

Charlotte Hospitality & Retail Guide

presented by  NiceDay in partnership with southwick.  POINTBLANK



2025

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In Charlotte's retail and hospitality landscape, success is increasingly defined by intention. The city's strongest concepts – from South End cocktail bars to Ballantyne food halls – share a common thread: they're crafted with precise vision and purpose, built to deliver specific experiences to specific audiences.



This laser focus on experience design is a reflection of Charlotte's evolution into a more sophisticated market. Local operators are raising the bar with innovative concepts, national brands are planting flags across the metro area, and developers are reimagining traditional retail-tenant relationships. The result? A dynamic market that rewards clear vision and thoughtful execution.

For businesses eyeing opportunities in Charlotte, three key trends are reshaping the landscape:

- The urban-suburban shift is creating new possibilities beyond the city core.
- A strategic split is emerging between specialized micro-venues and expansive entertainment destinations.
- Creative partnerships between operators and developers are unlocking fresh approaches to growth.



This report unpacks these trends and their implications for both established players and emerging entrepreneurs. Whether you're a local operator adapting to increased competition, an institutional brand planning your Charlotte debut, or a first-time owner mapping your concept, understanding these market dynamics is crucial for positioning your venture for success.



TREND #1

The Repricing of Charlotte
& The Rise of the Suburbs



Recent buzz around Charlotte’s suburban retail spaces is changing the conversation about where businesses should focus their efforts. With developments like Ballantyne Bowl, Birkdale Village, and Gibson Mill emerging as vibrant destinations, many restaurateurs, retailers, and investors are asking:

Is it time to look beyond the city’s urban core?



For years, Charlotte proper (anchored by Uptown, South End, and Plaza Midwood) has been the go-to choice for businesses seeking visibility, density, and access to young, dynamic audiences. But the city’s significant recent growth has led to a seismic demographic shift—and subsequent repricing, driving many urban-dwellers out to the suburbs. And with remote work keeping more people closer to home throughout the week, it’s becoming increasingly viable for retail and hospitality businesses to succeed beyond the city center.

“The combination of continued population growth, residential price appreciation, and sustained flexibility around when and where people work has forced retailers and food and beverage operators to rethink their growth strategies. Concepts that have historically been located in dense urban environments or large shopping centers are now popping up in smaller neighborhood venues and suburban locations across the country.”


- JARED LONDRY, POINTBLANK VENTURES

Cities like Waxhaw, Belmont, and Concord are being flooded with upper-middle class residents who still want the comforts and conveniences of Charlotte. Could this mean a new golden age for Charlotte’s suburbs?

“In many ways, Charlotte is in its ‘teenage years’—growing, evolving, and finding its identity. This phase brings immense opportunity both in the heart of the city and the expanding suburbs.”

- DANIEL GIBSON, NICEDAY

In real estate, it’s all about location—and choosing the right one can make or break your venture. So, what’s the current state of Charlotte’s market, and how do you decide where to invest?



Charlotte: A City of Neighborhoods

For a major urban market, Charlotte's retail landscape is uniquely decentralized. Even South End—an undeniable hotbed for retail and hospitality concepts—isn't the only game in town. "Charlotte is a collection of neighborhoods," explains Bryan Southwick, Principal of Southwick Architecture + Interiors. "There isn't one singular commercial district. Each area has a distinct identity and creates density through destination, rather than population."

This distributed landscape creates opportunities for businesses to succeed throughout the urban core and in the suburbs. In part because it's fostered a unique consumer mindset: Unlike residents of cities like Chicago or New York, where crossing town can feel like a significant undertaking, **Charlotteans are accustomed to traveling across their metro area for compelling experiences.**

THE TAKEAWAY

This flexibility has fueled the success of both urban hubs like South End and suburban destinations like The Bowl at Ballantyne where innovative design and intentional programming draw consistent crowds.

DEMOGRAPHIC DATA BY AREA

UPTOWN

Median Age: **30**

Median Household Income: **\$86,900**

SOUTH END

Median Age: **29**

Median Household Income: **\$100,400**

PLAZA MIDWOOD

Median Age: **34**

Median Household Income: **\$60,500**

FREEMOREWEST

Median Age: **30**

Median Household Income: **\$52,900**

SOUTH PARK

Median Age: **40**

Median Household Income: **\$101,000**

BALLANTYNE

Median Age: **38**

Median Household Income: **\$110,000**

HUNTERSVILLE

Median Age: **40**

Median Household Income: **\$112,900**

MATTHEWS

Median Age: **40**

Median Household Income: **\$103,400**

CONCORD

Median Age: **38**

Median Household Income: **\$83,500**

Source: U.S. Census Bureau, CoStar, Zillow





Spotlight on Suburban Growth

Charlotte's suburbs are evolving into vibrant, self-sustaining destinations, attracting both residents and businesses with their unique mix of community-driven design and modern amenities. Developments like Huntersville's Birkdale Village and The Bowl at Ballantyne exemplify this transformation, offering walkable streets, green spaces, and curated programming that encourage repeat visits.

