



The Pearl - Driving Growth Through Research + Innovation





OUR MISSION

Our innovation districts serve as physical, place-based ecosystems built with best practices where innovation partnerships can thrive.



SOUTH END



BOA STADIUM

UPTOWN

SECOND WARD

MIDTOWN

CHERRY

DILWORTH

10 MIN WALK

5 MIN WALK



THE PEARL



LITTLE SUGAR CREEK GREENWAY

**ATRIUM
HEALTH
MERCY**



**ATRIUM HEALTH
CAROLINAS
MEDICAL CENTER**



Proximity to CMC and CMC-Mercy Accelerates Innovation Opportunity



The Pearl consists of \$1.5B in total private investment support. Located 5 minutes from Uptown Charlotte, this development will be a major catalyst for education, innovation and development across the Carolinas.



5,500

Direct Onsite
Jobs Created

11,500

Total Jobs
Created

\$811M

Annual
Economic
Impact

\$75M

Public
Investment

\$350M

Total Advocate
Capital
Investment

\$1.5B

Total Private
Investment
Estimate

Charlotte Before



Charlotte Tomorrow



World-Class Research



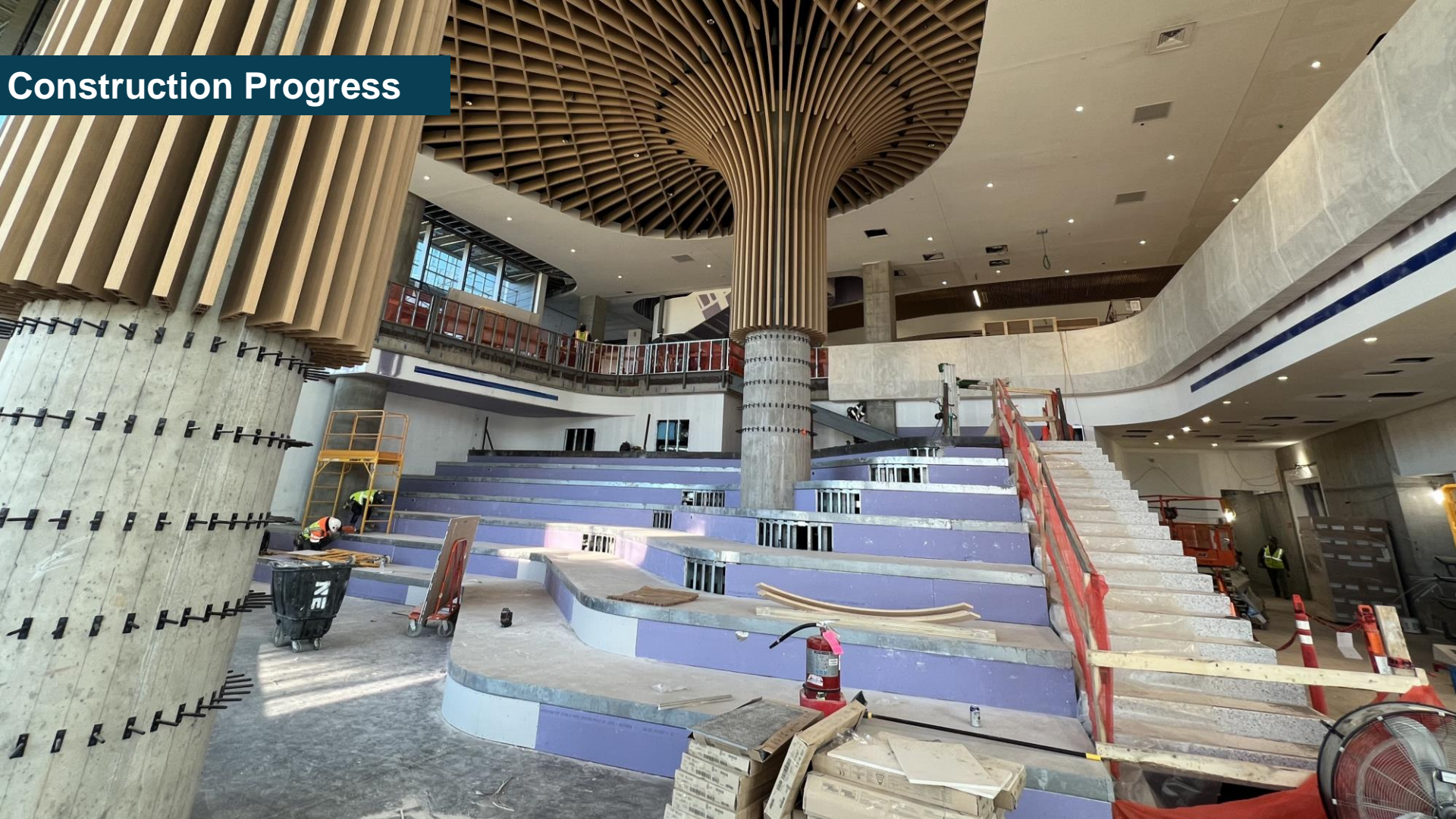
Construction Progress



Cutting-Edge Academics



Construction Progress



Construction Progress



Cutting-Edge Academics



**HOWARD R LEVINE
CENTER FOR EDUCATION**



Wake Forest University
School of Medicine



Atrium Health

Pearl Phase IA Plan

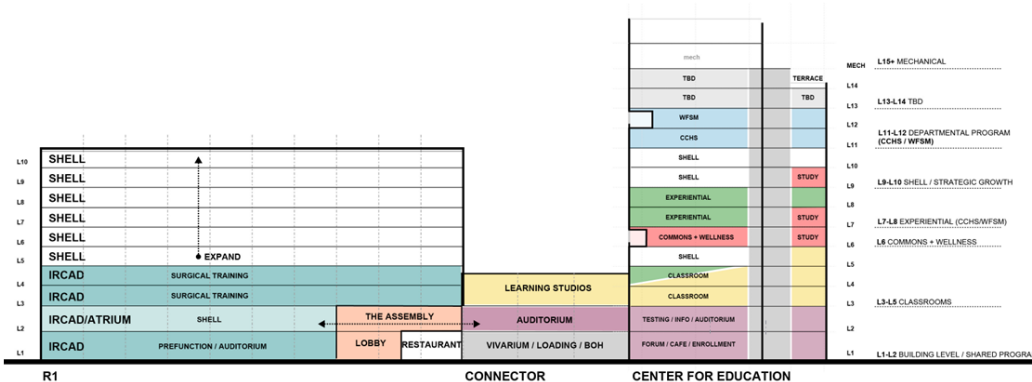
Centered on Academics, Research & Business Incubation

Research Building 1

- ~320,000 GSF
- IRCAD North America
- 125k SF spec lab/research/office space

Howard R. Levine Center for Education

- ~373,000 GSF
- Carolinas College of Health Sciences
