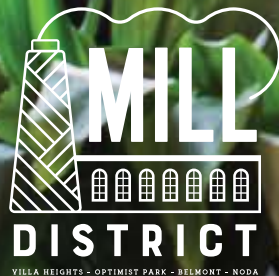


# OPTIMIST HALL



1115 N. BREVARD STREET, CHARLOTTE NC 28206

# TABLE OF CONTENTS

## **FOOD HALL. RETAIL. RESTAURANTS. CREATIVE OFFICE.**

Optimist Hall is all about moving our city's food, trade and culture forward. With a name that recalls the beginnings of the Industrial South, and a space dedicated to innovation, sustainability, and experimentation, we're reminding Charlotte of who we are and who we'll become.

- 3 OVERVIEW
- 9 RENDERINGS
- 13 FLOORPLANS
- 16 DEVELOPMENT TEAM + LEASING





OPTIMIST HALL DELIVERS GREAT FOOD AND SHOPPING,  
AND ITS OFFBEAT, CREATIVE ENERGY  
INSPIRES PRIDE IN OUR COMMUNITY — BY BOTH  
HOW FAR IT'S COME, AND WHERE IT'S HEADED.








# A COMMUNAL, VERSATILE SPACE THAT YOU WISH HAD BEEN HERE ALL ALONG.

Located in the Optimist Park neighborhood between Uptown Charlotte and NoDa, the redevelopment by White Point Paces Properties, LLC transforms a turn-of-the-century textile mill into a food hall complemented by restaurants, retail and creative office space. Optimist Hall includes original hardwood floors, soaring 14+ foot ceilings as well as board and beam interiors with a true industrial character.



## OPTIMIST HALL

-  20,250 SF Food Hall
-  31,606 SF Restaurants/Retail
-  80,000 SF Office

TOTAL 131,856 GSF

## TRANSPORTATION OPTIONS

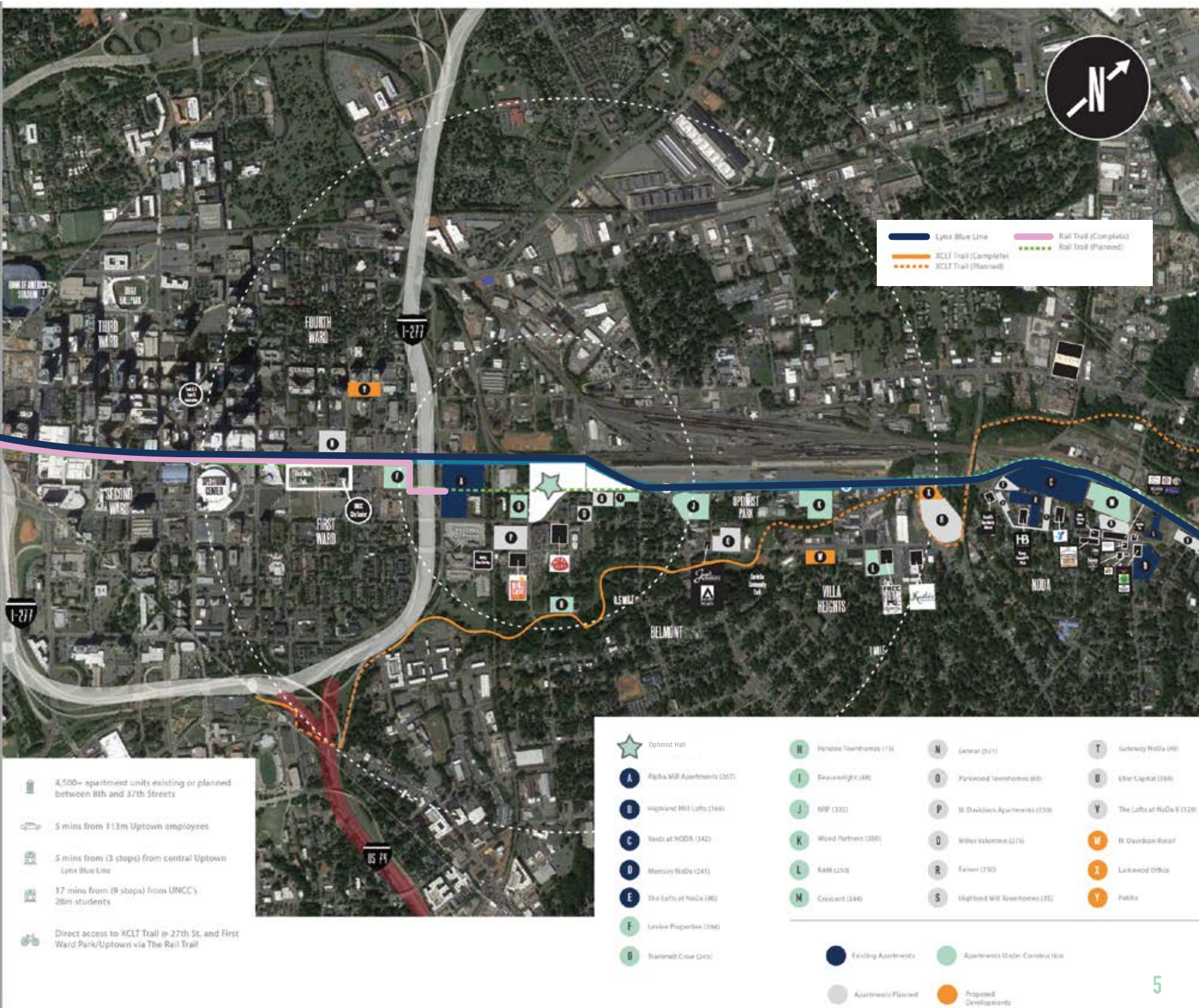
-  600+ Total Parking Spaces
-  LYNX Blue Line Light Rail (Parkwood Station)
-  Multi-Use (Pedestrian & Bicycle) Trail

