WAVERLY

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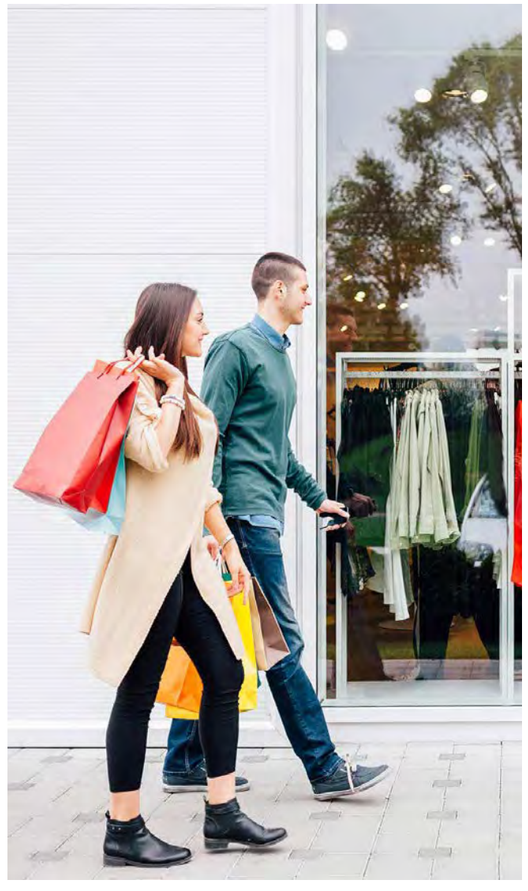
Welcome to Waverly, South Charlotte's premier mixed-use master community combining urban energy and world-class amenities within a 90-acre pedestrian-friendly suburban environment. Located just south of I-485 at the intersection of Providence & Ardrey Kell Roads, this one-of-a-kind development provides unmatched opportunities to captivate and capitalize on the booming South Charlotte consumer market.

