



Vision

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. The renewed vision for Ballantyne is to be recognized as a great destination to enjoy life in a high-quality urban community while continuing to be an economic driver for the entire region.

"As time is our most valuable resource, our goal is to create a new standard for sense of place that makes life better. We are developing an activated place beyond the eight-hour workday that brings more options to Ballantyne," says John Barton, president of Northwood Office.

Area being rezoned – majority Ballantyne acreage owned by Northwood Investors (approximately 455-acre mixed-use area)

- Change zoning from BP(CD) and O3(CD) to MUDD-O
- Portions of Master Plan Site are currently developed for office/commercial uses, parking, open space, golf course and other similar uses with the request to rezone to MUDD (Mixed Use Development District) in order to create a walkable residential, retail and office mixed-use environment with abundant open space amenities.

Phase I Development (5-6 Years from Q1 2020)

Primarily located behind The Ballantyne, and to include retail street and stream park area, as well as urban residential and retail uses.

- Residential – 1,000 multifamily units
- Retail/Restaurant/Grocery – 300,000 square feet within entire mixed-use community (possible grocery use along North Community House Road)
- Hospitality – 200 hotel rooms
- Amphitheater and surrounding area for a variety of activities, including concerts, festivals, performances and farmers markets
- Significant parks/open space and connection to greenway

Phase II Development (6-12 Year Period)

Primarily expected to occur mostly east of Phase I development, while providing flexibility in allowing portions of this development to occur on the west side of US 521.

- Residential – 1,000 multifamily units; 300 townhomes
- Office – 400,000 square feet

If light rail or other major transportation improvements were to come to Ballantyne, other potential developments might be available upon further study.

Community Benefit Items

- Installation/maintenance of active open space/parks, including a connection to the County greenway system
- Completion of the amphitheater for performances, festivals and other community activities in Phase I
- Delivery of affordable housing units prior to full development of the residential levels set out for each of Phase I and Phase II
 - Phase I – 8% of 1,200 units (96 units)
 - Phase II – 8% of 1,000 units (80 units)
 - Rental levels reflection of 80% county-wide Area Media Income per applicable governmental (HUD) guidelines
 - Commitment for 30 years from initial occupancy
- Study transit and consider bus stops in coordination with CATS within the development
- MWSBE participation and possible job training/apprenticeship programs regarding certain public road infrastructure
- Commitment to install significant network road improvements

Community Outreach

Northwood is committed to sharing information with the community throughout the evolution of Ballantyne Reimagined. To unveil the plan, Northwood held an informational session on June 8 and hosted a community meeting on August 28 at The Ballantyne.

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. For the latest happenings in Ballantyne, visit goBallantyne.com. To learn more about the project, visit BallantyneReimagined.com.