



Downtown DURHAM *Find Your Cool*

Downtown Durham, Inc. (DDI) is a 501(c) 6 organization, formed in 1993 to serve as a catalyst for downtown revitalization. Our mission is to enhance the environment, economy and vitality of downtown Durham, while preserving and enriching its distinctive culture and strong sense of community.

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WEDNESDAY, May 18 4 - 6 p.m.

Keynote Speaker:

Tracy Hadden Loh

Fellow – Brookings Metro, Anne T. and Robert M. Bass Center for Transformative Placemaking

4 - 5 p.m. Presentation & Keynote

The 360° Approach 404 Hunt St.

5 - 6 p.m. Reception & Networking

Durham ID Courtyard 200-300 Morris St.

A Taste of Downtown @ the Reception

Highlighting Woman-Owned & Co-Owned Businesses

- Savory

 Mr. Fries Man
 - Spanglish
 - Spring Rolls

Sweet

- Miel Bon Bons
- Sweets by Shayda

Drinks

- · Glass Jug Beer Lab
- · The Slush

EVENT SPONSORS

the 360 approach



April 2021 – March 2022

Major Development Announcements & Updates



- YMCA of the Triangle announced a major renovation of the downtown location. Under the capable expertise of East West Partners, the downtown Durham Y will be demolished and replaced with a 27-story, 295-apartment complex and an 11-story 210,000 sq. ft. office building wrapping a parking deck. The first two floors of the redevelopment will house a new and expanded state-of-the-art YMCA.
- Redevelopment of the former city police headquarters located at 505 W. Chapel Hill St. continued to move forward with the city selecting six finalists. Proposals for the redevelopment will be due later this summer. With this redevelopment, additional housing (including affordable housing) commercial and retail space will be

- added to the downtown market, bringing new life to the "Mutual district" of downtown.
- NY-based Blackstone, Inc. purchased the historic West Village for \$273 million. West Village includes 11 properties comprised of 608 apartment units, almost 111,000 sq. ft. of retail and office space, a seven-level, 459-space parking deck and a 1.2-acre development parcel (currently a surface parking lot).

Office Highlights

- Roxboro at Venable Center office was completed.
 The 8-story office and life science building brings more than 200,000 sq. ft. of new office and lab space to the downtown market.
- Wexford Science and Technology (based in Baltimore, MD) announced its new development, The Gregson, to be built at 204 S. Gregson St. bringing 218,000 sq. ft. of state-of-the-art lab and research space and 27,000 sq. ft. of retail, as well as two additional floors of parking at the Pettigrew Parking Garage.
- Longfellow Real Estate Partners (based in Boston, MA) announced its much anticipated new 178,000 sq. ft. lab and office project at Durham ID. With these two announcements and the 202,000 sq. ft. American Tobacco Campus development announced last year, there is more than 800,000 sq. ft. of office/lab space either under construction or planned for downtown.



April 2021 – March 2022



Renovations of Iconic Downtown Places

- Durham County Main Library reopened after a \$40.8 million renovation. While completed in April 2021, COVID delayed its reopening by a year. The renovation included enlarging the space from approximately 65,000 sq. ft. to 100,000 sq. ft. by adding a fourth floor to the existing three-story structure.
- Major renovation work continues on the Tower at Mutual Plaza as Turnbridge works to upgrade mechanical, HVAC, and amenities throughout the building. Total estimated investment is close to \$10 million.

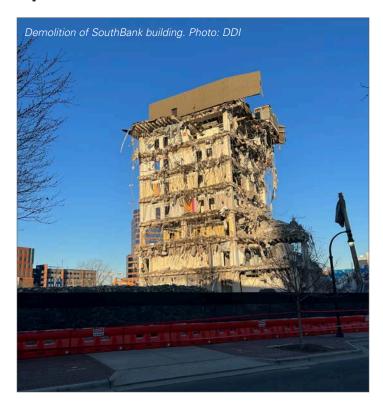
Residential Highlights

Durham Housing Authority is moving forward with its \$470 million redevelopment plans for Fayette Place, Forest Hills Heights, and the combined DHA office and Criminal Justice Resource Center sites - a total of more than 37 acres. These three developments will bring 1,700 new housing units, of which approximately 900 will be affordable. The developments will also bring 135,000 sq. ft. of non-residential space.

