

# BALLANTYNE

# REIMAGINED



Capitalizing on its momentum as one of the region's most successfully designed communities, Ballantyne is gearing up for another transformation. Ballantyne Reimagined will create a more urban, walkable environment, making life better. The goal is to set a new standard for sense of place while continuing to be an economic driver for the entire region.

The renewed vision for Ballantyne is to be recognized as a great destination to enjoy life in a high-quality urban community, with a master plan to include:

## Amenity-Rich Destination

Envision a walkable and bikeable main street lined with retail, dining and entertainment options, complemented by compelling open spaces. Ballantyne will feature an authentic mix of the best home-grown retailers and food & beverage operators from Charlotte and the Southeast, along with iconic direct-to-consumer brands.

## Housing

As residential is introduced to the center of Ballantyne, employees can live where they work. A variety of choices are being considered.

## Amphitheater

An impressive amphitheater will offer a unique gathering space for performances and festivals, as well as wellness events and farmers' markets.

## Greenway Connection

Ballantyne will build off its existing network of more than 19 miles of walking paths and six miles of bike lanes with a connection to McMullen Creek Greenway.

## Park Enhancements

Popular communal spots, such as the park featuring the bulls, will be improved. In the interim, plans are underway for enhancing some of Ballantyne's existing parks, including the Brixham Tent area. The spaces will be transformed into more universally utilized parks, with designated areas for food trucks, welcoming seating options, compelling landscape features and more.

## Engaging Open Spaces

Ballantyne will feature signature parks with outdoor seating, green lawns for passive and active recreation and a connection to the natural environment. Design elements such as public art, tree canopies, water features, street furniture and signage will contribute to the experience, as well as appealing event programming, Wi-Fi connectivity and more.

## Transportation

Northwood has engaged renowned experts, including Sasaki, LandDesign and Design Resource Group, to identify infrastructure needs, ensuring multimodal transportation as a priority. Efforts to increase transportation options include accommodating ride sharing, making road improvements and more.

## About Ballantyne

Recognized internationally as one of the most successfully designed and executed mixed-use communities, Ballantyne is a 2,000-acre community in Charlotte, North Carolina. Ballantyne features thousands of apartments, over 1,000 single family homes, highest-rated public schools, 600 hotel rooms, 19 miles of walking paths, bike lanes and plentiful parks, as well as dozens of restaurants, medical and retail amenities. With a laser-sharp focus on providing the nation's most desirable work-life balance community, Northwood owns and manages most of the 535-acre business park in Ballantyne, featuring 4.1 million square feet of Class A office space with additional entitlements in place. For the latest happenings in Ballantyne, visit [goBallantyne.com](http://goBallantyne.com).

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Visit [BallantyneReimagined.com](http://BallantyneReimagined.com) to view updates on the project.

Contact: Christina Thigpen, Vice President, Marketing & Communications, 704.248.2010 or [cthigpen@northwoodoffice.com](mailto:cthigpen@northwoodoffice.com)