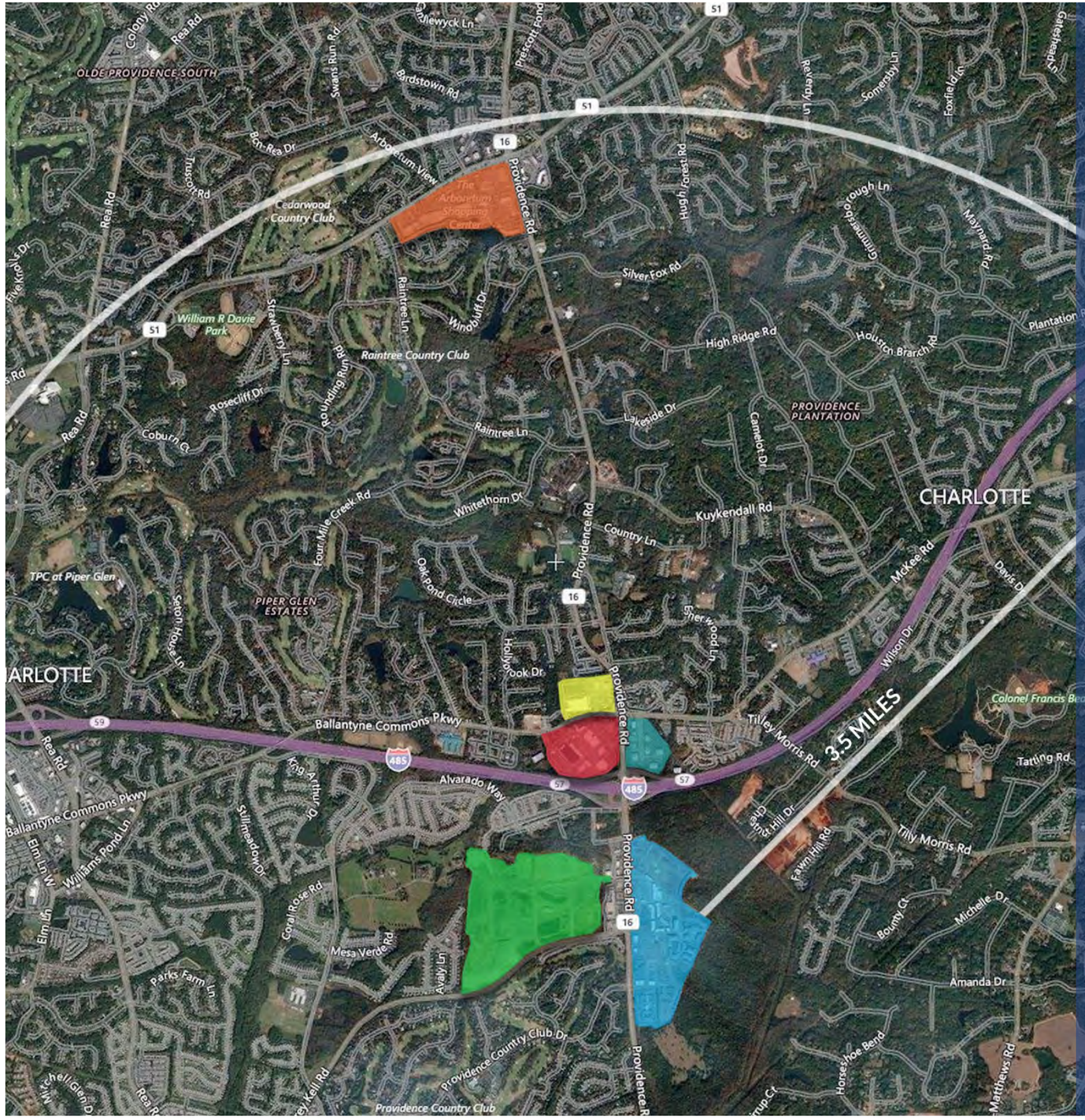
Featuring over 250,000 square feet of retail anchored by Whole Foods, two six-story buildings of Class A office space, a 141-room hotel and 550+ upscale residences, along with open green spaces and beautifully designed outdoor gathering areas, Waverly is a dynamic community that affords visitors and residents an inviting place to live, work, dine and shop.



SURROUNDINGS

Situated on Providence Rd in the heart of South Charlotte, Waverly is easily accessible from I-485 and Hwy 74, and affords a short commute to Uptown Charlotte, Charlotte-Douglas International Airport and the neighboring bedroom communities of Weddington, Waxhaw, Monroe, Fort Mill and Ballantyne.

An estimated 20,000+ daily vehicle trips are expected to be generated by Waverly alone, with traffic counts currently exceeding 45,000 vehicles per day on Providence Road (Charlotte's busiest secondary road), and over 75,000 VPD on Interstate 485.



ARBORETUM

- Walmart
- Harris Teeter
- Barnes & Noble
- McDonalds
- Chick-fil-A
- Gap
- Michaels
- Petco
- Panera
- Five Guys

PROVIDENCE COMMONS

- Lowe's
- Harris Teeter
- Wells Fargo
- Shomars

PROMENADE ON PROVIDENCE

- Home Depot
- Fresh Market
- Total Wine
- Starbucks
- The Q Shack
- Golf Galaxy
- Staples
- Stein Mart
- Sushi 101
- On The Border

PROVIDENCE PARK

- Allen Tate
- First Citizens
- Charlotte Wealth
- Ryan Homes
- Duncan-Williams
- Bankers Life

REA FARMS

- Harris Teeter
- Lifetime Fitness
- Future Hotel
- Ilios Noche
- Wendy's
- Hickory Tavern

WAVERLY

- Whole Foods
- Hilton Garden Inn
- Novant Health
- Viva Chicken
- Carolina Ale House
- Bad Daddy's
- Wells Fargo
- Mattress Firm
- Starbucks
- Chick-fil-A
- McDonalds
- Chipotle

GENERAL POPULATION

3 MILES - 49,361
5 MILES - 152,523

INCOME [$157,817]

Within a one-mile radius, the average household income is $157,817 per year, putting Waverly & its surroundings on par with the affluence of Charlotte's South Park and Atlanta's Buckhead areas.