Atlas Durham, the Triangle's first dedicated microstudio apartment development, was completed in early 2022, bringing 171 small residential units (ranging in size from 360 sg. ft. - 1,000 sg. ft.) to downtown. In March, Atlas Durham was purchased by Charlotte investor Collette for \$48.7 million.



April 2021 - March 2022

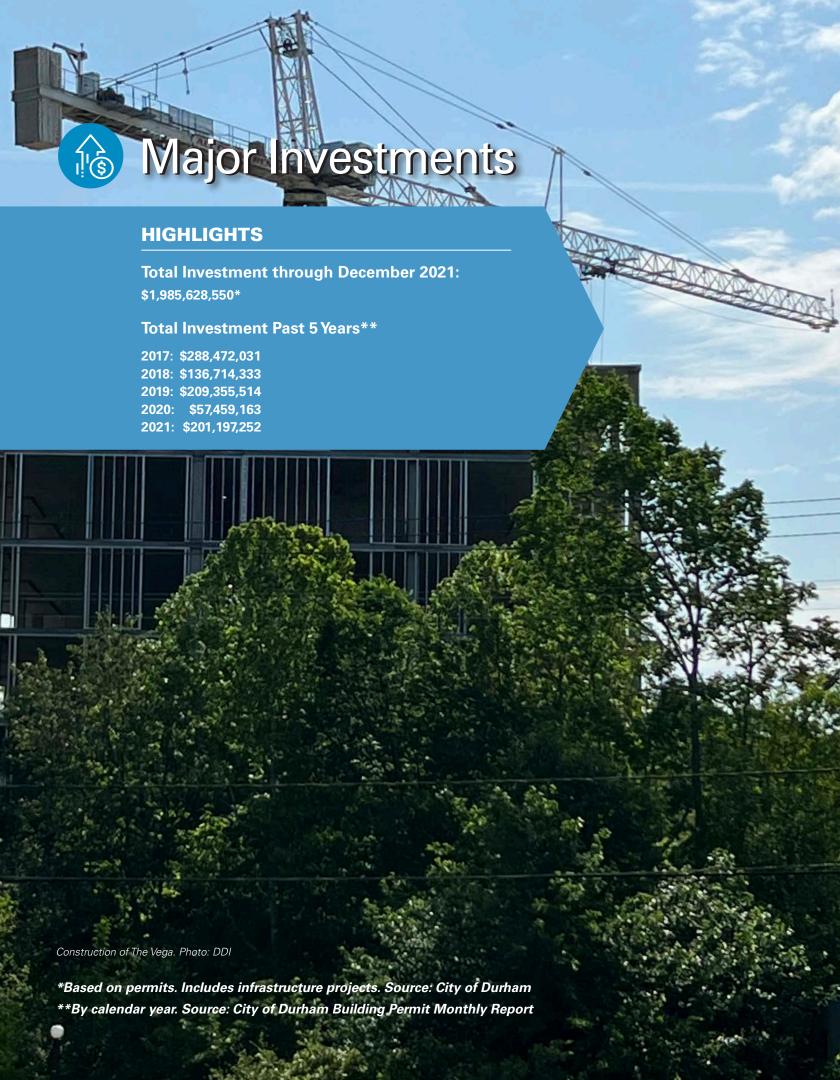


- Austin Lawrence Partners announced the development of The Novus. Located at Five Points, the 27-story, 242-unit (188 apartments and 54 condos) residential tower includes 12,000 sq. ft. of street-level retail space and a parking deck. Redevelopment of the property began in early 2022 with the demolition of the SouthBank building.
- Craig Davis announced a planned residential development at the **Durham Centre**. Plans call for 312 residential units and 13,000 sq. ft. of retail above the parking garage at Morris St. and Morgan St. and is expected to be completed in 2025.
- Willard Street Apartments, a development by DHIC with partners Self-Help Ventures Fund, Duke University, the City of Durham and Capitol Broadcasting, received the 2022 TBJ Spaces award as the top mixed use development project. Completed in 2020, Willard Street Apartments is an affordable housing development with 82 units. With its location adjacent to the Durham Transit Station, Willard Street Apartments is one of the state's first transit-oriented affordable housing projects.

