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# TRANSFORMING 300 & 500 EAST MAIN ST



300 EAST  
MAIN  
STREET





# 300 EAST MAIN STREET PROGRAM



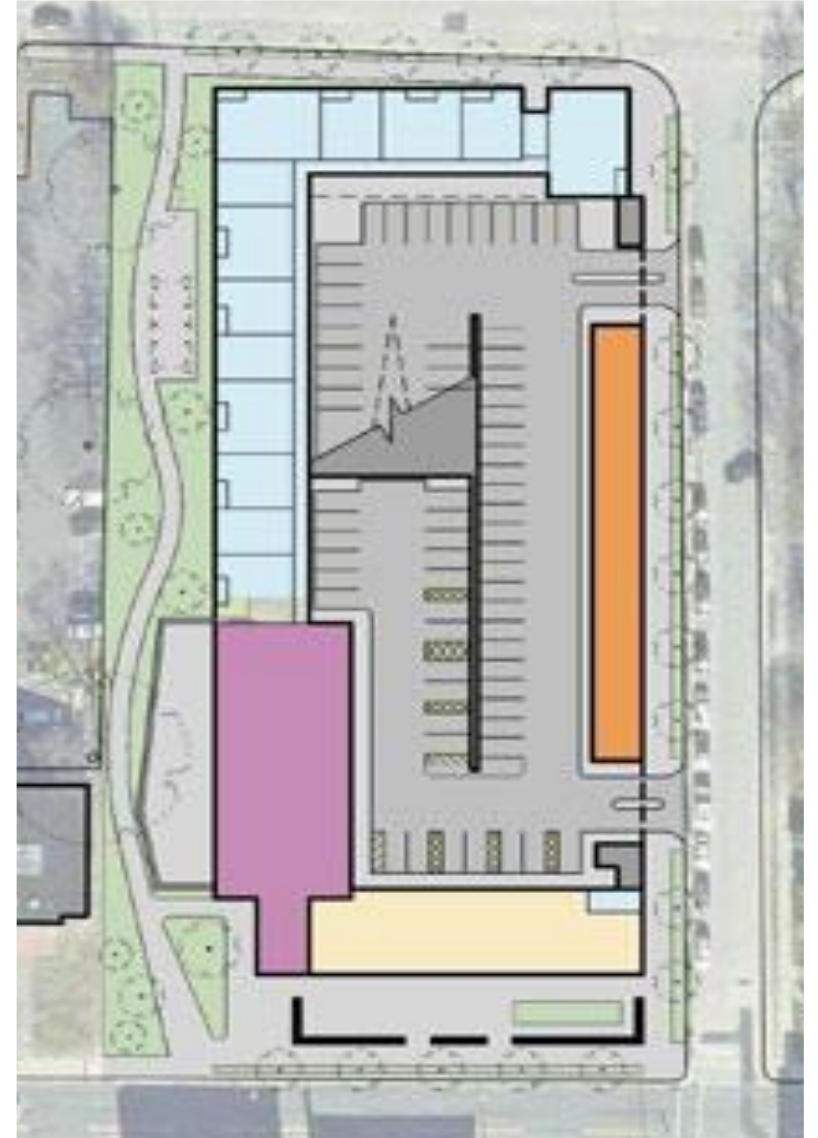
UNIT MIX	300 EAST
<i>Affordable:</i>	
Studio	20
1-Bedroom	33
2-Bedroom	38
3-Bedroom	14
<b>TOTAL (AFFORDABLE)</b>	<b>105</b>
Market	0
<b>GRAND TOTAL</b>	<b>105</b>

INCOME TARGETING	300 EAST
30% AMI and Below	21
60% AMI and Below	61
80% AMI and Below	23
Market	0
<b>TOTAL</b>	<b>105</b>

COMMERCIAL SPACE	300 EAST
Pre-K classrooms	6,500 SF
Resident Amenity Space	3,350 SF
Commercial Space in Parking Decks	3,950 SF
<b>TOTAL</b>	<b>13,800 SF</b>