The average annual income for a household within three miles is $145,555, with 20% of those households earning over $200,000, a 10x higher rate than the state average.

MEDIAN AGE [37.8]

EDUCATION

Over 97% of Waverly area residents have a High School diploma, with nearly 65% of those over the age of 25 with a Bachelor's Degree or higher, a 94% higher rate than the Charlotte market average.

BOOMBURGS

According to Census data, Charlotte's 28277 is the 3rd most populated zip code in the state of North Carolina with over 67,000 residents, a 465% increase since 1990.

With neighborhoods that are home to younger families who live a busy, upscale lifestyle, most households in this zip code have two incomes, two vehicles and over $83K in annual disposable income.

- SIGNATURE OPPORTUNITIES
- WAV-501 INTERIOR DIGITAL NETWORK
- VEHICLE PLACEMENTS
- WAV-105 LIGHT POLE BANNERS

WHOLE FOODS MARKET

ESPRESSO AND moka cafe BREWED COFFEE BAR Est. 2010

YAMA SUSHI. ASIAN FUSION. BAR

VIA ROMA

THE PORTER'S HOUSE

FIREHOUSE SUBS

Ted's MONTANA GRILL

Chuy's

TAZIKI'S MEDITERRANEAN CAFE

CHIPOTLE MEXICAN GRILL

CAROLINA ALE HOUSE FOOD · SPORTS · FUN

menchie's frozen yogurt

FATTA A MANO OGNI GIORNO PIZZERIA DESANO DAL 1889 NAPOLETANA INGREDIENTI FRESCHI E TIPICI

Viva Chicken PERUVIAN ROTISSERIE JOINT

EO

Chick-fil-A

Häagen-Dazs

FOXCROFT WINE CO. Est. 2004

Panera BREAD®

Hilton Garden Inn

SPRING PROGRESSIVE EVENT
MARCH 26

SPLASH PAD SATURDAY
MAY 2

SUMMER CONCERT
JUNE 20

SUMMER CONCERT
JULY 18

SUMMER CONCERT
AUGUST 15

TASTE OF WAVERLY
SEPTEMBER 12

HALLOWEEN EVENT
OCTOBER 3

FALL PROGRESSIVE EVENT
OCTOBER 8

12 DAYS OF CHRISTMAS
DECEMBER 1 - 12

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WAV-500: WAVERLY TERRACE DIGITAL | 18′ H x 14′ W

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Ardrey Kell Rd. Perspective

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WAV-500: WAVERLY TERRACE DIGITAL | 18′ H x 14′ W

Ardrey Kell Rd. Perspective

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WAV-500: WAVERLY TERRACE DIGITAL | 18’ H x 14’ W

Waverly Entrance Perspective

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WAV-500: WAVERLY TERRACE DIGITAL | 18’ H x 14’ W

