

2023

STATE OF DOWNTOWN DURHAM



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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2023

STATE OF DOWNTOWN DURHAM

DOWNTOWN DURHAM BLUEPRINT: 2035



WEDNESDAY, April 19

Brightleaf Square
905 W. Main St.

4 – 6 p.m.

(Doors open at 3:30)

Keynote Speaker:

David Downey

President & CEO, International Downtown Association

4- 5 p.m. Presentation & Keynote

5 - 6 p.m. Reception & Networking

A Taste of Downtown @ the Reception

Highlighting Hispanic & Latin-Owned Businesses

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2022 Highlights

As we finish yet another year impacted by Covid, we are starting to see growth and movement in downtown. While the normal key indicators of growth and progress might have slowed during 2022 – commercial development most prominently – the things that are making downtown Durham so uniquely different and vibrant continue to dictate what our future might look like. It's still great to be involved in all that's happening in downtown!

Certainly, commercial development has slowed down. The Roxboro at Venable Center entered the market in early

2022, bringing 200,000+ s.f. of office and lab space. All of the projects announced last year are still moving forward but given the international, national and local economic changes and rising construction costs, these projects are taking extra precautions through the design and financing stage. We anticipate all will come to market, just not in the aggressive timeframe originally assumed. We look forward to more robust developments coming soon to downtown bringing more residents, workers and visitors.

Despite this lack of new product under construction, at 87% downtown continues to have a relative high occupancy rate given the changing dynamic of work. Interestingly, our occupancy rate for class C space is 100%, indicating 1) a combination of businesses downsizing and downgrading office accommodations due to hybrid and remote work schedules and/or 2) smaller businesses and nonprofits entering the market fueled by new opportunities. While commercial development slowed, residential development remains strong in and around downtown. Three new developments were completed: CityPort, Corporation Street Townhomes and the Ramsey, delivering a total of 287 units. We now have 4,765 residential units in and adjacent to downtown and another 4,242 either under construction or planned. And while residential development remains strong, so does our occupancy rate. We ended the calendar year with a residential occupancy rate of almost 90%.

Construction continues on 21 new developments, bringing more than 2,300 new units to the downtown area, and we look forward to welcoming the new residents that these units will bring (approximately 4,600 when all are completed and open). We appreciate our residential activity for the unique blend of people and ideas that they bring to downtown, and, most especially, the vibrance and life they bring to our streets and business they bring to our downtown merchants throughout the day and evening. With the continued struggle downtown faces due to the lack of consistent daytime workers and employees, we are more reliant on our residents to fill our streets and our storefronts as they work from home, entertain guests, explore their neighborhood and purchase goods and services.



Corporation Street Townhomes. Image: DDI



Whenever residential development is discussed, the conversation quickly turns to affordability and the lack of affordable and attainable housing. While we are excited about the increase in downtown's residential population, we too want to ensure that downtown Durham remains diverse – diverse in race, ethnicity, age and income. Our partners at the city, county and Durham Housing Authority, continue to lead in efforts to bring more affordable options to downtown. Construction activity continues at the county's property at 300 E Main St. The 757-space parking deck has been completed, and work should soon begin on the 110-unit mixed income affordable housing wrapper with a childcare space and commercial/retail component. Construction of 195 affordable units on the county-owned property at 500 E Main St. (in design), should commence in the next two years.

In January, the Durham Housing Authority announced that it will move forward with \$470 million in development plans for Fayette Place, the Forest Hills Heights public housing community and the combined DHA Office and Criminal Justice Resource Center sites – a total of more than 37 acres in and around downtown Durham. This is the

second phase of the housing authority's DHA Downtown and Neighborhood Plan. Through this development, an additional 1,700 residential units will be added to downtown with 900 of these units being affordable ranging from 30-80% of the area median income. The remaining 800 units will be market rate housing. In addition to the residential units, DHA will bring 135,000 sq. ft. of non-residential space to downtown which will include new administrative offices for the organization.

With the completion of current county and DHA affordable housing developments, and the ongoing support of the Durham Affordable Housing Bond from the city, we anticipate that over the next five to seven years the number of affordable units will grow from 877 to close to 2,000 units. Certainly not enough, but every effort should be made to support residential development and density at all levels to ensure there is more stock and more options for everyone interested in living downtown and in all of Durham.

What downtown is most known for: our eclectic and unique small business mix, continued to flourish in



2022 Highlights

downtown despite unique and unfortunate challenges. While we lost 28 small businesses, we welcomed 48 new restaurants, bars, retail stores and personal services to downtown and we have at least 20 in the pipeline. The opening of Salon Lofts in the retail space of the Morgan St. Parking Garage was a major driver for an influx of woman-owned and minority-owned businesses. With Salon Loft's opening, downtown gained six minority-owned businesses and 17 woman-owned businesses. We now have more than 260 merchants in downtown. Of those, 23% are minority-owned and 29% are woman-owned or woman co-owned. And we are still very excited that many of our locally owned merchants originated in Durham or North Carolina, keeping downtown's authentic vibe. We know that these small, independent businesses continue to struggle with challenges out of their control – higher labor and supply costs, higher operating and business costs, a reduction in weekday traffic and an uncertain market, yet these owners continue to show up and share their passion and craft with all of Durham and the entire region. This pride and craftsmanship was on display again this year with the announcement that Kingfisher was nominated as a James Beard Outstanding Bar semifinalist.