# 300 EAST MAIN BLOCK

- Walk-up on East Main Street, helping to activate the street
- Protected playground on the linear park, helping to activate that space
- Takes advantage of a dedicated area of the parking garage with quick access from entry without danger to families walking-up
- Location limits the extent and expense of the podium by taking advantage of the existing topography of the site.
- Location allows most of the units to be built on the ground as wood frame construction, thereby reducing their construction cost .
- Linear park provides easy access to Liberty St and Durham County Library





500 EAST  
MAIN  
STREET

500 E. MAIN

Food & Drink

Coffee

looks



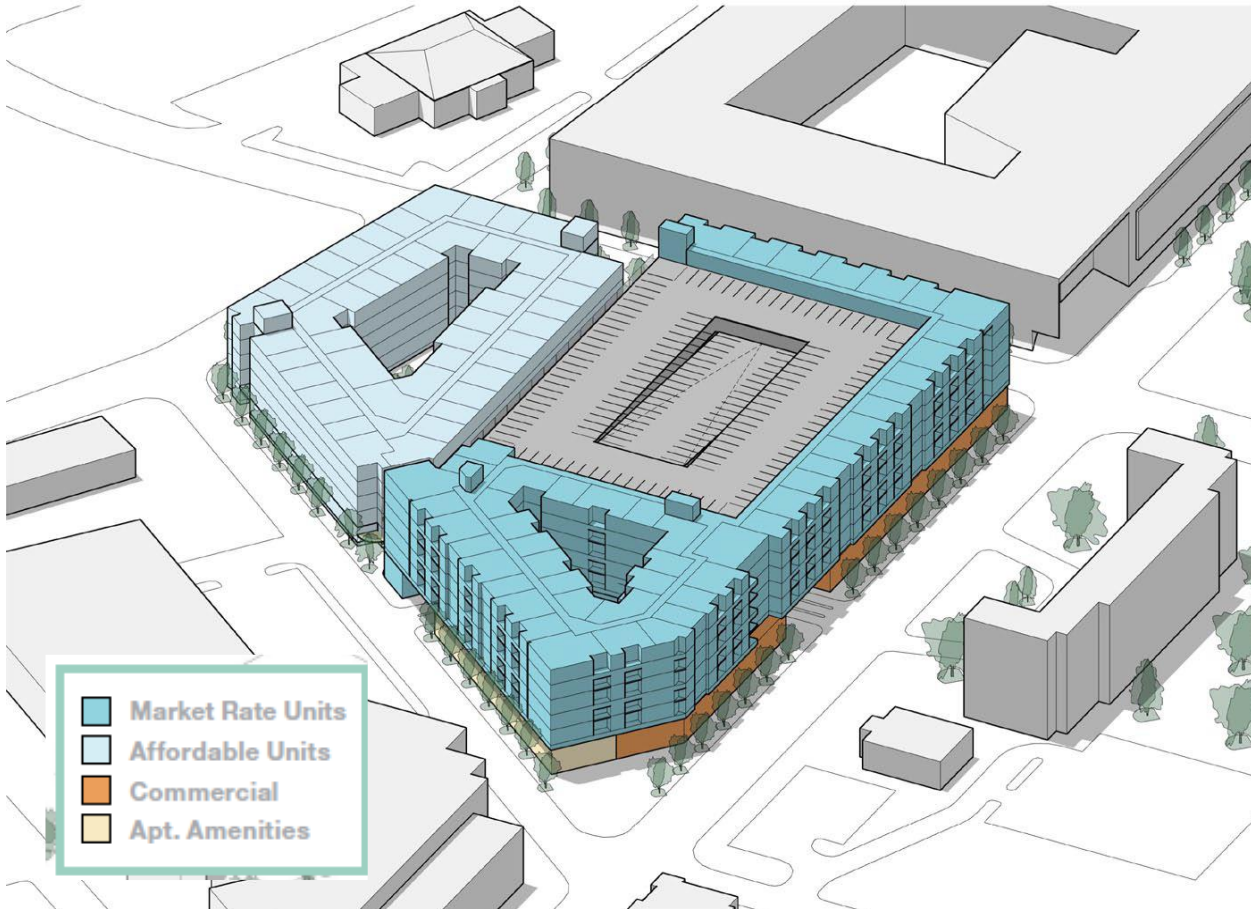


500 EAST  
MAIN  
STREET

500 RAMSEUR

An architectural rendering of a modern multi-story brick and glass building at the corner of 500 East Main Street and 500 Ramseur. The building features large glass windows, balconies, and a prominent corner entrance. The scene includes pedestrians, cars, and trees under a cloudy sky.