- Wake Forest School of Medicine



Howard R. Levine Center for Education

- L14-15 – Advocate Health
- L11-12 – WFSOM Administration
- L10 – Shell, In Design for WFU
- L9 – Classrooms, Study, Additional Shell
- L7-8 – LABS: Nursing Skills, SIM, ADL, SPA
- L7 – LABS: Advanced Clinical Skills, Blood Bank, Plastinated Anatomy, Virtual Anatomy, Non-Human Anatomy, Nurse Anesthesia, Imaging, Radiation Therapy, Histotechnology
- L6 – Student Commons, Wellness
- L5 – In Design, Early College + STEM Lab
- L4 – Classrooms, Experiential Learning
- L3 – Classrooms, Learning Studios
- L2 – Testing, Info, Auditorium
- L1 – Forum, Café, Enrollment Suites

Pearl Phase IA Plan

905 PEARL PARK WAY
STACKING PLAN

905 Pearl Park Way

AVAILABLE

L10

L9

L8

L7

L6

L5

L4

L3

L2

L1

AVAILABLE

Build-to-Suit Opportunity

+/- 31,000 SF per floor

connect labs
BY WEXFORD

NOW LEASING

Flexible, Move-in
Ready Lab + Office

MedTech Partner

ircad
North America

Connection to
Center for Education

Assembly & Community
Spaces

Restaurant

313,000 SF

Total

93,000

Contiguous SF Available

31,000

Avg SF Floor Plates

LEED Gold

Projected Rating

Learning in a Post-Covid World



Learning in a Post-Covid World



Learning in a Post-Covid World



Learning in a Post-Covid World

VITAL Hub within Information Resource Center



World Class Surgical Education



World class experiential education and surgical innovation center

Where surgical excellence begins. Experience cutting-edge training that bridges the gap between theory and practice. Your journey to mastery starts here.