Merchant Highlights

- Two iconic downtown restaurants reopened after closing in March 2020 due to COVID. Both Littler and St. James Seafood reopened to much fanfare.
- The downtown McDonald's closed this past year. The land has been sold and will be developed for other uses.
- Cocktail bar and restaurant Alley Twenty Six was named a finalist for the James Beard Foundation Awards' Outstanding Bar Program. Alley Twenty Six is the first NC bar to receive this recognition.
- Mike Lee's M Sushi was recognized on OpenTable's Top 100 List for 2021. It was the only NC restaurant to receive this recognition.
- Finally, an important side note: Ninety percent of downtown's retail, restaurant and personal service businesses originated in NC, and 70% started right here in Durham. Downtown is overwhelmingly made up of small, local businesses run by owners who are members of our community. In addition, 22% of these businesses are minority-owned and 24% are womanowned.





Completed

†Adjacent to the Business Improvement District.

Property	Туре	Completed	Retail (SF)	Office (SF)	Residential Units	Hotel Rooms
Atlas Durham	Mixed-use	2022	6,655		171	
†City Port	Residential	2022			43	
The Roxboro at Venable Center Office	Mixed-use	2022		202,000		
†SpringHill Suites	Hotel	2021	4,640			104

Under Construction

Property	Туре	Projected Completion	Retail (SF)	Office (SF)	Residential Units	Hotel Rooms
†120 Broadway Street	Residential	No date set			25	
300 + 500 E Main (Site 1)	Mixed-use	2023	13,800		105	
†608 Mangum	Residential	No date set			6	
†Array Durham	Residential	2021			18	
Aura 509	Residential	2023			182	
Beckon	Mixed-use	No date set	6,000		263	
Borden Brick	Commercial	2021	12,000			
Camden Durham	Mixed-use	2022	6,000		354	
†Corporation StreetTownhomes	Residential	No date set			3	
†Elliott Square	Residential	2022			37	
The Firefly	Mixed-use	No date set	3,996		4	
GeerHouse	Mixed-use	2023	16,500		328	
†The Grove	Residential	2020			62	
The Novus	Mixed-use	2024	22,000		242	
The Ramsey	Residential	2023			241	
The Rigsbee	Mixed-use	2023	2,038		82	
The Roxboro at Venable Center Apts.	Mixed-use	No date set			221	
†TheTerraces at Morehead Hill	Residential	2022			25	
The Vega	Mixed-use	2021	6,030		59	

Announced

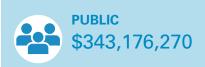
†Adjacent to Business Improvement District

Property	Туре	Projected Completion	Retail (SF)	Office (SF)	Residential Units	Hotel Rooms
300 + 500 E Main (Site 2)	Mixed-use	2022	27,540		450	
710 Rigsbee	Mixed-use	2023	1,889		49	
AmericanTobacco Campus (Phase III)	Mixed-use	2023	90,000	313,000	350	
Ashton Place	Residential	2023			51	
†Broadway Mews	Residential	No date set			10	
The Callista	Residential	2020			4	
Durham ID (Phase II)	Commercial	2022		178,090		
†Elizabeth Street Apartments	Residential	No date set			72	
The George	Mixed-use	Unknown	3,451		40	
The Gregson	Office	2022	27,000	218,000		
The James	Mixed-use	No date set	13,000		312	
†JJ Henderson Senior Apts.	Residential	Unknown			80	
Kress Condominiums	Residential	2022			26	
†The Pullman Building	Residential	Unknown			4	
Washington Street Mixed Use	Mixed-use	Unknown	8,030		311	
†Yancey Street Condos	Residential	No date set			44	
YMCA Redevelopment	Mixed-use	2025		120,000	295	