"For suburban areas, it's about creating spaces that define the neighborhood. Strategic parking, walkable streets, and greenscapes with fresh air and natural light can make a suburban development just as compelling as an urban one."

- BRYAN SOUTHWICK, SOUTHWICK ARCHITECTURE + INTERIORS

While suburban rents are generally lower than their urban counterparts, projects like The Bowl at Ballantyne have demonstrated that premium pricing is achievable when paired with strong programming and thoughtful placemaking. For operators, this means that suburban locations can serve as cost-effective entry points while also creating a unique sense of destination.

"Many national hospitality brands will seek to first plant a flag in South End or Uptown, then identify one or more locations in the surrounding suburbs. The first location establishes brand recognition, and the subsequent ones broaden your audience—hopefully at a lower cost of occupancy."

- JAMES CRAIG, REBEL REBEL URBAN RETAIL ADVISORS

THE TAKEAWAY

The key to suburban success lies in crafting an experience that resonates with the community and draws people in from across the metro area. By focusing on placemaking, businesses can turn suburban developments into true destinations.

COMMERCIAL COST BY AREA

UPTOWN

Avg. Commercial Rent: **\$42/sqft**
Avg. Retail Rent: **\$36/sqft**

SOUTH END

Avg. Commercial Rent: **\$44/sqft**
Avg. Retail Rent: **\$34/sqft**

PLAZA MIDWOOD

Avg. Commercial Rent: **\$23/sqft**
Avg. Retail Rent: **\$31/sqft**

FREEMOREWEST

Avg. Commercial Rent: **\$34/sqft**
Avg. Retail Rent: **\$22/sqft**

SOUTH PARK

Avg. Commercial Rent: **\$42/sqft**
Avg. Retail Rent: **\$50/sqft**

BALLANTYNE

Avg. Commercial Rent: **\$40/sqft**
Avg. Retail Rent: **\$38/sqft**

HUNTERSVILLE

Avg. Commercial Rent: **\$31/sqft**
Avg. Retail Rent: **\$31/sqft**

MATTHEWS

Avg. Commercial Rent: **\$28/sqft**
Avg. Retail Rent: **\$27/sqft**

CONCORD

Avg. Commercial Rent: **\$23/sqft**
Avg. Retail Rent: **\$28/sqft**

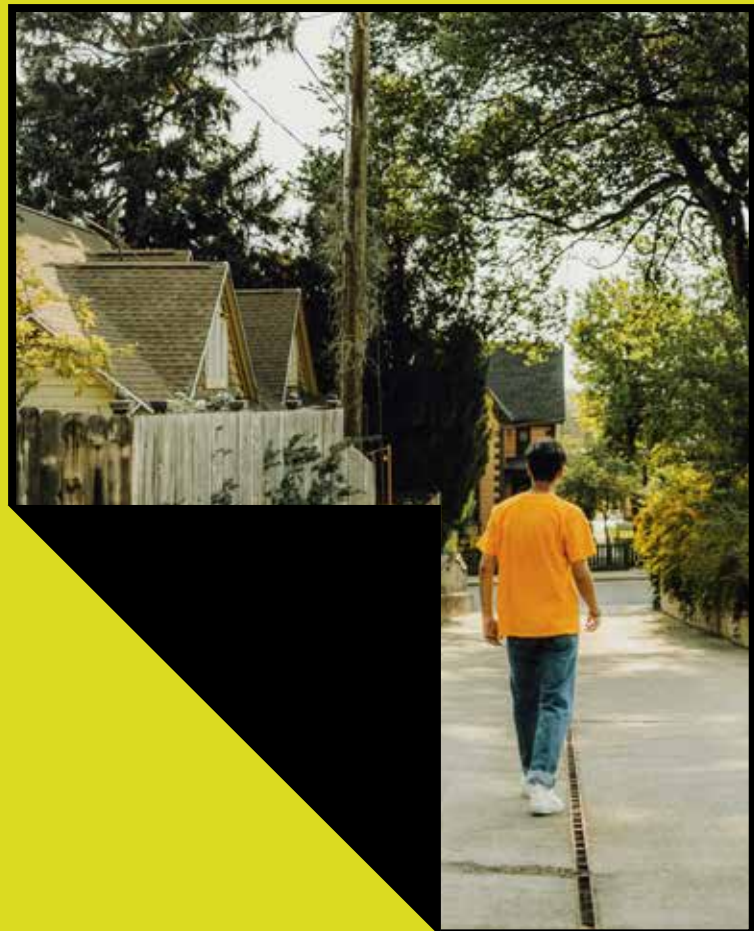
Source: U.S. Census Bureau, CoStar, Zillow



Key Factors to Consider When Choosing a Location

In a city as dynamic as Charlotte,
determining the right location isn't
always straightforward.

“One school of thought,” offers Jared Londry, Managing Partner of PointBlank Ventures, “is to ask: Would you rather be a big fish in a small pond, or a small fish in a well-stocked pond?” National retailers tend to play it safe with high-demand locations, while smaller, more flexible businesses are more willing to take risks on up-and-coming areas, which can lead to bigger rewards if their bets are correct.



