

WORK



LIVE

LEARN



PLAY

Great ideas  
make great neighbors

# innovation quarter

The new hub for innovation in biomedical science and information technology

**Innovation Quarter** is a place where people are inspired to **WORK**, want to **LIVE**, have the opportunity to **LEARN** and are able to **PLAY**.

The goal of Innovation Quarter, on the east side of downtown Winston-Salem, is to attract a diverse mix of businesses, people and institutions to succeed through invention, product development, collaboration and play.

What began nearly 20 years ago with a handful of scientists from Wake Forest School of Medicine and researchers from Winston-Salem State University in a single building has grown to become a public-private venture of discovery and business innovation in biomedical science, information technology and more.

Innovation Quarter contains a diverse mix of academic and industry scientists working—and in some cases living—alongside physicians, research students and other business professionals. By the end of 2014 Innovation Quarter is projected to have about 2,800 people at work among our world-class facilities.

Separately, the restored Bailey power plant—a distinctive building that once powered the downtown manufacturing operations of R.J. Reynolds Tobacco Co.—will be renovated into shops, restaurants and incubator space for start-up companies and ideas. The growth of social and entertainment offerings within Innovation Quarter fuses well with the thriving arts and restaurant scene within footsteps throughout downtown Winston-Salem.

A key attribute of Innovation Quarter is its commitment to green space for the people who work, live and visit. There will be a new park alongside the renovated Bailey plant, and a linear park developed from a previous rail corridor, as well as a pond that serves a dual purpose as storm water retention for a development committed to environmentally friendly practices. Activating the spaces inside the buildings of Innovation Quarter and certainly outside in these green spaces is a big part of building the creative community around it.

# INNOVATION QUARTER TODAY



Nothing is more important to **Innovation Quarter** than its immersion with its neighbors and the creation of a new community for the 21st century—a knowledge community that thrives with people who want to **Work, Live, Learn** and **Play**.

More than 45 tenants including 10 departments of Wake Forest School of Medicine are located at Innovation Quarter. They focus on basic concepts in biomedical science and information technology, and translating these into products and services that can advance and improve our lives and human welfare on a global scale. Many business leaders and faculty who work in Innovation Quarter are internationally renowned in their fields.

#### **Key strengths and emerging growth areas at Innovation Quarter include:**

- Information technology
- Regenerative medicine
- Nanotechnology
- Biomedical engineering
- Biomolecular imaging
- Clinical training and development
- Laboratory services in medicinal chemistry, cardiovascular pathology, veterinary pathology, lipoprotein analysis and nanotechnology
- Clinical trial design and oversight
- Preclinical translational services
- Design innovation

Innovation Quarter is creating a new economy driven by information technology and life sciences for Winston-Salem and Forsyth County. It's doing so in the heart of what was once the downtown manufacturing center of Winston-Salem renovating and restoring buildings for our new future.

Buildings at Innovation Quarter offer nearly 800,000 square feet of laboratory, office and mixed-use space. Approximately 850 people work at Innovation Quarter in early 2013. By the end of 2014, our buildings will offer 1.3 million square feet of work space. There will be an estimated 2,800 people working at Innovation Quarter and 1,200 people living within or in close proximity.

When fully developed, Innovation Quarter will have as much as six million square feet of office, laboratory and mixed-use space over its 145 developable acres, with more than 50 acres devoted to green space.

# COMMUNITY AND ENVIRONMENT



**Innovation Quarter**—located in downtown Winston-Salem, the City of Arts and Innovation—provides an ideal environment for collaboration that goes beyond the workplace.

There are numerous opportunities to work, live, learn and play in Innovation Quarter including:

- Conferences
- Networking events
- Cultural events
- Lunch and Learns
- Nearby arts and entertainment offerings
- Lofts, apartments, condominiums and other cool living spaces

The near future will bring renovation of the old Bailey power plant into a retail and entertainment venue, Bailey Park alongside the renovated plant, a rails-to-trails linear park connecting parts of Innovation Quarter north and south of Business 40 and a lake on the eastern edge of Innovation Quarter. Future growth will help make downtown Winston-Salem a thriving, walkable place—from Innovation Quarter on the east to BB&T Ballpark on the west.

