

A RARE REPOSITIONING OPPORTUNITY IN THE HEART OF SOUTHPARK



SYMPHONY PARK

SOUTHPARK MALL

PIEDMONT TOWN CENTER

FAIRVIEW ROAD

PARK SOUTH DRIVE

FAIRVIEW ROAD



SOUTHPARK - CHARLOTTE, NORTH CAROLINA



THE PARKVIEW BUILDING

Jones Lang LaSalle Americas, Inc. (“JLL”), has been retained as the exclusive sales representative for The Parkview Building (the “Property”, the “Asset”), an office asset totaling 124,741 SF in Charlotte’s highly coveted SouthPark submarket. Currently 63.0% occupied with 3.7 years of WALT, The Parkview Building presents investors with the opportunity to acquire a tremendous value-add office property with repositioning optionality in one of the nation’s most highly coveted submarkets.

Located within Charlotte’s SouthPark submarket, the asset benefits from all the area has to offer. SouthPark is nationally renowned for its premier retail offerings, institutional office tenant base and affluent surrounding neighborhoods, home to many of the area’s corporate decision makers. The Property is located adjacent to SouthPark mall, the 12th largest mall on the east coast and home to 200+ high-end retailers. SouthPark has over \$1 billion of new development in the pipeline across all asset classes with \$250 million attributed to community quality of life projects. The Asset’s high barriers to entry, irreplaceable location within the Charlotte market and future repositioning opportunity allows for a unique opportunity for investors.

THE PARKVIEW BUILDING

ADDRESS 5821 Fairview Rd
Charlotte, NC 28209

YEAR BUILT 1970

RBA 124,741

OF FLOORS 6 Floors (Including Ground Level)

OCCUPANCY 63.0%

WALT 3.7 Years

ACRES 4.05

PARKING 440 Spaces (3.5 / 1,000 SF)





LOCATED IN THE HEART OF CHARLOTTE'S MOST PRESTIGIOUS SUBMARKET

SouthPark is known for its Class A office, retail, multifamily, and single-family product. Anchored by SouthPark Mall, the largest mall between Washington, DC and Atlanta, SouthPark sits at the intersection of Charlotte's top executive neighborhoods, major corporate operations, and a premier retail destination, creating a vibrant live-work-play environment. The location has a proven track record for attracting tenants and visitors alike as SouthPark houses the market's top corporations and receives more than 18 million visitors annually.

HIGHLY AMENITIZED AREA

Located directly adjacent to Piedmont Town Center, The Parkview Building is located in the heart of the SouthPark office submarket. The offering features one of the most infill office locations in the area as it is located next to a plethora of walkable retail and restaurant amenities. Furthermore, a considerable development project was recently announced nearby the Property in Hendrick Automotive's future headquarters site. Currently in the early stages of planning, this development will further bolster the surrounding area's office market and help to drive rental rates to new heights.





SOUTHPARK HAS TRANSFORMED INTO A DENSE CULINARY, SHOPPING, AND ENTERTAINMENT HUB



SOUTHPARK MALL

Anthropologie
Apple
Belk
Burberry
Crate & Barrel
Dick's Sporting Goods
J. Crew
Kate Spade
Lacoste
Louis Vuitton
Michael Kors
Neiman Marcus
Nordstrom
Sephora
Swarovski
Tiffany & Co
Tory Burch
Vineyard Vines



SHARON CORNERS

Harper's Restaurant Charlotte
HomeGoods
Jersey Mike's Subs
Men's Wearhouse
Original Pancake House
Pet Supplies Plus



PIEDMONT TOWN CENTER

Bentley's
Del Frisco's Double Eagle Steakhouse
Mal Pan
Duckworth's Grill & Taphouse
Peppervine
Leo's Italian Social



SPECIALTY SHOPS SOUTHPARK

Bedside Manor
BrickTop's
Renaissance Patisserie
Paco's Tacos & Tequila
Tosacana
Williams-Sonoma



ACCOMODATIONS

AC Hotels by Marriott
Canopy by Hilton
Courtyard SouthPark
DoubleTree by Hilton
Hampton by Hilton Inn & Suites
Hilton Garden Inn
Homewood Suites by Hilton
Hyatt Centric Southpark
Marriott SouthPark
Renaissance SouthPark Hotel
Residence Inn SouthPark



PHILLIPS PLACE

800 Degrees
Peter Millar
P.F. Chang's
Restoration Hardware
Limani
Brooks Brothers
Southern Pecan
Salted Melon
Winston's
J.McLaughlin



