



# TWO SILVER CRESCE

NT  
THE SUBURBAN MARKET'S  
VIBRANT, URBAN OPTION.



**TWO SILVER CRESCENT AS OF DECEMBER 2019**

**TWO**

# SILVER CRESCENT



**FOUR**

A Growing Workforce

**FIVE**

Millennial Migration

**SEVEN**

Steele Creek : CLT's Fastest Growing Community

**FIFTEEN**

Ayrsley : Downtown Steele Creek

**TWENTY-THREE**

Two Silver Crescent



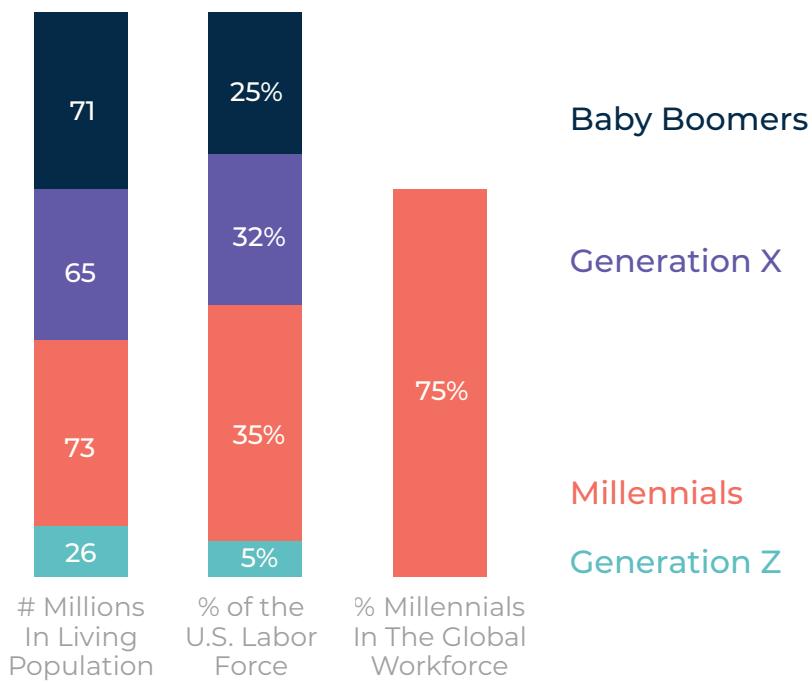
THREE

# A GROWING WORKFORCE

By 2020, Millennials (those born between about 1980 and 2000) are forecast to comprise half of the American workforce, and by 2025, 75 percent of the global workforce. - **INC.Com**

Millennials are expected to overtake Boomers as America's largest generation in 2019 as their numbers swell to 73 million. - **PEWresearch.org**

Millennials make up more than one-third of American labor force, making them the largest generation in the U.S. labor force. - **PEWresearch.org**



# MILLENNIAL MIGRATION

“ BIG CITY GROWTH STALLS FURTHER, AS THE  
SUBURBS MAKE A COMEBACK  
BROOKINGS

“ (LARGE CITIES) ARE FINDING MORE EDUCATED  
MILLENNIALS LOCATING IN OUTLYING SUBURBAN  
AREAS RATHER THAN IN CORE CITIES  
FORBES

“ NEARLY 50 PERCENT OF MILLENNIAL U.S.  
HOMEOWNERS WERE IN THE SUBURBS IN 2016  
ZILLOW

“ MILLENNIALS (ARE) DONE WITH  
CITY LIFE -- AND PRICES  
THE GUARDIAN

## STATISTICALLY MILLENNIALS ARE SEEKING



PUBLIC TRANSPORT  
& ALTERNATIVES



LIVING NEAR  
JOB OPPORTUNITIES



COMMUNITY &  
SOCIAL ENGAGEMENT



AFFORDABLE  
HOUSING

# STEELE CREEK

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Sitting in the heart of the I-77/Airport submarket, what once was defined by the airport and manufacturing, Steele Creek now houses more economic diversity than anywhere in Metro Charlotte. Nowhere else will you find Class A office space, world-class destination retail, new residential construction, and the infrastructure to support a robust, industrial sector.

