



Charlotte Regional Realtor Association

FUN FACTS

FLOOR-BY-FLOOR

BUILDING UPDATE

A recent behind-the-scenes tour of the Association's new headquarters on Pearl Parkway provides an exciting glimpse of things to come. As you can see from the aerial photo, the Association will be located directly across from Pearl Street Park. The Association's new address will be 1120 Pearl Parkway.

Pearl Street Park is an 8.3-acre park steeped in Charlotte history. Recognized as one of Charlotte's oldest African-American parks, the land was purchased from Thompson Orphanage in 1942. The park remains one of the vestiges of Charlotte's old Brooklyn neighborhood. The park continues to serve a diverse cross-section of Charlotte's population, offering abundant green space near Uptown Charlotte and the Little Sugar Creek Greenway. Renovation of the park is currently underway and will offer many opportunities for recreation, including walking trails, a multi use field, a full-court basketball court and public art to commemorate the history of Pearl Street Park.

Enjoy this floor-by-floor rundown of the new HQ as well as fun facts at the end.

WINDOWS: They are 11 feet high on the first floor, 8 feet high on the second floor and 6 feet high on the third and fourth floors.

FLOORING: Carpeting and tile in offices, polished concrete in common areas.

ELEVATORS: There will be six levels, including one strictly for service use. Delivery of the elevators is expected in late November, with installation eyed for early 2019.

INTERIOR DIGITAL SIGNAGE: On the first floor, along the interior wall of the classroom space, there will be a digital monitor 6 feet tall and 27 feet long. There will also be a digital message board on the second floor in the "family room" area.

EXTERIOR SIGNAGE: The name of the Association will be at the top of the building, roughly above the front door and facing Pearl Street Park and the greenway.

GREEN STANDARD: The building is being constructed with the goal of achieving LEED certification by the U.S. Green Building Council. LEED stands for Leadership in Energy and Environmental Design.

Helping achieve LEED certification are: low-emitting VOC (volatile organic compounds) materials, low-flow water fixtures, energy-efficient heating and air conditioning systems, facilities for bicycles and green vehicles, management of roof stormwater (see note below), building-level water metering, storage and collection of recyclables, and minimizing the construction and demolition waste that are disposed of in landfills.



Inside the elevator shaft.



Inside the stairwell.

BEHIND THE SCENES

- Stormwater from the roof will be captured and channeled to underground storage, where the water is filtered for dirt and sediment and dispersed in a controlled way.
- The first floor will contain a loading dock, service area, dumpsters and storage rooms.
- Bathrooms will be at approximately the same location on all four floors.
- The only portion of the building that is below ground level is the first floor closest to Greenwood Cliff where the classrooms are located.

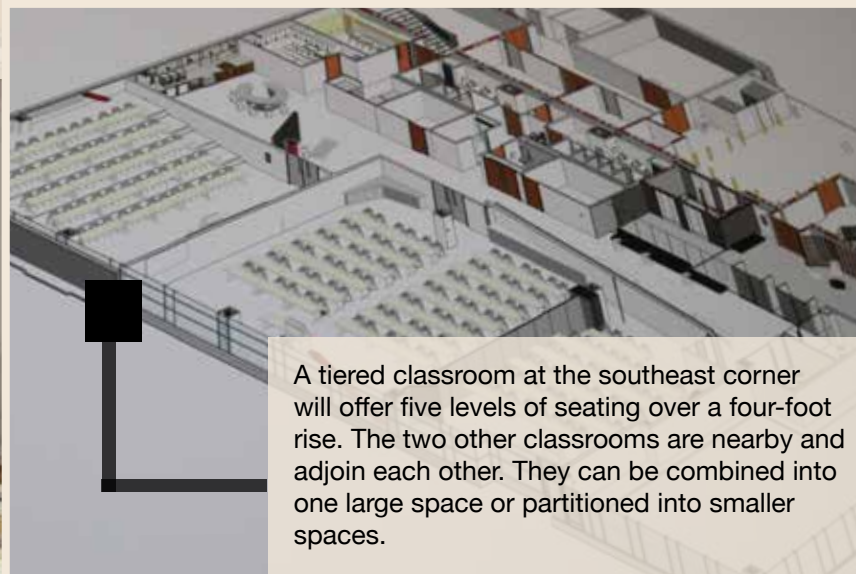
FLOOR 1

This is the floor where you'll come to take Mingle School classes by accessing it from the front door — which faces Pearl Street Park and the Little Sugar Creek Greenway — or by elevator from the adjoining parking deck, which has over 200 spaces. The deck is now largely complete except for exterior finishes and screening.

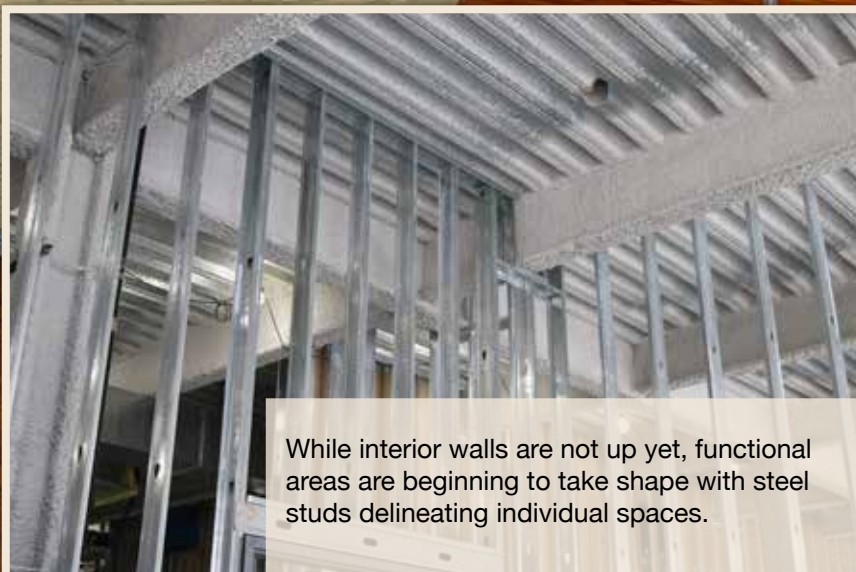
With the building's tallest windows at 11 feet, the first floor will have plenty of natural light and roll-up shades to use as needed. There are three classrooms, and they are on the east side of the building facing the current headquarters.

Just inside the main entrance, the entryway will have a vaulted ceiling to evoke "home" based on the pitch of a home's roof. "The architect selected hardwood to create the feeling of home," says Association Facilities Coordinator David Fraley.

Close to the entryway is a retail space for lease that is targeted for a coffee/sandwich shop. There will also be vending machines near the classrooms.



A tiered classroom at the southeast corner will offer five levels of seating over a four-foot rise. The two other classrooms are nearby and adjoin each other. They can be combined into one large space or partitioned into smaller spaces.



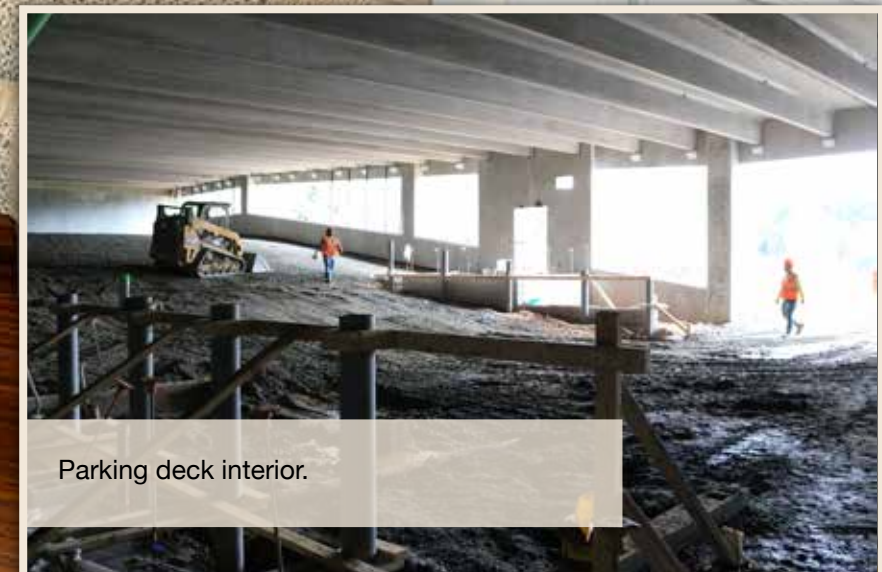
While interior walls are not up yet, functional areas are beginning to take shape with steel studs delineating individual spaces.



Future lobby area where visitors will be greeted by a digital branding wall.



Future lobby. Association Facilities Coordinator David Fraley is standing in the location of the future security desk.



Parking deck interior.

FLOOR 2

If you're taking a technology class, picking up supplies from The Realtor® Store or needing to charge your cell phone, the second floor will be your destination.

The technology classroom is at the building's northwest corner that looks toward Uptown. It is more than 50 percent larger than the current technology classroom.

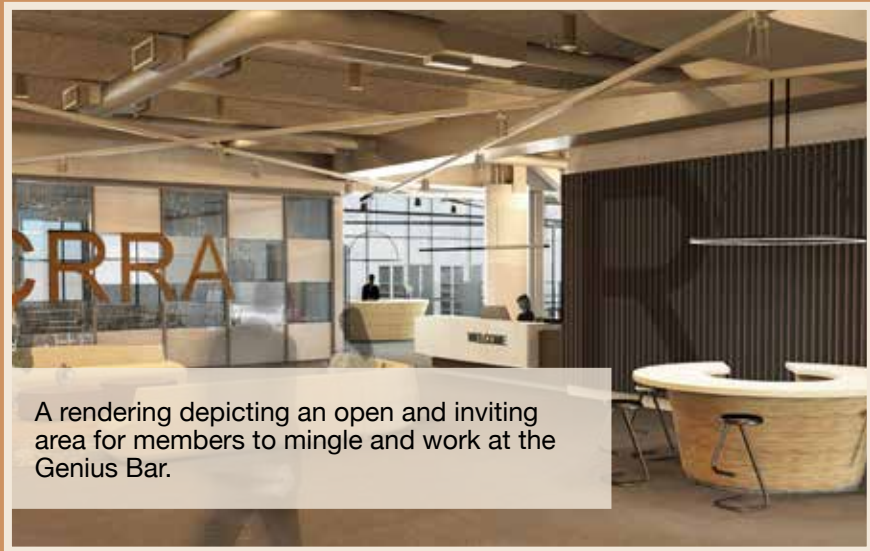
Next to it is The Realtor® Store, which is also larger than its current space. Its glass walls provide a great view of Pearl Street Park, the greenway and The Metropolitan.

To charge your devices, return calls or work on your laptop, the second floor offers a common area just off the elevator. "We like to call it the family room," says Vice President of Marketing and Communications Kim McMillan.

Also on the second floor is the orientation classroom for new Realtors® and staff offices for Membership and the Mingle School.



Future home of The Realtor® Store.



A rendering depicting an open and inviting area for members to mingle and work at the Genius Bar.

FLOOR 4

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At the northwest corner of the floor is the board room, which looks toward the city skyline and park. Adjoining the board room is a terrace, which also offers a park view and a view of Midtown's Metropolitan. "The ceiling and walls will be a material that resembles wood," says Jim Ronning, Myers & Chapman Project Superintendent.

Looking east from the fourth floor, you see the new building is taller than the old one, even though both structures have four levels. "The new building sits at least 8 feet higher than the old one to make it above flood level," says Fraley. "Dirt was brought in to raise the level above the floodplain."

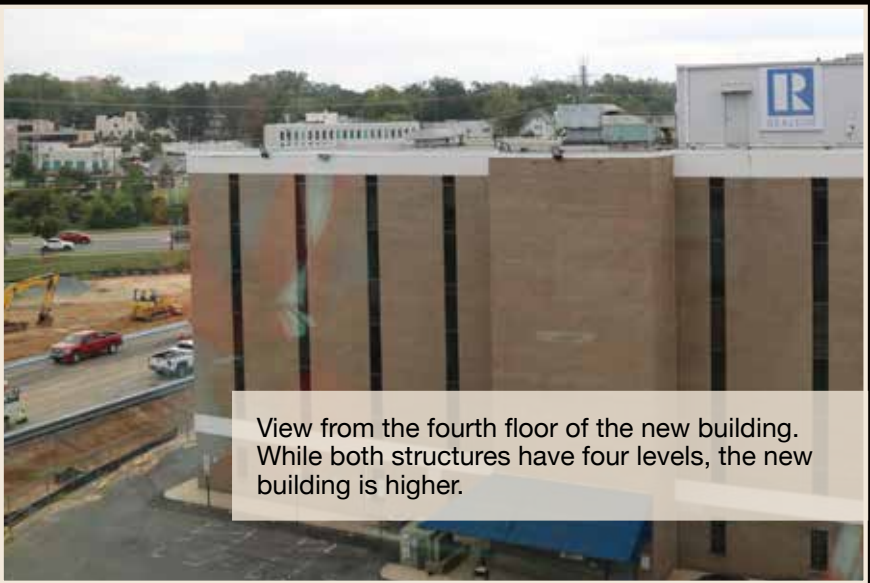
Also on the fourth floor are nearly 7,000 square feet of future tenant space. This represents just under half of the fourth floor's area.



View from the terrace facing Uptown.



View from the terrace facing Midtown.



View from the fourth floor of the new building. While both structures have four levels, the new building is higher.



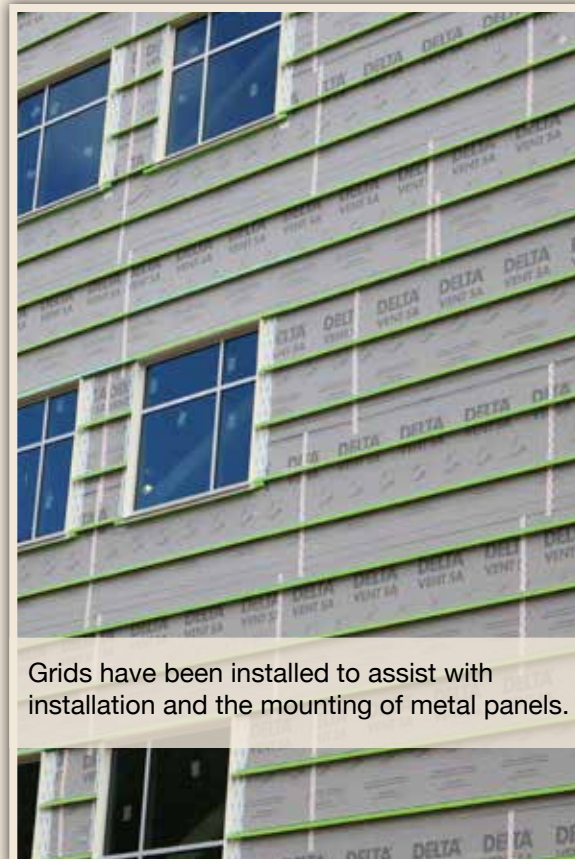
FLOOR 3

This floor is primarily office space for CarolinaMLS, the Housing Opportunity Foundation, human resources, marketing, the CEO and staff. Some offices will be along the exterior wall, and others will be located in an open area with cubicles. There will also be a separate staff eating area near the offices and a small and large conference room. New to the Association will be a green room to use for video production.

PARKING GARAGE INSTALLATION OF “ICONIC” ROADWAYS



Framework has been installed that will eventually support the screening and intersecting icons. These icons depict roads and major arteries representing the angled grid of Uptown through a North/South and East/West gridline. An arbitrary line cuts across to reflect Charlotte’s ever-growing suburban community and beyond.



Grids have been installed to assist with installation and the mounting of metal panels.

NEW BUILDING. NEW BRAND.

The Association has been working with Mower, a branding firm, to develop a new brand architecture to better tell our story to Realtors®, future members, students, nonprofits, community partners and the public. The new brand architecture will unify all of the brand experiences offered by the Association, CarolinaMLS, Mingle School and the Housing Opportunity Foundation. The process has involved input from many stakeholders, including the Executive Committee, board members, past presidents and staff. Most importantly, members of the Association were invited to participate in a survey where they had the opportunity to evaluate brand opportunity statements and help prioritize what is most important to them. More than 530 members participated. Naming recommendations will be presented in late November along with concepts for new logos.



COURTESY OF MCADAMS

**Curious about the
future Pearl Street Park?
Watch this video.**

**For more information, visit
www.carolinarealtors.com/building-updates.**