Other exciting developments happening in downtown include the continued design and hopefully soon to be constructed Durham Rails Trail. In early 2022, the city of Durham received \$9 million in federal RAISE funding to build the 1.75-mile linear multi-modal park that begins in downtown near the Amtrak station. Once completed, the trail will connect the American Tobacco Trail to the Ellerbee Creek Trail and close a gap in the East Coast Greenway, a planned 3,000-mile trail that runs from Maine to Florida. The city received an additional \$10.8 million from the FTA to upgrade the Durham Station Transportation Center to accommodate more bus service.

Downtowns can't survive without lively events and activities in the public realm. These events bring foot traffic that translates into increased business for downtown's merchants and venues, making them a crucial economic development tool. In 2022, we celebrated the return of CenterFest after a three-year absence, the first big concert in three years featured Sylvan Esso performing at the Durham Historic Athletic Park, downtown businesses and



Salon Lofts. Photo: DDI

organization increased their collaboration with NCCU for its 2022 Homecoming Experience, DDI spearheaded the introduction of The Bullpen – downtown Durham's social district which has more than 100 businesses participating by either selling to-go alcoholic beverages or allowing them in their establishments, the second year of downtown Durham's signature Downtown Durham Feast – which encouraged customers to eat and drink downtown during the slow period following the holidays, and downtown's biggest Holiday Lighting at CCB Plaza, with more than 9,000 people attending the all-day event to celebrate the end of yet another challenging year but the beginning of a year filled with more opportunities and growth. Even with the decrease in daytime traffic, visits to downtown are trending toward pre-Covid numbers.

Note: Beginning with this publication, the State of Downtown Durham report will include information for the previous calendar year. This report includes data for January 1 – December 31, 2022.



Major Investments

HIGHLIGHTS

Total Investment Through 2022

\$2,237,761,041*

Investment Past 5 Years**

2018: \$136,714,333

2019: \$209,355,514

2020: \$57,459,163

2021: \$201,197,252

2022: \$252,132,491



Construction of The Novus. Photo: DDI

***Based on permits. Includes infrastructure projects. Source: City of Durham**

****By calendar year. Source: City of Durham Building Permit Monthly Report**



Major Investments

Completed

^Affordable units.

†Adjacent to the Business Improvement District.

Property	Type	Completed	Retail (SF)	Office (SF)	Residential Units	Hotel Rooms
†City Port	Residential	2022			43	
†Corporation Street Townhomes	Townhomes	2022			3	
The Ramsey	Residential	2022			241	
The Roxboro at Venable Center Office	Mixed-use	2022		202,000		

Under Construction

Property	Type	Projected Completion	Retail (SF)	Office (SF)	Residential Units	Hotel Rooms
300 E Main Site 1	Mixed-use	2023	14,143		^110	
†608 Mangum	Townhomes	2023			6	
710 Rigsbee	Mixed-use	2023	1,889		51	
†Array Durham	Condos	2023			18	
Aura 509	Residential	2023			182	
Beckon	Mixed-use	2023	6,000		263	
Borden Brick	Commercial	2023	12,000			
Camden Durham	Mixed-use	2024	6,000		354	
†Elliott Square	Townhomes	2024			37	
The Firefly	Mixed-use	2023	3,996		4	
GeerHouse	Mixed-use	2023	13,000		220	
†The Grove	Residential	2024			62	
†The Joyce	Residential	2023			^80	
Maizon Durham (500 E Main Project)	Mixed-use	2024	13,000		246	
†Mangum	Townhomes	2023			6	
†North & Broadway	Townhomes	2023/24			24	
The Novus	Mixed-use	2024	22,000		242	
The Rigsbee	Mixed-use	2023	2,038		82	
†The Terraces at Morehead Hill	Townhomes	2023			25	
The Vega	Mixed-use	2023	6,030		59	
Venable Durham Apartments	Mixed-use	2023			221	
†The Willow Durham	Condos	2023			14	



Major Investments 2022

Announced

^Affordable units.

†Adjacent to Business Improvement District

Property	Type	Projected Completion	Retail (SF)	Office (SF)	Residential Units	Hotel Rooms
102 W Morgan St	Residential	No date set			228	
500 E Main St (Phase II)	Mixed-use	2023	27,540		^195	
AmericanTobacco Campus Expansion	Mixed-use	2023	90,000	313,000	350	
Ashton Place	Residential	2023			^51	
†Broadway Mews	Condos	No date set			10	
The Callista	Condos	No date set			4	
Durham ID (Phase II)	Commercial	No date set		178,090		
†Elizabeth Street Apartments	Residential	No date set			^72	
The George	Mixed-use	No date set	3,451		40	
The Gregson	Office	No date set	27,000	218,000		
The James	Mixed-use	No date set	13,000		308	
Kress Condominiums	Condos	No date set			26	
†The Pullman Building	Residential	No date set			4	
Washington Street Mixed-Use	Mixed-use	No date set	8,030		311	
†Yancey Street Condos	Condos	No date set			44	
YMCA Redevelopment	Mixed-use	2025		120,000	295	

Major Renovations

Property	Type	Completed	Retail (SF)	Office (SF)	Residential Units	Hotel Rooms
†JJ Henderson	Residential	2022			^177	