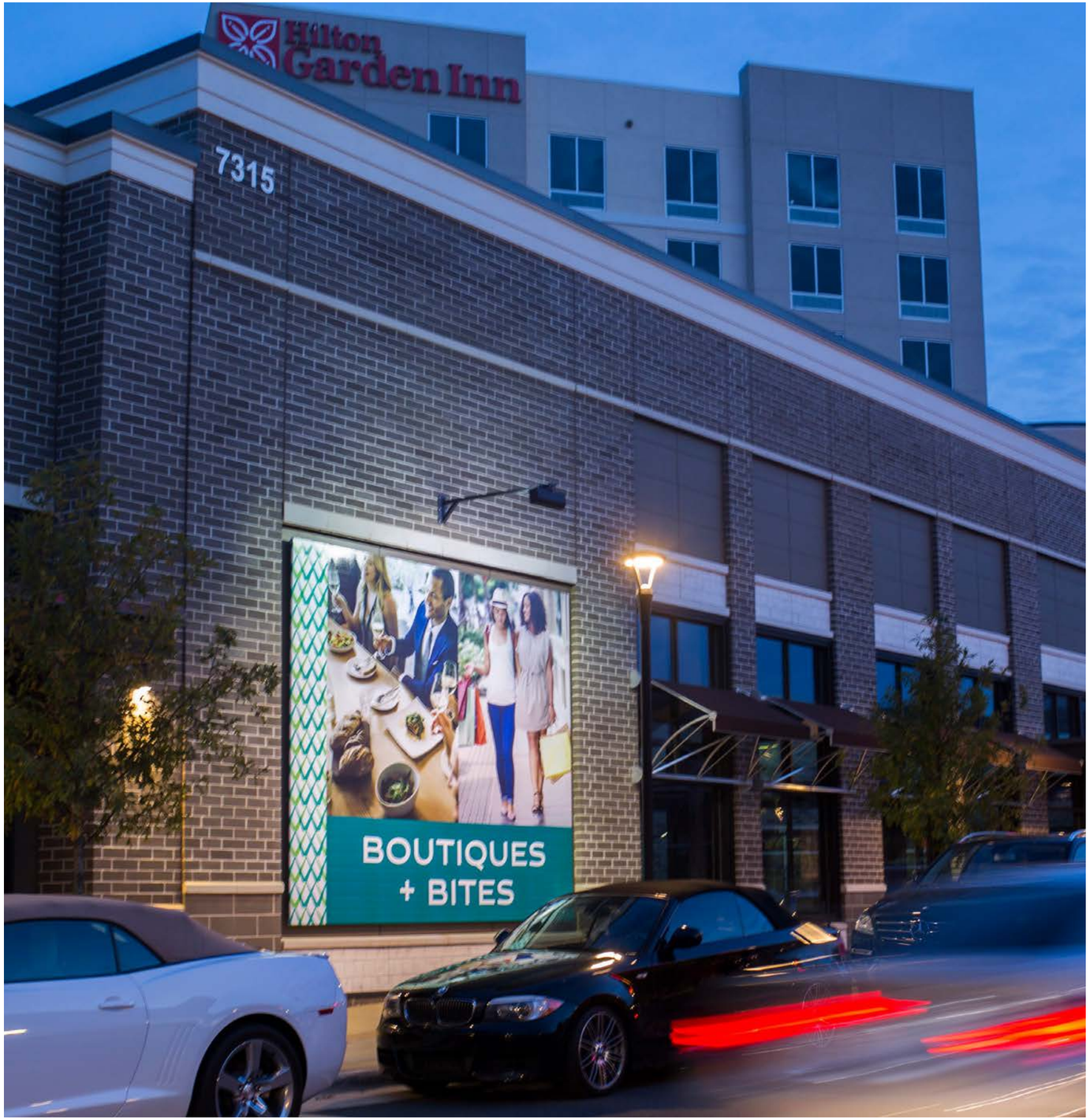
Providence Road Perspective

WAVERLY

Empire
WEDNESDAY @8p
FOX46 CHARLOTTE WJZY
WAVERLY

hulu
EVERY PANTHERS GAME LIVE ON HULU
NO CABLE REQUIRED
WAVERLY

WAV-100: DESANO'S STATIC WALLSCAPE #1 | 12' 6" H x 15' W



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WAV-100: DESANO'S STATIC WALLSCAPE #1

Approach and Close-up Perspectives

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WAV-101: CAROLINA ALE HOUSE STATIC WALLSCAPE | 10’ H x 20’ W

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WAV-102: CHUY'S STATIC WALLSCAPE DUO | (2) 12' 6" H x 8' 6" W

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WAV-102: CHUY'S STATIC WALLSCAPE DUO | (2) 12′ 6″ H x 8′ 6″ W

WAVERLY

NVIGORY
SALT ROOMS • INFRARED
DISTRICT 5
INTERIORS
Mainstream Boutiq
WAVERLY
HIT THE deck
Parking deck with over 800 spaces
behind PetPeople!