## ADJACENT DEVELOPMENT

-  240-Unit Apartment Community



## NEIGHBORHOOD AND LOCATION





# A GATHERING PLACE FOR CHARLOTTE

175,000 people are 10-minutes or less by car and 380,000 are 15-minutes or less.

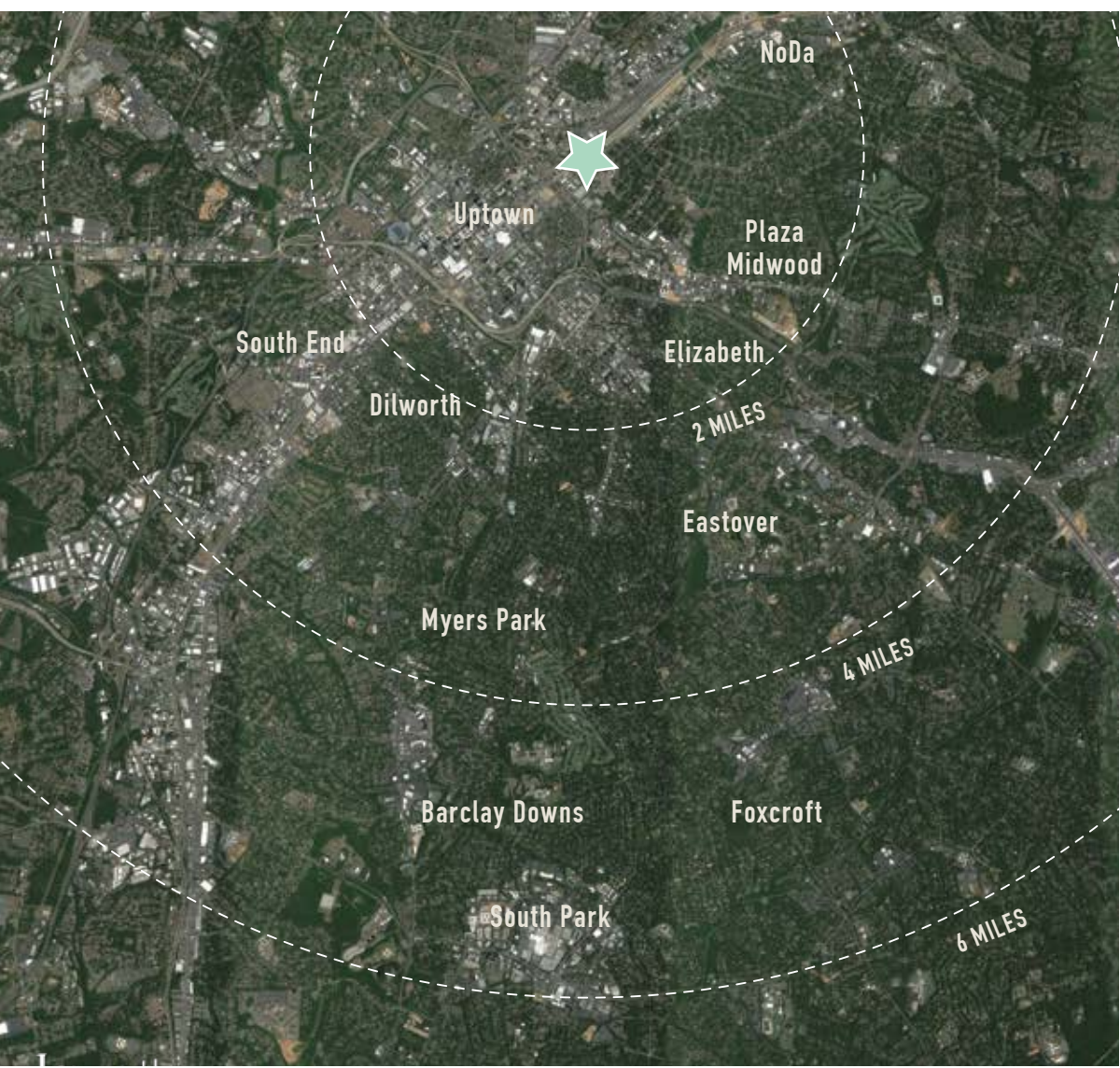
## A BIT ABOUT OUR CITY:

