



MORRISON AT SOUTHPARK



MORRISON

FOUNDRY
COMMERCIAL



RETAILER SUCCESS AT MORRISON

CAPITOL

In 1997, Charlotte retailer Laura Vinroot Poole founded Capitol, a premier clothing store featuring designs from Valentino, Balenciaga, and others. Initially at Phillips Place, the store later moved to Morrison and has thrived there for 15 years – becoming known as a fashion destination for the South.

**CAPITOL NAMED
AMONG TOP 50 BEST
CLOTHING STORES IN
AMERICA**

—NEW YORK TIMES, 2025



boem

“When Megan Orrell opened **Boem**, a women’s boutique in Morrison in 2008, SouthPark was the only location she considered. Since then, she’s opened two more locations in Blakeney and in South End but says **SouthPark remains the flagship and top location for sales**. She expanded to South End in 2020 to take some pressure off of the success of the Morrison location.”

—CHARLOTTE BUSINESS JOURNAL



**“THE STORE WOULD NOT HAVE BEEN
AS SUCCESSFUL ANYWHERE ELSE
THAN SOUTHPARK.”**

—LAURA VINROOT POOLE, OWNER OF CAPITOL

WHY SOUTH PARK?

11.5%
GROWTH

Anticipating an **11.5% population growth** in the next four years, SouthPark stands out as an ideal live-work-play destination, offering highly rated schools, stylish neighborhoods, and convenient access to the airport and uptown.

3 MILLION
SF

SouthPark boasts over 350 stores, eateries, and service providers spread across nearly **3 million square feet** of retail space and 12 unique shopping destinations.

\$1
BILLION

With over **\$1 billion** planned in new development, SouthPark is an ideal hub for companies, talent, and customers.



PROPERTY DETAILS

- Mixed-use specialty center located in Charlotte’s prestigious SouthPark submarket
- Anchored by Barnes & Noble
- Walking distance from SouthPark Mall, a 1.6 million SF destination featuring Neiman Marcus, Nordstrom, Arhaus, Zara and more
- More than 59,700 people working within a 3-mile radius and located approximately 5 miles from uptown Charlotte



BUILDING FEATURES

PROPERTY SIZE	129,202 SF
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TRAFFIC

COLONY RD	16,640 VPD
SHARON RD	36,837 VPD

1 MILE RADIUS

11,013
ESTIMATED POPULATION

40.0
AVERAGE AGE

\$1.26M
MEDIAN HOME VALUE

\$269,327
AVG HOUSEHOLD INCOME

SOURCE: REGIS, 2025

3 MILE RADIUS

93,552
ESTIMATED POPULATION

39.1
AVERAGE AGE

\$876,675
MEDIAN HOME VALUE

\$243,647
AVG HOUSEHOLD INCOME

5 MILE RADIUS

282,494
ESTIMATED POPULATION

36.0
AVERAGE AGE

\$679,335
MEDIAN HOME VALUE

\$171,850
AVG HOUSEHOLD INCOME



SOUTHPARK RETAIL

SPECIALTY SHOPS
WILLIAMS SONOMA
SID MASHBURN

THE COLONY (PROPOSED)
publix

INSPIRE
369 LUXURY
APT. UNITS

MORRISON

BARNES&NOBLE ANN SACKS
 **SOUTHPARK MORRISON** 214 LUXURY
APT. UNITS
 **MEZZO1** 100 LUXURY
APT. UNITS

PIEDMONT TOWN CENTER
Del Frisco's

SOUTHPARK MALL
Neiman Marcus *belk* *H&M*
NORDSTROM ★ *macys*
ZARA ARHAUS

Crate&Barrel
 **Harris Teeter**

MORROCROFT VILLAGE

Steak 48 **INTOWN**
GOLF CLUB
salon8 *sloop*

APEX

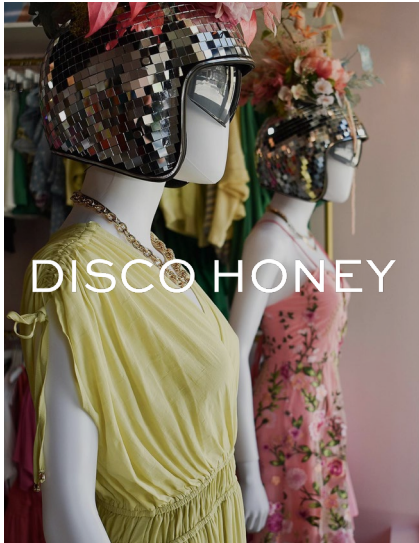
SHARON CORNERS
ivy & leo **Jesse Browns** *THE Original*
Charlotte, NC **PANCAKE HOUSE**
HomeGoods **chico's**