Course Registration Opens Early 2025



26 Laparoscopic Stations

Hands-on training space includes 2 large surgical ballrooms and 2 single station surgical suites

2



2 Hybrid ORs fully integrated with MRI, CT, Pheno and Biplane capabilities

105

Seat Capacity
Didactic Auditorium



12 Large Robotic Stations
24 Small Robotic Stations

3

Dedicated
Robotic Suites

110

Flexible Seating Capacity AR
Telepresence Auditorium

Part of a Global Experiential Education Community



Best-in-class
Strategic Partners

SIEMENS
Healthineers

stryker®

Boston
Scientific
Advancing science for life™

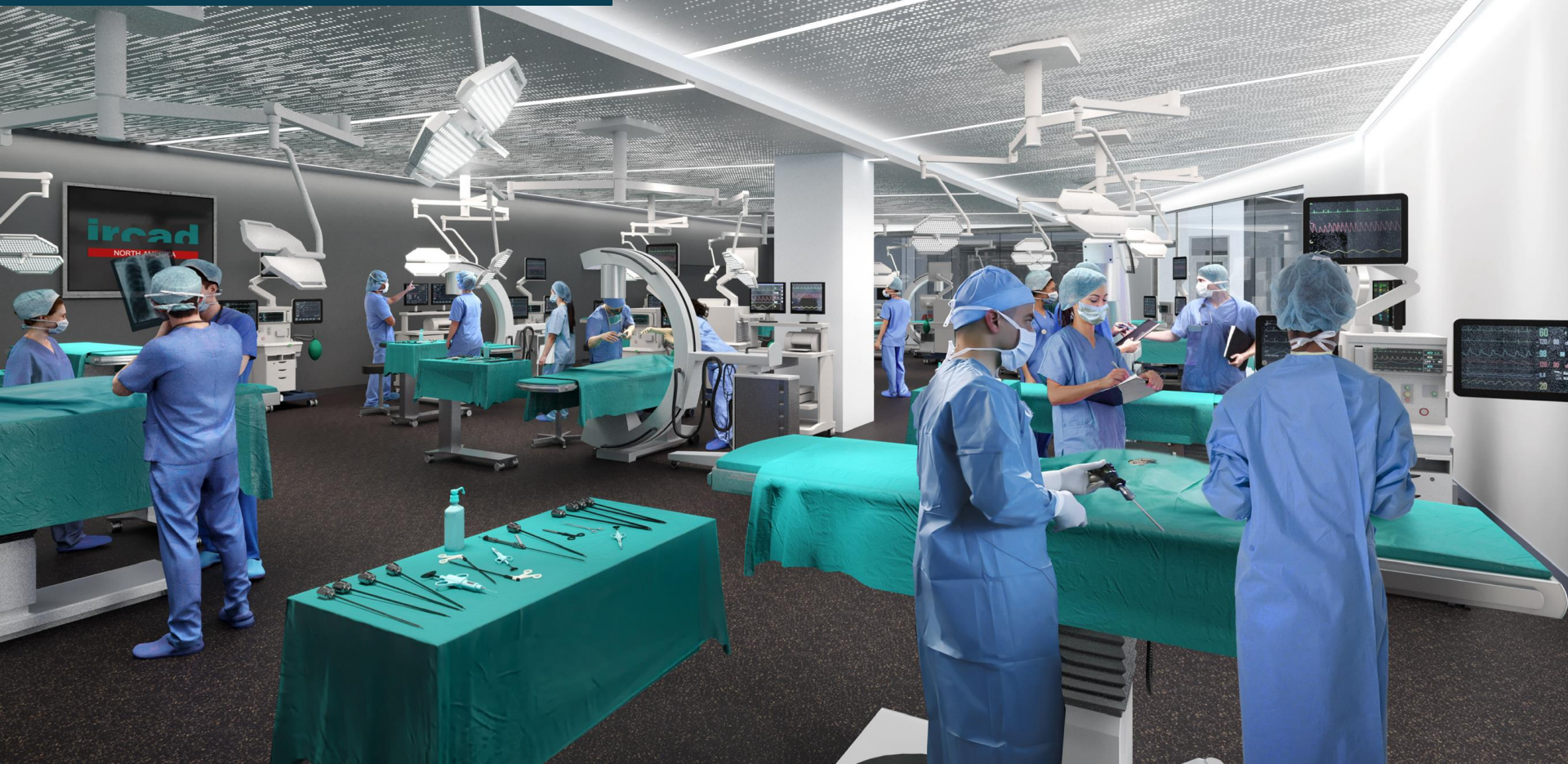
ETHICON
Johnson & Johnson SURGICAL TECHNOLOGIES

Medtronic

World Class Surgical Education



World Class Surgical Education



Talent Pipeline for Jobs of the Future

The Pearl Phase IA will host learners of every age from fifth grade to post graduate-level surgeons in continuum of established and funded programs onsite at The Pearl

Supporting Small Businesses

Partnered with local, minority and female-led startup to develop and produce STEM kits to drive access into schools pre-district opening.