# 500 EAST MAIN STREET PROGRAM



UNIT MIX	500 EAST
<i>Affordable:</i>	
Studio	40
1-Bedroom	83
2-Bedroom	62
3-Bedroom	15
<b>TOTAL (AFFORDABLE)</b>	<b>200</b>
Market	250
<b>GRAND TOTAL</b>	<b>450</b>

INCOME TARGETING	500 EAST
30% AMI and Below	36
60% AMI and Below	121
80% AMI and Below	43
Market	250
<b>TOTAL</b>	<b>450</b>

COMMERCIAL SPACE	500 EAST
Retail/Commercial Space (Main Street)	16,000 SF
Retail/Commercial Space (Dillard Street)	2,590 SF
Resident Amenity Space	8,950 SF
<b>TOTAL</b>	<b>27,540 SF</b>



# 500 EAST MAIN BLOCK

- Commercial space activates East Main Street commercial corridor, Dillard Street and Elizabeth Street
- Commercial tenants with that have a social impact will be given preference
- Commercial space designed to accommodate a grocery store.
- Initial and long-terms rents at below low market rates
- Public plaza at East Main and Elizabeth Streets integrates downtown hardscape design
- Linear park serves as a common amenity for the market rate, affordable and public users



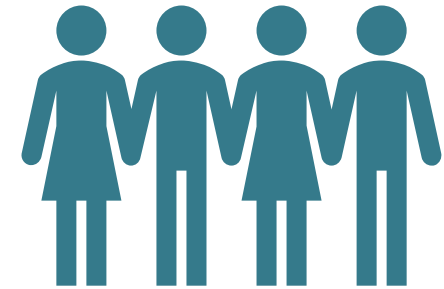


# COMMUNITY OUTREACH & ENGAGEMENT

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**RETAIL  
SPACE  
FOR  
LEASE**