Major Investments

Public & Private Investment through Calendar Year 2022



Source: City Building Permit Monthly Reports

Investment by Calendar Year

2018	2019	2020
PUBLIC INVESTMENT \$3,684,824	PUBLIC INVESTMENT \$520,321	PUBLIC INVESTMENT \$9,142,076
PRIVATE INVESTMENT \$133,029,509	PRIVATE INVESTMENT \$208,835,193	PRIVATE INVESTMENT \$48,317,087
TOTAL INVESTMENT \$136,714,333	TOTAL INVESTMENT \$209,355,514	TOTAL INVESTMENT \$57,459,163

2021	2022
PUBLIC INVESTMENT \$9,390,377	PUBLIC INVESTMENT \$83,108,875
PRIVATE INVESTMENT \$191,806,875	PRIVATE INVESTMENT \$169,023,616
TOTAL INVESTMENT \$201,197,252	TOTAL INVESTMENT \$252,132,491

Source: City Building Permit Monthly Reports



Office

HIGHLIGHTS

- Total: 4.6M sq. ft.
- Increase: 202K sq. ft.
- Announced: 829K sq. ft.

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

 Completed 694K	 Announced 414K
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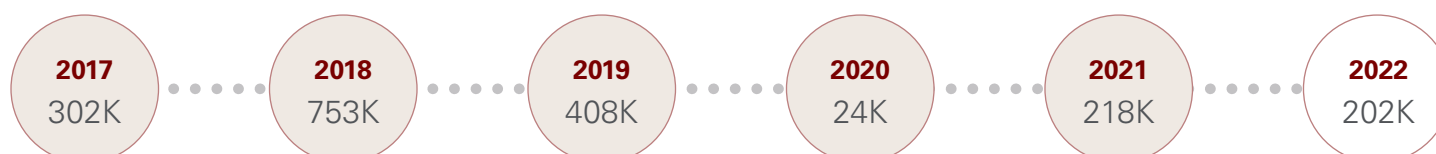
Occupancy

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

By Class	Occupancy Total (A,B,C) Past Three Years		
CLASS A 88% CLASS B 83% CLASS C 100%	2020 <ul style="list-style-type: none"> Class A - 88% Class B - 79% Class C - 84% OCCUPANCY TOTAL - 86%	2021 <ul style="list-style-type: none"> Class A - 85% Class B - 80% Class C - 99% OCCUPANCY TOTAL - 85%	2022 <ul style="list-style-type: none"> Class A - 88% Class B - 83% Class C - 100% OCCUPANCY TOTAL - 87%

Office Sq. Ft. Added in the Past Five Years

Figures are for calendar years. Source: DDI Tracking.





Retail, Restaurants, Bars & Service

HIGHLIGHTS

- Total: 265
- New: 48
- Announced: 20
- Capacity Under Construction: 100K sq. ft.





Retail, Restaurants, Bars & Service

New Merchants: 48

**Minority-owned business*

Merchant	Address	Description
321 Coffee	300 Morris St	Restaurant
*919 Barbers	105 West Parrish Street	Service
Alittledetail Studio at Salon Lofts	105 West Morgan Street Loft 8	Service
Anchor	505 S Duke St	Service
*Bad Machines	108 E Main St	Restaurant/bar
Bekah Alfonso at Salon Lofts	105 West Morgan Street Loft 16	Service
Bess Matamoros at Salon Lofts	105 West Morgan Street Loft 9	Service
Braxton Barefoot at Salon Lofts	105 West Morgan Street Loft 14	Service
Bull City Records	124 E Main St	Retail
Clarity Piercing	313 W Main St	Service
The Daily Beer Bar	108 E Main St	Bar
EUtopia Design	118 West Parrish Street	Retail
Evie Rumsey at Salon Lofts	105 West Morgan Street Loft 5	Service
*Five Star	318 Blackwell St	Restaurant
Humankind Studio at Salon Lofts	105 West Morgan Street Loft 20	Service
Isaac's Bagels	319 E Chapel Hill St	Restaurant
J Avery at Salon Lofts	105 West Morgan Street Loft 11	Service
Jeni's Splendid Ice Cream	910 W Main St	Restaurant
Jerrica C at Salon Lofts	105 West Morgan Street Loft 17	Service
Justine Arritt at Salon Lofts	105 West Morgan Street Loft 3	Service
Kelsey Nethercot at Salon Lofts	105 West Morgan Street Loft 7	Service
Kings AvenueTattoo	120 E Parrish St	Service
Krill	506 E Ramseur St	Restaurant
*La Mala	110 N Corcoran St	Restaurant
Lane Clements at Salon Lofts	105 West Morgan Street Loft 1	Service
Liberty & Plenty Distillery	609 Foster St	Bar
Little Barb's Bakery	530 Foster St	Restaurant



Retail, Restaurants, Bars & Service

New Merchants (Cont'd.)

