



MORRISON AT SOUTHPARK



MORRISON



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 SOUTH PARK.”**

–LAURA VINROOT POOLE, OWNER OF CAPITOL

WHY SOUTHPARK?

**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

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

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

SOURCE: REGIS, 2025

SOUTHPARK RETAIL

BARCLAY DOWNS DRIVE

SPECIALTY SHOPS
WILLIAMS SONOMA
SID MASHBURN

INSPIRE
369 LUXURY
APT. UNITS

MORRISON

THE COLONY (PROPOSED)
Publix

BARNES&NOBLE ANN SACKS

 SOUTHSPARK 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 sloan

APEX

SHARON CORNERS

ivy & leo Jesse Browns Charlotte, NC
HomeGoods chico's  PANGCAKE HOUSE

 WHOLE FOODS MARKET  OAK STEAKHOUSE  STARBUCKS COFFEE

SHARON SQUARE

RALPH LAUREN RH RESTAURATION MARKPLACE
J.CREW PETER MILLAR

PHILLIPS PLACE

PARK S DRIVE

FAIRVIEW ROAD

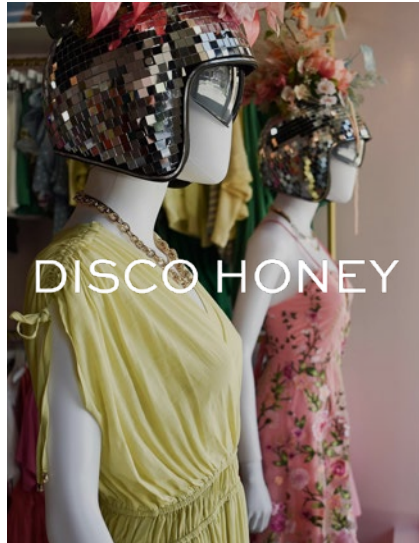
SHARON ROAD

MORRISON BOULEVARD

COLONY RD



INDOCHINO



DISCO HONEY



ANN SACKS



BARNES & NOBLE



CLUB CHAMPION
BETTER FIT. LOWER SCORES.



STELLA NOVA
RESTAURANT & BAR



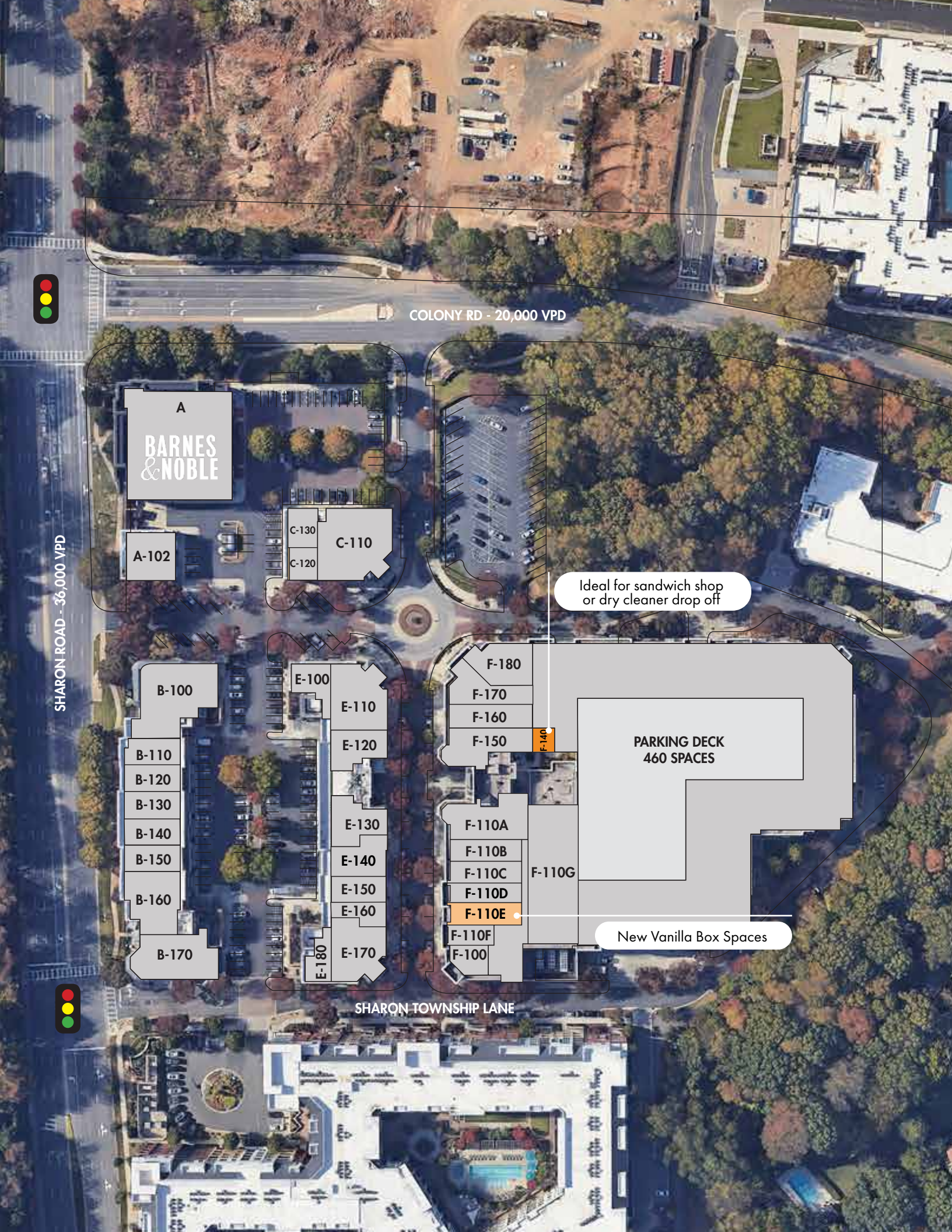
YAO
KITCHEN



winestore.

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	SOTHEBY'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	SOUTHPARK MORRISON LEASING OFFICE	1,747
F-110A+G	ANN SACKS TILE & STONE SHOWROOM	13,124
F-110B	A SHADE ABOVE	2,059
F-110C	RELIVE HEALTH	2,083
F-110D	ANNE NEILSON ART STUDIO	1,838
F-110E	NEGOTIATING	2,148
F-110F	SPLASH N DASH	1,366

LEASED
 AVAILABLE
 NEGOTIATING



RETAIL CITY SOUTH PARK
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FOR MORE INFORMATION, PLEASE CONTACT:

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