Major Renovations

Property	Туре	Completed	Retail (SF)	Office (SF)	Residential Units	Hotel Rooms
Durham County Main Library	Government	2021				

Public & Private Investment through Calendar Year 2021





PRIVATE \$1,642,452,280



TOTAL \$1,985,628,550

Source: City Building Permit Monthly Reports

Investment by Calendar Year

2017

****PUBLIC INVESTMENT ***

PRIVATE INVESTMENT

\$211,253,166

TOTAL INVESTMENT

\$288,472,031

2018

PUBLIC INVESTMENT

\$3,684,824

PRIVATE INVESTMENT

\$133,029,509

TOTAL INVESTMENT

\$136,714,333

2019

PUBLIC INVESTMENT

\$520,321

PRIVATE INVESTMENT

\$208,835,193

TOTAL INVESTMENT

\$209,355,514

2020

PUBLIC INVESTMENT

\$9,142,076

PRIVATE INVESTMENT

\$48,317,087

TOTAL INVESTMENT

\$57,459,163

2021

PUBLIC INVESTMENT

\$9,390,377

PRIVATE INVESTMENT

\$191,806,875

TOTAL INVESTMENT

\$201,197,252

Source: City Building Permit Monthly Reports







Completed: 202K

Property	Completed	Address	Square Footage
The Roxboro at Venable Center Office	2022	380 E Pettigrew St	202,000

Announced: 829K

Property	Projected Completion	Address	Square Footage
AmericanTobacco Campus (Phase III)	2023	601 Willard St	313,000
Durham ID (Phase II)	2022	518 W Morgan St	178,090
The Gregson	2022	204 S Gregson	218,000
YMCA Redevelopment	2025	218 W Morgan St	120,000