**Minority-owned business*

Merchant	Address	Description
Megan Pearson at Salon Lofts	105 West Morgan Street Loft 2	Service
*Mezcalito	704 & 706 E Ramseur St	Restaurant
Michelle Pardo at Salon Lofts	105 West Morgan Street Loft 4	Service
*Miko Pierson at Salon Lofts	105 West Morgan Street Loft 19	Service
Mill and Meadow	905 W Main St	Retail
*Missy Napper at Salon Lofts	105 West Morgan Street Loft 15	Service
*Mr. Fries Man	1105 W Main St	Restaurant
*New World Café	701 W Main St	Restaurant
Pioneers Durham	408 W Geer St	Retail
Queenburger	359 Blackwell St Suite 125	Restaurant
Redbird Theater Company	506 Ramseur Street	Entertainment
Remedy Room	347 W Main St	Bar
Salon Lofts	105 W Morgan St	Service
Scoop Local	900 West Main Street	Restaurant
*Shan Byrd-Deberry at Salon Lofts	105 West Morgan Street Loft 19	Service
*Shawana Sierra at Salon Lofts	105 West Morgan Street Loft 18	Service
*Sherry Mims at Salon Lofts	105 West Morgan Street Loft 13	Service
*Spring Rolls	701 W Main St	Restaurant
*Tianitia Davis at Salon Lofts	105 West Morgan Street Loft 21	Service
Unleashed	1000 W Main St	Retail
*The Waiting Room	300 Blackwell St	Bar

Diversity

TOTAL MERCHANTS
265

MINORITY-OWNED
62 / 23%

WOMAN-OWNED
76 / 29%



Retail, Restaurants, Bars & Service

Breakdown of Retail, Restaurants, Bars & Service



Announced: 20

**Minority-owned business*

Merchant	Address	Description
Afters Dessert Bar	1005 W Main St	Restaurant
*Anjappar	201 E Main St	Restaurant
*Birrieria El Patron	102 City Hall Plaza	Restaurant
DSSOLVR	321 Corporation St	Bar
Emmy Squared Pizza	905 W Main St	Restaurant
*Fonda Lupita	905 W Main St	Restaurant
*Glori	101 W Main St	Bar
*Lonerider Brewing Co.	704 & 706 E Ramseur St	Bar
*Mango Indian Grill	530 Foster St	Restaurant
Max Jr's	1007 W Main St	Restaurant
*MILKLAB	530 Foster St	Restaurant
Niko	905 W Main St	Restaurant
The Quickie	618 E Ramseur St	Retail
The Refinery	110 N Corcoran St	Personal Service
Seraphine	324 Blackwell St	Restaurant
*Spaceway Brewery	310 E Main St	Bar
*Torero's	602 W Morgan St	Restaurant
Weldon Mills	300 E Main St	Bar
Yonderlust (Moxy Outdoors)	109 N Gregson St	Retail
*Zweli's Ekhaya	318 Blackwell St	Restaurant



Retail, Restaurants, Bars & Service

Retail Capacity Under Construction: 100K

Property	Address	Square Footage
300 E Main – Site 1	318 Liberty St	13,800
710 Rigsbee	710 Rigsbee Ave	1,889
Beckon	311 Liggett St	6,000
Borden Brick	704/706 Ramseur	12,000
Camden Durham	441 Dillard St	6,000
The Firefly	115 N Gregson St	3,996
GeerHouse	620 Foster St	13,000
Maizon Durham (500 E Main Project)	500 E Main St	13,000
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: 169K

Property	Address	Square Footage
500 E Main – Site 2	500 E Main St	27,540
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



THE Ramsey Residential

HIGHLIGHTS

Residential Units
(downtown & adjacent)

- Total: 4,765 (includes affordable)
- Total Affordable: 877

Announced: 4,242

- Total Announced
In BID: 3,840
- Total Announced
Adjacent: 402



Completed: 287 Units

[^]Affordable units.
[†]Adjacent to Business Improvement District

Property	Address	Type	Units
†City Port	600 S Duke St	Condos	43
†Corporation Street Townhomes	211 W Corporation Street	Townhomes	3
The Ramsey	510 Pettigrew Street	Apartments	241

Under Construction: 2,304 Units

Property	Address	Type	Units
300 E Main Street	318 Liberty St	Affordable	[^] 110
†608 Mangum	608 N Mangum St	Townhomes	6
710 Rigsbee Avenue	710 Rigsbee Avenue	Mixed Use	51
†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
†Elliott Square	311 Elliott St	Townhomes	37
The Firefly	115 N Gregson St	Apartments	4
GeerHouse	620 Foster St	Apartments	220
†The Grove	512 Gordon St	Townhomes	62
†The Joyce	487 Morehead Ave	Apartments	[^] 80
Maizon Durham	500 E Main St	Mixed Use	246
†Mangum	846 N Mangum St	Townhomes	6
†North & Broadway	120 Broadway St	Townhomes	24
The Novus	400 W Main St	Apartments/Condos	188/54
The Rigsbee	318 W Corporation St	Apartments	82
The Roxboro At Venable Center	380 E Pettigrew St	Apartments	221
†The Terraces at Morehead Hill	783 Willard St	Townhomes	25
The Vega	214 Hunt St	Mixed Use	57
†The Willow Durham	600 N Roxboro	Condos	14

Announced: 1,938 Units

[^]Affordable units.

