



## CASE STUDY: UNITED WAY CHARLOTTE, NC

**PROPERTY DESCRIPTION:**

- 301 S. Brevard Street
- Located within the Central Business District
- 1.89 Acres with frontage on 3 streets

**CONTEXT:**

After receiving an unsolicited offer from a developer, United Way started asking big picture questions about their property and how it was or was not serving them. With many new concerns on the table, United Way approached Foundry Commercial to help give them advice on how their real estate impacted their community service and mission.

After walking through a whiteboard strategy session with Foundry leadership, United Way decided to bring their property to market.



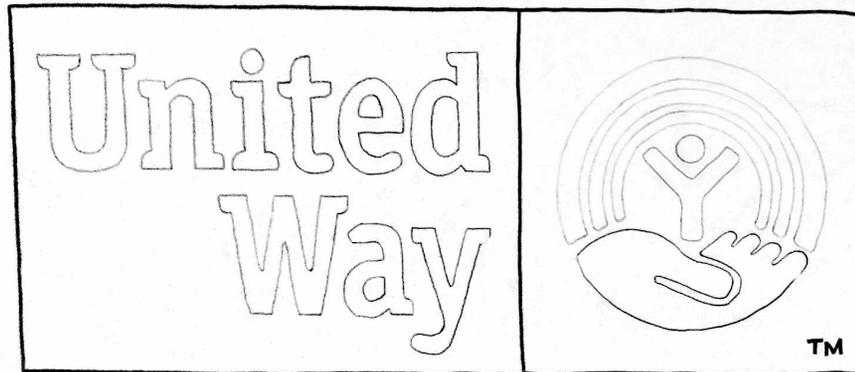
FOUNDRY  
COMMERCIAL

# UNITED WAY - 301 S. BREVARD STREET

1.89 ACRES IN CENTRAL BUSINESS DISTRICT, CHARLOTTE, NORTH CAROLINA