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WAV-105: LIGHT POLE BANNERS | 3’ 6" H x 2’ W

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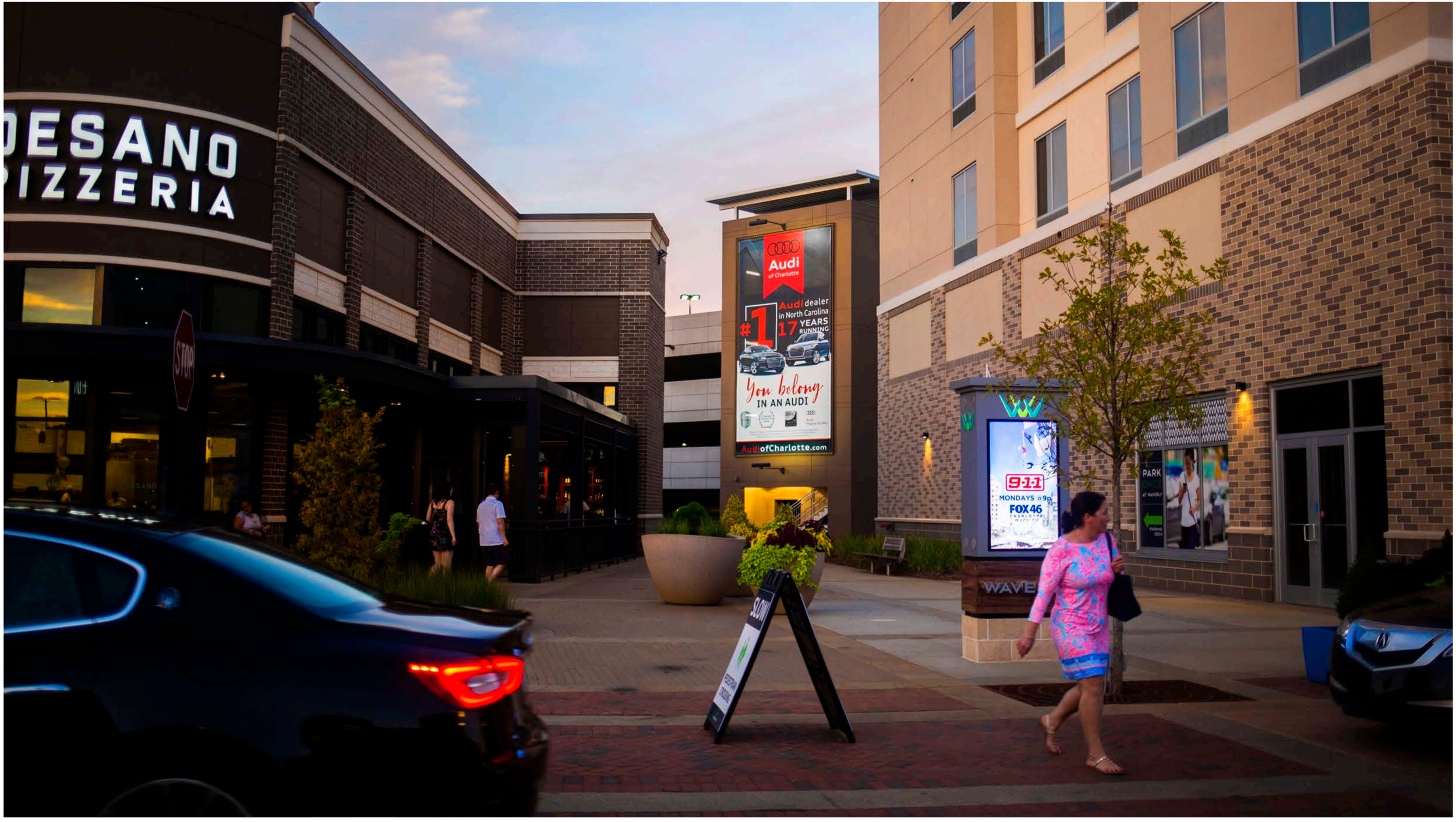

