

North American Properties Announces Repositioning Vision for Birkdale Village
Huntersville mixed-use destination poised to become walkable, experiential community hub

CHARLOTTE, N.C. (Oct. 19, 2021) – North American Properties (NAP) has shared its vision for transforming Birkdale Village, a 52-acre mixed-use development in Huntersville, North Carolina, into a modern-day community gathering place. During a Huntersville Town Commission meeting held on October 18, NAP received approval to move forward on its redevelopment of the center, designed to enhance walkability and connectivity across the property. NAP will break ground on the project this winter, with construction slated for completion by Memorial Day weekend in 2022.

Last November, NAP entered a joint venture partnership with Nuveen Real Estate to elevate Birkdale Village. NAP oversees management and leasing efforts for the open-air community, which encompasses 250,000 square feet of retail, 320 multifamily apartments and 50,000 square feet of office space. For the redevelopment, NAP is executing its best practices and programs perfected at other mixed-use properties, such as Avalon, the \$1 billion “urbanurb” in Alpharetta, Georgia. The modernized Birkdale Village will feature a collection of upscale outdoor lounge areas, a full-service Concierge and Valet, unique new retail offerings and more.

“There is an incredible opportunity to reimagine the public realm at Birkdale Village and create a highly energized and animated pedestrian experience,” said Tim Perry, managing partner of NAP. “The property has long operated as a shopping center where you park to go in one store and drive down to the next. Now, we’re creating a connected, walkable hub for guests to cross paths with old friends and new neighbors by opening up the central greenspaces, adding in new sidewalks and creating a vibrant environment for the community to pass time dining, shopping and gathering where they are known.”

At the heart of Birkdale Commons Parkway (The Parkway), NAP will create a new 6,000-square-foot Plaza in the existing greenspace between Chico’s and Sunglass Hut. The Plaza will include soft seating, a flexible, covered performance stage and a massive LED screen. Once completed, The Plaza will play host to Birkdale’s 100+ annual events such as 4th of July, Luck of the Village, Ladies Night Out and weekly seasonal events such as yoga, live music and children’s playdates. Anchoring The Plaza will be a new, full-service Valet and Concierge building offering resort-level hospitality services ranging from parking to wayfinding to reservation assistance to complimentary beverages.

The Plaza will also house two new stand-alone retail jewel boxes fronting the Concierge building and featuring floor-to-ceiling glass and optional rooftop patios. The 1,200-square-foot jewel boxes will be surrounded by soft seating and offer shopping and indoor/outdoor dining on the ground floor, as well as dining on the upper level. A third jewel box will also be added to The Grove, the greenspace near Regal, along with four tiny retail pods. The 200-square-foot pods will feature a fun, mid-century design with offerings from merchandisers and food vendors on shorter term leases.

“Throughout our portfolio we have seen smaller, freestanding retail buildings not only perform very well, but also out-punch their size in terms of creating the community environment we promote,” said Adam Schwegman, partner and senior vice president of leasing at NAP. “The jewel boxes and tiny retail pods are designed to resonate with innovative retail and restaurant brands that are looking to provide a unique and engaging experience for their customers.”

To create a posh and more cohesive environment at Birkdale Village, NAP is updating the center’s paint scheme and working with retailers to custom-design storefronts that better reflect their individual brand aesthetics. Prestige omni-retailer Sephora, which opened in September, and Kendra Scott, which opened its new permanent storefront on October 1, are the first to showcase these upgraded looks.

Since being engaged at Birkdale Village, NAP has made several property-wide improvements like adding complimentary public Wi-Fi to each of the destination’s common areas; installing a speaker system streaming music throughout the development; and building a dog park that is open to both Birkdale Village residents and the public. Four parking deck entries at Birkdale Village are receiving facelifts as well. Other street-level upgrades such as new landscaping, a refurbished fountain, digital directories, a community garden and refreshed sidewalks are also part of the redevelopment plan.

A social district allowing visitors to enjoy to-go drinks from onsite restaurants while shopping and exploring the property is in the works, too. NAP is currently collaborating with local government officials to gain approval on implementing the new open container policy signed into law last month by Governor Cooper at Birkdale Village.

Additionally, renovations to the luxury apartment community Haven at Birkdale Village are well underway. The clubhouse is on track for a major revamp, including adding a connection to the recently renovated pool, an indoor club space with a beverage station, a business and hospitality suite, and fitness area with upgraded equipment, such as Peloton bikes and treads and Mirror by lululemon. Each of Haven’s apartments, which includes studios, one-, two- and three-bedroom units, are also receiving enhancements, including new cabinetry, countertops, appliances and technology services.

This summer, NAP completed the transformation of the nearly 20-year-old pool at Haven into a luxury waterside experience for residents to relax and hang out, featuring shaded cabanas; a newly painted fireplace and fire pit; a state-of-the-art outdoor kitchen and grilling station; flat screen TVs; and outdoor games, such as cornhole, ping pong and shuffleboard.

For more information and to stay up to date on the latest property updates, visit Birkdale Village’s [website](#), [Facebook](#), [Instagram](#) or [Twitter](#).

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About Birkdale Village

Birkdale Village is more than just a place to visit, it’s a place to belong. As a third place between the confines of work and the comforts of home, The Village is where people come to spend quality time in

good company. Featuring over 60 local, regional and national retailers and restaurants, a movie theater, 320 luxury apartments and 50,000 square feet of modern offices, the 52-acre mixed-use destination is the maker of moments for the community of Huntersville, North Carolina. Here, Willow Oak-lined streets and lively greenspaces play host to more than 100 events per year, cultivating a neighborly energy where connections begin and thrive. Birkdale Village is a true gathering place for making memories, celebrating moments and bringing people together. For more information, visit birkdalevillage.com.

About North American Properties

Founded in 1954, North American Properties is a privately held, multi-regional real estate operating and development company that has acquired, developed and managed more than \$7 billion of mixed-use, retail, multifamily and office properties across the United States. Rooted in its purpose-driven approach to development, North American Properties is creating great places that connect people to each other; cities to their souls; partners to opportunities; and individuals to experiences that move them.

Headquartered in Cincinnati, with offices in Atlanta, Dallas and Fort Myers, Florida, the company has developed 22 million square feet of commercial space and 19,000 residential units in 15 states and 67 cities. In the past three years, North American Properties has launched 36 projects totaling \$2.2 billion in total capitalization. In metro Atlanta, North American Properties led the turnaround of Atlantic Station and the ground up development of Avalon. Currently, the company's mixed-use portfolio includes: Avalon in Alpharetta, Georgia; Avenue East Cobb in Marietta, Georgia; Birkdale Village in Huntersville, North Carolina; Colony Square in Midtown Atlanta; Newport on the Levee in Newport, Kentucky; and Riverton in the New York metro area. For more information, visit naproperties.com.

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