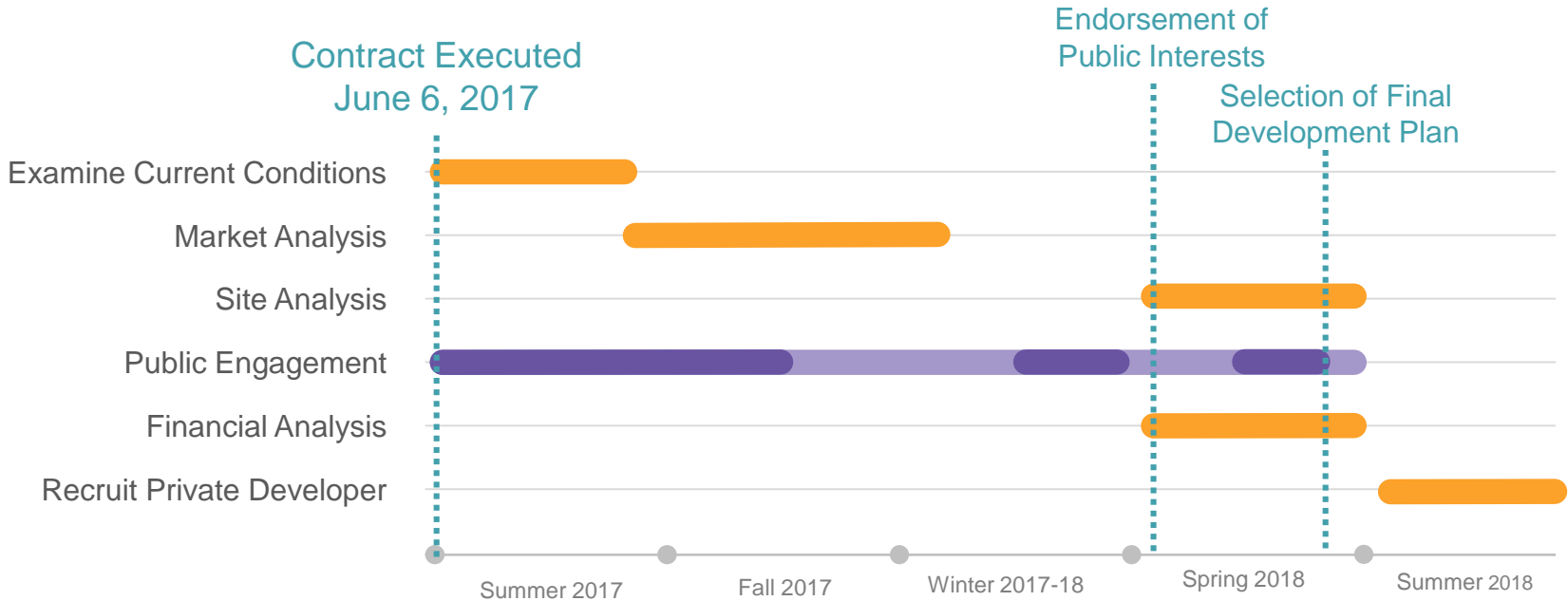


Durham County

Update on Public Engagement

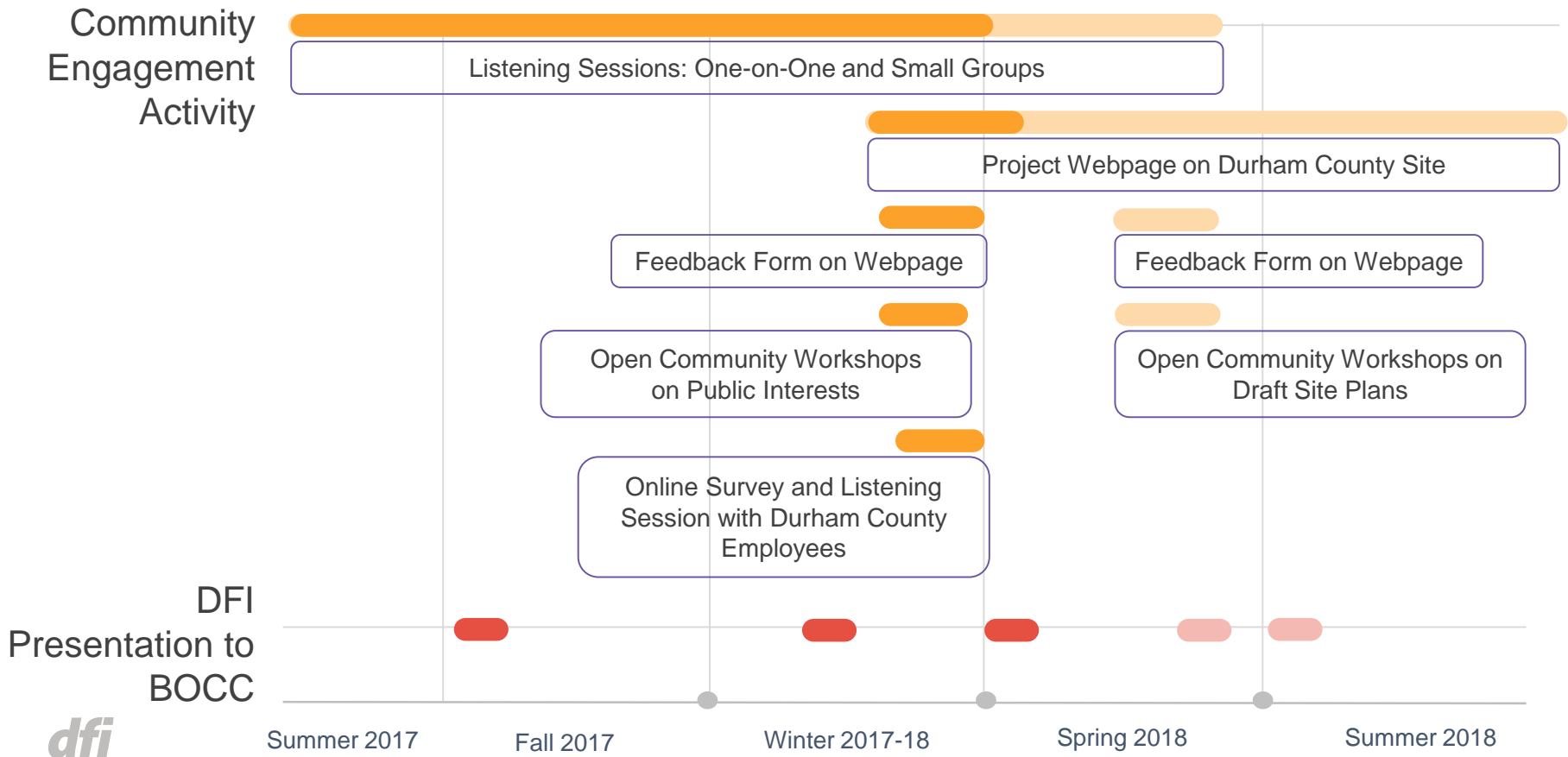
Redevelopment of 300 & 500 E. Main Street

Pre-development Project Timeline



Note: Timeline subject to change due to market conditions, timing, type and scale of public interest process desired, as well as response during private developer outreach.

Public Engagement To Date



Public Engagement around Public Interests

The project webpage and online feedback form went live on February 1, 2018.

The workshops were advertised:

- Project webpage on the County site (www.dconc.gov/EMainSt)
- County press release
- County Facebook page
- Stakeholder email distribution lists
- Neighborhood Listservs
- Flyers

Public Engagement	Dates	Participants
Public Interest Workshops	2/7, 2/17, 2/20(@ DCSL), 2/22	Approx. 48
County Employee Listening Session	2/27	25
Online Feedback Forms	2/1 – 2/28	174 submitted (159 complete)
Total individual feedback received		Approx. 232

Public Engagement around Public Interests

In addition, DFI engaged County employees as follows:

- Survey to determine demand for parking, retail and housing (Open Feb 10 – Feb 22)
 - 359 surveys completed
 - The County Manager distributed the survey electronically to all County employees and sent a reminder the following week.
 - Response rate: Approximately 18.5% of all County employees
- Employee-Only Public Interests Workshop on February 27, 2018.
 - 25 employees attended
 - The County manager notified employees a week prior to the February 27th session. Lunch was provided.

Public Interests

What are Public Interests?

Public Interests
Values
Broad
Relevant
Reflect tradeoffs
Input for criteria to select development partner

Development Plan
Specific
Defined For example, the plan may include: <ul style="list-style-type: none">• # of parking spaces• # and mix of units at each level of affordability• Total commercial and public space, etc.