As you look to relocate your business, purchase a home or simply pass the time, you will be surprised by what Steele Creek has to offer.

Steele Creek is centrally located in the heart of the Charlotte MSA. No site provides a more ideal balance of access to all three major interstates.

Ease of connectivity to Steele Creek allows employees shorter commute times to the greater Charlotte area, providing access to a wider ranging talent pool.





LAKE WYLIE  
**EIGHT**



CHARLOTTE - DOUGLAS INTERNATIONAL AIRPORT

**NINE**

# MILLENNIAL MIGRATION

CHARLOTTE  
BUSINESS JOURNAL

## Steele Creek attracts millennials looking for community to work and live in

The myth that millennials only want to live downtown is fading, and their embrace of the suburbs is evident in Steele Creek.

Research from the public policy firm Brookings shows that 2012 was the peak year for the millennial generation — some 73 million strong — to move a city to pursue their professional goals. Since then, young adults aged 22 to 37 are increasingly more likely to move to the suburbs, driven by the rising cost of living in urban areas, a lack of entry-level housing and the desire for a shorter commute.

Employers who hope to hire those young professionals are finding that a suburban location that combines the amenities millennials are looking for fits the bill for both.

**"I probably have a dozen employees, all of them in the younger age range, who live in Ayrslay,"** says Garrett Pope, general manager of Raycom Media's central traffic operations office. Raycom, which operates 65 television stations across the country, moved to Ayrslay in 2015 for its Charlotte location and leveraged its location in Steele Creek's walkable community to ramp up to 125 employees.

**"This location was really helpful for recruiting because I think a lot of employees could see themselves living here and working here"** he said.

Raycom's office in Ayrslay on South Tryon Street just off I-485, combines the benefits of a suburban location with plentiful free parking and less urban congestion. Nearby, there are four apartment communities interspersed with retail, restaurants, hotels and Class A office. The synergy between all creates a lively after-work environment with games of corn hole or gathering with co-workers for a bite or drinks. Others walk home for lunch.

Michael Marcus, vice president of insurance company Key Risk, also in Ayrslay, says as many as 30% of employees choose to dine outside of the company break room three to five days a week. Because Key Risk employees have multiple dining options in Ayrslay, he said the meal can be more relaxing and without the added stress of a drive



back to the office.

**"We gain approximately 15 to 20 minutes of productive work time from each associate each day they venture to eat locally,"** Marcus says. That's an improvement from the company's previous office location where the nearest restaurants were 10 to 15 minutes away.

**"Morale noted of our folks returning from lunch is noticeably improved,"** he said.

Millennials have made it clear they don't prefer the sprawling suburbs they likely grew up in — those that require long drives between destinations and neighborhoods with one-size-fits-all housing. Their strong preference is for urban-esque neighborhoods with places to walk and run and one-of-a-kind properties with an authentic feel, whether they are renting or becoming homeowners.

Already almost half of all millennial homeowners live in the suburbs, according to research from Zillow.

Danielle Scurry, a realtor with Allen Tate and a Steele Creek resident, says suburban areas like Steele Creek offer larger homes at lower costs, which is drawing people of all ages.

**"I have millennial clients now, and they are not necessarily looking for downtown,"** Scurry says.

**"The more I bring people to Steele Creek and they see what's available, the more they realize it's accessible and has a lot to offer."**

Steele Creek offers a wide variety of housing, from luxury estate homes in The Sanctuary on Lake Wylie and The Palisades near Lake Wylie, to more affordable new homes and townhomes under development along South Tryon Street.

Apartment rent in Steele Creek is lower than the averages in uptown or South End, where average monthly rent tops \$1,500.

Homeownership is gaining for younger households, especially those under 35. In the second quarter of this year, their homeownership rate hit the highest level in five years, according to the U.S. Census.

