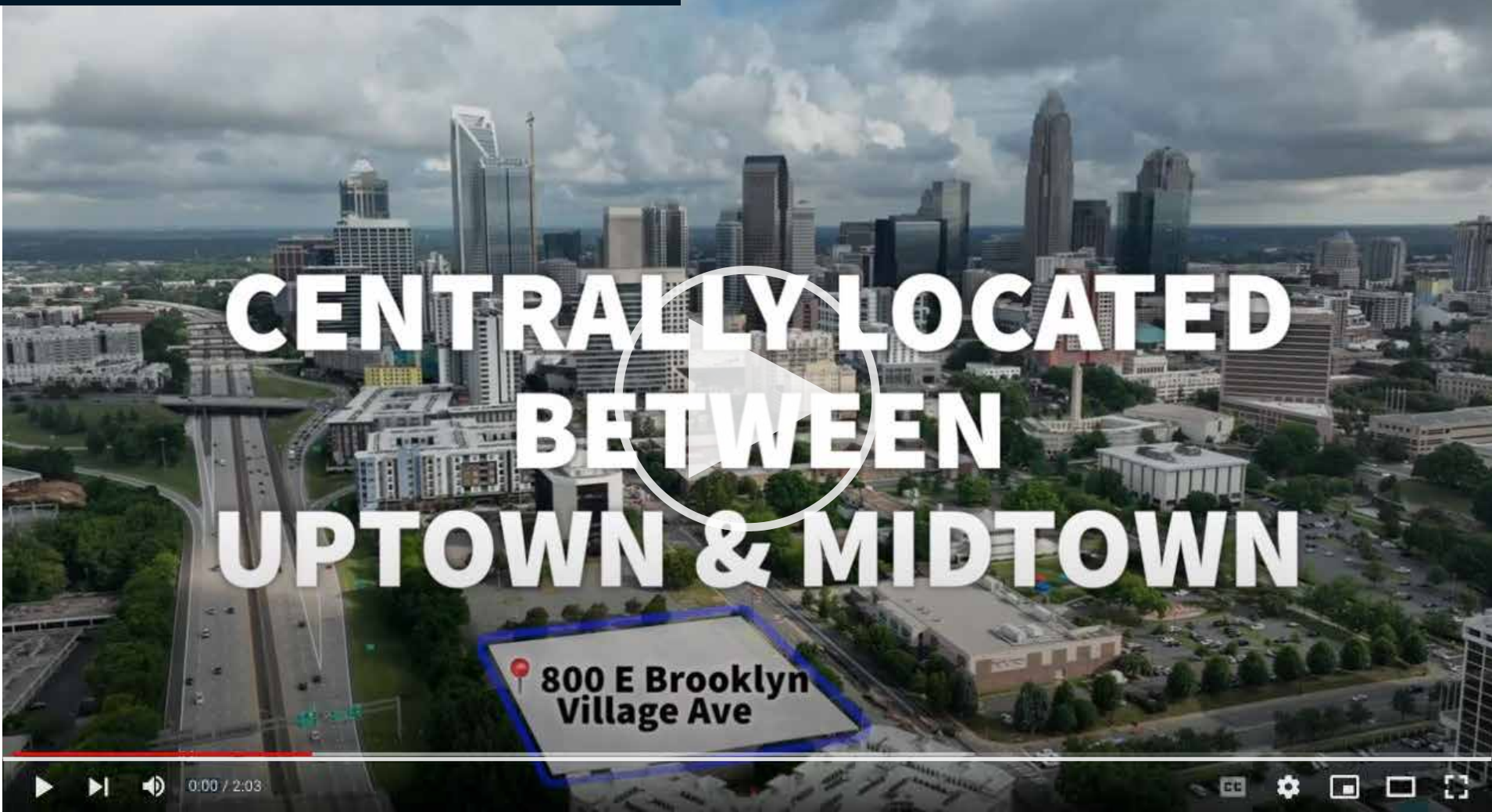


INNOVATION JOBS PROVIDE 15%
HIGHER ENTRY-LEVEL WAGE



30-40% OF JOBS WON'T
REQUIRE BACHELOR DEGREES

CLICK TO PLAY PROPERTY VIDEO



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**The outbreak of the COVID-19 virus (novel coronavirus) since the end of January 2020 has resulted in market uncertainty and volatility. While the economic impact of a contagion disease generally arises from the uncertainty and loss of consumer confidence, its impact on real estate values is unknown at this stage.