WHOLE FOODS MARKET **OAK STEAKHOUSE** 

SHARON SQUARE

RALPH LAUREN **RH**
J.CREW **PETER MILLAR**
RESTORATION HARDWARE

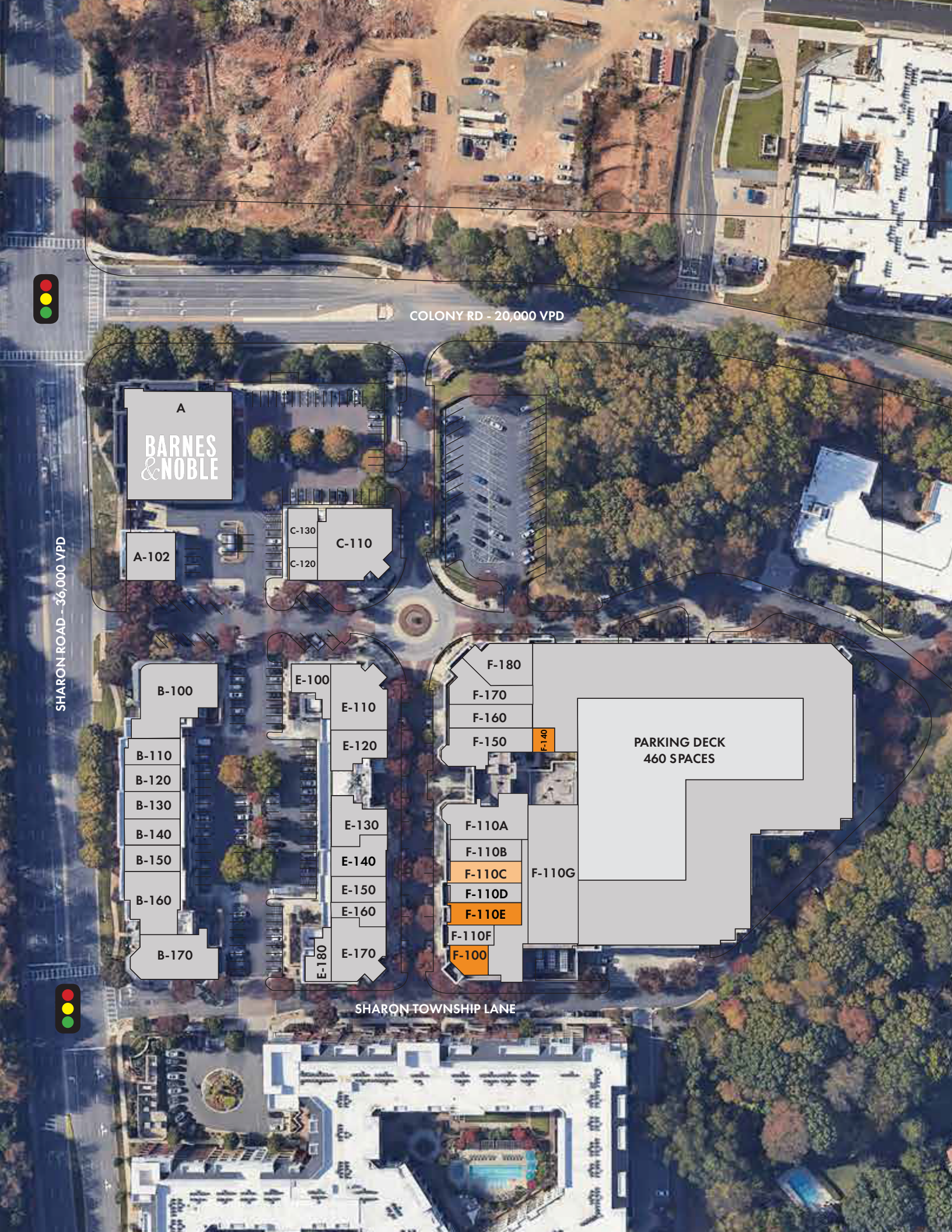
PHILLIPS PLACE



JOIN THE COLLECTIVE



SITE PLAN



BUILDING A

SUITE	TENANT	SF
A	BARNES & NOBLE	28,583
A-102	CAPITOL	6,085

BUILDING B

SUITE	TENANT	SF
B-100	FIREBIRDS WOOD FIRED GRILL	6,711
B-110	NATUREPEDIC	1,900
B-120	SHARON LUGGAGE	1,900
B-130	SABOR LATIN STREET GRILL	1,955
B-140	INDOCHINO	1,955
B-150	BOEM	1,881
B-160	STELLA NOVA	3,908
B-170	CLUB CHAMPION	4,604

BUILDING C

SUITE	TENANT	SF
C-110	SOTHEYB'S	5,208
C-120	GOLDEN CARROT	1,693
C-130	E MARTINI	901

BUILDING F

SUITE	TENANT	SF
F-140	AVAILABLE	714
F-150	MANO BELLA	3,535
F-160	ZEN NAILS	2,507
F-170	COLLECTED	3,013
F-180	ANNE NEILSON FINE ART	3,205

BUILDING E

SUITE	TENANT	SF
E-100	ANNE NEILSON ART STUDIO	1,006
E-110	TALBOTS	4,979
E-120	YAFO KITCHEN	2,902
E-130	YAMA ASIAN FUSION	2,940
E-140	SOUTHSTATE BANK	2,383
E-150	WINESTORE	1,535
E-160	DISCO HONEY	1,285
E-170	SALON LOFTS	4,644
E-180	GOLDEN COW CREAMERY	1,333

BUILDING F

SUITE	TENANT	SF
F-100	AVAILABLE 2/1/2027	1,747
F-110A+G	ANN SACKS TILE & STONE SHOWROOM	13,124
F-110B	A SHADE ABOVE	2,059
F-110C	NEGOTIATING	2,083
F-110D	ANNE NEILSON ART STUDIO	1,838
F-110E	AVAILABLE	2,148
F-110F	SPLASH N DASH	1,366

LEASED AVAILABLE NEGOTIATING



FOR MORE INFORMATION, PLEASE CONTACT:

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