Lab Space





Occupancy

Figures are for Sep.-Dec. each year. Source: TBJ Space Report

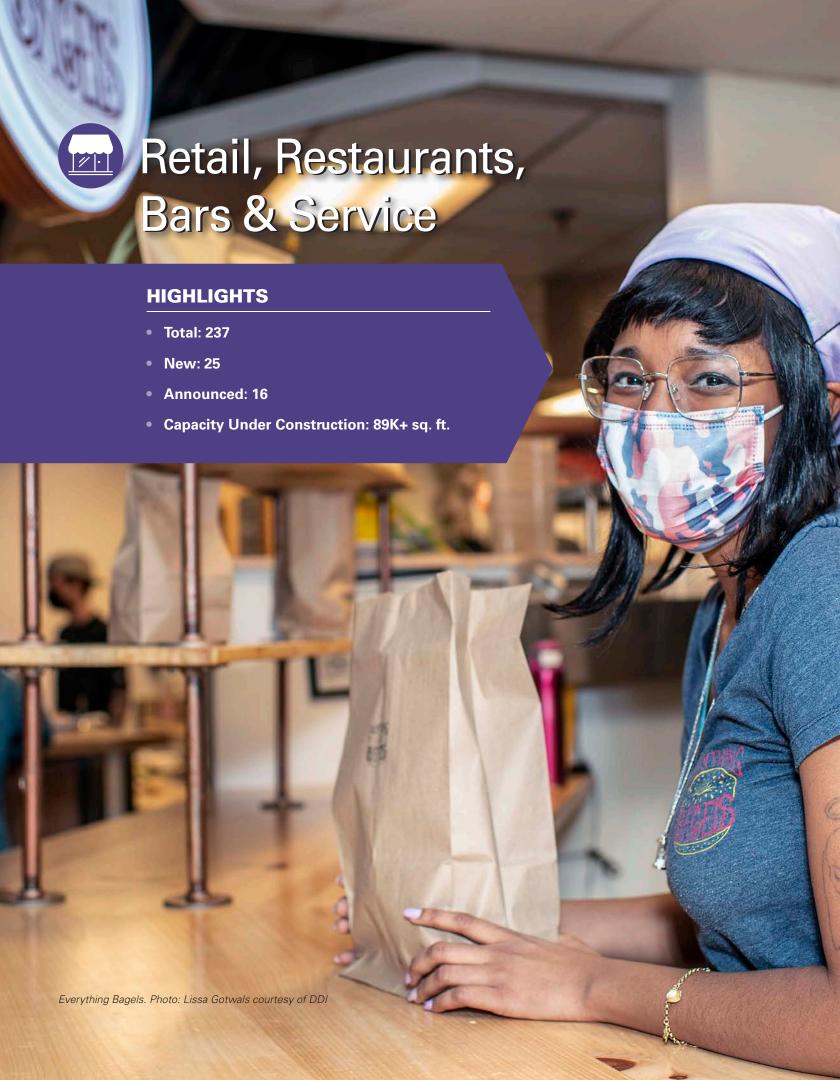
CLASS A 85% CLASS B 80% CLASS C 99%

2019	2020	2021
• Class A - 95%	• Class A - 88%	• Class A - 85%
• Class B - 87%	• Class B - 79%	• Class B - 80%
• Class C - 81%	• Class C - 84%	• Class C - 99%
OCCUPANCY TOTAL - 92%	OCCUPANCY TOTAL - 86%	OCCUPANCY TOTAL - 859

Office Sq. Ft. Added in the Past Five Years

Figures are for calendar years. Source: DDI Tracking.





New Merchants: 25

Merchant	Address	Description
American Strut Boutique (Posh the Salon)	610 W Main St	Retail
Anchor	505 S Duke St	Service
Arthur Murray Durham	410 W Geer St	Service
Cugino Forno	800 Taylor St	Restaurant
Dram and Draught	701 W Main St	Bar
EverLou Coffee	506 N Mangum St	Restaurant
saac's Bagels	319 E Chapel Hill St	Restaurant
Killer Queen	117 E Main St	Bar
Little Pizza Box	219 Hood St	Restaurant
The Living Room	1007 W Main St	Bar
Local Start Dental	481 Willard St	Service
Mr. Fries Man	1105 W Main St	Restaurant
One Medical	905 W Main St	Service
Part & Parcel	600 Foster St	Retail
Pioneers Durham	408 W Geer St	Retail
Press	359 Blackwell St	Restaurant
Queeny's	319 E Chapel Hill St	Restaurant
Remedy Room	347 W Main St	Bar
Rubies on Five Points	347 W Main St	Bar
Simons Says DipThis	110 N Corcoran St	Restaurant
The Slush	317 W Main St	Bar
Spring Rolls	701 W Main St	Restaurant
Three Kings Tattoo	339 W Main St	Service
Unleashed	1000 W Main St	Retail
Yaya Tea	807 E Main St	Restaurant

Breakdown of Retail, Restaurants, Bars & Service









Announced: 16

*Minority-owned

Merchant	Address	Description
Emmy Squared Pizza	905 W Main St	Restaurant/bar
Five Star	318 Blackwell St	Restaurant/bar
Happy Pie	106 Watts St	Restaurant/bar
Jeni's Splendid Ice Cream	910 W Main St	Restaurant/bar
Krill	506 E Ramseur St	Restaurant/bar
Liberty & Plenty Distillery	609 Foster St	Restaurant/bar
*Lonerider Brewing Co.	704 & 706 E Ramseur St	Restaurant/bar
*New World Café	701 W Main St	Restaurant/bar
Queenburger	359 Blackwell St	Restaurant/bar
The Quickie	618 E Ramseur St	Restaurant/bar
The Refinery	110 N Corcoran St	Personal Service
Salon Lofts	105 W Morgan St	Personal Service
Seraphine	324 Blackwell St	Restaurant/bar
*Spaceway Brewery	310 E Main St	Restaurant/bar
The Tipsy Bull	201 E Main St	Restaurant/bar
*Zweli's Ekhaya	318 Blackwell St	Restaurant/bar