Charlotte is home to **7 Fortune 500 Companies**

Ranks as the **second largest banking center** in the U.S.

Has the **largest millennial population** in the U.S. 2005-2015

Decade-long growth rate of **59.6% (+888,000)** from 2005-2015 making it easily **one of the fastest growing cities in the U.S.!**



DESTINATION	DRIVE TIME
I-277	2 minutes
I-77	4 minutes
I-85	6 minutes
Uptown	5 minutes
South End	7 minutes
South Park	15 minutes
Ballantyne	18 minutes
Fort Mill	22 minutes
Davidson	23 minutes
Gastonia	25 minutes

NEIGHBORHOOD	DRIVE TIME	SFR PRICE RANGE
NoDa	3 minutes	\$150-\$500m
Dilworth	7 minutes	\$350-\$2,000m
Plaza Midwood	5 minutes	\$300-\$2,000m
Elizabeth	7 minutes	\$250-\$1,000m
Eastover	9 minutes	\$500-\$5,000m
Myers Park	10 minutes	\$400-\$4,000m
Barclay Downs	15 minutes	\$300-\$1,000m
Foxcroft	15 minutes	\$500-\$5,000m

 OPTIMIST HALL

THREE MILE RADIUS  
DEMOGRAPHIC SNAPSHOT

TOTAL POPULATION  
180,846

AREA (LAND) 80.3

AREA STATS

RADIUS	POPULATION	AVERAGE HOUSEHOLD INCOME	BACHELOR'S DEGREE OR HIGHER
1 Mile	24,141	\$100,824	49.9%
2 Mile	140,196	\$98,576	47.1%
3 Mile	297,750	\$90,727	39.6%