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WAV-106: PARKING DECK STATIC SPECTACULAR | 32’ H x 18’ W

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WAV-107: DESANO'S STATIC WALLSCAPE #2 | 12' 6" H x 15' W

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WAV-108: PET PEOPLE STATIC WALLSCAPE | 9’ 6" H x 12’ W

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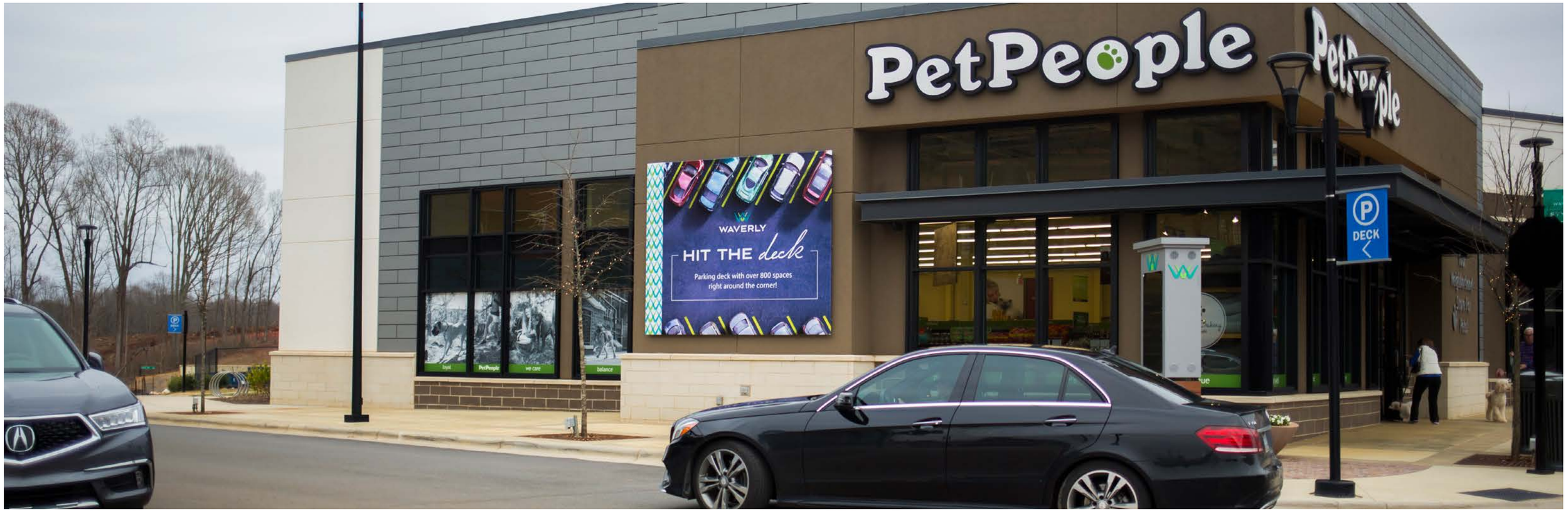

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WAV-108: PET PEOPLE STATIC WALLSCAPE | 9’ 6” H x 12’ W

Close-up & Approach Perspectives

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WAV-112: HAAGEN-DAZS STATIC WALLSCAPE | 9’ H x 9’ W