Retail Capacity Under Construction: 89K

Property	Address	Square Footage
300 + 500 E Main (Site 1)	318 Liberty St	13,800
Beckon	311 Liggett St	6,000
Borden Brick	704/706 Ramseur St	13,000
Camden Durham	441 Dillard St	6,000
The Firefly	115 N Gregson St	3,996
GeerHouse	620 Foster St	16,500
The Novus	400 W Main St	22,000
The Rigsbee	318 W Corporation St	2,038
The Vega	214 Hunt St	6,030

Retail Capacity Announced: 171K

Property	Address	Square Footage
300 + 500 E Main (Site 2)	500 E Main St	27,540
710 Rigsbee	710 Rigsbee Ave	1,889
American Tobacco Campus (Phase III)	601 Willard St	90,000
The George	512 W Geer St	3,451
The Gregson	204 S Gregson	27,000
The James	320 W Morgan St	13,000
Washington Street Mixed Use	501 Washington St	8,030

Diversity

TOTAL MERCHANTS 237

MINORITY-OWNED 51 / 22%

WOMAN-OWNED 55 / 24%





Completed: 214 Units

†Adjacent to Business Improvement District

Property	Address	Туре	Units
Atlas Durham	321 W Corporation St	Apartments	171
†City Port	600 S Duke St	Condos	43

Under Construction: 2,257 Units

Property	Address	Туре	Units
300 + 500 E Main (Site 1)	318 Liberty St	Affordable	105
†120 Broadway Street	120 Broadway St	Townhomes	25
†608 Mangum	608 N Mangum St	Townhomes	6
†Array Durham	521 N Mangum St	Condos	18
Aura 509	509 N Mangum St	Apartments	182
Beckon	311 Liggett St	Apartments	263
Camden Durham	441 Dillard St	Apartments	354
†Corporation Street Townhomes	211 W Corporation St	Townhomes	3
†Elliott Square	311 Elliott St	Townhomes	37
The Firefly	115 N Gregson St	Apartments	4
GeerHouse	620 Foster St	Apartments	328
†The Grove	512 Gordon St	Townhomes	62
The Novus	400 W Main St	Apts/Condos	242
The Ramsey	510 E Pettgirew St	Apartments	241
The Rigsbee	318 W Corporation St	Apartments	82
The Roxboro at Venable Center Apts.	380 E Pettigrew St	Apartments	221
†The Terraces at Morehead Hill	783 Willard St	Townhomes	25
The Vega	214 Hunt St	Condos	59



Announced: 2,098 Units

†Adjacent to Business Improvement District

Property	Address	Туре	Units
300 + 500 E Main (Site 2)	500 E Main St	Apts: Market/Affordable	450
710 Rigsbee Ave	710 Rigsbee	Apartments	49
American Tobacco Campus (Phase III)	601 Willard St	Apartments	350
Ashton Place	310 Jackson St	Affordable	51
†Broadway Mews	106 Broadway St	Townhomes	10
The Callista	802 Washington St	Condos	4
†Elizabeth Street Apartments	533 E Main St	Affordable	72
The George	512 W Geer St	Condos	40
The James	320 W Morgan St	Apartments	312
†JJ Henderson Senior Apartments	487 Morehead Ave	Affordable	80
Kress Condominiums	162 W Ramseur St	Condos	26
†The Pullman Building	703 W Trinity Ave	Condos	4
Washington Street Mixed-Use	501 Washington St	Apartments	311
†Yancey Street Condos	600 S Duke St	Condos	44
YMCA Redevelopment	218 W Morgan St	Apartments	295



Residential Stats

As of March 2022



April 2021 – March 2022

RESIDENTIAL COMPLETED

214

Total in BID: 171
Total Adjacent: 43

AFFORDABLE COMPLETED

N

Total Affordable in BID: 0
Adjacent: 0

RESIDENTIAL OCCUPANCY

93.8%

CONDO SALES"

Average Sale Price for Residential Condo:

\$478,294

Range:

\$162,000 - \$1,400,000

RESIDENTIAL LEASES[†]

Average Rent:

\$1,813

Estimated Residents



Estimated Current Residents

4,521 Units 9,223 Residents

Residential Multiplier Source: ESRI



Estimated Future Residents

8,876 Units

(Includes completed, under construction & announced)