Trend #1

To help navigate this decision, consider these three key factors when choosing where to focus your efforts:

1. DEMOGRAPHICS: WHO ARE YOU BUILDING FOR?

Understanding your audience is the foundation of any successful venture. Charlotte's neighborhoods—both urban and suburban—have distinct identities, impacted by their demographics.

“There's potential for any concept to succeed—if it's aligned with the needs of its neighborhood,” says Daniel Gibson, Partner and Managing Director of NiceDay. “Understanding who you're building for is essential. It allows you to be intentional about positioning and design, so you can make powerful connections with the right audiences and create spaces that feel like they truly belong.”

2. BRAND POSITIONING: WHAT STORY ARE YOU TELLING?

City or suburb, you want to find a location whose expectations and values align with your brand's identity.

“Creative risks, vibrant visuals, and an edgier brand voice may resonate more with city dwellers who crave fresh and unique experiences,” Gibson notes. “For suburban audiences, the approach shifts slightly to emphasize community, comfort, and stability—values that are key to building loyalty in a more community-oriented setting.”

3. OPERATIONAL CONSIDERATIONS: WHAT'S THE COST OF DOING BUSINESS?

Finally, consider the practicalities. Urban locations like South End and Uptown come with premium rents, higher competition, and logistical challenges like limited parking. On the other hand, suburban markets, while more affordable, may require additional investment in marketing to build visibility and draw customers.

The decision often comes down to weighing trade-offs: Are you willing to pay higher rents for built-in density and visibility, or would you prefer to create a destination in a lower-cost suburban market?

THE TAKEAWAY

This framework—audience demographics, brand positioning, and operational considerations—offers a starting point for evaluating Charlotte's neighborhoods. But success ultimately comes down to aligning your vision with the needs and character of the community you choose to serve.



The Bottom Line

Charlotte's evolving landscape offers immense opportunities for restaurateurs, retailers, and developers alike. The rise of suburban destinations like Ballantyne and Huntersville doesn't diminish the appeal of the urban core—it expands the playing field.

As the city continues to grow and mature, businesses that take the time to deeply understand their audience and align their brand with the needs of specific neighborhoods will be best positioned to thrive.

"In Charlotte's suburbs and urban cores alike, we're seeing the convergence of placemaking and programming to create destination retail," Southwick observes. "It's a sign of Charlotte maturing into its role alongside cities like Atlanta, Austin, and Dallas."

Whether you choose to plant your flag in South End or build a community-driven concept in Huntersville, success will come from creating a space that feels authentic to the neighborhood and delivers an experience people will return to time and again. By focusing on the factors that matter—demographics, brand alignment, and operational strategy—you can navigate Charlotte's dynamic market and position your venture for long-term success.

TREND #2

Space vs. Experience
HOW SIZE SHAPES STRATEGY



When evaluating retail and hospitality opportunities in Charlotte, square footage isn't just about capacity— it's about the entire brand experience.

From intimate cocktail bars to sprawling food halls, a venue's physical footprint shapes not only its design possibilities but the very nature of the experience customers anticipate when they walk through the door.

As Charlotte has grown in size and numbers, competition in the retail and hospitality space has intensified. To stand out, successful venues increasingly fall into one of two camps: micro footprints that deliver focused, immersive experiences or massive, multiuse destinations designed for all-day engagement.

What's emerging is a clear pattern: businesses can either perfect a single concept or become a one-stop-shop for their audience.

"Don't get caught in the middle," advises Bryan Southwick, Principal of Southwick Architecture +

Interiors. "The market is splitting between convenience-focused quick-service concepts and experience-driven 'eat'ertainment venues. Today's consumers want either maximum convenience or full entertainment value."

But how do you determine the right size for your concept? And once you've secured your space, how do you optimize it to deliver the experience your audience expects?

Small Spaces: FOCUSED & IMMERSIVE

In an era where efficiency and specialization are key, small spaces offer a distinct competitive advantage. Smaller concepts (typically under 2,500 square feet) thrive when they eliminate the fluff and focus on what's essential: delivering highly curated, memorable experiences.

Consider Customshop: at just 2,000 square feet, the Elizabeth restaurant consistently fills for multiple dinner services, in part because its intimate size allows the team to maintain high-quality product and service levels—something that larger venues often struggle with when short-staffed.

"Smaller, more thoughtful concepts seem to be the prevailing force in the next decade, as brands are able to be intentional with their space design, given the smaller footprint and overall capital required. Smaller concepts with proven operators are in high demand and, in some instances, are able to secure turnkey buildouts by landlords who view them as catalysts for the rest of the project."