1

Elementary School

Enable exploration of an Innovation District

2

Middle School

NextUp STEM Experiential Learning Lab launched July 2024 and has engaged over 1000 Title I students to date

3

High School

Early College in The Pearl via Hawthorne & CCHS will graduate and place 100 students each year into jobs across 4 healthcare pathways

4

College/ Post High School

Biomedical equipment engineering internships with CPCC students
Rise to Success program expanding into Surgical Tech jobs with Philip O'Berry

5

Graduate School

Medical school students learning onsite + experienced professionals and teams in CME training via IRCAD



Fostering an Ecosystem of Entrepreneurship

Advocate Health , WFSOM and The Pearl will serve as regional catalysts for innovation + entrepreneurship



Opportunity	Examples
1 Attracting existing startups from the surrounding region	<ul style="list-style-type: none">Judged competitions offering catalytic funding (e.g., prize), access to space, coaching
2 Attracting startups whose research aligns with areas of strength for Pearl anchors	<ul style="list-style-type: none">Solidify and market internal policies (IP/Data) that support research collaboration and mentorship
3 Incubating startups w/ policies and programs that support vetting, growth, and scaling	<ul style="list-style-type: none">Third parties to drive programs that support shift from concept to company (venture studio, incubators, accelerators)
4 Building capacity around the startup ecosystem that allows them to thrive	<ul style="list-style-type: none">Business attraction mechanisms to bring experts, investors, and partnersGrowing internal funds, programs and tools to clarify pathways for startups in our ecosystem



Districts Driving Innovation Aligned To Research + Enterprise Priorities (MedTech, Sustainability, Brain Health)

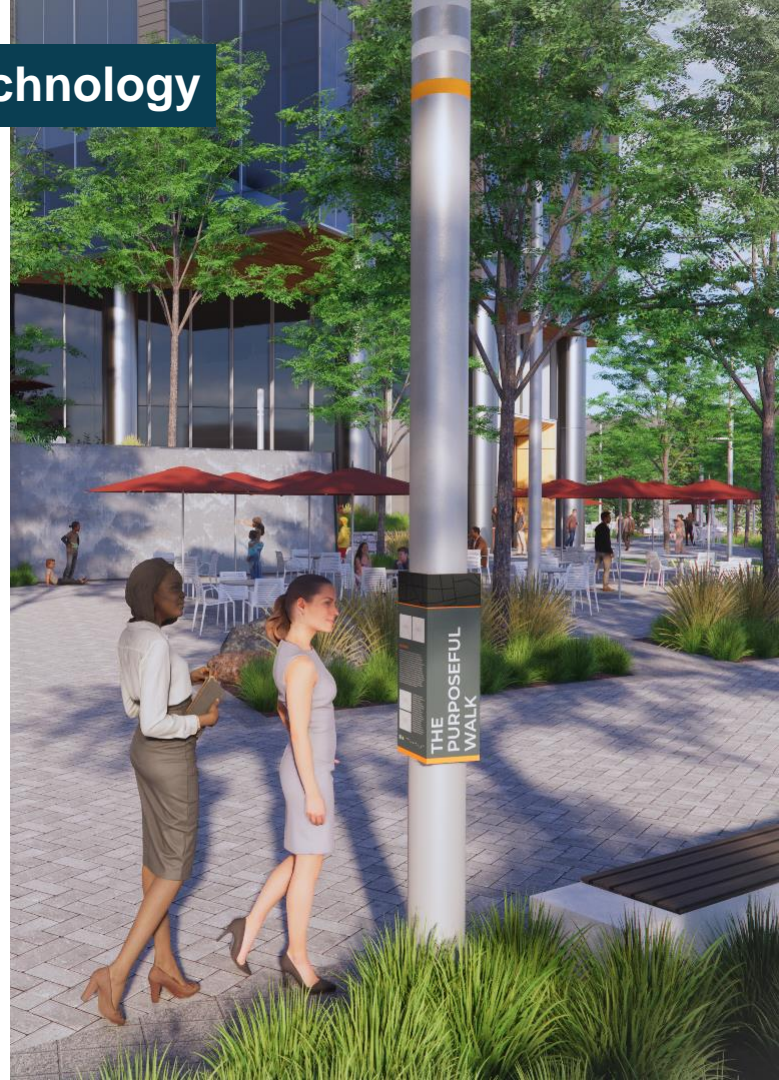
Elevating Local History Via Art, Architecture + Technology