MULTI-FAMILY

Allure
Ashley Square at SouthPark
Apex SouthPark
Encore SouthPark
Hazel SouthPark
Inspire SouthPark
La Vie SouthPark
Lennox SouthPark
MAA SouthPark
Residence at SouthPark
SouthPark Morrison
The Colony Apartments
Modera Southpark



SHARON SQUARE

Dilworth Tasting Room
SouthPark
Fontana Di Vino
Jimmy Johns
Oak Steakhouse
Starbucks
Whole Food Market

Southpark Mall Generates
Between \$750-\$800 PSF in Revenue.
The Highest In North Carolina

DEMOGRAPHIC HIGHLIGHTS

The Parkview Building is surrounded by Charlotte’s most affluent neighborhoods, making it a convenient location with easy access for tenants. The proximity to tenants’ upper-level management and key decision maker’s homes contributes to a constant stream of leasing demand within the submarket.

The Asset is ideally situated at the center of SouthPark, benefiting from a dynamic, urban-infill location. While positioned within this urban hub, the property benefits from excellent accessibility to the broader Charlotte market with convenient access to I-77, I-85, and I-485, the area’s primary transportation arteries. As a result, The Parkview Building has exceptional regional connectivity with easy access to Uptown Charlotte (6 miles), South End (5 miles), and Charlotte Douglas International Airport (8 miles), three of the market’s primary economic drivers.

1-MILE RADIUS DEMOGRAPHIC HIGHLIGHTS

\$273,756

AVERAGE HOUSEHOLD INCOME
(2024 ESTIMATE)

117%

AVERAGE HOUSEHOLD INCOME
GROWTH 2010 – 2024

34.6%

HOUSEHOLD INCOME \$200,000
OR MORE

78.1%

COLLEGE DEGREE+

DEMOGRAPHICS	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS
POPULATION			
2029 Projection	9,286	90,677	276,554
2024 Estimate	8,817	86,171	264,251
2020 Census	8,643	82,565	256,732
2010 Census	8,074	76,287	231,006
Growth 2010-2024	9.2%	13.0%	14.4%
HOUSEHOLDS			
2029 Projection	3,891	39,297	121,678
2024 Estimate	3,727	37,496	116,528
2020 Census	3,714	36,352	112,262
2010 Census	3,441	32,857	98,605
Growth 2010-2024	8.3%	14.1%	18.2%
AVERAGE HOUSEHOLD INCOME			
2029 Projection	\$273,756	\$228,522	\$183,247
2024 Estimate	\$256,756	\$228,522	\$183,247
2010 Census	\$126,176	\$108,986	\$90,679
Growth 2010-2024	117.0%	109.7%	102.1%
HOUSEHOLD INCOME DISTRIBUTION			
HH Income \$200,000 or more	34.6%	30.0%	22.7%
EDUCATION			
College Degree	78.1%	68.8%	61.0%
Unemployment Rate	4.0%	2.3%	2.9%
White Collar Workers	83.4%	76.9%	71.7%
Median Age	39.5	39.6	37.4

20 MINUTES TO
Charlotte Douglas
International Airport

18 MINUTES
to Uptown

WENDOVER-SEDGEWOOD
Median Sales Price: \$1.6M

Myers Park Country Club

Park Road Shopping Center

Cotswold Village

13 MINUTES TO
South End

BARCLAY DOWNS
Median Sales Price: \$700K

MYERS PARK
Median Sales Price: \$1.3M

THE PARKVIEW BUILDING

SouthPark

FOXCROFT
Median Sales Price: \$1.9M

PROVIDENCE PARK
Median Sales Price: \$1.1M

Strawberry Hill
Shopping Center

GOVERNOR'S SQUARE
Median Sales Price: \$700K

Charlotte Christian School

Charlotte Country Day School

LANSDOWNE
Median Sales Price: \$1.1M

Levine Jewish Community Center

Lansdowne Elementary School

OLDE PROVIDENCE NORTH
Median Sales Price: \$1M

SOUTHPARK: THE HIGHEST BARRIERS TO ENTRY IN CHARLOTTE

All Potential Office Development Sites Are Spoken For



THE LOOP

Recognizing SouthPark's evolution into a major destination, the City of Charlotte has committed to enhancing its public spaces and connectivity. The Loop is a key part of this initiative—a 3-mile urban trail designed to connect the area's commercial and residential hubs. This pedestrian-focused project, a collaborative effort involving public and private funding, will create a vibrant activity center with amenities.



Property Type: Office
Site Size: 2.6 Acres
Delivery Date: TBD

Hines

Property Type: Mixed-use
Site Size: 3.87 Acres
Delivery Date: TBD

AMWINS

Property Type: Mixed-use
Site Size: 2.3 Acres
Delivery Date: Est. Q4 2028



NORTHWOOD RAVIN

Property Type: Multi-family
Site Size: 5.6 Acres
Delivery Date: TBD

The COLONY

Property Type: Multi-family
Units: 650
Delivery Date: TBD

HENDRICK AUTOMOTIVE

Hendrick Automotive has acquired the vacant SouthPark site for \$13 million and plans to develop a new corporate office building on the property.