- JARED LONDRY, POINTBLANK VENTURES

DESIGN STRATEGIES FOR SMALL SPACES:

- **Turn Constraints Into Features:** Sometimes the only difference between "cramped" and "intimate" is intention. Embrace creative solutions to make the physical limitations of a small space feel purposeful, adding to the overall experience.
- **Maximize Sensory Branding:** When square footage is limited, elements like lighting, music, and even scent become powerful tools for creating an immersive atmosphere that reinforces your brand identity.
- **Take it Outside:** If you've got outdoor space, use it. Extending the experience beyond the four walls can make a venue feel more open and dynamic.
- **Consider Every Touchpoint:** Don't let queueing, noise and back-of-house operations take away from the guest experience. Think through every customer touchpoint from every perspective.

"These spaces have to immediately hit the mark and drive to the core of what they are," notes Southwick. "With social media serving as a digital storefront, guests have already toured the space before walking in—the physical experience has to match or exceed that anticipation. Everything needs to be considered an active part of the guest experience."

"In small spaces, a sharply defined brand voice and sensory experience can elevate the experience and connect emotionally with customers."

- DANIEL GIBSON, NICEDAY

WHO'S DOING IT RIGHT:

Schreiber's On Rye

Schreiber's on Rye demonstrates how a small-format food stall can create an outsized impact through intentional design. In bustling Optimist Hall, where every vendor competes for attention, their compact space delivers an instantly recognizable NYC-inspired deli experience.



"Creating impact in a food hall means competing with dozens of other concepts, often just feet away," says Blandine Mathieu, Partner and Creative Director of NiceDay. "Success requires making every design element work overtime to capture attention and communicate your concept clearly."

HOW THEY NAIL IT



Iconic Visual Identity:

Instantly signals NYC-inspired deli experience through the distinctive royal blue, checkerboard detailing, and subway tile



Focused Offering

Perfecting a specific concept rather than trying to do everything, allowing the small space to feel purposeful instead of limited



Space-Maximizing Layout:

Compact counter design keeps food preparation visible while optimizing flow for the grab-and-go format



Clear Brand Story

From blade signage to menu design, every element reinforces the concept, helping customers understand the offering before they even approach

Large Venues:

MULTIFUNCTIONAL DESTINATIONS

On the other side, larger venues thrive by offering multifaceted experiences that draw people in for different reasons throughout the day. Consumers expect these spaces to be more than just a place to eat or drink. They're looking for destinations that combine dining, entertainment, coworking, socializing, and even fitness—all under one roof.

"For large venues, it's about creating spaces that define the neighborhood. The goal is to become both a destination and a community hub, with varied programs and flexible spaces that can host everything from corporate events to family outings."

- BRYAN SOUTHWICK, SOUTHWICK ARCHITECTURE + INTERIORS

This approach requires significant investment (large-format hospitality venues can require sometimes millions of dollars in startup capital) but when executed well, these spaces can transform into vital community anchors that draw crowds and generate the ROI to make the initial investment risk worthwhile.

"For larger concepts to be successful, the experience must outperform the competition in nearly every category, from food quality to staff engagement, down to its micro-location within a submarket."

- JARED LONDRY, POINTBLANK VENTURES

Designing for these multifunctional experiences requires thoughtful spatial planning. Large venues need to create seamless transitions between different areas and activities while maintaining a cohesive brand identity.



DESIGN STRATEGIES FOR LARGE VENUES:

- **Create the Big Idea:** Identify one big, unifying concept that visually ties the multiple experiences together so they feel naturally connected and cohesive.
- **Design for Different Audiences:** Incorporate distinct zones for socializing, working, and playing while maintaining visual consistency throughout.
- **Plan for Transitions:** Consider how guests will move between different activities and areas within the venue—does the experience feel intuitive and thoughtful?
- **Think in Dayparts:** Imagine how the space should look and feel at different times throughout the day, and design to make each period feel purposeful and activated.

WHO'S DOING IT RIGHT? Rally

Rally, a lifestyle-driven pickleball and eateertainment venue in Lower South End ("LoSo"), exemplifies how larger venues can meet the diverse needs of urban professionals.



"More than just a lifestyle center, Rally seeks to be a 'daily convenience' for urban-dwelling Millennials and Gen Z, acting as a catalyst for connection—morning, noon and night," explains James Craig, Principal and Co-Founder of Rebel Rebel Urban Retail Advisors. "Their success lies in creating an environment where transitions between activities feel seamless—you can move from one experience to the next without ever feeling like you're leaving the space."

HOW THEY NAIL IT

✓ All-Day Programming

Functions as a morning workout spot, daytime coworking space, and evening social venue all in one

✓ Thoughtful Layout

Blurs the lines between pickleball courts and social spaces, creating engagement between players and spectators

✓ Strategic Location

Positioned in a dense, walkable area to capture both destination visitors and neighborhood foot traffic

✓ Intentional Design

Diverse areas are brought together with well-appointed furniture, finishings, lighting, and other visual elements to create a cohesive experience

EATERENTAINMENT ON THE RISE

SIDEBAR!

The lines between dining, entertainment, fitness, and socializing are blurring, giving rise to venues that aim to be more than just a place to eat or drink.

