



## Project Data

### Key Scope Items:

- Hotel Market Analysis & Product Recommendations
- Demand & Financial Projections
- Timing Recommendations

**Development Budget:** \$50,000,000+

**HSP Professionals Involved in Project:** Rob Hunden, Rob Smitherman

**Time of Service:** 2008

# Charlotte South End Hotel & Mixed-Use Feasibility Study

*Charlotte, North Carolina*

Hunden Strategic Partners was engaged to conduct an evaluation of the Charlotte hotel market and the feasibility of a new hotel located in the South End area of Charlotte. The potential hotel was to be developed in conjunction with the Iverson mixed-use project on South Boulevard, along the Lynx Blue Line Light Railway.

GreenHawk Partners, LLC, plans to redevelop approximately 2.68 million square feet of vacant land, warehouse and office space, for a multi-use group of facilities that will include retail, residential and hotel space. The latest plat includes plans for a possible hotel that would consist of a new building along the South End rail line. The block of buildings will also include retail space, residential use, office space and a lower level of parking.

To determine the feasibility of a hotel within the Iverson project, HSP conducted developer interviews, market analysis, made recommendations for the appropriate size and quality of hotel to be developed and projected demand and financial results for the project.