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Uptown Charlotte's EpiCentre Renamed Queen City Quarter, Rebranding, Renovations and Property Improvements Underway

Commercial real estate company CBRE leading marketing, leasing and property management assignment

CHARLOTTE, N.C. – Sept. XX, 2022 – CBRE announced today that it will lead marketing, property management and renovations at the 302,324-square-foot EpiCentre mixed-use development in uptown Charlotte, North Carolina. CBRE plans to begin a renovation project designed to enhance the visitor experience. The property has been renamed Queen City Quarter, inspired by Charlotte's nickname, "The Queen City."

Streetsense, a global urban design and placemaking agency, has been engaged to shape the physical and branding elements of the property.

Significant repairs to the courtyard, parking garage, patios and roof are underway and expected to be complete by year-end. In 2023, the property's public staircases and escalators will also be renovated, and new landscaping, lighting and benches will be installed. In addition, there is a focus on property safety, as an extensive security camera system has been installed onsite. These improvements are in addition to the deferred repairs and maintenance completed to date while the property was in receivership, which included removal of former tenant signage.

"We are living through a time where we have to think differently about everything, including real estate assets," said Jeff Pollak, Managing Principal of Streetsense. "When we were engaged to think about the strategy for the former EpiCentre, it became clear to us that the property didn't have a leasing problem, but rather a real estate problem. It has great bones, a great location—it just needed a fresh approach, new ideas, and a new narrative."

CBRE's [Kivett Williams](#) is the exclusive marketing and leasing agent for the retail space of the property and [Kris Westmoreland](#) is the exclusive marketing and leasing agent for the office space and will be involved in the rebranding. Queen City Quarter can accommodate traditional retail, restaurants and office tenants in addition to creative office, medical office and various other office and retail uses. CBRE Property Management is leading the property management.

"Queen City Quarter will transform the heart of Charlotte's iconic Uptown into a vibrant corporate and family friendly hub," said Compie Newman, Managing Director of CBRE's Charlotte office. "It offers a unique destination with new ownership and a new vision that will hopefully attract the finest amenities to the city's urban core."

Opened in 2008, EpiCentre is centrally located on College Street, between Trade and Fourth Streets. The mixed-use center is within walking distance of Charlotte's biggest attractions, including Spectrum Center, Bank of America Stadium and the Charlotte Convention Center. It's accessible from the Overstreet Mall and features an on-site parking deck, a LYNX light rail station on the second level, and on-site property management.

"This is great news and an important step forward for this foundational Uptown Charlotte mixed use project," said Michael Smith, CEO of Charlotte Center City Partners. "Queen City Quarter enjoys unmatched assets in their transit orientation and co-tenancy with Charlotte's hub for hospitality, entertainment, employment and urban living. We are excited to work with CBRE as they write this next exciting chapter."

Those interested in learning more about leasing at the property should contact [Kivett Williams](#) and [Kris Westmoreland](#).

About CBRE Group, Inc.

CBRE Group, Inc. (NYSE: CBRE), a Fortune 500 and S&P 500 company headquartered in Dallas, is the world's largest commercial real estate services and investment firm (based on 2020 revenue). The company has more than 100,000 employees serving clients in more than 100 countries. CBRE serves a diverse range of clients with an integrated suite of services, including facilities, transaction and project management; property management; investment management; appraisal and valuation; property leasing; strategic consulting; property sales; mortgage services and development services. Please visit our website at www.cbre.com.