As remote and hybrid work continue to reshape daily routines, Charlotte's hospitality spaces are evolving to meet new consumer demands.

"Eatertainment is not a new category, but the depth of offerings has grown exponentially in the past five years," explains Jared Londry of PointBlank Ventures. "Top submarkets with well-run eatertainment concepts could expect revenue as high as \$10M+. Although," he adds, "increased competition has negatively impacted revenues of some operators in overly saturated markets by as much as 25-30% in recent years."

This shift presents both opportunities and challenges. Success in this growing category requires excellence across multiple dimensions: from food quality and service to programming and design. "Today's users want a better experience and demand a more comprehensive offering," notes Londry. "It's no longer enough to rely on a unique space or singular offering to attract customers organically."

KEYS TO SUCCESS:

- **Location Strategy:** Dense, walkable areas with mixed-use developments tend to perform best.
- **Operational Excellence:** Every element—from food to service to programming—needs to deliver consistently.
- **Strategic Programming:** Create reasons for guests to visit throughout different parts of the day.
- **Brand Cohesion:** Maintain a clear identity even while offering diverse experiences.
- **Design Matters:** Utilize design to create spaces that are unique, compelling, and memorable to stand out from the competition.

For businesses considering the eatertainment model, the key is understanding your audience and market position. While the potential rewards are significant, so too is the investment required to compete effectively in this increasingly sophisticated space.



The Bottom Line

Of course size isn't everything, but it does profoundly shape the experience you're expected to deliver. Small-format venues excel by creating focused experiences, while larger venues offer the opportunity to build multifaceted community hubs.

Charlotte's market supports both models: intimate specialists drawing loyal followings through perfectly executed concepts and expansive destinations serving as neighborhood anchors.

The critical factor isn't square footage—it's how thoughtfully you're able to right-size your experience, using your space to deliver on guest expectations.

TREND #3

Creative Deal Structures
& Shifting Power Dynamics



With rising interest rates and scarce capital, forward-thinking, experiential retail developers are looking to amenitize their multiphase projects. And developers and operators alike are finding that partnership—not just tenancy—may be the key to mutual success.

A fascinating shift is occurring in Charlotte's commercial real estate market: the traditional landlord-tenant dynamic is evolving into something far more collaborative.

The post-pandemic real estate environment brings unique pressures to both sides: developers grapple with maturing debt on partially vacant buildings, while promising retail concepts struggle to secure traditional financing.

In the face of these challenges, innovative solutions are emerging

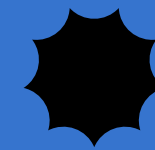
as developers recognize that the right retail or hospitality concept can transform an entire project. This has led to creative deal structures where developers are willing to invest significantly in their retail assets to create momentum for their larger ventures.

"With rising interest rates and the scarcity of good acquisition financing, strategic partnerships and funding is all that's being talked about," notes Bryan Southwick, Principal of Southwick Architecture + Interiors.

These partnerships are more than just financial arrangements; they're prudent alliances that benefit both sides.



Landlords gain high-quality operators who help shape the development's identity, drive traffic, and commit to long-term tenancy.



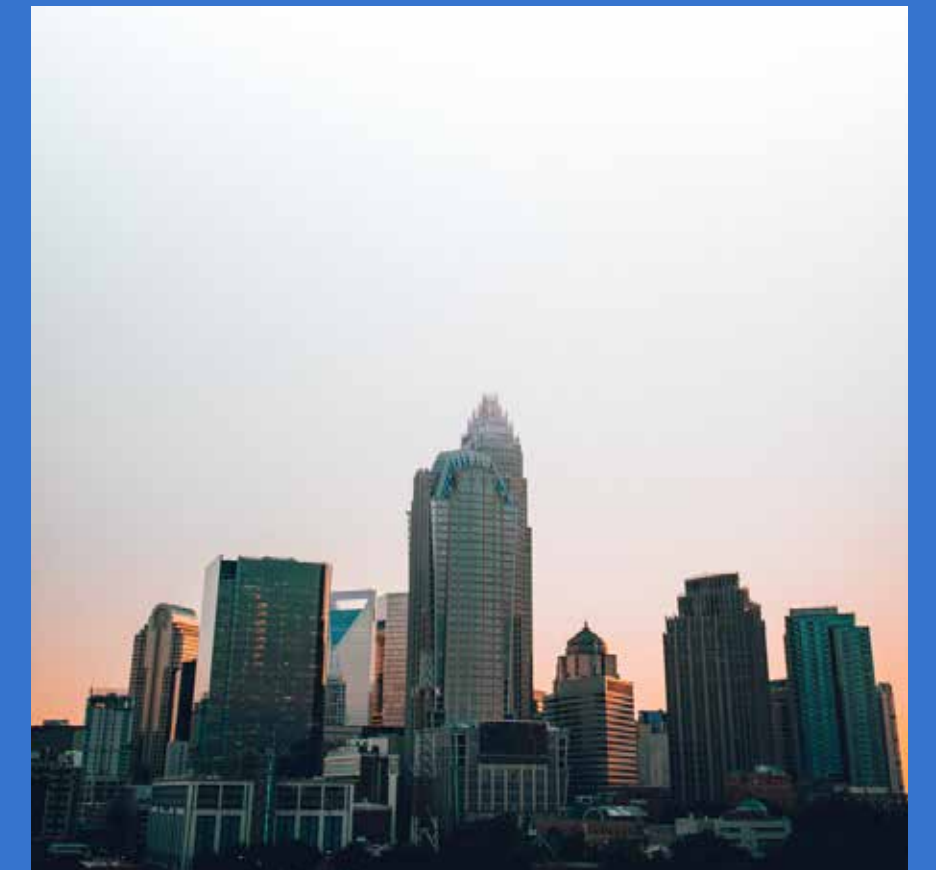
Tenants get the support they need to thrive in a challenging economic landscape.

