

# » CHARLOTTE'S FUTURE INNOVATION DISTRICT

Mecklenburg County Commission  
November 9, 2021

# More Than a Medical School and Different from a Traditional Real Estate Development



1

**Innovation District**  
A Key Lever in Driving  
Economic Mobility



2

Comprehensive  
**Research Enterprise**



3

Front Door for  
**Commercialization &  
Corporate Engagement**



4

**School of Medicine**  
The Most Innovative &  
Diverse Student Body



---

# Charlotte is Ripe for Innovation

*A City that Attracts  
and Retains Talent*

- **Healthcare is 2nd largest talent cluster** (47,000 workers)
- **Concentrated medical center campus**
- **Growing data science sector** (21,000 people)
- **10,000 degrees/year** and **80% remain in Charlotte**
- **Charlotte Douglas International Airport**





*In order to keep up with industry demand that drives growth of innovation districts in this type of setting, you typically need to build a building every 3 years*







**UPTOWN**

BoA Stadium

**SOUTH END**

**SECOND WARD**

**MIDTOWN**

**Atrium Health Mercy**

**SITE**

10 Min Walk

5 Min Walk

**DILWORTH**

**CHERRY**

Little Sugar Creek Greenway

**Atrium Health  
Carolinas Medical Center**







CHARLOTTE  
TODAY





# CHARLOTTE TOMORROW





CHARLOTTE  
TODAY





# CHARLOTTE TOMORROW



# District Site Development Plan



**DEVELOPMENT NOTES:**

- DEVELOPMENT USE, LOCATION, AND DENSITY IS SUBJECT TO CHANGE
- ADDITIONAL PARKING GARAGES WILL BE DISTRIBUTED WITH PARCEL DEVELOPMENT THROUGHOUT THE DISTRICT