## CASE STUDY: UNITED WAY

CHARLOTTE, NC



United Way  
of Central Carolinas

### MISSION

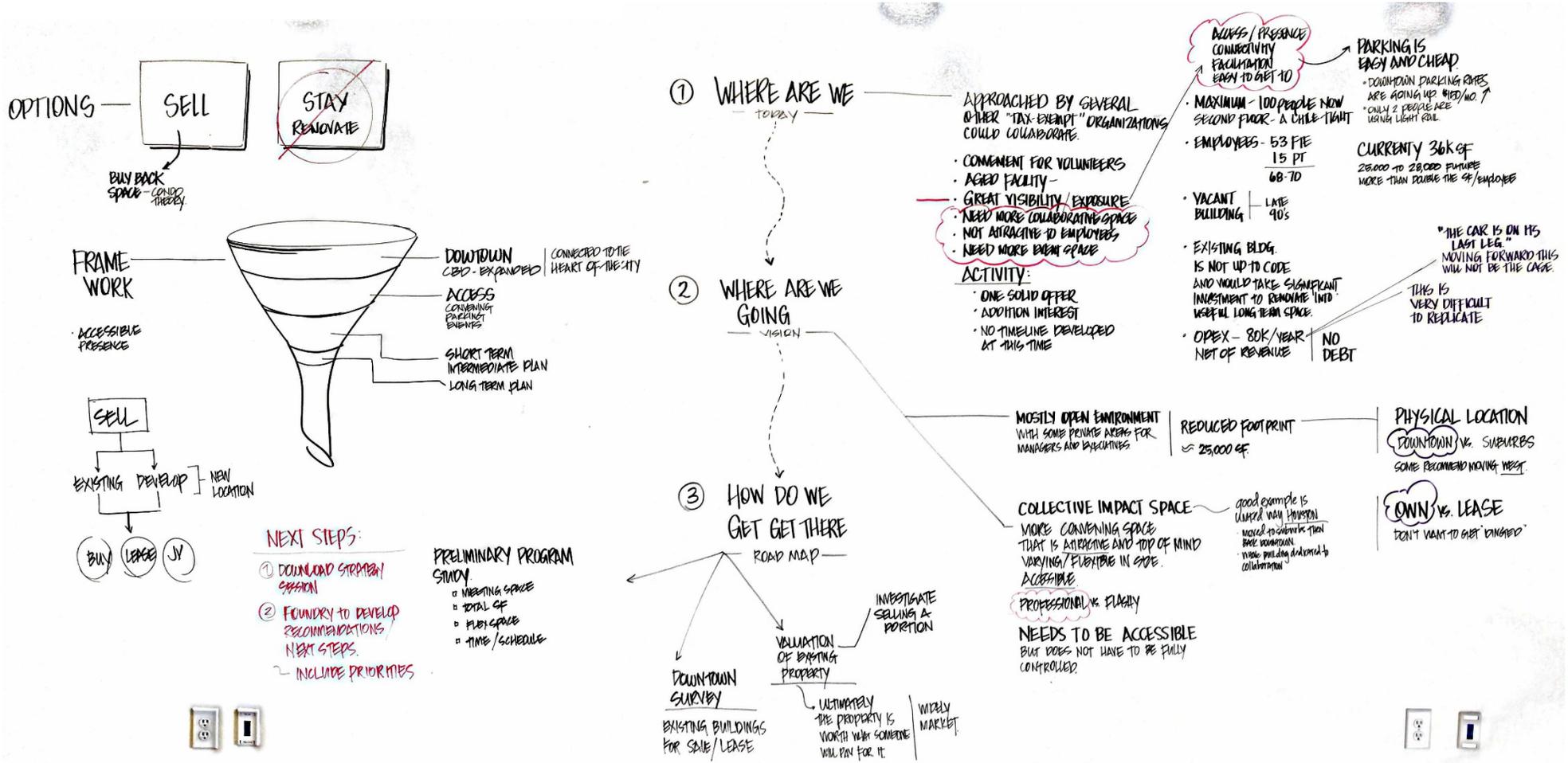
TO CREATE LASTING CHANGE FOR THOSE MOST IN NEED THROUGH STRATEGIC COMMUNITY PHILANTHROPY.

### VISION

- **AWAKEN** - THE GREATER COMMUNITY TO ILLUMINATE SOLUTIONS THAT UPLIFT THIS REGION'S QUALITY OF LIFE.
- **LEVERAGE** - INDIVIDUAL AND CORPORATE DONATIONS TO ACHIEVE MEASUREABLE, LASTING RESULTS
- **GALVANIZE** - THE BEST NONPROFIT AGENCIES AND PARTNERS TO SOLVE PROBLEMS SYSTEMATICALLY AND COLLABORATIVELY
- **UPLIFT** - OUR NEIGHBORS FACING HARDSHIP TO HELP FAMILIES AND INDIVIDUALS TOWARD SELF-SUFFICIENCY
- **MAXIMIZE** - OUR LIMITED RESOURCES THROUGH CONSTANT EMPHASIS ON ACCOUNTABILITY, STEWARDSHIP