"In today's environment, landlords aren't just looking for tenants—they're looking for partners."

- BRYAN SOUTHWICK, SOUTHWICK ARCHITECTURE + INTERIORS

"My personal opinion is that any property owner capitalized to 'buy' a great retail amenity would be foolish not to bake this cost into their initial underwriting. If done correctly, the perceived value generated would exceed the actual cost to execute."

- JAMES CRAIG, REBEL REBEL URBAN RETAIL ADVISORS



THE SHIFTING POWER DYNAMIC: Retail as Placemaker

Perhaps most significantly, this trend reflects a broader shift in how developers view retail and hospitality tenants—not just as rent-payers, but as placemakers who drive value.

"People are following the top chefs and brands that they align with, hoping to make those experiences part of their everyday life. In order to attract the highest office or residential rents, developers must deliver an exceptional experience for the daily user by way of a curated retail merchant mix."

- JARED LONDRY, POINTBLANK VENTURES

In a market where traditional office towers struggle to attract tenants, the right retail or hospitality concept can revitalize a property's prospects.

CHARLOTTE'S OFFICE VACANCY RATE HIT AN ALL-TIME HIGH IN 2024.

- 🌟 In Uptown alone, office vacancies more than doubled from **6.5%** at the end of 2019 to **17.3%** in Q3 2023.
- 🌟 For Charlotte overall, office vacancies hit an all-time high of **25%** in early 2024, and have since settled to **22.5%**.

Sources: Charlotte Business Journal & The Charlotte Ledger

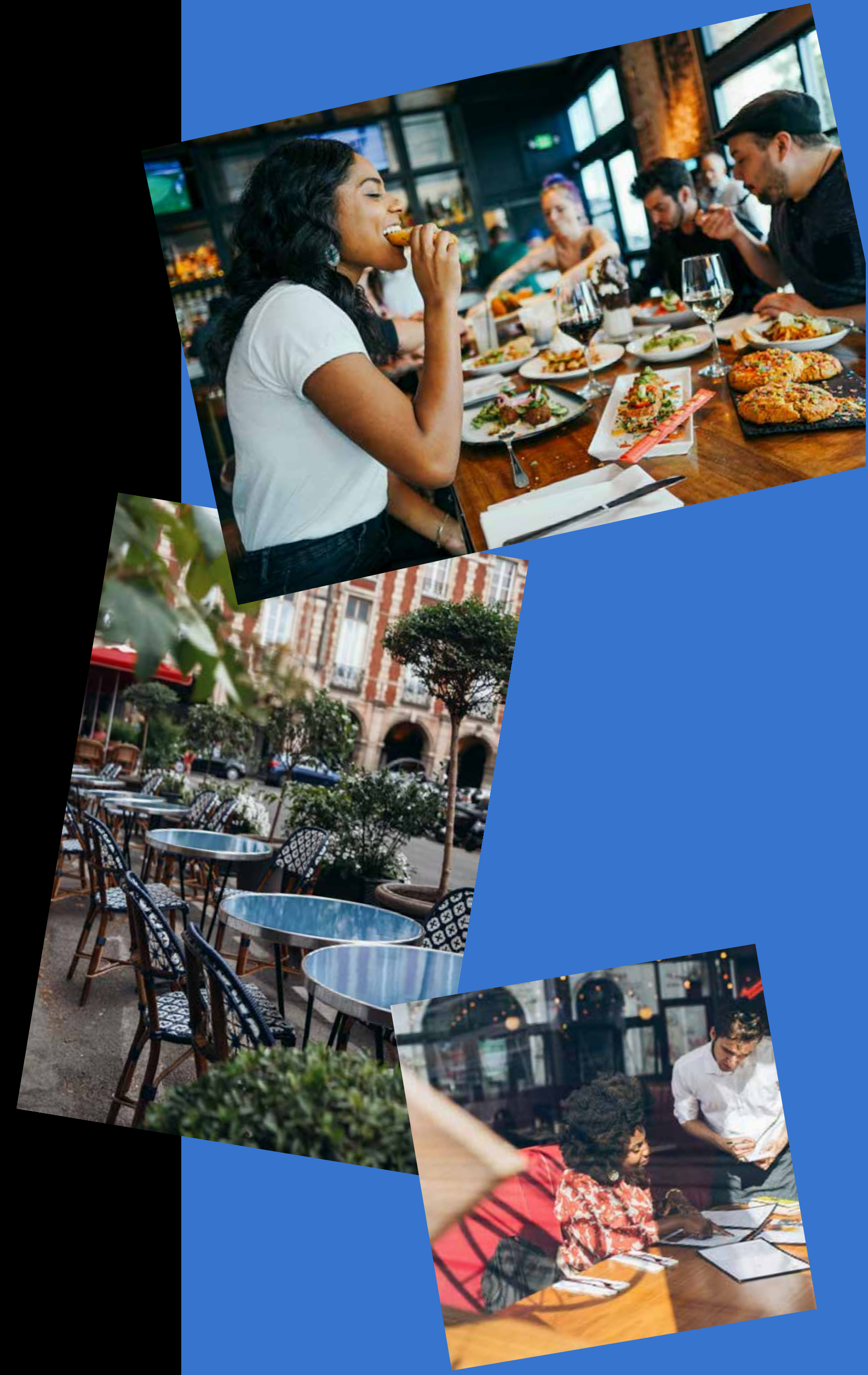
This is a dramatic reversal from previous decades, when landlords held all the power and saw retail and hospitality concepts as a pesky 'to do' in mixed-use developments. Now, they've become the catalysts that drive success.

