

Downtown
DURHAM

★ *Find Your Cool* ★



Downtown Durham

2016 ANNUAL REPORT

DOWNTOWN DURHAM, INC.

There has been a lot of activity and excitement in Downtown Durham this past year including new business openings, exciting events, increased visitorship and the addition of multiple cranes to our skyline as new development projects break ground. The highlight was the hiring of our new President and CEO, Nicole J. Thompson.

WELCOMING NICOLE J. THOMPSON

Thompson joins DDI with more than 25 years of economic development and community revitalization experience, most recently as the Executive Director of the Lake County Economic Development Corporation in Leadville, CO. Prior to that, Thompson worked with a host of organizations in Virginia including the Commonwealth of Virginia and the cities of Norfolk and Portsmouth and King George and Fairfax Counties.

Thompson has prior experience in the Triangle. She served as community economic development coordinator with the Durham-based NC Institute of Minority Economic Development. She earned an M.A. in City and Regional Planning from UNC-Chapel Hill to complement her bachelor's degree in Urban Studies and Political Science from the University of Richmond in Virginia.

“Downtown Durham is uniquely wonderful. I look forward to engaging with all of downtown’s stakeholders to strengthen our best traditions, to work through our challenges, to identify and welcome new opportunities and to include everyone in our success.”

—Nicole J. Thompson



PARTNERS IN PROGRESS

DDI thanks our Partners in Progress:



Gardner Stokes, Inc.



K&L GATES



PERKINS
+ WILL

SKANSKA



Additional Partners:

Carolina Theater

Sigmon
Construction

Durham
Association of
Realtors

CBRE

John Hodges-
Copple

Coulter Jewell
Thames

Bank of NC

East-West
Partners

Bull City Signs

Durham Arts
Council

BHHSYSU

Rabon & Dailey

Steve Toler LLC

DOWNTOWN DURHAM MASTER PLAN

OVERVIEW

Downtown Durham has exploded with new restaurants, shops, hotels, and businesses since our last update to the Master Plan in 2008. This update is the result of significant public input from residents, business and property owners, government partners, and visitors who care about Downtown. We have done our best to listen carefully to their input, and to reflect it in the master plan. We organize the plan into four main project categories, and call out a few special projects for specific attention.



DESIGN

Future development should ensure we are building an urban environment that respects our historic architecture, fills in surface parking lots and creates a more interesting pedestrian experience. Infill development reconnects our urban fabric, adds more “eyes on the street” which improves safety in public spaces, and improves the efficiency of transit service, biking, and walking all by increasing the density of users and amenities in an area.

DIVERSITY

Durham’s diversity makes our city great. It sets us apart from other cities. Our diversity and inclusivity should be celebrated and nurtured. Providing office, retail, and housing at a variety of price points, and building up and supporting our minority-businesses and cultural events are important steps toward increasing diversity.

LOGISTICS

Public Private Partnerships have been integral to Durham’s renaissance. As Downtown continues to grow it is important we remain flexible in structuring future partnerships as we efficiently manage our limited space and parking resources.. Road closures as a result of events and construction, are facts of life in growing cities. Durham needs to find innovative ways to ensure this information is communicated to business and property owners.