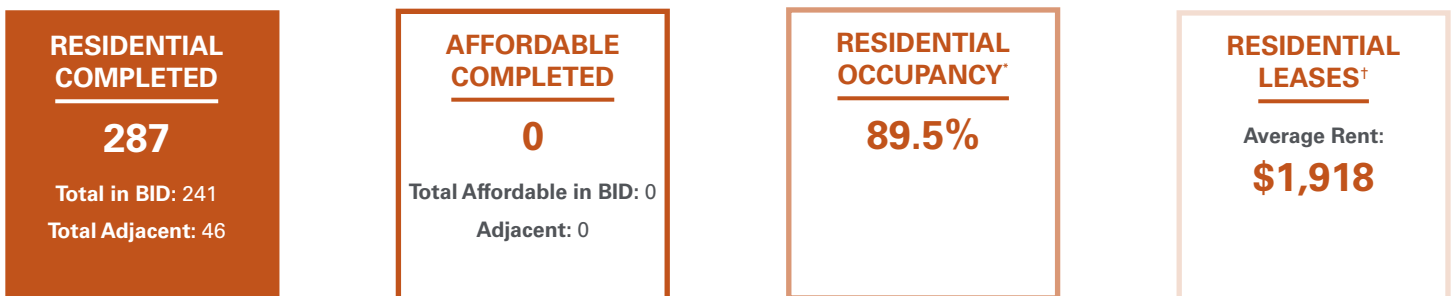
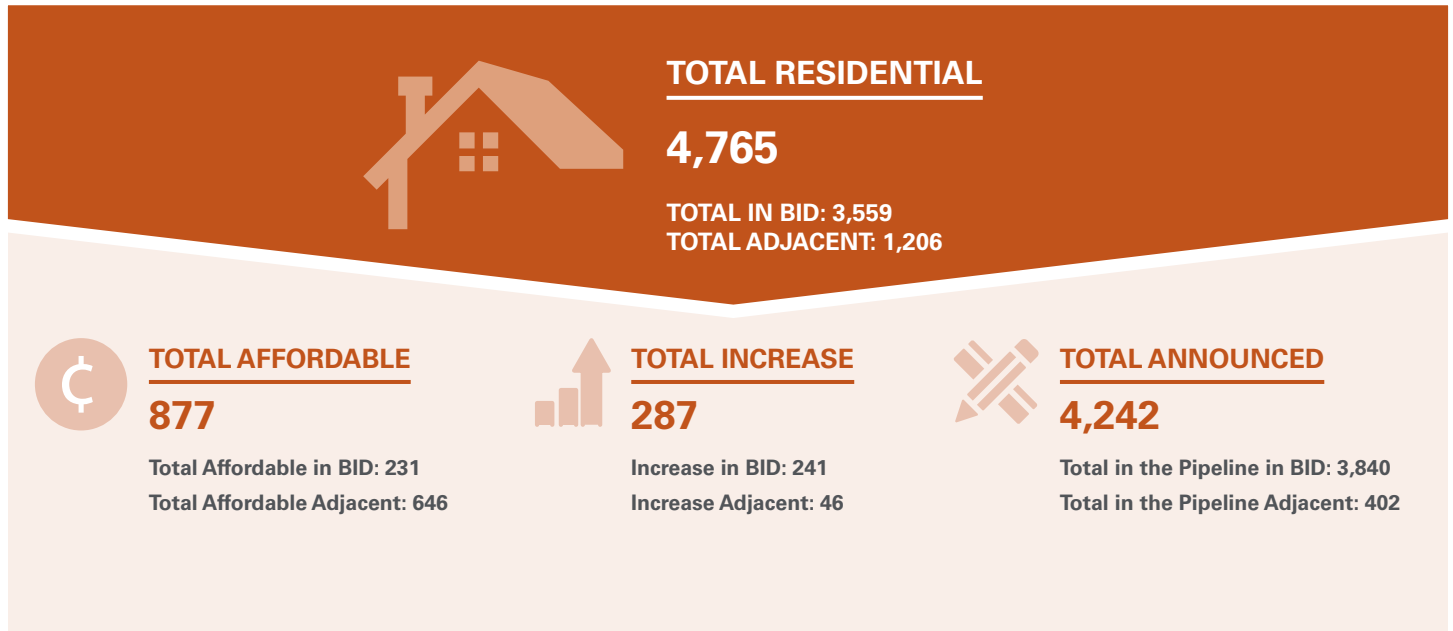
[†]Adjacent to Business Improvement District

Property	Address	Type	Units
102 W Morgan St	102 W Morgan St	Apartments	228
500 E Main St (Phase II)	500 E Main St	Mixed Use	[^] 195
American Tobacco Campus Expansion	601 Willard St	Mixed Use	350
Ashton Place	310 Jackson St	Apartments	[^] 51
[†] Broadway Mews	106 Broadway St	Townhomes	10
The Callista	802 Washington St	Condos	4
[†] Elizabeth Street Apartments (Phase I)	533 E Main St	Apartments	[^] 72
The George	512 W Geer St	Condos	40
The James	320 W Morgan St	Apartments	308
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

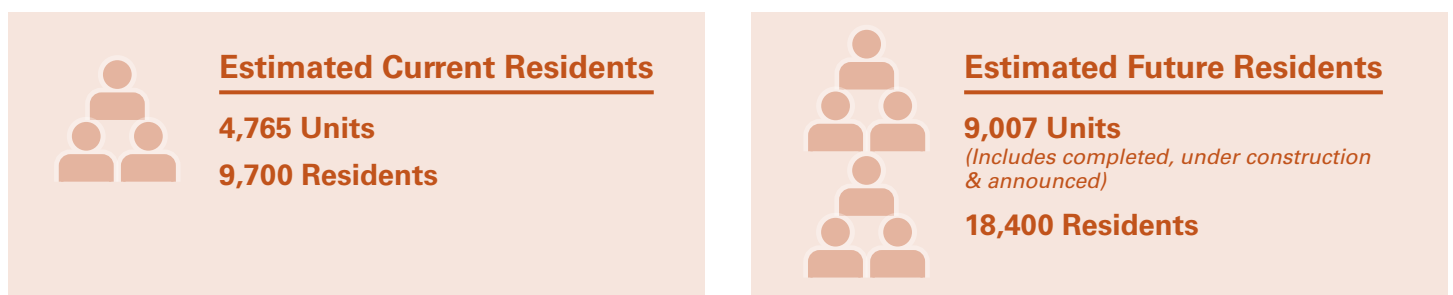
The Joyce under construction. Photo: DDI