**"We know in this market there's a shortage of inventory, but Steele Creek is still having growth,"** Scurry says.

Scurry, a millennial and Charlotte native, moved to Steele Creek five years ago. **"I feel like I can experience a city life, but I don't have to be downtown. I have everything I need here. There's a great mix of people looking to live in Steele Creek from empty nesters to millennials. This area is not one specific demographic."**

TEN

# 28273: STEELE CREEK

THIS CHARLOTTE ZIP [28273] IS ONE OF THE NATION'S HOTTEST FOR HOME SALES - *HERE'S WHY*

By Celeste Smith  
Published April 12, 2017

'Millennials: These days, members of the 18-34 age group are more likely to recognise the financial benefits of purchasing a home than other first-time buyers, according to a new homebuyer insights report from Bank of America.

Realtor.com keeps track of the ones buying Steele Creek properties [in zip code 28273]. And they're bringing more spending power compared to other areas... Realtor.com research shows older millenials in the 25-34 age group earn a median household income of \$64,000. That compares to about \$56,000 nationally.'



## TOP 10 MOST POPULAR NEIGHBORHOODS IN CHARLOTTE

PER TRULIA.COM\* 9/28/17

	POPULARITY	AVG SALES \$	\$ PER SF
<b>STEELE CREEK</b>	1	255,483	109
<b>PLEASANT HILL RD</b>	2	340,158	112
<b>DILWORTH</b>	3	424,769	278
<b>PROVINCETOWNE</b>	4	360,847	137
<b>DAVIS LAKE</b>	5	197,312	100
<b>BALLANTYNE WEST</b>	6	269,399	136
<b>PROSPERITY CHURCH RD</b>	7	213,625	103
<b>BACK CREEK CHURCH RD</b>	8	195,340	92
<b>HIGHLAND CREEK</b>	9	233,732	109
<b>MYERS PARK</b>	10	741,576	285

\*Popularity determined by neighborhoods that receive the most clicks on Trulia.com. Steele Creek receives the most inquiries of any neighborhood in Charlotte.

## SUBURBAN OFFICES ARE COOL AGAIN

Bloomberg

By Patrick Clark & Rebecca Greenfield  
Published October 11, 2017

'For millennials, the suburbs are the new city, and employers chasing young talent are starting to look at them anew.'