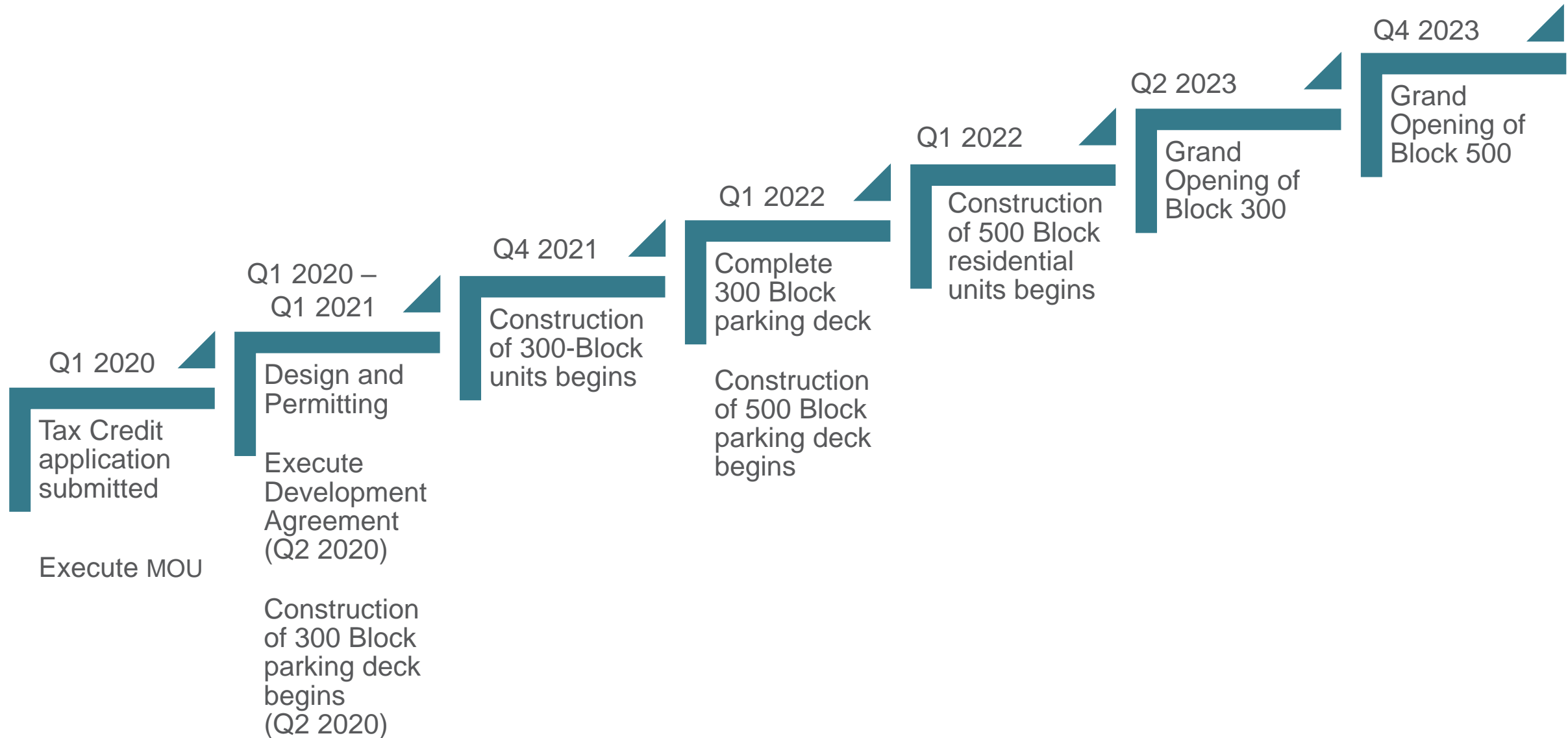


- *Local MBE Construction Partner*
- *30% MWBE Goal*
- *Includes a 20% Commitment to Ethnic Minorities*

- *Commercial Tenant Recruitment*
- *Social Impact Component*
- *Grocery Co-op*
- *Below Market Lease Rates*

- *Branding & Naming*
- *District-Wide Branding*
- *Building Naming*

# PROJECT TIMELINE







500 E. MAIN




Food & Drink

Coffee

books

THANK YOU.  
QUESTIONS?

# GUIDING PUBLIC INTERESTS

Guiding Public Interest		Additional Community Benefit
Parking Solution to address County employee and HHS customer needs along with new residents		<ul style="list-style-type: none"> <li>Enhanced design of parking decks – wrapped more sides of parking deck with housing units than initially contemplated to create a more efficient design.</li> </ul>
Increased availability of Affordable Housing		<ul style="list-style-type: none"> <li>305 total affordable units compared to the 277 initially proposed.</li> </ul>
Ground Floor Commercial to increase activity along East Main Street		<ul style="list-style-type: none"> <li>Market rate housing and retail space activating East Main Street at the 500 block.</li> <li>Robust plan for recruiting local business to the project.</li> <li>Pre-K and resident amenity spaces activating East Main Street at the 300 block.</li> </ul>
Efficient Use of Public Investment		<ul style="list-style-type: none"> <li>Additional affordable housing units incorporated with no additional request for County funding.</li> </ul>
Pedestrian Scale Design to create vibrant, urban streetscape along East Main Street		<ul style="list-style-type: none"> <li>Linear Park and forecourt with outdoor seating at 300 block.</li> <li>300 block building setback respects adjacent historic Former Public Library in compliance with Downtown Durham Historic District Preservation Plan.</li> <li>Community engagement process to brand project buildings and potentially the broader area.</li> </ul>