Residential Stats

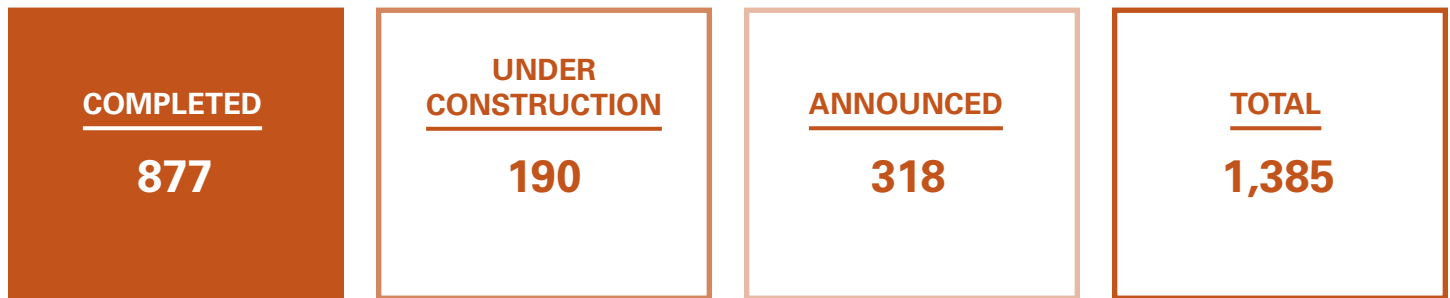


*Source: Costar †Source: RentCafe.com

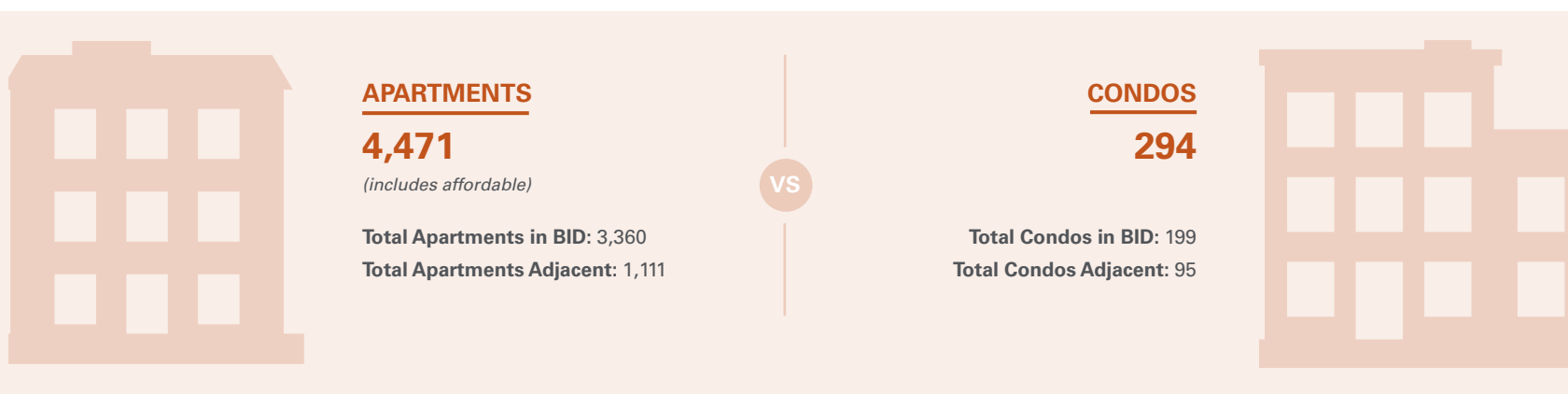


Residential Multiplier 2.04

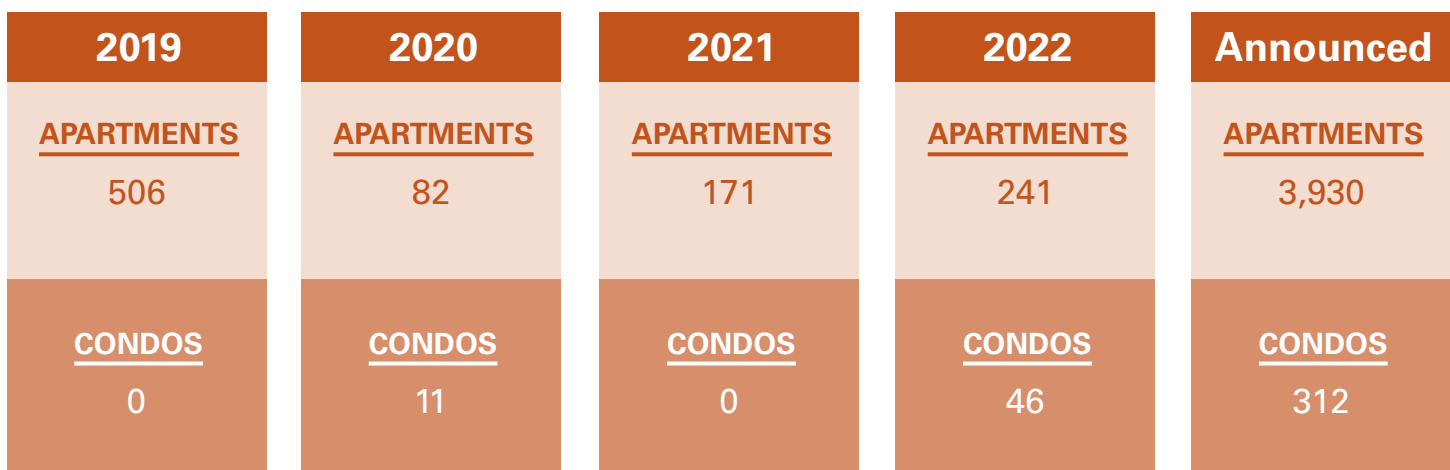
Affordable Housing



Rental vs. Ownership



Apartments vs. Condos Completed





Hotels, Attractions, Art & Entertainment

HIGHLIGHTS

- Hotels: 7
- Major Attraction Visits: 1.9M
- Occupancy Rate*: 66.2%
- Downtown Visits: 9.3M