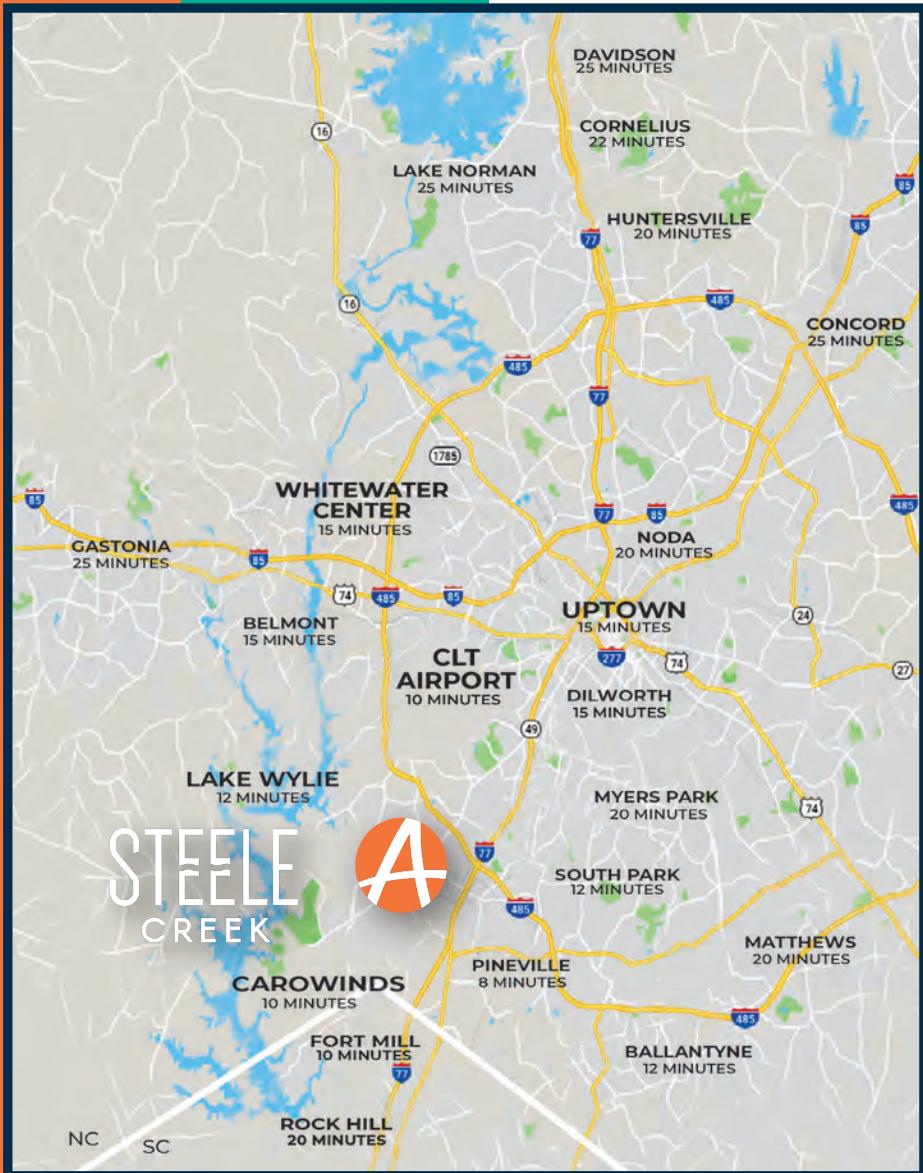
ELEVEN



AYRSLEY  
**TWELVE**

# STEELE CREEK

## SITE PROXIMITY



0.1 MILES



0.5 MILES



8.3 MILES



10 MINUTES TO  
CHARLOTTE  
INTERNATIONAL  
AIRPORT



10 MINUTES TO  
CAROWINDS



12 MINUTES TO  
LAKE WYLIE



15 MINUTES TO  
U.S. NATIONAL  
WHITEWATER CENTER



15 MINUTES TO  
UPTOWN



= AYRSLEY

THIRTEEN



STEELE CREEK LIVE  
**FOURTEEN**



CHARLOTTE  
**BUSINESS JOURNAL**

BIG BUSINESS & ENTERTAINMENT HAVE  
TRANSFORMED STEELE CREEK

realtor.com®

STEELE CREEK'S 28273 NAMED THE HOTTEST  
ZIPCODE FOR HOME SALES IN THE COUNTRY

FIFTEEN



 **RealEstate.com**

THE NEXT HOT NEIGHBORHOOD IN CHARLOTTE

**SIXTEEN**

AYRSLEY HAS GOTTEN COOL-- BECOMING  
STEELE CREEK'S DOWNTOWN

**-CHARLOTTE AGENDA**

# AYRSLEY

## DOWNTOWN STEELE CREEK

Ayrsley is Southwest Charlotte's most walkable community, conveniently located off I-485 & South Tryon. Stroll down Ayrsley Town Boulevard and pop in one of our 20 restaurants & bars or grab a movie at Ayrsley Grand Cinemas with a friend. Steps away from your home or your office, Ayrsley brings family and friends together. Spend time at one of our seasonal events on the Ayrsley Event Lawn, bowl at Piedmont Social House, or at an open house on one of our college campuses. Do some shopping, hit the gym, stop at the salon, pick up the dry cleaning, make your dentist appointment-all while parking your car once.

Vibrant & convenient, Ayrsley in Steele Creek allows you to complete your to-do list in one location.