18,107 Residents

^{*}Source: Rate.com **Source: City Tax Parcels †Source: RentCafe.com



Affordable Housing

COMPLETED

877

UNDER CONSTRUCTION

105

ANNOUNCED

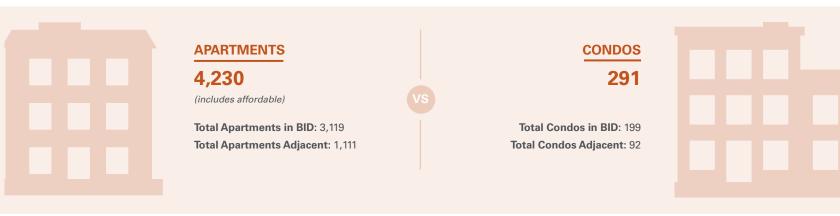
403

TOTAL

1,385

Rental vs. Ownership

As of March 2022



Source: City Tax Parcels

Apartments vs. Condos Completed

2018	2019	2020	2021	Announced
APARTMENTS 612	APARTMENTS 506	APARTMENTS 82	APARTMENTS 171	APARTMENTS 3,938
condos 34	<u>condos</u> 0	<u>condos</u> 11	CONDOS 43	CONDOS 417



Demographics*

Median Age

32.9

Education

LESS THAN 9TH GRADE

3.2%

9TH-12 GRADE, NO DIPLOMA

8.6%

HIGH SCHOOL GRADUATE

13.2%

GED/ALTERNATIVE CREDENTIAL

3%

SOME COLLEGE, NO DEGREE

13.5%

ASSOCIATE DEGREE

2.7%

BACHELOR'S DEGREE

23.8%

GRADUATE/PROFESSIONAL DEGREE

32%

Race

WHITE ALONE

38.2%

BLACK ALONE

47.8%

AMERICAN INDIAN ALONE

.7%

ASIAN ALONE

2.1%

PACIFIC ISLANDER ALONE

0%

SOME OTHER RACE ALONE

8%

TWO OR MORE RACES

3.2%

HISPANIC ORIGIN

13.7%

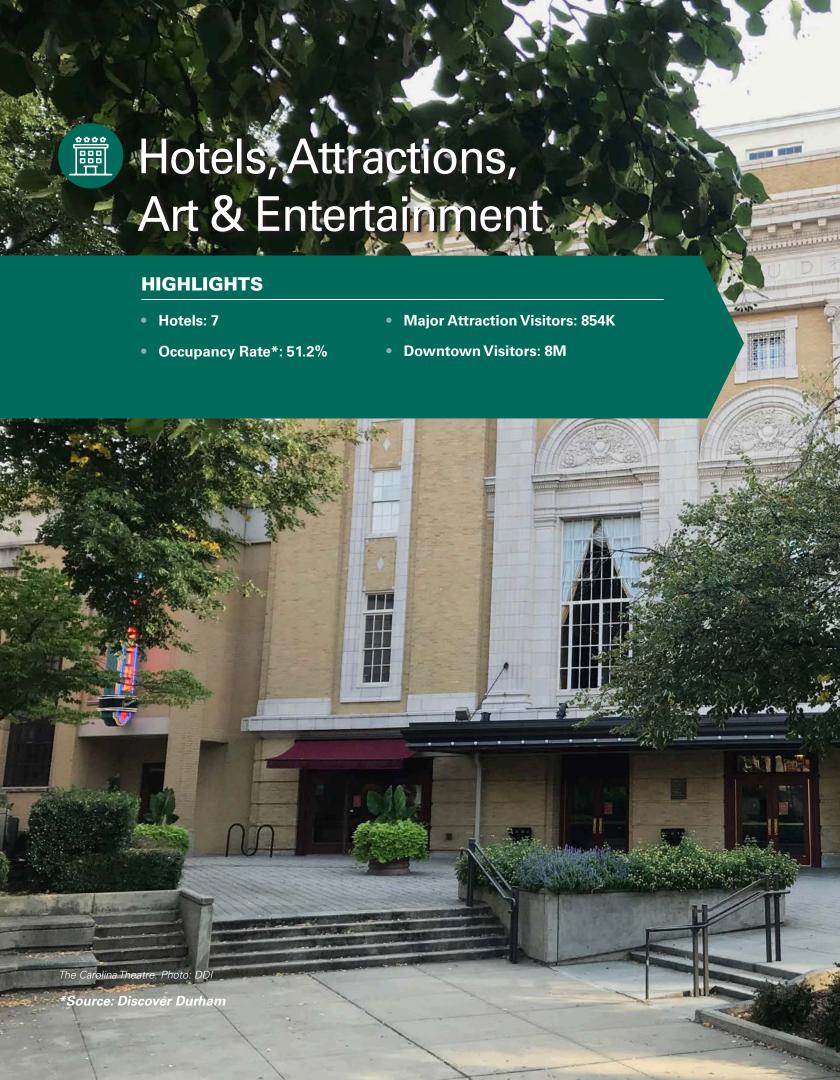
Diversity Index

71.3

*0.75 sq. mile Business Improvement District Boundary / Source: ESRI Community Analyst (2021)

Average Household Income

\$84,132



Hotels

Number of Rooms by Hotel

*Adjacent to Business Improvement District

<u>21C</u>

125 Rooms

ALOFT

134 Rooms

THE DURHAM

53 Rooms

MARRIOTT

190 Rooms

RESIDENCE INN*

147 Rooms

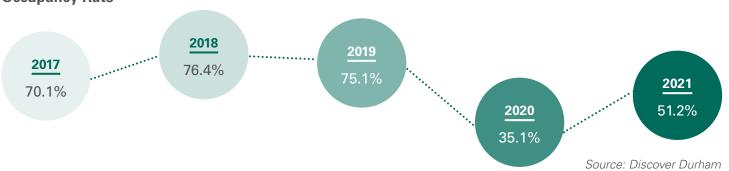
SPRINGHILL SUITES*

104 Rooms

UNSCRIPTED

74 Rooms