# Phase I Open Space



Phase I: Open Space  
~1.43 acres

S. McDowell Street

Kenilworth Avenue

277

Baxter Street

E. Morehead Street

Pearl Park Way

Little Sugar Creek Greenway

Pearl Street Park



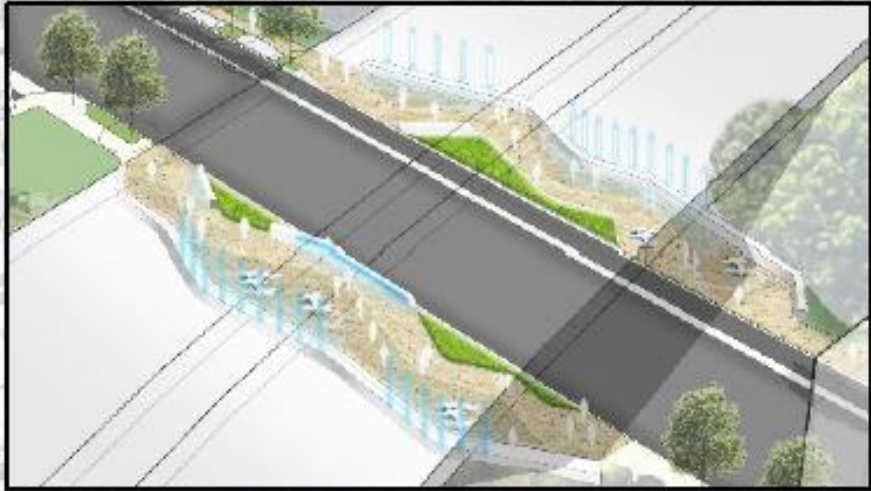
# Phase I Open Space



**Pedestrian and Bike Connection to  
Uptown CycleLink and Cross Charlotte Trail**



# Phase I Open Space



**Pedestrian and Bike Connection  
to Uptown CycleLink**



**Pedestrian and Bike Connection to Pearl  
Street Park and Cross Charlotte Trail**



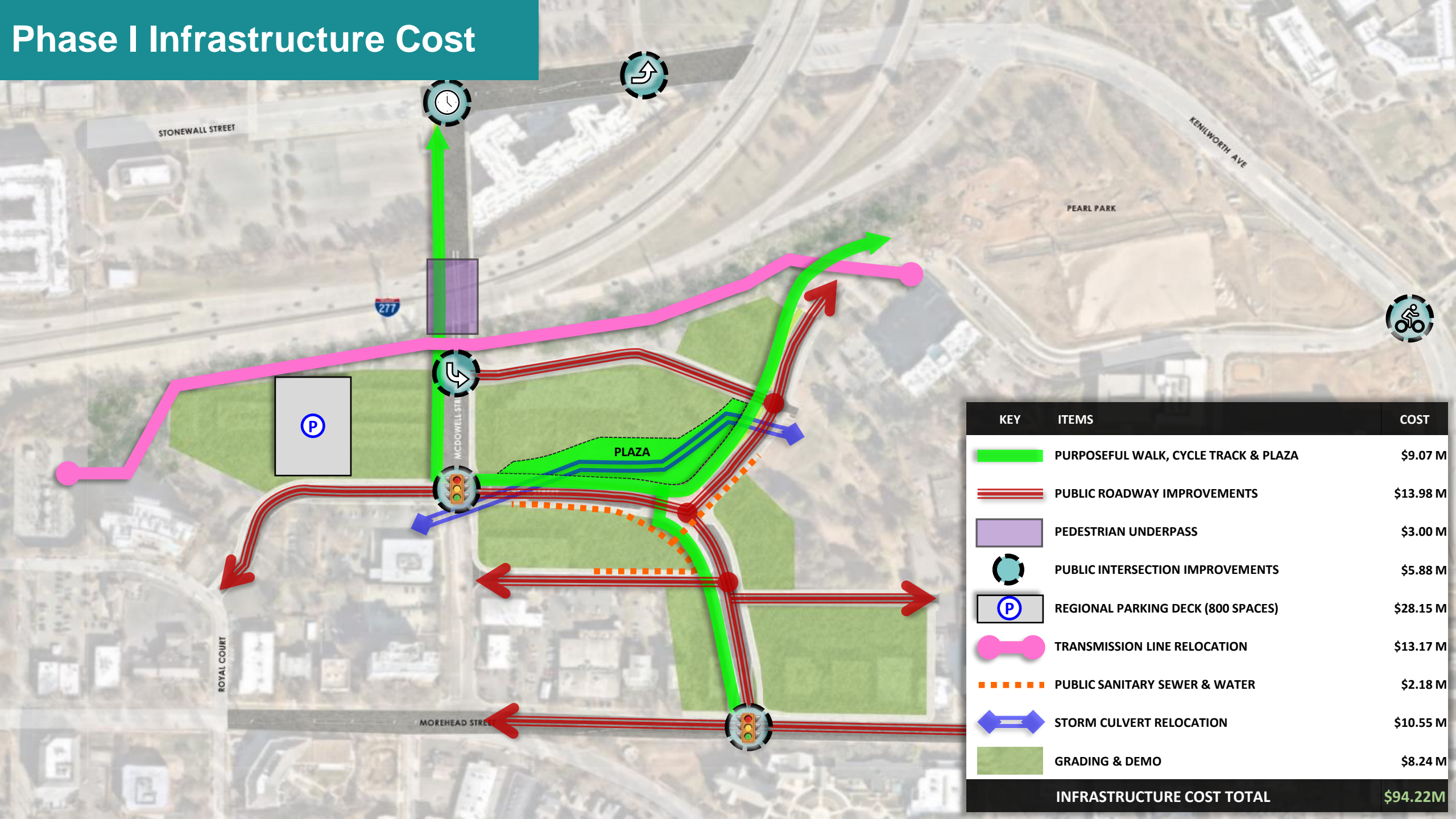
**Baxter Street Greenspace**



**Baxter Street Greenspace**



# Phase I Infrastructure Cost



KEY	ITEMS	COST
	PURPOSEFUL WALK, CYCLE TRACK & PLAZA	\$9.07 M
	PUBLIC ROADWAY IMPROVEMENTS	\$13.98 M
	PEDESTRIAN UNDERPASS	\$3.00 M
	PUBLIC INTERSECTION IMPROVEMENTS	\$5.88 M
	REGIONAL PARKING DECK (800 SPACES)	\$28.15 M
	TRANSMISSION LINE RELOCATION	\$13.17 M
	PUBLIC SANITARY SEWER & WATER	\$2.18 M
	STORM CULVERT RELOCATION	\$10.55 M
	GRADING & DEMO	\$8.24 M
INFRASTRUCTURE COST TOTAL		\$94.22M