"Developers (some, not all) are starting to realize that retail is the placemaker for the whole thing"

- ADAM WILLIAMS, REBEL REBEL URBAN RETAIL ADVISORS

For example, popular local coffee chain Night Swim Coffee will open a new location this year at Queensbridge Collective, a mixed-use skyscraper at the edge of Uptown and South End. Recognizing Night Swim as a vital amenity for attracting and retaining tenants, the developers agreed to build the turnkey café at their cost.

It's a partnership that benefits both parties: Night Swim gains a prime location with minimal upfront investment, while developers gain a powerful tool for tenant attraction.



CREATIVE PARTNERSHIP STRUCTURES

These collaborations come in many forms, each designed to share both risk and reward:

- Turnkey build-outs, where developers fund 75% or more of tenant improvements for catalytic concepts
- Percentage rent agreements tied to performance
- Shared design and branding collaboration between landlord and tenant teams
- Long-term strategic alignments, rather than traditional lease agreements

Jared Londry of PointBlank Ventures points out that these structures work best for long-term investors who can weather revenue fluctuations. “Landlords who plan to hold assets for 10+ years are the ones making these investments,” he explains. “For shorter-term owners, the risk can be too high, especially when considering new food and beverage operators with limited experience (and no credit) as the next buyers—the value assigned to that lease will most likely not justify the capital expense.”

What It Means for Retail & Hospitality Brands

The good news for retail and hospitality operators: developers are more willing to invest in the right concepts. The catch: the bar for entry is higher than ever.

BRAND VALUE AS CURRENCY

In this new landscape, a strong brand identity has evolved from a marketing asset to a powerful negotiating tool. "The perceived value of a brand is the main driving force in landlords' decision making and motivation to get creative," explains James Craig of Rebel Rebel.

Digital presence and consumer engagement have become key metrics in partnership discussions, helping operators secure better terms. "Active social media presence and consumer loyalty signal a strong market fit," notes Daniel Gibson, Partner and Managing Director of NiceDay, "showing landlords that the brand will help draw regular customers to the property." He adds that, with growing competition, landlords increasingly expect to see a clear brand concept, go-to-market strategy, and marketing plan as part of lease negotiations.

"Branding and marketing are increasingly seen as value-adding components in deals. Businesses that can position themselves as traffic drivers—backed up by a clear, thought-out strategy—can leverage their brand reputation to secure better terms, such as lower initial rent or shared cost on build-outs."

- DANIEL GIBSON, NICEDAY

DESIGN AS STRATEGIC ASSET

The most successful partnerships leverage design to maximize value for all parties. "Spaces need to be programmable, adaptable, and capable of generating business throughout the day," explains Southwick. "For example, designing spaces that transition from a coffee shop in the morning, to café in afternoon, to a lounge in the evening. Create flexible spaces that accommodate both daily customer use, and buy-out special events."

Operators must come to the table prepared. Developers want to see that brand partners are serious and committed, and many won't even take meetings without seeing a concept's business plan, floor plan sketch, and brand narrative.

The Bottom Line

“ *The future belongs to those who can create spaces that are adaptable, community-driven, and designed for the long haul.* ”

- BRYAN SOUTHWICK, SOUTHWICK ARCHITECTURE + INTERIORS

Innovative partnerships are blurring the lines between landlord and tenant, developer and operator. And while they aren't without risks—particularly around revenue predictability and exit strategies—they represent a creative response to current market challenges.

More importantly, they signal a fundamental shift in how retail and hospitality spaces are developed, financed, and operated.

For those willing to collaborate, the opportunities are immense.