Occupancy Rate



Major Downtown Attractions/Venues

- Carolina Theatre
- Durham Armory
- Durham Arts Council
- Historic Durham Athletic Park
- Durham Bulls Athletic Park

- Durham Central Park
- Durham Convention Center
- Museum of Durham History
- Durham Performing Arts Center
- Durham County Main Library



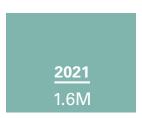
Major Attraction Visits











Source: Placer.ai

Downtown Foot Traffic

Pedestrian Counters

21C

BUSIEST HOUR 12-1 p.m.

BUSIEST DAY OF THE WEEK
Saturday

AVERAGE DAILY FOOTTRAFFIC 1,575

Chesterfield

BUSIEST HOUR

5-6 p.m.

BUSIEST DAY OF THE WEEK

Saturday

AVERAGE DAILY FOOT TRAFFIC

1,212

Foster on the Park

BUSIEST HOUR

12-1 p.m.

BUSIEST DAY OF THE WEEK

Saturday

AVERAGE DAILY FOOTTRAFFIC

1,132

Data based on partial year. Ped counters were installed 8/2021.

Marriott

BUSIEST HOUR

5-6 p.m.

BUSIEST DAY OF THE WEEK

Saturday

AVERAGE DAILY FOOT TRAFFIC

1,235

Visits to the Business Improvement District

2017 10.4M

2018 11 M **2019** 10.5M

<u>2020</u> 4.4M **2021** 8M

Source: Placer.ai











Perkins&Will









































east west partners















LYNN & DOUGLAS SOLOMON

SOMERSET PARTNERS









BRONZE PARTNERS

- Alliance Architecture
- Coral Construction & Design
- DHIC
- The Durham Hotel
- The Francis Family
- The Institute

- Lennox & Grae
- Maverick Partners
- MHAworks
- NetApp
- SVN | Real Estate Associates
- Talbert Building Supply