Community

National

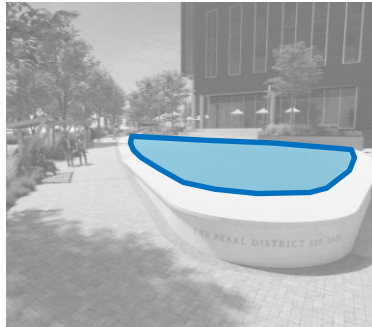
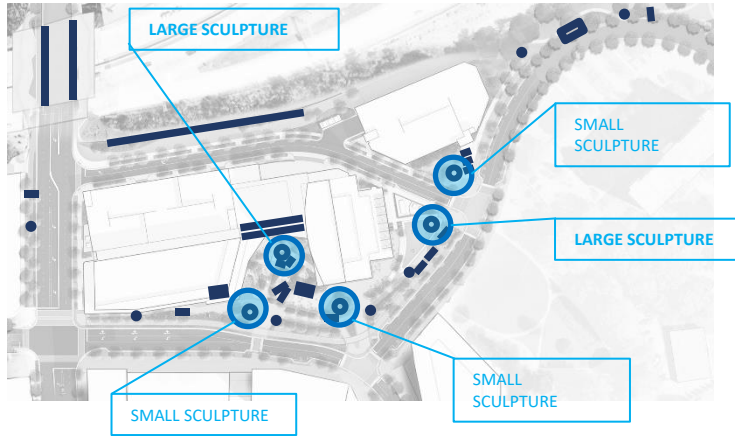
Community

Brand

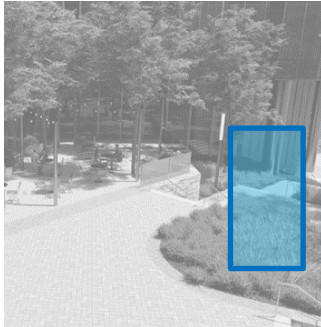


Storytelling Panel Storyboard

Elevating Local History Via Art, Architecture + Technology



Opportunity Zone



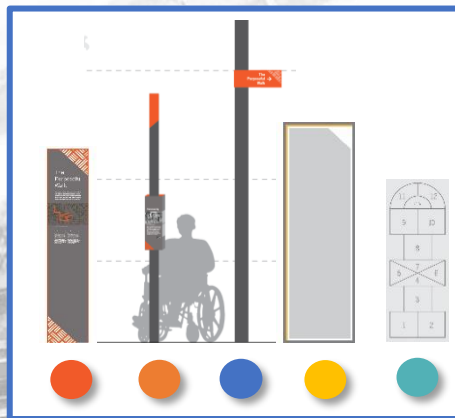
Inspiration Imagery

Key Ideas

- Prominent sculpture at top of plaza, visible from lower plaza.
- Theme of ascension.
- Locations along the Walk could build on each other, or 'talk' to each other.
- 5 potential sculpture locations (2 large, 3 small)
- Potential idea: symbolic of child, community member, student, medical professional

Elevating Local History

*Local perspective with
National context.*



Community Child to
Adult in Medicine

National Stories and Figures

Ascension

Urban Renewal to Innovation District

Exterior

Key Ideas

- Copywriting and cohesive voice interconnecting local and national narrative throughout Purposeful Walk
- Implementation ROM on this slide for exterior Purposeful Walk Components
- Hard Costs for Signage, Art, etc already budgeted
- Levine Museum of the New South and Gallagher as partners

Prioritizing Environmental and Human Health



Both buildings in Phase I will achieve a LEED Silver Certification and combined will be the **largest Net Zero Carbon buildings in Charlotte.**



Prioritizing environmental + human health via **walkable, accessible spaces for tenants the community and visitors.**



Establishing programming to drive green health innovation + research via **Sustainable Research Lab**



Accessible Open Spaces

The ground plane provides open and accessible lobbies, plazas, art and pop-up activities while recognizing the authentic history of the neighborhood.

Prioritizing Health

Use of low-carbon and low-emitting construction materials. The buildings are designed to enhance the amount of natural light to promote mental and physical health.