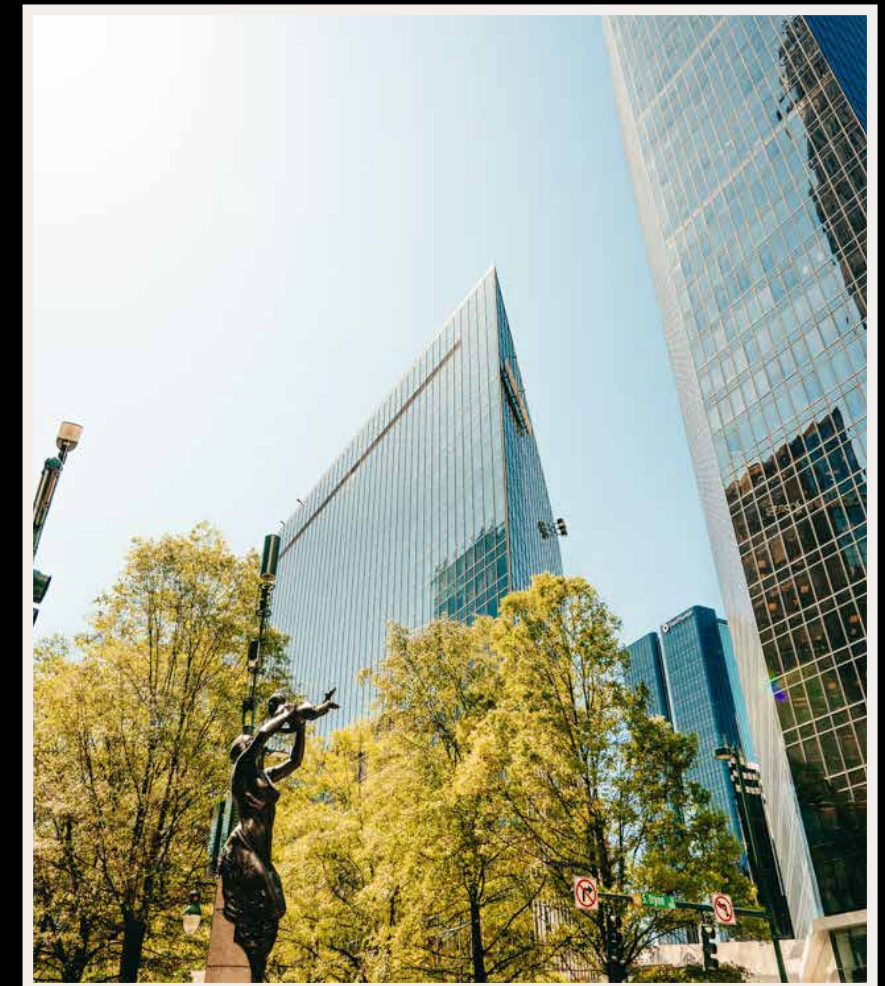
FINAL THOUGHTS

As Charlotte continues to mature, one thing is clear: sustainable success in retail and hospitality requires more than just securing the right location or following market trends.

The businesses defining Charlotte's next chapter—whether they're intimate neighborhood spots or sprawling entertainment venues, urban flagships or suburban destinations—are those approaching growth with intention and clarity of purpose.

These three trends point to a market that's increasingly sophisticated but still rich with opportunity. Charlotte's growth story isn't just about getting bigger; it's about getting smarter in how we create experiences that resonate with specific communities and audiences.

For operators and developers alike, success lies in understanding not just where Charlotte is today, but where specific submarkets and audiences are headed. The city's retail and hospitality landscape rewards those who take the time to study their audience, define their vision, and execute with purpose.



About NiceDay



NiceDay is an independent, Charlotte-based creative branding & marketing agency for hospitality, retail & commercial real estate businesses. We design & build elevated, engaging brand & customer experiences with character & soul for today's generation, through:

- Best-in-class creative, strategy, design & storytelling
- Personable ongoing partnership & support
- Genuine passion & expertise

nicedayahead.com

[@we.are.niceday](https://www.instagram.com/we.are.niceday)

ABOUT SOUTHWICK ARCHITECTURE + INTERIORS

Southwick Architecture + Interiors is a multidisciplinary, hospitality-focused architecture and interior design firm aimed to bring confidence to the marketplace on retail and hospitality projects.

southwickai.com

ABOUT REBEL REBEL

Rebel Rebel is a full-service commercial real estate firm creating valuable retail experiences through inspired placemaking and strategic brand development.

rebelrebelcre.com

ABOUT POINTBLANK VENTURES

PointBlank Ventures is an investment management and strategic advisory firm specializing in institutional quality assets within premier Sunbelt cities. Founded in 2023 and based in Charlotte, PointBlank's mission is to source, capitalize, and invest in high-conviction real estate opportunities, as well as strategically partnering with operators focused on creating exceptional returns and experiences across property types. PointBlank also offers bespoke advisory services backed by institutional expertise, tailoring solutions for both investors and operators.

pointblankventures.com

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