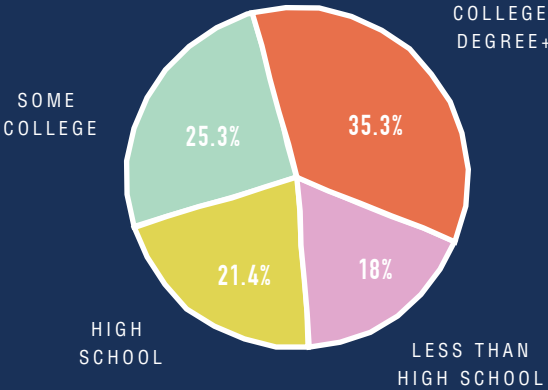
MEDIAN  
AGE

31 YEARS  
OLD

49.1% MALE

50.9% FEMALE

EDUCATION  
ATTAINMENT





## SOME PEOPLE THINK THEY CAN GET A GOOD MEAL, A CRAFT COCKTAIL, OR AN UP-AND-COMING OFFICE SPACE JUST ABOUT ANYWHERE.

But of course the truth is that it's as much about the experience as the product; and isn't it fitting to have it all in one place? For those seeking an experience that's at once cosmopolitan and uniquely Charlotte, welcome to Optimist Hall. Optimist Hall is all about moving our city's food, industry and culture forward. With a name that recalls the beginnings of the industrial South, and a space dedicated to innovation, sustainability, and experimentation, we're reminding Charlotte of how far we've come, and how far we'll go.





# FOOD HALL





# COURTYARD





# CREATIVE OFFICE



anchored by Duke Energy, daytime employee population of 400



# RESTAURANTS





GINGHAM.  
Made in North Carolina

# FLOORPLAN

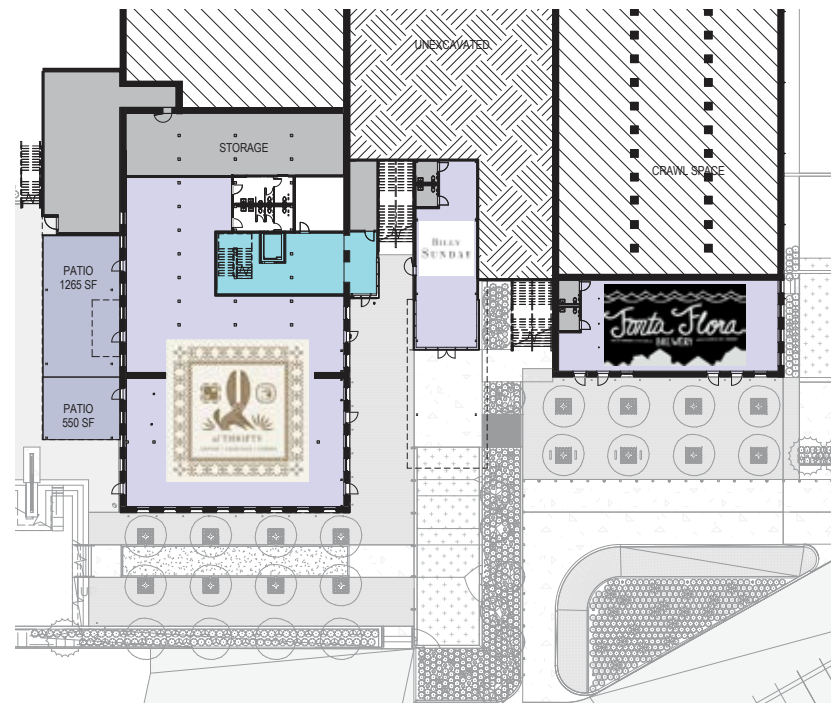
LEVEL ONE 

## GROUND LEVEL

2,660 SF Brewery

8,817 SF Restaurant

1,425 SF Bar



OPTI  
MIST  
HALL



ON AS A FACTOR IN PROGRESS.

is worth \$450,000,000. This great increase  
ction has been made in a section to which  
no such constant tide of immigration as  
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# FLOORPLAN

LEVEL TWO

10,166 SF Food Stalls

8,553 SF Restaurant

656 SF Bar

4,567 SF Retail

## MAIN LEVEL



OPTI  
MIST  
HALL



# OUR CURRENT TENANTS



suárez bakery



UNDERCURRENT  
COFFEE



el THRIFTY



The SPINDLE BAR

BOXCAR BETTY'S  
FRIED CHICKEN SANDWICHES





# LEASING

WWW.OPTIMISTHALL.COM

FOOD HALL, RESTAURANTS + RETAIL

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