# **Innovation district will diversify Charlotte's industry landscape & unlock major opportunities for the community**



## **Atrium Health and Wake Forest School of Medicine Merger is a Catalyst for Unprecedented Growth**

**New academic channel creates a pipeline of STEM/ research talent**

**Attracting new businesses who want to collocate with research**

**Incubating new companies through research**

**We are the largest city in the US without a 4-year medical school and one of the largest without a defined District of Innovation**



# Bringing the Future of Surgery And Experiential Education to Charlotte



**SIEMENS**

**stryker**

**ETHICON**  
PART OF THE *Johnson & Johnson* FAMILY OF COMPANIES

**PENTAX**  
MEDICAL

**Medtronic**

**INTUITIVE**  
SURGICAL®

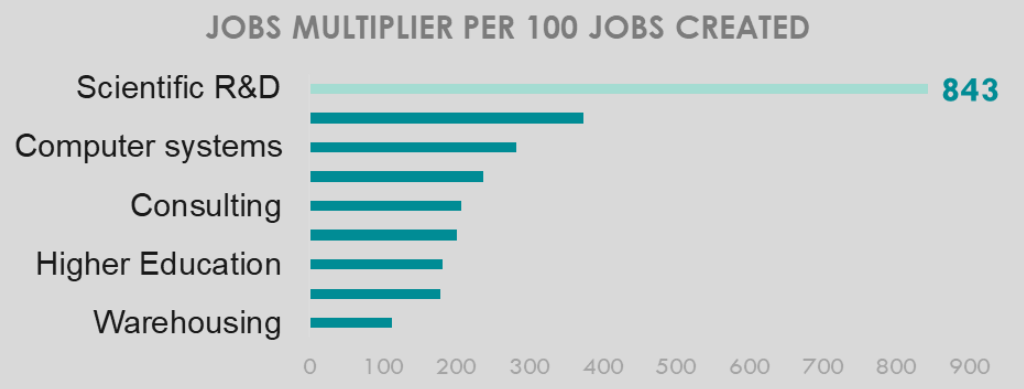
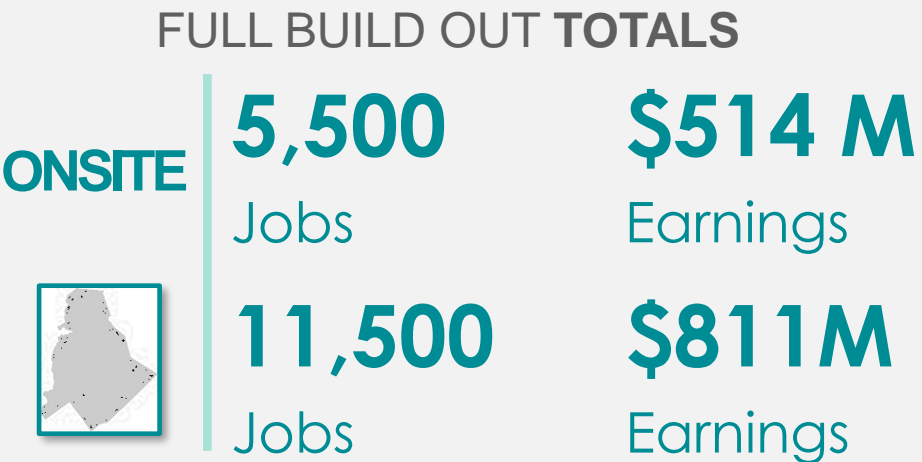
Over the last two decades, tens of thousands of surgeons from the world over, have come to Strasbourg, France to improve their skills and practice minimally invasive, laparoscopic and robotic surgery. Our goal is that In the future, they come to Charlotte.