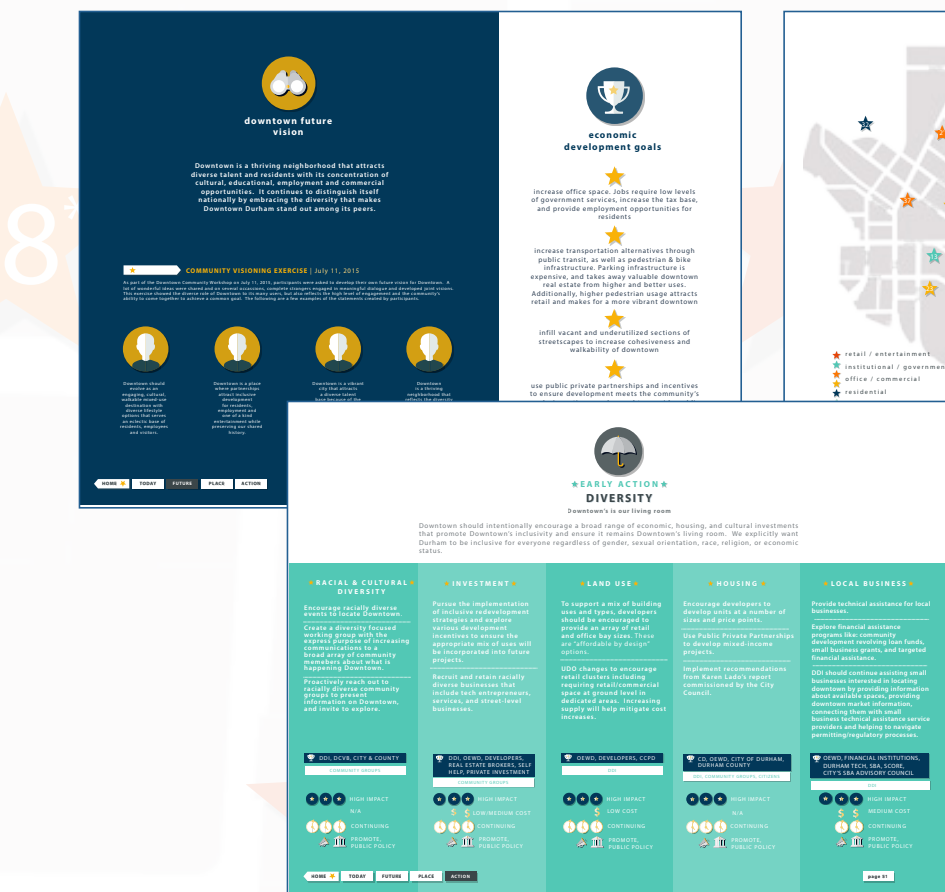
CONNECTIVITY

We need to improve how people get in and around Downtown. Creating a more bikeable and walkable Downtown will go a long way to mitigating parking issues, and improving the vitality of our Downtown.



CONCLUSION

Downtown is Durham's living room, and must be a comfortable and welcoming place for everyone in our community. Public input directed this plan, and will guide Downtown development over the next eight years. **Please visit our website to download a copy of the Master Plan.**



DURHAM INNOVATION ECOSYSTEM



THE CHESTERFIELD

The Chesterfield is nearing completion and will become a major linchpin in connecting the Brightleaf District to the City Center. It has already secured three major tenants, Duke University, Nutanix, and Biolab NC, and will provide 11,000 sq. ft. of retail space on Main St. We can't wait to see this building spring to life after being vacant for more than a decade.



DURHAM.ID

The Durham.ID will soon break ground on two new office buildings totaling more than 350,000 sq. ft. of office space, 20,000 sq. ft. of retail, and including a 1,200 car parking deck. Duke Clinical Research Institute has already leased the entirety of one of the buildings. These buildings will bring jobs and retail to what was formerly a parking lot.



AMERICAN UNDERGROUND

The American Underground continues to set the pace for co-working spaces nationally. AU has 257 companies in four locations downtown with 874 workers. Beating national averages, 48% are minority and/or women-led. This year AU is launching a third Start-Up Stampede for consumer product companies, as well as Gridwork Durham a co-working space for the freelance and small business community.

OFFICE & RESIDENTIAL



OFFICE

According to Jones Lang LaSalle, Downtown Durham's office market is incredibly healthy with only 1.1% vacancy in the last quarter of 2016 for Class A space, and 2.3% vacancy for all office.

The high demand for office paired with the proximity to great universities, the high quality of living, and our talented workforce have all contributed to a strong pipeline for office projects. Downtown Durham currently has over 3 million sq. ft. of office.