Durham Bulls Game. Photo: DDI

***Source: Discover Durham**

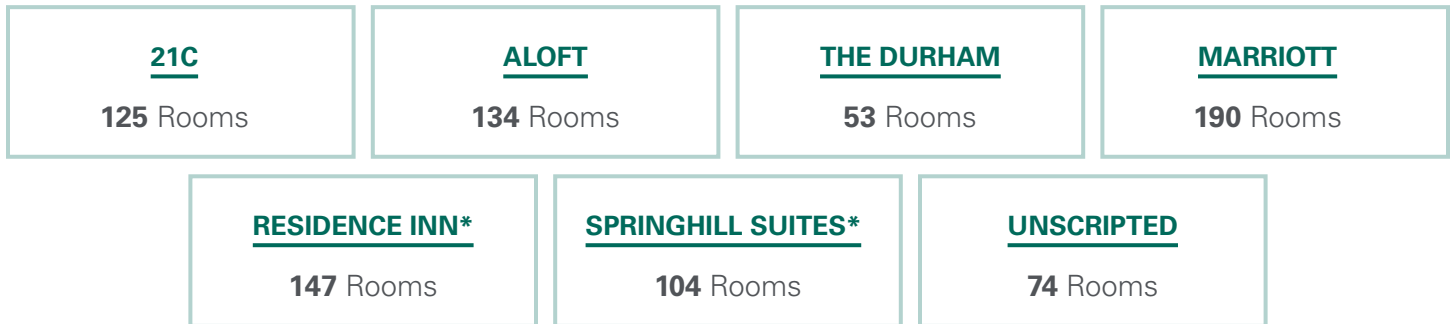


Hotels, Attractions, Art & Entertainment

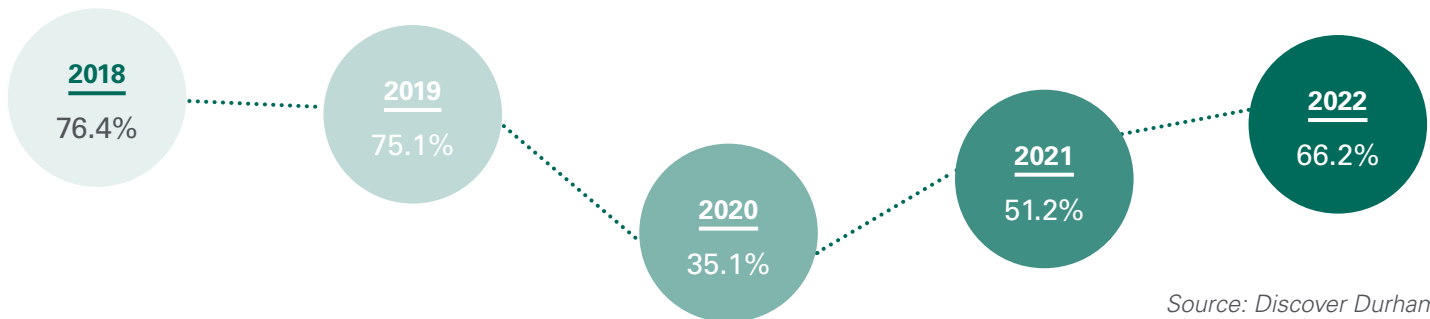
Hotels

Number of Rooms by Hotel

**Adjacent to Business Improvement District*



Occupancy Rate

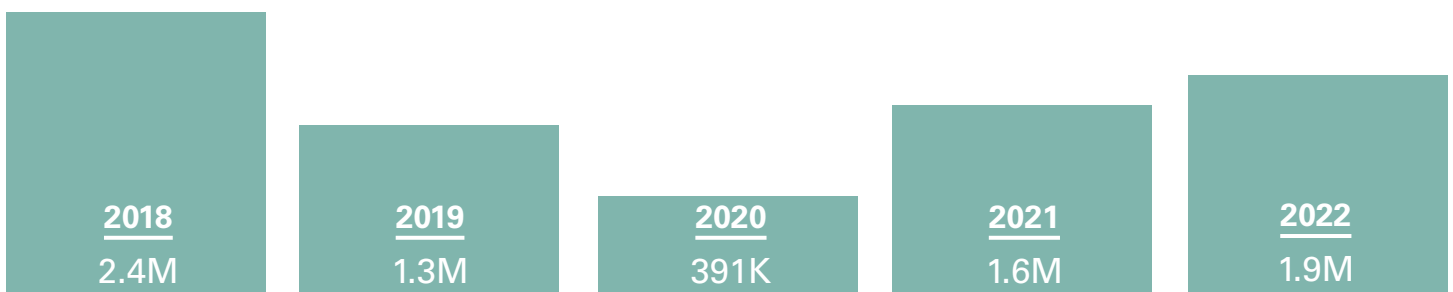


Major Downtown Attractions/Venues

- 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



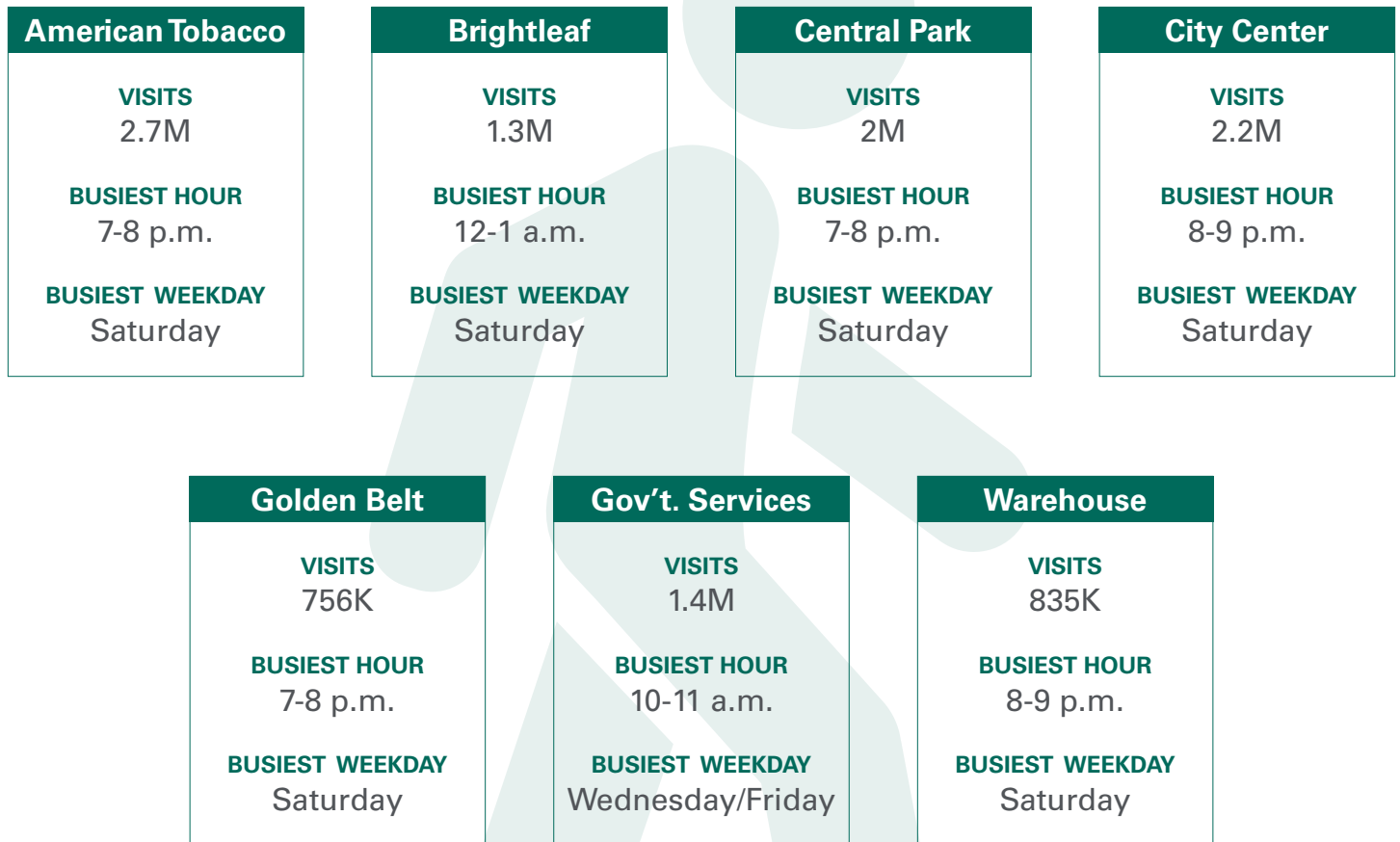
Major Attraction Visits



Source: Placer.ai



Downtown Visits by District



Source: Placer.ai
Note: Visitors may visit multiple districts in a single visit to downtown.

Visits to the Business Improvement District



Source: Placer.ai



Partners in Progress



PLATINUM PARTNERS



GOLD PARTNERS

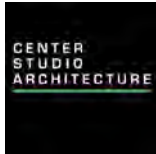




Partners in Progress



SILVER PARTNERS



BRONZE PARTNERS

- Alliance Architecture
- DHIC
- The Durham Hotel
- The Institute
- Lennox & Grae
- Paradigm Construction
- Stewart
- SVN | Real Estate Associates
- Tri Properties



Downtown
DURHAM

★ *Find Your Cool* ★

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