ASSET	DESCRIPTION	SIZE	DEC
WAV- 100	Static Wallscape: This powerful wallscape is located next to DeSano's Pizza on Waverly Walk Avenue. It's prominently positioned in the most densely populated section of the property with countless restaurants, boutique shops and other popular destinations.	**12.5' H x 15' W**	**23,450**
WAV- 101	Static Wallscape: This horizontally-oriented wallscape is located on the side of Carolina Ale House. This iconic, static asset intercepts guests as they make their way into the heart of the property and is viewable from multiple vantage points.	**10' H x 20' W**	**26,800**
WAV- 102	Static Wallscape Duo: These two, vertically-oriented displays are offered in tandem, providing our advertising partner a very unique media platform that delivers a big impact. Located next to Chuy's on Waverly Walk Avenue, this powerful Duo is positioned in the most densely populated section of the property with countless restaurants, specialty shops and other popular destinations.	**(2) 12.5' H x 8.5' W**	**23,450**
WAV- 104	Static Wallscape: This wallscape is located on Building E and directly faces a large swath of parking. It's prominently positioned to intercept guests as they're getting in and out of their vehicles and is unavoidable to those parking and driving on the eastern side of the property.	**8' H x 11' W**	**23,450**
WAV- 105	Light Pole Banners: A total of 50 locations are strategically positioned throughout the property to effectively tap the shoulders of the many daily guests enjoying Waverly. Sold in packages of 5, 10 and 15, these banners compliment our other assets to create an unavoidable and memorable campaign.	**4' H x 2' W**	**11,250 (5)**
WAV- 106	Parking Deck Spectacular: This massive, eye-catching display, spanning the height of the parking deck, is designed to effectively intercept the constant flow of vehicular and pedestrian traffic. This visual landmark is the first and last media asset guests see as they enter and exit the parking deck.	**32' H x 18' W**	**21,250**
WAV- 107	Static Wallscape: This sign is located on the back of DeSano's Pizza facing the parking deck. It's the first messaging guests will see as they walk into the heart of the property and one of the last messages they'll see when leaving Waverly.	**12.5' W x 15' W**	**8,000**
WAV- 108	Static Wallscape: This wallscape is located on the side of People People, with Whole Foods just across the street. This dominant, static asset is positioned to face a major intersection and will intercept much of the traffic on property as guests visit Whole Foods, drive to the parking deck, and make their way into dozens of boutique shops that surround this static asset.	**9.5' H x 12' W**	**26,800**

ASSET	DESCRIPTION	SIZE	DEC
WAV- 112	Static Wallscape: This display is located on the back wall of Haagen-Dazs in the Terrace in the heart of this vibrant, mixed-use venue. The Terrace is comprised of a greenspace, a splash pad, an elegant water feature, and plenty of outdoor seating for guests to relax and enjoy the amenities offered at Waverly. Surrounding this recreational haven are many premiere restaurants, specialty shops, an office tower as well as a well appointed hotel. This prime location virtually guarantees that our brand partner will reach their audience with a powerful messaging each day of their campaign.	**9’ H x 9’ W**	**13,500**
WAV- 500	Digital Spectacular in Terrace: This full-motion, digital display is located on the Hilton Garden Inn, and is the true centerpiece at Waverly. The Terrace is comprised of a greenspace, a splash pad, an elegant water feature, boutiques, as well as great restaurants with plenty of outdoor seating for guests to relax and unwind. The primary audience reached by this dynamic display is located in the Terrace area; however it also can be viewed from the very busy intersection of Providence and Ardrey Kell Roads, making this location one of the most impactfull media assets in South Charlotte.	**18’ H x 14’ W**	**35,300**
WAV- 501	Interior Digital Network: These three (3) street-level digital displays feature full-motion capabilities and walk-up close resolution quality that is sure to captive your target audience. They are thoughtfully positioned in high traffic areas throughout Waverly where people naturally congregate, providing our advertising partners the opportunity to deliver memorable and effective messaging that is embraced by large number of daily guests enjoying the many amenities offered at Waverly.	**TBD**	**11,800**

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Feedback, inquiries or additional requests to:

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