



**FOR IMMEDIATE RELEASE**

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**Panorama Holdings announces opening of Panorama Tower and AC Hotel by Marriott Charlotte Ballantyne Village**

CHARLOTTE, NC- Panorama Holdings, based in Ballantyne, NC, announces the official opening of Panorama Tower and Ballantyne’s newest hotel, The AC Hotel by Marriott Charlotte Ballantyne (14819 Ballantyne Village Way). Panorama Holdings purchased the land in 2015 and proposed a phased mixed-use project including hotel, rooftop restaurant, office, residential, and expanded parking. Panorama Tower is adjacent to the Ballantyne office park center and residential neighborhoods, within walking distance to an existing retail center and has convenient access to interstate highways.

The AC Hotel by Marriott Charlotte Ballantyne is a unique experience featuring 186 guestrooms with large picture windows providing views of Uptown Charlotte and the surrounding suburbs. Situated within Ballantyne Village, guests enjoy dining and shopping. The 16th-floor Panorama Ballroom is the Crown Jewel with breathtaking views making it the ideal location for weddings, corporate or social events. The AC Lounge allows guests to enjoy tapas, Spanish wines, hand-crafted cocktails, and local craft brews and will host weekly events for the community. Throughout the hotel, guests will find an impressive collection of art, each crafted by Charlotte artists, and one-of-a-kind furnishings that have also been locally made.

Above the hotel, 100,000 sq ft of office space was constructed as part of the 17-story tower and offers remarkable aerial views of the surrounding communities and the uptown skyline. The upper five floors of the tower have 20,000 sq ft of space per floor. With lifestyle amenities in and adjacent to the tower including restaurants, lounges, service retail and fitness centers, Panorama Tower offers dynamic new office space in the Ballantyne market. Panorama Holdings added 5 levels to the existing parking deck to accommodate the new uses.

“The Marriott AC hotel at Ballantyne Village is a stunning hotel. Catering to business and leisure guests, it offers a unique experience with all of ease of



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integrated and walkable retail amenities. The Panorama Tower office floors bring exceptional user capacity to the in-demand Ballantyne and South Charlotte office market,” says Jane Wu, president of Panorama Holdings. “Speaking for the entire project team, we are proud of the final product and are eager to welcome guests to Ballantyne’s newest hotel, office tower and (soon-to-open) rooftop restaurant.”

Partners for the project include Jones Lang LaSalle, RBA Group, Orsborn Engineering, Archer Western, and Concord Hotels.

Panorama Holdings has development rights for additional investment on this site.

Panorama Holdings is a boutique developer investing in urban core and second ring multifamily and mixed-use projects primarily in the Southeast U.S.