**88,000**

*square feet*

OFFICE SPACE AVAILABLE AT  
TWO SILVER CRESCENT

**30,000**

*square feet*

MEETING SPACE

**1,500**

EMPLOYEES

**500+**

HOTEL ROOMS WITH A  
COMBINED FOUR HOTELS

**20+**

RESTAURANTS

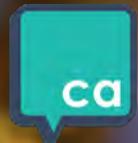
**5**

APARTMENT & TOWNHOME  
COMMUNITIES

**4**

UNIVERSITIES & SCHOOLS  
ON CAMPUS

**SEVENTEEN**



“ This little pocket is right where South Tryon meets I-485 & it's transforming from a sleepy suburban commercial center into something a lot more active: Steele Creek's downtown.

*Arysley is downright cool. ”*

*-CHARLOTTE AGENDA*

PIEDMONT SOCIAL HOUSE  
**EIGHTEEN**

## TURNKEY CAMPUS INFRASTRUCTURE



1 FRONT DOOR RETAIL



3 THEATER SHOPS



5 KINGS PARADE

6 PARKING DECK



8 TWO SILVER CRESCENT



12 CHARLESTON ROW

13 Arysley Lofts



FAMOUS TOASTERY





CAROLINA BEER TEMPLE



HARRY'S GRILLE & TAVERN

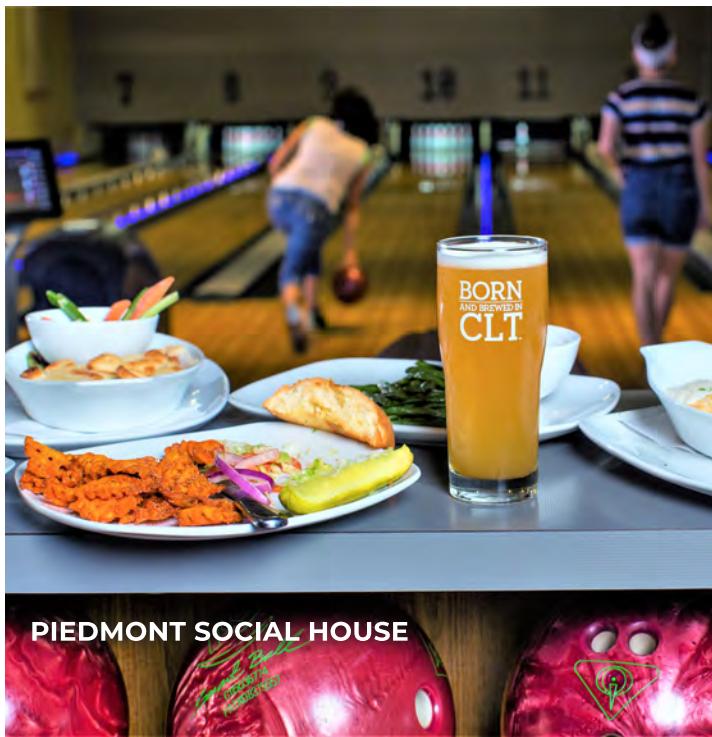


JELD-WEN HQ



AYRSLEY EVENT LAWN

TWENTY





JELD-WEN HQ



AYRSLEY EVENT LAWN



AYRSLEY LOFTS



TRU HOTEL AYRSLEY

**TWENTY-TWO**

# TWO SILVER CRESCENT

## BUILDING FEATURES

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- 5,000 sf - 88,000 sf of Class A Office space in Arysley
- Free & covered parking, 4.0/1,000 sf parking ratio
- A turnkey campus in a booming urban environment
- Easy access to I-485, I-77 & I-85, providing below average commute times to all of CLT
- Only 15 minutes from the Charlotte Douglas International Airport & Uptown
- 500+ hotel rooms & banquet facilities within walking distance
- Crown Signage opportunities
- Professional on-site property management & asset manager
- Variety of residential options
- Dining & retail options within walking distance