6601 CARNEGIE BLVD

Hines plans a major mixed use development in SouthPark. They have filed a rezoning petition with the goal to create an urban, walkable distinct in SouthPark.

AMWINS NATIONAL HEADQUARTERS

Approved rezoning allows for the development of a mixed-use office and retail building that could be up to 225 feet tall.

5825 CARNEGIE BLVD

A rezoning proposal filed in May 2025 permits development of up to 360 residential units, incorporating a balanced combination of apartment and townhouse configurations.

THE COLONY PHASE TWO & THREE

Rezoning petition approved to allow up to 650 multifamily units between two buildings up to 14 stories in height. The first building will be 350 units and the second building will be 300 units. A Publix grocery store is planned as part of the ground floor retail.

THE PARKVIEW BUILDING: REPOSITIONING AND UPSIDE

The Parkview Building represents an exceptional value-add opportunity, currently priced at a discount to market comparables. At \$29.00 per square foot, the asset leases at nearly 40% below repositioned assets in SouthPark (\$47.50 PSF) and 57% below Tier-1 SouthPark properties (\$52.00 PSF). Through strategic capital improvements—modernizing common areas, upgrading building systems, and enhancing tenant amenities—an investor could systematically capture this rent premium. The building's prime SouthPark location provides the foundation to justify premium rents once repositioned, offering investors the potential to nearly double current rental rates while remaining competitive within the submarket.

SIGNIFICANT DISCOUNT TO REPLACEMENT COST

RISING COSTS OF MATERIALS & LABOR WILL CONTINUE TO DRIVE INCREASED COSTS FOR NEW CONSTRUCTION PRODUCT

The ability to acquire a Class A asset in the Charlotte office market has become increasingly competitive as the area is one of the fastest growing MSA in the country. As a result, the opportunity to acquire an office asset in the SouthPark submarket, one of Charlotte's top submarkets, has become difficult with high barriers to entry and limited available supply. The Parkview Building offers investors the opportunity to purchase a premier office building at an excellent cost basis, well below the estimated replacement cost of \$600 per square foot. The basis, in the face of rapidly rising construction costs, allows for the owner to offer an epicenter location with strong surrounding amenities combined with the opportunity to push rental rates closer to what recent deals are achieving along with new construction.



THE PARKVIEW BUILDING – TODAY

CURRENT ASKING RATE = \$29.00/SF
44% Below Top SouthPark Rents



4600 PARK ROAD

CURRENT ASKING RATE = \$35.00/SF

The current ownership reskinned and repositioned the lobby and top two floors. Resulted in a 25% increase in rental rates, from \$28/SF to \$35/SF



THE PARKVIEW BUILDING REIMAGINED

ESTIMATED ASKING RATE = \$50+/SF
42% Increase from today

A GLIMPSE INTO THE FUTURE

THE SOUTHPARK RENT GROWTH STORY



BELOW MARKET STORY WITH EMBEDDED UPSIDE

The SouthPark submarket has demonstrated exceptional rental rate growth over the past 24 months, driven by constrained new supply and robust underlying market fundamentals. Current development pipeline analysis indicates no multi-tenant projects are planned for the foreseeable future in SouthPark, with new construction limited exclusively to build-to-suit single-tenant facilities. However, The Parkview Building has not fully participated in this market-wide appreciation experienced by comparable properties in the submarket. This market divergence presents investors with a distinctive opportunity to acquire a well-positioned asset within a high-performing submarket that retains significant upside potential. The combination of continued supply constraints and strong market fundamentals suggests The Parkview Building is positioned to capture the rental growth trajectory already realized by its peer assets, offering investors the potential to benefit from both market convergence and continued submarket appreciation.

SUPPLY SCARCITY AS A STRATEGIC ADVANTAGE

With repositioned SouthPark properties maintaining only 12% availability and Tier-1 assets in the submarket at a mere 2% vacancy rate, the supply constraint seen in SouthPark underscores the compelling demand for high-quality renovated product within the submarket. The acute shortage of available space in SouthPark creates an exceptional opportunity for The Parkview Building, which upon completion of its repositioning program will debut in a market characterized by virtually no competing inventory. This timing allows investors to acquire the asset at an attractive basis, execute value-add improvements during a period of continued market compression, and ultimately introduce freshly renovated space into an environment defined by limited competitive alternatives and robust tenant demand.

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