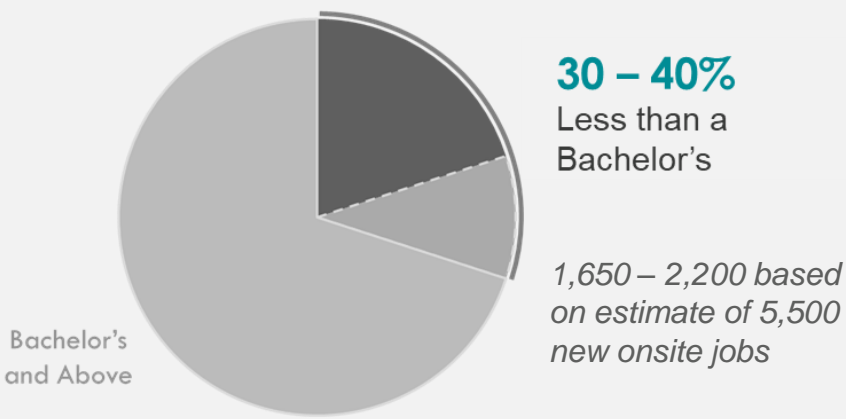


The district, supported by \$1.5B in private investment, will be a centerpiece in our economic mobility strategy, creating thousands of accessible, good paying jobs

JOB  
CREATION  
AND TAX  
BENEFIT



BROAD  
ACCESS  
TO WELL  
PAID JOBS



- » Innovation jobs provide a **15+% higher entry level wage** than non-innovation jobs
- » Plus a significant percentage of jobs **available to residents with lower levels of education**



# How do we think about economic mobility and community impact?

Community Voice

Diversity

Education & Experiential Learning

Workforce Development

Affordable Housing





# Community Advisory Council to provide community alignment and link programmatic work in the district to the Charlotte community

## Community Partners

*(5-6 members)*

- Neighborhood Representatives
- Relevant Grassroots Organizations

## Institutional Partners

*(4-5 members)*

- Academic Institutions
- Workforce Development Programs
- Developers

- ▶ *Primary roles: Alignment, Prioritization, Voice/Agency*
- ▶ *Stakeholder group of approximately 10 representatives to guide district success, including community impact and job growth*
- ▶ *Convenes 2-4 times per year (subgroups may convene more frequently)*

**Drive accountability for district goals and respond to evolving needs of surrounding community**



# Diversity is a Priority

1

## Academics will Align with Equity

- Educating diverse groups of students across all levels and age groups
  - Supporting JCSU to design their pre-med program
  - Bishop Battle Scholarship provides \$5M scholarships for diverse students into healthcare careers (goal of growing to \$10M)
- 

2

## Diverse Business Participation in Development

- CBI current provided goal of 6% MBE and 14% SBE
  - Our general practice is to achieve 20% MSBE participation
  - Committed to 20% in both infrastructure and vertical builds, but striving to do more
- 

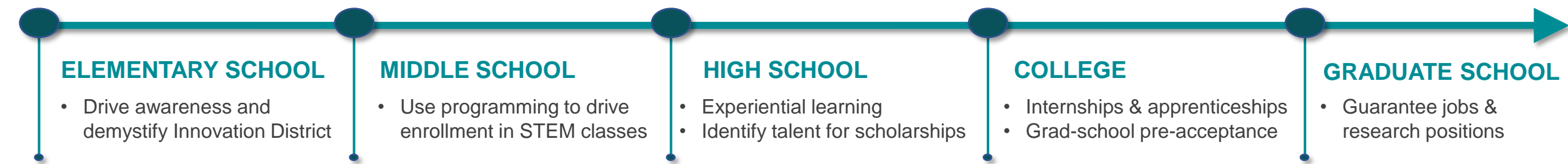
3

## Promotes Growth of New Diverse Businesses

- Allocating at least **\$5M from Atrium Health's new *Business Incubation Fund* for minority owned businesses**
- Contributed \$2.5M towards creation of a minority-lending fund



# Talent Pipeline Development: Driving Experiential Learning



Model	Charlotte Concept
-------	-------------------

- First Hand

  - First Hand offers year-round STEM learning for middle and high school students through a lab model and is designed to provide skills-based career exposure.
  - We will partner with CMS to develop a similar model that brings CMS and neighborhood students onsite via **an experiential learning lab** adjacent to and sponsored by real businesses and aligned to industries on campus (e.g., robotics, informatics, AI)
- Learning Commons

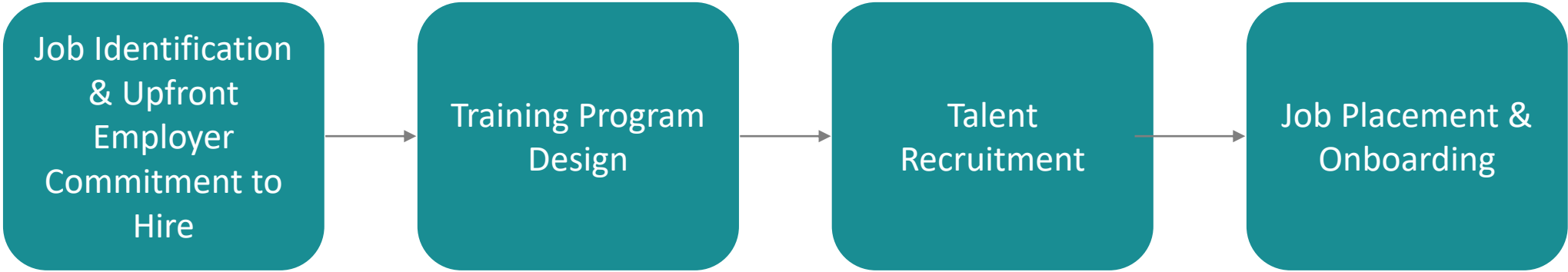
  - We will leverage outdoor space in plaza and purposeful walk to create outdoor classroom focused on history of site and surrounding neighborhoods
  - Community asset for students of all ages with programming support from district staff and academics





# Workforce Development Starts with Commitments from Employers

## Workforce Development Framework



### Example:

- Robotics Technician
- Medical Lab Technician
- Engineer
- Junior Coder
- Data scientist

### Example Training Partners:



+

District Employers

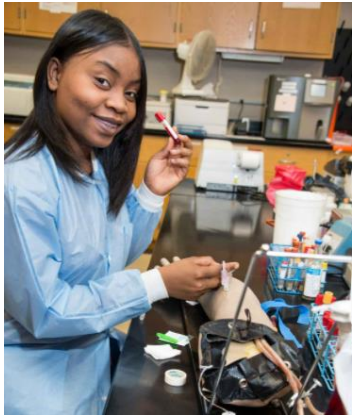
### Example Academic Partners:



### Example Community Partners:



Neighborhood associations



Example: Medical Lab Technician



# Strategies Build on Successful Programs to Grow Pipeline

## Construction Jobs

- Expand Atrium Health and our contractors' partnership with **the ROC** to drive talent for site construction
- Leverage existing **construction apprenticeship** and talent development partners like **Goodwill** to drive talent development
- Build variety of opportunities for skill development so that people can continue to advance as construction progresses



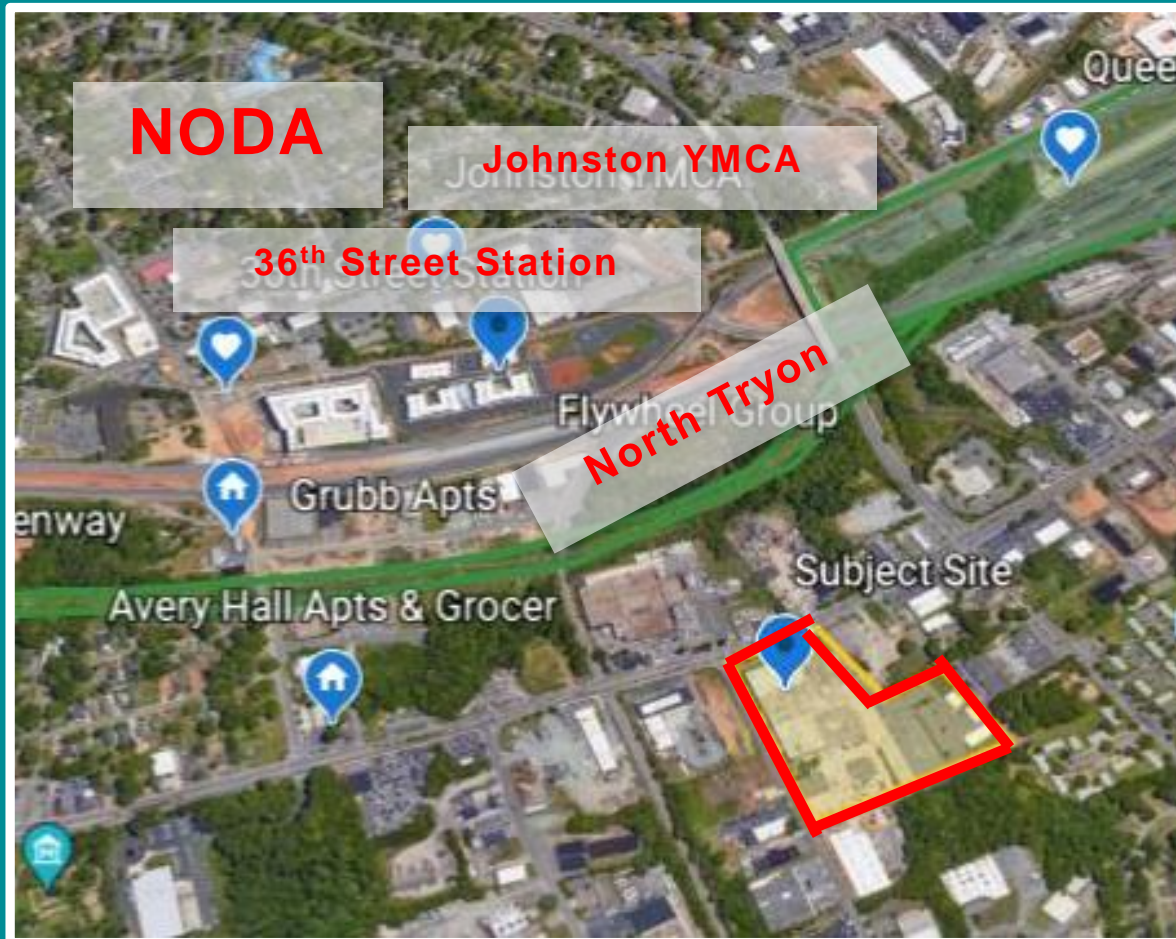
## District Jobs

- Extend Atrium/ CMS's **Rise to Success** model to hire and train lab technicians and medical technicians directly from CMS high schools
- Students hired with wages and benefits prior to starting job training
- Partner with CPCC and Charlotte Works to build Charlotte Skills Initiative, establishing workforce development hiring and training model similar
- Intentional Workforce Training – *with a committed job at the other end*





# Atrium Health Commits 14 Acres to Affordable Housing



- Contributing **14-acre site on North Tryon** (a corridor of opportunity) adjacent to light rail to be redeveloped into affordable home ownership and rental housing (30% AMI to market rate)
- **Plans to partner with Inlivan** to develop the site and an adjacent 14-acres owned by Inlivan
- **Atrium and Inlivan will work with City and County to develop a small area plan for combined 28-acre site** (e.g., athletic field; small park) and to ensure optimization of this transformational housing development
- Site could attract a grocer which would **address an existing food desert**
- Conservative estimates for **14-acre site** include:
  - **100+** units for affordable home ownership
  - **300+** affordable multi-family housing units



# Affordable housing across Charlotte is critical to support job growth

Affordable Housing

At the Core of “For All”  
Healthier People & Communities

## AFFORDABLE HOUSING

AFFORDABLE  
HOUSING

ECONOMIC  
OPPORTUNITY

ACCESS TO  
QUALITY  
MEDICAL  
CARE

POPULATION  
HEALTH

HEALTH  
AND  
WELL-BEING

- The Charlotte Innovation District is targeting 5% of Phase I housing to workforce/affordable with majority of units at 50% AMI and below
- Contribution of 14 acres of land on North Tryon to be redeveloped into affordable home ownership and rental housing (400+ units)
- Continued partner for ensuring we have affordable housing across our community:
  - \$10M 2020 Housing Fund Investments to preserve NOAH
  - Considering additional projects to increase housing supply