Our projects all fit in with the idea of an environmentally friendly Innovation Quarter. Wake Forest Biotech Place, for example, was guided by the principles of Leadership in Energy and Environmental Design for Neighborhood Development. A sustainable neighborhood such as Innovation Quarter lowers greenhouse gases because of its unique design and energy efficiency.

Innovation Quarter has:

- Renovated existing buildings
- Recycled thousands of pounds of metal, wood and other materials
- Installed efficient energy and water systems
- Saved and installed tens of thousands of cobblestones
- Used native landscaping
- Promoted smart transportation

The stakeholders in Innovation Quarter include community members, property owners, architects, developers, academic institutions and local governments. All share the vision of a new, diversified technology-driven economy and innovative urban community that attracts creative minds and culture.

# INNOVATION QUARTER FACILITIES



## Wake Forest Biotech Place

575 Patterson Ave.  
242,000 gsf  
4 story building with glass atrium  
Year redeveloped: 2012

## Richard H. Dean Biomedical Research Building

391 Technology Way  
180,434 gsf  
5 story building  
Year built: 2004

## Wetlab LaunchPad™

Located within the Richard H. Dean Biomedical Research Building, Wet Lab LaunchPad™ is an affordable laboratory space and an urban lifestyle for emerging company. This highly designed space includes three individual labs and accompanying office space. Each furnished suite features: a prep area, open lab with island, wall benches, mobile and adjustable lab equipment, two furnished offices, and storage area.

## One Technology Place

200 E. First St.  
108,900 gsf  
4 story building  
Year built: 1999

## Piedmont Triad Community Research Center (PTCRC)

115 S. Chestnut St.  
100,185 gsf  
3 story building  
Year built: 1957

## Data Center

415 E. Third St.  
30,252 gsf  
3 story building  
Year built: 2006

## RHD Parking Deck

351 Technology Way  
400 parking spaces  
5 story building  
Year built: 2004

## OTHER BUILDINGS OFFERING LABORATORY AND OFFICE SPACE

### Victoria Hall

111 N. Chestnut St.  
45,000 gsf  
4 story building  
Year redeveloped: 2000

### Albert Hall

101 N. Chestnut St.  
89,240 gsf  
5 story building  
Year built: 1915  
18 condominium units on top floor

## FUTURE BUILDINGS

### Bailey Power Plant

North Chestnut Street  
122,570 gsf  
Various story building: restaurants/entertainment/incubation venue  
Phase 1-Clean up

### Building 90 North (Future home of Inmar)

635 Vine St.  
240,000 gsf  
3 story building

### Building 90 South

525 Vine St.  
245,874 gsf  
4 story building

### Center for Design Innovation

Creative Way, near Rams Drive  
27,000 gsf  
Various story building

# INFRASTRUCTURE PROJECTS UNDER WAY



## Research Parkway

Research Parkway will be the transportation spine of Innovation Quarter—a four-lane road responding to the topography of Innovation Quarter linking its northern end to its southern. The first phase of the parkway to be constructed is approximately 4,850 linear feet of a median-divided road with trees and decorative lighting beginning at Stadium Drive and ending at Third Street, crossing beneath the existing railroad and Business 40.

## Bailey Power Plant and Bailey Park

Remediation of the old Bailey Power Plant and Bailey Park between Fourth and Fifth streets and Vine and Patterson avenues are on schedule. The north part of Bailey Park near Wake Forest Biotech Place will open in mid-2013. The park will not only provide a place to relax for Innovation Quarter tenants and the community, but will be a hub for cultural events such as movies, yoga and more. The renovated Bailey plant building is expected to become home to restaurants and entertainment venues, as well as an incubator, upon its completion.

## The Storm Water Pond

In partnership with the City of Winston-Salem this Innovation Quarter project is intended to treat storm water runoff generated by approximately 300 acres of central Winston-Salem. The upshot? The pond, visible from U.S. 52 and Business 40, will serve as a visual identifier and symbol of beauty for Innovation Quarter.

## The Greenway

A new linear park will create a 40- to 50-foot-wide corridor where Innovation Quarter tenants, community residents and visitors can walk, run or simply enjoy. The north portion of the “Rails-to-Trails” project will begin at Martin Luther King Jr. Drive and end at the bridge abutment just south of East Third Street. The trail will be approximately 2,600 linear feet.

# TENANTS



Companies spanning diverse industries call Innovation Quarter home. From the first tenant, the Wake Forest School of Medicine's Department of Physiology and Pharmacology, to leading biomedical science and information technology companies, the organizations and the people that work here make Innovation Quarter a leading center of technological discovery, development and commercialization.

## Learn more about our current and future tenants:

### Biomedical science, IT, and Related Companies in and around Innovation Quarter

**AsInEx:** [www.asinex.com](http://www.asinex.com)  
**Biolucidation, LLC:** [www.biolucidation.com](http://www.biolucidation.com)  
**Blue Atom Technologies, Inc.:** [www.blueatom.us.com](http://www.blueatom.us.com)  
**C Change Surgical, LLC:** [www.cchangesurgical.com](http://www.cchangesurgical.com)  
**Camel City Labs:** [www.camelcitylabs.com](http://www.camelcitylabs.com)  
**Carolina Immunochemistries, LLC**  
**Carolina Liquid Chemistries Corporation:** [www.carolinachemistries.com](http://www.carolinachemistries.com)  
**Concentric Communications:** [www.concentriccomm.com](http://www.concentriccomm.com)  
**Creative PEG Works:** [www.creativepegworks.com](http://www.creativepegworks.com)  
**Dedicated Professional Resources:** [www.dedicatedpr.com](http://www.dedicatedpr.com)  
**Dynamic Quest:** [www.dynamicquest.com](http://www.dynamicquest.com)  
**GFS US, LLC:** [www.gfs-us.com](http://www.gfs-us.com)  
**HCEC, LLC:** <http://us.ocularsystemsinc.com/wp-content/uploads/2013/01/HCECLLC-Press-Release-.pdf>  
**Inmar:** [www.inmar.com](http://www.inmar.com)  
**KeraNetics, LLC:** [www.keranetics.com](http://www.keranetics.com)  
**Marble Labs, LLC**  
**MedOptimum, LLC**  
**NanoMedica, Inc.:** [www.nanomedica.com](http://www.nanomedica.com)  
**Ocular Systems Inc.:** [www.ocularsystemsinc.com](http://www.ocularsystemsinc.com)  
**OnceLogix, LLC:** [www.sharenote.com](http://www.sharenote.com)  
**Optical Concepts**  
**Pleasants Properties, LLC:** [www.pleasantsproperties.com](http://www.pleasantsproperties.com)  
**PhotoNova Studios:** [www.photonovastudios.com](http://www.photonovastudios.com)  
**Sanur Brokerage:** [www.sanurbrokerage.com](http://www.sanurbrokerage.com)  
**SolidSpace:** [www.solidspace.com](http://www.solidspace.com)  
**Sunrise Technologies, Inc.:** [www.sunriseconsult.com](http://www.sunriseconsult.com)  
**Targacept, Inc.:** [www.targacept.com](http://www.targacept.com)

**Time Warner Telecom:** [www.twtelecom.com](http://www.twtelecom.com)  
**Veterinary Bioscience Institute:** [www.vetbiotech.com](http://www.vetbiotech.com)

### Wake Forest School of Medicine Departments

**Biochemistry and Structural Biology:** [www.wakehealth.edu/Biochemistry](http://www.wakehealth.edu/Biochemistry)  
**Biomedical Engineering:** [www.wakehealth.edu/Biomedical-Engineering](http://www.wakehealth.edu/Biomedical-Engineering)  
**Childress Institute for Pediatric Trauma:** [www.wakehealth.edu/CIPT](http://www.wakehealth.edu/CIPT)  
**Lipid Sciences Research:** [www.wakehealth.edu/PhysPharm/Botanical-Lipids.htm](http://www.wakehealth.edu/PhysPharm/Botanical-Lipids.htm)  
**Microbiology and Immunology:** [www.wakehealth.edu/Research/Microbiology-and-Immunology](http://www.wakehealth.edu/Research/Microbiology-and-Immunology)  
**PA Program:** [www.wakehealth.edu/Academic-Programs/Physician-Assistant-Program/Directions.htm](http://www.wakehealth.edu/Academic-Programs/Physician-Assistant-Program/Directions.htm)  
**Physiology & Pharmacology:** [www.wakehealth.edu/Research/Physiology-and-Pharmacology.htm](http://www.wakehealth.edu/Research/Physiology-and-Pharmacology.htm)  
**Preclinical Translational Services:** [www.preclinicalservices.com](http://www.preclinicalservices.com)  
**Wake Forest Innovations:** [www.wakeforestinnovations.com](http://www.wakeforestinnovations.com)  
**Wake Forest Innovation Quarter:** [www.wakeforestinnovationquarter.com](http://www.wakeforestinnovationquarter.com)  
**Wake Forest Institute for Regenerative Medicine:** [www.wakehealth.edu/WFIRM](http://www.wakehealth.edu/WFIRM)

### Other Organizations

**Downtown Health Plaza:** [www.wakehealth.edu/Primary-Care/Downtown-Health-Plaza](http://www.wakehealth.edu/Primary-Care/Downtown-Health-Plaza)  
**North Carolina BioNetwork Pharmaceutical Center:** [www.ncbionetwork.org](http://www.ncbionetwork.org)  
**North Carolina Biotechnology Center – NC Triad Office:** [www.ncbiotech.org](http://www.ncbiotech.org)  
**NC Dept. of Commerce, Division of Community Assistance:** [www.dca.commerce.state.nc.us](http://www.dca.commerce.state.nc.us)  
**Neuroscience Research Institute of North Carolina**  
**Wake Forest University Demon Incubator:** [www.wfubdi.org](http://www.wfubdi.org)  
**WSSU Biomedical Research Infrastructure Center:** [www.wssu.edu](http://www.wssu.edu)

# LOCATION AND DIRECTIONS



**Innovation Quarter** is located in downtown Winston-Salem, North Carolina on the eastern seaboard of the United States—approximately halfway between Washington, D.C. and Atlanta, Georgia.

## Population

Winston-Salem is North Carolina's fourth largest city, with an estimated population of 232,385 as of 2011. The city is located in Forsyth County with over 354,952 total residents. Forsyth County is part of a 12-county region in the heart of the state known as the Piedmont Triad whose population is 1.6 million.

## Ground Transportation

The city is served by a number of major highways including I-40, Business 40, I-85, I-77 as well the future I-74 and I-73. Future I-74 will run north-south through the city, following the route of U.S. 52.

## Air Transportation

Winston-Salem is approximately 20 minutes from the Piedmont Triad International Airport in Greensboro. The area is served by 68 daily flights with non-stop service to 16 major cities including Atlanta, Chicago, Orlando, New York, and Washington, D.C. It is also about 90 minutes from either Raleigh-Durham or Charlotte Douglas international airports. The private Smith Reynolds Airport is 10 minutes away on Liberty Street in Winston-Salem.

## Driving Directions

Wake Forest Innovation Quarter's downtown location is easily accessible from I-40.

**I-40 East:** After Clemmons, exit left on Business 40 exit 188 and follow Business 40 for approximately nine miles. Take the Old Salem exit 5D, veering left onto Main Street. Follow Main Street, turn right onto Sixth Street. The visitor parking lot is located on your right.

**I-40 West:** At the I-40/Business 40 split, keep right and follow Business 40 for approximately 15 miles. Entering the city, take the Main Street exit 5D. Turn right onto Main Street. Follow Main Street and turn right onto Sixth Street. The visitor parking lot is located on your right.



# EXECUTIVES



## Eric Tomlinson, DSc, PhD

**Chief Innovation Officer**, Wake Forest Baptist Medical Center  
**President**, Wake Forest Innovation Quarter

Eric Tomlinson, DSc, PhD, became Chief Innovation Officer for Wake Forest Baptist Medical Center and President of Wake Forest Innovation Quarter in July 2012. His focus is to accelerate the creation and commercialization of innovative products, discoveries, and services arising from the clinical and academic base at the Medical Center and Wake Forest University, and to lead the formation of a knowledge-based economy centered on Innovation Quarter and its partners in developing a dynamic place to work, live, learn and play. Dr. Tomlinson is a scientific and business leader who has worked both in early-stage and clinical-stage biotechnology companies and within a global pharmaceutical company. He has built companies and teams from their inception to their development of biological and small drug/device combination products, and gene therapy products. He has transacted mergers of publicly traded companies and raised private and public equity corporate financings, in addition to broad-based product licensing and commercialization agreements with major pharmaceutical companies.



## John McConnell, MD

**Chief Executive Officer**, Wake Forest Baptist Medical Center

In 2008, John D. McConnell, MD, was named as the first chief executive officer in the history of Wake Forest Baptist Medical Center, an integrated, academic medical center that, with close to 13,000 employees, is the largest employer in the Piedmont Triad. As CEO, Dr. McConnell oversees the clinical, research and academic enterprise for Wake Forest Baptist. Dr. McConnell came to Winston-Salem from Dallas, where he was executive vice president of health system affairs at University of Texas Southwestern beginning in 2003. In that position, he had overall responsibility for UT Southwestern's university hospitals and clinics as well as the faculty physician practice. A noted urologist who joined the UT Southwestern faculty in 1984, Dr. McConnell held a number of clinical administrative posts at UT Southwestern, including urology department chair, prostate disease center director, vice president for clinical programs and executive vice president for administration. During his tenure as chair of urology, Dr. McConnell's department was ranked in the NIH top 10 funding list. His own research accomplishments were recognized by his election to the prestigious Institute of Medicine of the National Academy of Sciences.



## Graydon Pleasants

**Real Estate Development**, Wake Forest Innovation Quarter

Mr. Pleasants is in charge of the assembly and acquisition of land and/or facilities for the Department of Real Estate at Wake Forest Baptist Medical Center, and also leads site development and infrastructure for Innovation Quarter. He has an impressive portfolio of developments, brokerage and consulting in commercial real estate and property management since 1976. He was the co-founder of Meridian Realty Group in 1986, and by 1990 Meridian was the top commercial brokerage firm in Winston-Salem. After selling his interest in Meridian, he formed and managed Forsyth Partners Brokerage, a company that became the first full-service commercial real estate provider in the area with offices in Winston-Salem, Greensboro and Charlotte. Mr. Pleasants also later helped to form Magnolia Partners, developer for One West Fourth Street, a 430,000-square-foot, Class A office building in downtown Winston-Salem. He now owns Pleasants Properties and also serves in various community leadership positions and with numerous economic development professional organizations in Winston-Salem.

# FAST FACTS

## **What:**

Wake Forest Innovation Quarter is a diverse and growing hub for the biomedical science and information technology fields in which businesses, academic institutions and community come together to work, live, learn and play while pursuing creative achievement.

## **Where:**

Innovation Quarter is located in downtown Winston-Salem, in a 12-county region of central North Carolina known as the Piedmont Triad.

## **Who:**

Wake Forest Baptist Medical Center is one of the drivers behind Innovation Quarter. But Innovation Quarter is truly a collaborative effort with many partners including other academic institutions, businesses and development partners such as Wexford Science & Technology LLC. In addition, a community collaborative has formed with the neighboring Goler Community Development Corp. Its diversity is seen in its mix of tenants, who come from 25 countries and five of seven continents.

## **Space:**

Innovation Quarter offers Class A offices and laboratories, a design center, a conference center, an atrium entertainment center in Wake Forest Biotech Place, future retail and entertainment space, Bailey Park, a rails-to-trails linear park and a lake. Overall, there are about 145 developable acres and 55 acres of green space.

## **Developed to Date:**

796,011 gross square feet office, lab and mixed-use space.

## **Projected:**

By the end of 2014, it is estimated that about 1.3 million gross square feet of office, lab and mixed-use space will be complete.

## **Employment:**

As of early 2013, nearly 900 people work at Innovation Quarter. Employment is projected to be about 2,800 at the end of 2014. Thousands more have worked construction on buildings, roads, utilities and remediation; more than 1,400 people were employed during construction of Wake Forest Biotech Place alone.

## **Economic Impact:**

Battelle Memorial Institute projects that Innovation Quarter has the potential to generate, when completed, \$3.82 billion in annual economic impact and to total more than 28,000 direct and indirect jobs.

# CONTACT

**Wake Forest Innovations**  
**Wake Forest Innovation Quarter**

Administrative Offices  
Wake Forest Biotech Place  
575 N. Patterson Ave.  
Suite 550  
Winston-Salem, NC 27101

Phone: +1.336.716.8672  
Leasing: +1.336.713.1336  
email: [innovationquarter@wakehealth.edu](mailto:innovationquarter@wakehealth.edu)