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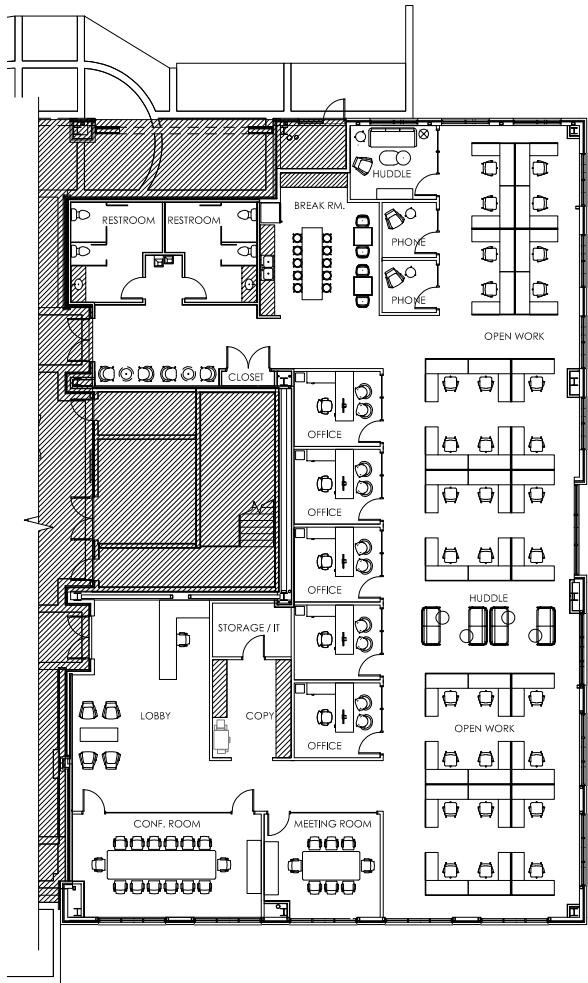




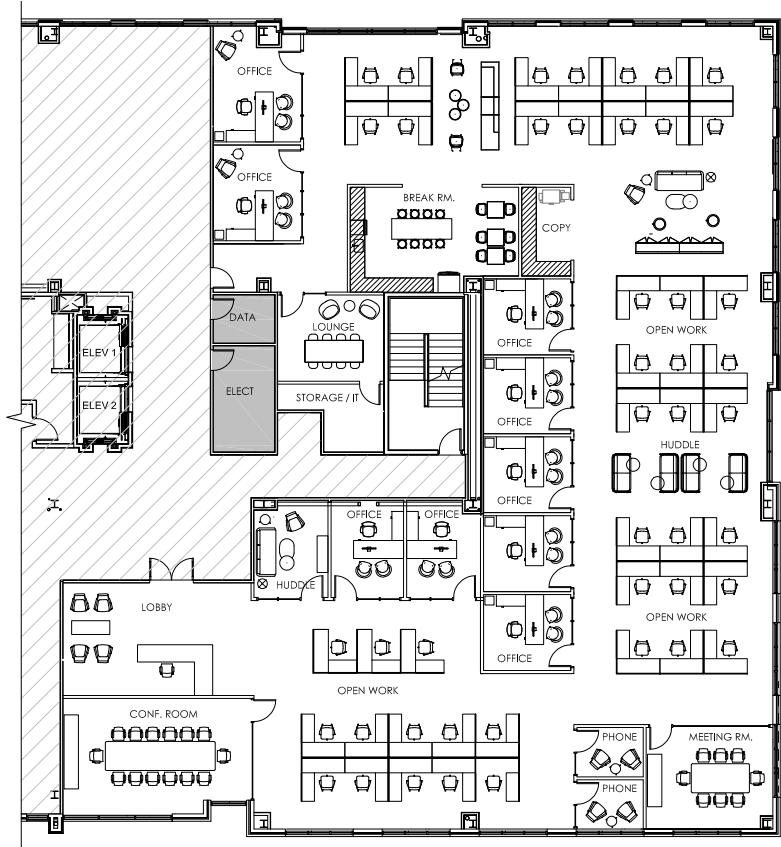
TWO SILVER CRESCENT

TWENTY-FOUR

# TWO SILVER CRESCENT



GROUND FLOOR - 6,642 SF  
AVAILABLE JULY 2020!



2ND FLOOR - 9,501 SF  
AVAILABLE JULY 2020!





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