WHAT'S ON TAP

NAME	SIZE (SQ. FT.)
Chesterfield	284K
555 Mangum	225K
Durham.ID	350K
One City Center	131K
Former Hendricks Chevy	218K
Total	1.2 Million Sq. Ft.



RESIDENTIAL

Downtown is an attractive place to live with great restaurants, bars, retail, and event spaces. It is within walking distance to many jobs, and is a short bike or stroll to other great places in Downtown.

In 1993 there were only a handful of people living downtown. There are currently over 1,700 units downtown. We expect an additional 1,348 units to come online over the next few years. Liberty Warehouse has just begun leasing units on the Foster side and is seeing strong demand.

WHAT'S ON TAP

NAME	UNITS
The Brannan	35
Solis Brightleaf	194
Liberty Warehouse	246
Gateway Apartments	325
City Center	130
Van Alen	418
Total	1,348



RETAIL

NEW BARS & RESTAURANTS

Durham's local food scene has been exploding. 2016 saw 15 new bars and restaurants open downtown, and three existing businesses: Beyu, Taberna Tapas, and Alley 26 announced expansion plans. Multiple chef/owners have opened new concepts downtown in 2016, demonstrating just how committed they are to this city and its food scene.

NEW RETAIL

Retail options have expanded due to an increase in folks living, working and visiting Downtown. 2016 saw the arrival of Carolina Soul Record Store, Everyday Magic, Runaway Clothing, Buldega Urban Market, Zen Succulent, Vintage Vault, Bull City Olive Oil, Song of Sixpence, Empress Herbs, and Liberation Threads have also opened and added to our existing retail options giving shoppers more reasons to come downtown and discover all of the locally owned shops that downtown has to offer.



WHAT'S ON TAP

NEW RETAIL SPACE	SIZE (SQ. FT.)
Chesterfield	11,000
Jack Tar	11,860
One City Center	25,000
Liberty Warehouse	24,000
555 N. Mangum	15,500
Gateway	7,000
Durham.ID - 200 Morris St.	5,700
Durham.ID - 300 Morris St.	15,000
Total	115,060

Top: Enjoy some of the country's best dining and bars conveniently located downtown. **Middle:** Durham's shopping scene offers colorful and unique choices in home decor, food, gifts and more.



Top: You'll find fantastic opportunities to take in live music with refreshments downtown. *Photo courtesy of Beyù Caffè.*

Middle: Durham Central Park hosts a number of festivities, including Baraat celebrations. **Bottom:** Join us for fantastic performances at the Art of Cool. *Photo by Justin Gartman.*

EVENTS & ENTERTAINMENT

EVENTS

In spite of our size, Durham attracts some major events: American Dance Festival, Full Frame Documentary Film Festival, Art of Cool, and Moogfest are nationally known festivals that attract major talent and fans from all across the world. In addition to these festivals, locally grown festivals like Centerfest, the NC Gay & Lesbian Film Festival, NC Comicon, and New Belgium's Tour de Fat attract strong crowds year after year adding to Durham's color.