Public investment scenarios

Draft Guiding Public Interests

New development on these sites should:

- provide a sustainable parking solution that will alleviate current demands and facilitate future expansion;
- increase the availability of affordable housing for low and moderate income households along the planned light rail;
- provide retail and commercial offerings to further enhance activation of East Main Street;
- minimize public investment and attract private investment.

Proposed Public Interests

New development on these sites should:

- provide a parking solution that will address Durham County employee and Health & Human Service facility customer needs and meet new demand created by the project;
- increase the availability of affordable housing in downtown Durham for households earning 80% Area Median Income (AMI) and below in a mixed income and multi-generational setting;
- provide ground-floor retail and commercial offerings to service tenants and workers in and around the sites and increase activity along E. Main Street;
- efficiently use public investment to maximize public benefits and attract private investment;
- focus on pedestrian-scale design that creates a vibrant, urban streetscape along E. Main Street.

Next Steps

- Conduct site analysis & financial feasibility analysis

Upcoming Public Engagement

Community
Engagement
Activity

Listening Sessions: One-on-One and Small Groups

Project Webpage on Durham County Site

Feedback Form on Webpage

Feedback Form on Webpage

Open Community Workshops
on Public Interests

Open Community Workshops on
Draft Site Plans

Online Survey and Listening
Session with Durham County
Employees

DFI

Presentation to
BOCC



UNC
SCHOOL OF GOVERNMENT



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL