

BUILDING FEATURES



Future main lobby and entrance off Pearl Park Way

The new building will be ideally situated across from Pearl Park and offer members and visitors a place to gather, take a study break or enjoy a walkable, pedestrian-friendly environment.

Total square footage = 58,697

Square footage of retail = 2,127 square feet

Square footage of fourth floor tenant space = 6,916 square feet

214+ parking spaces in the parking deck (with an additional 50 spaces in the shared deck for the Association’s use)



View from second floor lobby – Reception area, computer lab and Realtor® Store. Timeless finishes and design elements will be incorporated to reflect both a traditional and urban atmosphere with a variety of seating and meeting spaces to draw students and members together. Actual interior still to be finalized.

FACILITY STATE-OF-THE-ART FEATURES

- Fully-engineered AV system with larger format screens, updated audio system and interactive white boards to provide a more immersive environment for learning
- A comprehensive security system to ensure the safety of members, students, visitors, staff and the building
- Digital wayfinding and real-time information boards
- Movable walls to allow for flexibility of meeting and gathering space
- Seamless connectivity between the parking deck and building
- Larger exterior windows and interior glazing to allow natural light to filter into the facility
- Coffee bars and warming pantry for preparing refreshments for students and members

LEED CERTIFIED FEATURES

- Green vehicle parking spaces and electric charging stations
- Bicycle facilities
- Heat island reductions (cool roof)
- Outdoor/indoor water use reductions
- Advanced energy metering
- Energy efficient mechanical and lighting systems
- Low-emitting materials

BUILDING UPDATE

Charlotte Regional Realtor® Association’s (CRRA) new headquarters will not only be iconic for our industry, but it will serve as a beacon for the Mingle School of Real Estate and will be a space that enhances member engagement and support.

Since 1993, CRRA has made strategic investments, including purchasing land and buildings along Harding and Greenwood Cliff. Also, that year CRRA moved into its current location – a building dating back to the 60s – where we have continued to operate for 25 years.

After years of planning, ground is being cleared for construction with an expected date of completion in early to mid 2019. CRRA’s new headquarters will house the Carolina Multiple Listing Services, Inc. (CarolinaMLS), Mingle School of Real Estate and the Housing Opportunity Foundation.

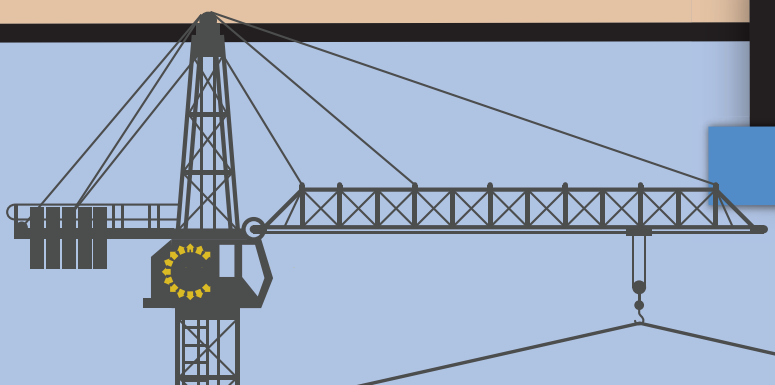


WHY BUILD A NEW HEAD QUARTERS?

In July 2012, the Greenwood Cliff Task Force was appointed to examine current facilities and the investment needed to make necessary improvements to facilities and decide an appropriate path forward to maximize the use of the campus and ensure CRRA remains financially stable and viable to its members. Today, CRRA is building a new headquarters with minimal debt due to visionary leadership, fiscal responsibility and sound investments.

The new headquarters not only marks the beginning of a new era in CRRA's history, but it will showcase our continued commitment to serving our members, students, staff and community. It will allow us to:

- Promote the profession and our industry
- Educate the public on the value of a Realtor®
- Offer an array of educational topics
- Provide training in state-of-the art classrooms
- Host professional development and networking opportunities
- Advocate on behalf of our industry
- Support the Housing Opportunity Foundation's work
- Partner with the community to create a unique sense of place

2013	june ● ● ● Task Force approved recommendation for site analysis and master plan.		2014	may ● ● ● Feasibility study completed; three different square footage scenarios were evaluated for consideration.		june ● ● ● After review of the feasibility study, the CRRA Board of Directors voted for the Association to remain on the Greenwood Cliff site, construct a new building and parking deck, and sell the remaining property.				
2015	february ● ● ● CRRA received seven proposals from developers to purchase and/or develop its site.		march ● ● ● Presentations from two developers were made to the CRRA Board of Directors. The board voted to sell the property to Pappas Properties.		august ● ● ● Owners Representative Agreement signed with Selwyn Property Group to provide consulting services to CRRA during the planning and pre-development process.		october ● ● ● Purchase Agreement for \$20.1 million signed (to be received in two phases). The agreement allowed CRRA to remain in its current building with 150 parking spaces guaranteed during construction.			
2016	april ● ● ● The Executive Committee and CRRA Board of Directors considered a 39,000-45,000 square foot building with 175 parking spaces (approximately 75 underneath the building and roughly 100 in a deck shared with the developer).		june ● ● ● Selwyn Property Group sent RFP to engage an architectural firm.		august ● ● ● The Executive Committee and CRRA Board of Directors approved the purchase of additional land adjacent to our site in order to have our own parking deck and increase parking to 250 spaces.		september ● ● ● Four architectural firms presented proposals to CRRA. Little Diversified Architectural Consulting was awarded the contract.		november ● ● ● Three general contractors presented proposals to CRRA. Little conducted a Visioning Session to guide the design of the new CRRA headquarters.	
2017	january ● ● ● Little's programming assessment determined CRRA needed 60,000 square feet of office space based on current programming, circulation and new code requirements plus minimal retail and office space to lease for non-dues revenue. Myers & Chapman was selected as the contractor. The CRRA Board of Directors approved the budget for 60,000 square feet of office space, classrooms, retail and future tenant space.		february ● ● ● Little presented a summary of the Visioning Session and Design Drivers to the Executive Committee. march ● ● ● Little presented initial designs to CRRA Executive Committee.		april-september ● ● ● This period of time was needed to satisfy certain contingencies in the contract with various government entities that pertained to the overall development (not just CRRA's building). august ● ● ● CRRA secured financing for the building to bridge the gap between Phase 1 closing and Phase 2 closing.		september ● ● ● CRRA and Pappas Properties closed on Phase 1 of a high-density, mixed-use development in Midtown. Phase 1 included 3.8 acres of the overall 5.2-acre approved site (public infrastructure improvements, Pearl Park Way extension and construction of Berkeley Avenue). CRRA's headquarters will be built on 1.1 of the 3.8 acres.		september-december ● ● ● Meetings were held with Little and Myers & Chapman to finalize the design of the building and interior.	
2018	january ● ● ● The CRRA Executive Committee approved the design. Myers & Chapman began prepping the site for construction		february-march ● ● ● Groundbreaking to be announced.		<div><h1>KEY MILESTONES</h1><p>Interested in a virtual tour of the new building?</p></div>					

KEY MILESTONES

Interested in a virtual tour of the new building?

Come by our booth at the 2018 Realtor® EXPO on March 7.

Register at www.CarolinaRealtors.com