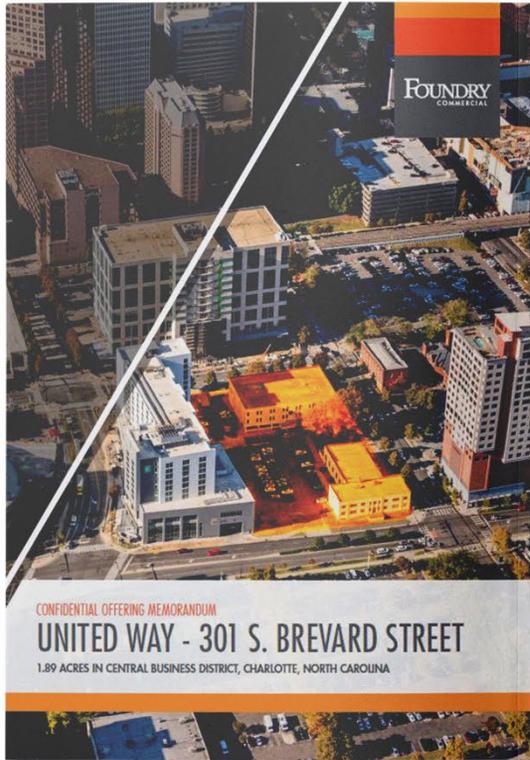
# CASE STUDY: UNITED WAY

## CHARLOTTE, NC



## CREATED A DEFINED PROCESS

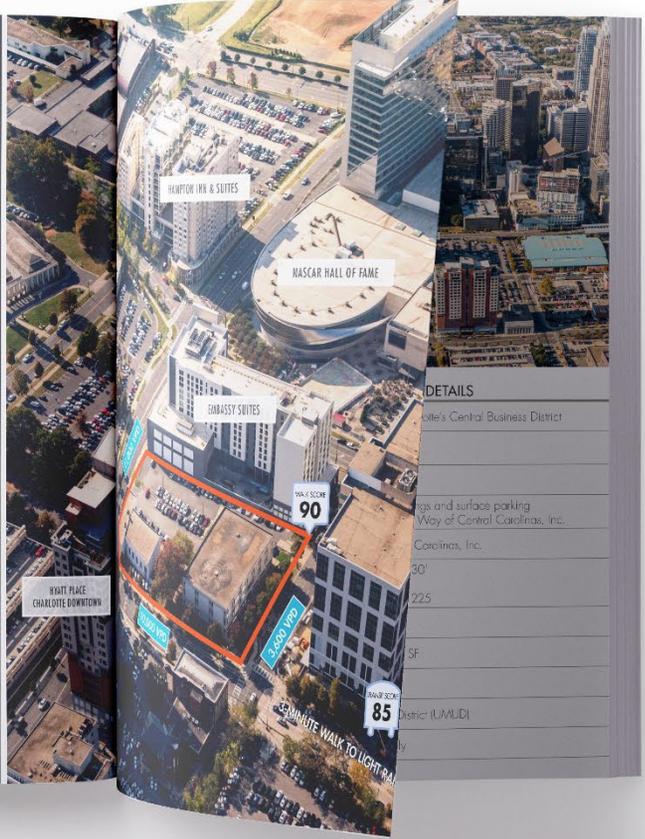
	TIMING	TARGET START DATE	TARGET END DATE
Collect, Analyze & Create	4 – 6 Weeks	December 1	January 11
OM Teaser Released	1 Week	January 11	January 18
OM & Due Diligence Documents Released	6 Weeks	January 18	February 28
Call For Offers / Contract Negotiation	6 Weeks	March 1	April 12
Due Diligence	90 – 180 Days	April 12	October 11
Closing	30 Days	October 11	November 13



## Property Profile

Featuring 1.89 acres ideally situated in the thriving Central Business District, 301 South Brevard Street offers an exceptional development opportunity in one of Charlotte's most supply constrained submarkets. The property's prime location along Brevard Street and close proximity to the 3rd Street/Convention Center LYNX Light Rail Station provides strong connectivity to Charlotte's burgeoning urban core and the greater Charlotte market.

PROPERTY INFORMATION	
ADDRESS	301 South Brevard Street, Charlotte, NC, 28202
ACREAGE	1.89 Acres
PARCEL ID	Mecklenburg County Tax ID 12506401
MUNICIPALITY	City of Charlotte
ZONING	Uptown Mixed Use Urban District (UMUD)
LAND USE	Brevard Street Land Use & Urban Design
WALK SCORE	90 - Daily Errands Do Not Require A Car
TRANSIT SCORE	85 - Transit Is Convenient For Most Trips





## **RESULTS**

- **Original offer of \$7M**
- **Created competitive environment**
- **Built a process that addressed needs & vision**
- **Resulted in 7 offers**
- **Sold for \$10.5M with a 2 year lease back below market rate**