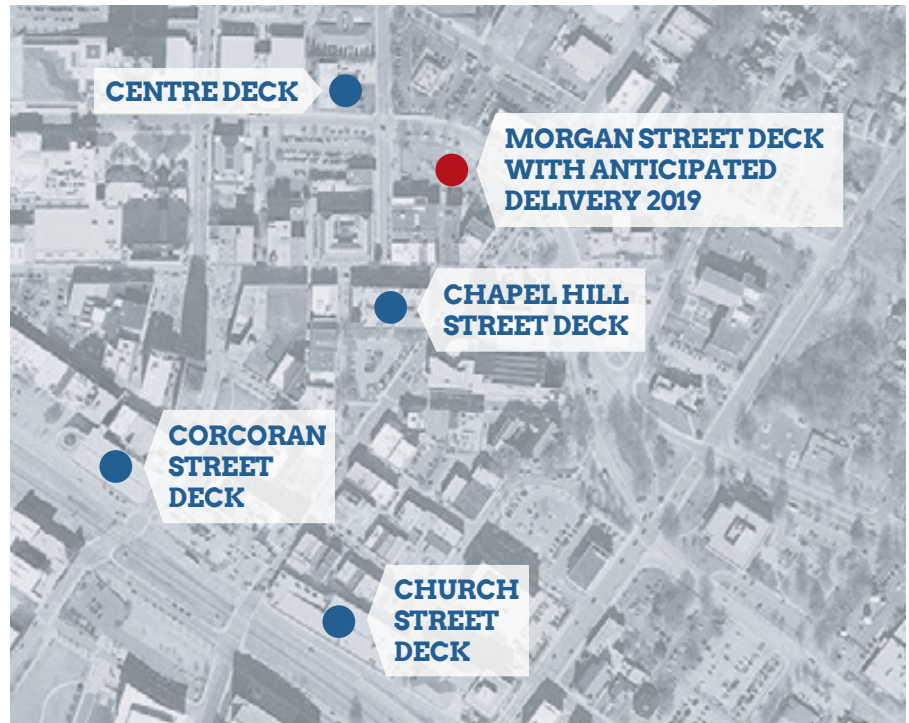
ENTERTAINMENT

Durham Performing Arts Center (DPAC), the Carolina Theater, The Durham Bulls Athletic Park, Man Bites Dog Theater, Durham Independent Dance Artists, the new Durham Fruit and Produce Co, Motorco, Blue Note Grill, and the Pinhook are just a few of the places you can go catch a play, a Broadway musical, a baseball game, a concert, a movie, or some other performance. DPAC has been one of the top five theaters in the country for the past five years, consistently ranking in the top 5 U.S venues for attendance.

PARKING

Growing cities always struggle with balancing parking needs with building too much. Here are some of the parking improvements coming in the near future:

- The city will start construction on a new 800+ space parking deck on Morgan St. in between Mangum St. and Rigsbee St.
- Elevator modernization in all Downtown parking garages
- Increased security and cameras in all Downtown garages
- New revenue control devices in parking decks will speed entry and exit to reduce bottlenecks



CLEAN & SAFE



The Downtown Ambassadors have had a great year. With the growth in visitors, residents, and employees downtown we have added two full-time ambassadors. Our ambassadors are constantly receiving training, most recently for CPR and on the new parking meters so they can assist when needed.

SERVICES	2016 TOTALS
Brick Work Sidewalk Repair	1,335 Sq. Ft.
Trash Collected	16,718 Bags
Graffiti and Stickers Removed	467 Tags and 2,414 Stickers
Broom & Pan	168,552 Blockfaces
Jump Starts and Flat Tire Assistance	86 Assists
Citizen Assists	8,289 Assists

ACCOLADES

TOP 10

America's
Next Hot
Food Cities

—Zagat

TOP 5:

Venture
Capital
Investment
Per Capita

—Martin
Prosperity
Institute

TOP 3:

Most
Educated City

—Wallet Hub

TOP 10:

City for
Black
Entrepreneurs

—Nerd Wallet

TOP 5:

Places to Live

—U.S. News
& World Report

TOP 10:

City for
Women in the
Workforce

—Nerd Wallet

LOOKING FORWARD

DEVELOPMENT PIPELINE

1.2 million
sq. ft. of
office

115,000
sq. ft. of
retail

1400
residential
units

150
hotel
rooms

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Downtown Durham, Inc. (DDI) is a 501(c) 6 organization, formed in 1993 to serve as a catalyst for downtown revitalization. Our mission is very specific—create an environment for private investment in Downtown Durham by focusing our efforts in five main project areas: Economic Development, Parking, Appearance, Safety, and Promotion.

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DowntownDurham.com

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 [@downtowndurham](https://twitter.com/downtowndurham)