

STATE OF DOWNTOWN DURHAM

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Downtown

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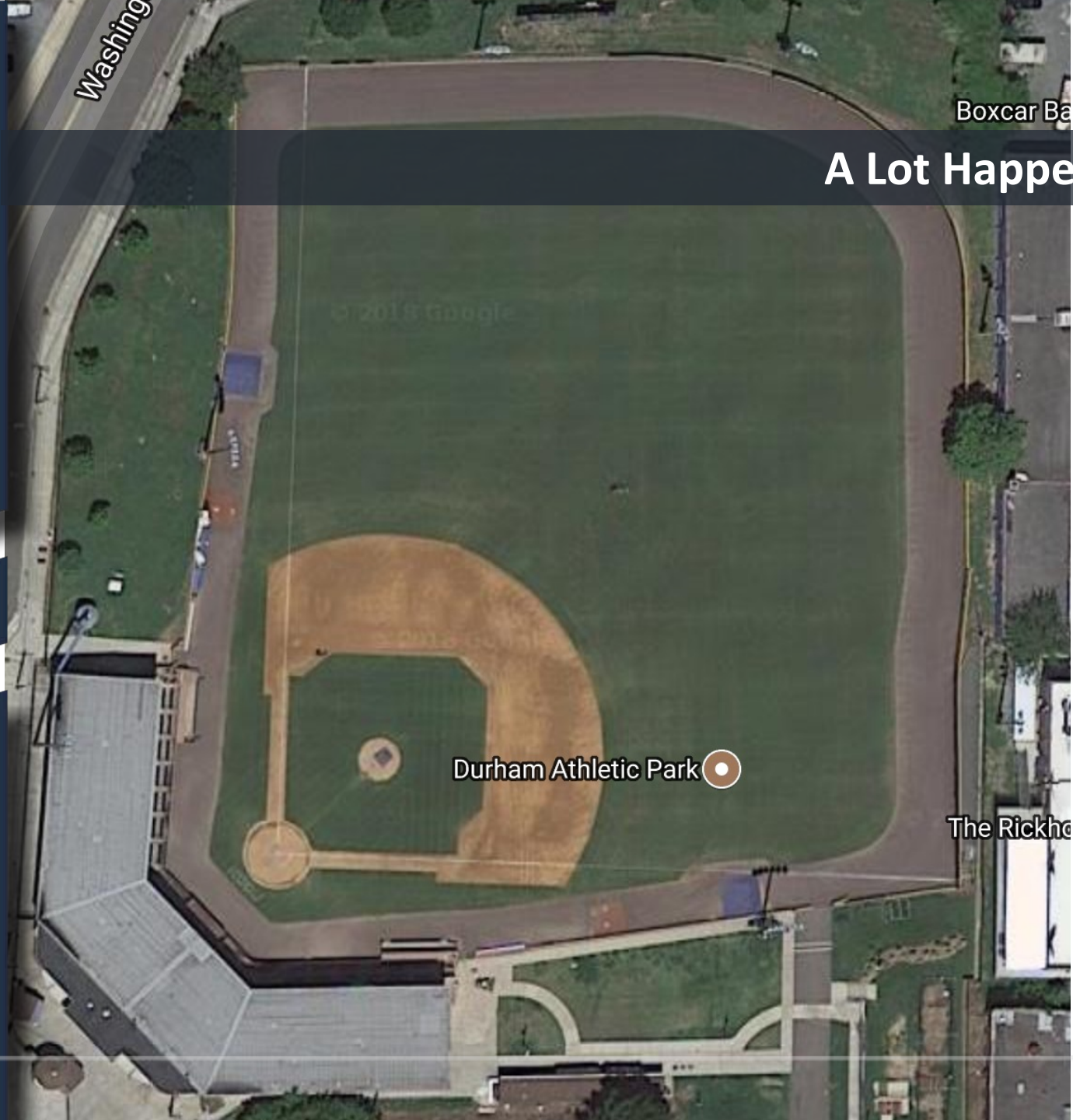
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State of Downtown Durham

Overview

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A Lot Happening in a Little Space

There are a lot of great things happening in the tiny, $\frac{3}{4}$ square mile area that is downtown Durham.

For perspective, that's $\frac{3}{4}$ of a square mile in a city of 107 square miles, and in a county of 297 square miles.

Downtown Durham is equivalent to the batter's circle in this photo.

The City of Durham is the entire field.

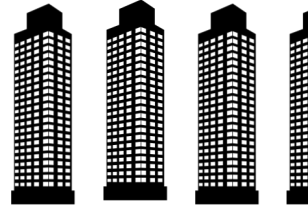
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Overview

A Lot Happening in a Little Space

Office Space Sq. Ft.
(3.2 million)



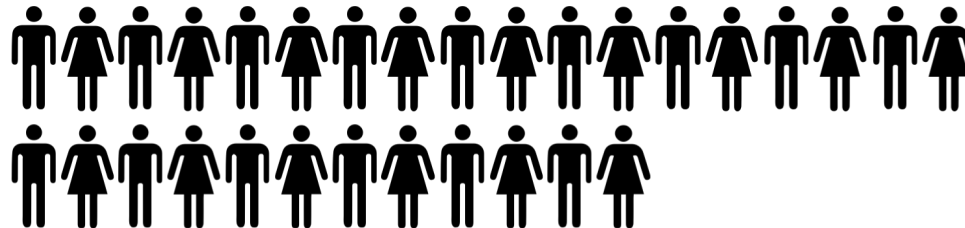
Employees
(18.5 thousand)



Residents Within 1 Mile
(14.6 thousand)



Daytime Population
(30+ thousand)



Hotel Rooms
(+7 hundred)



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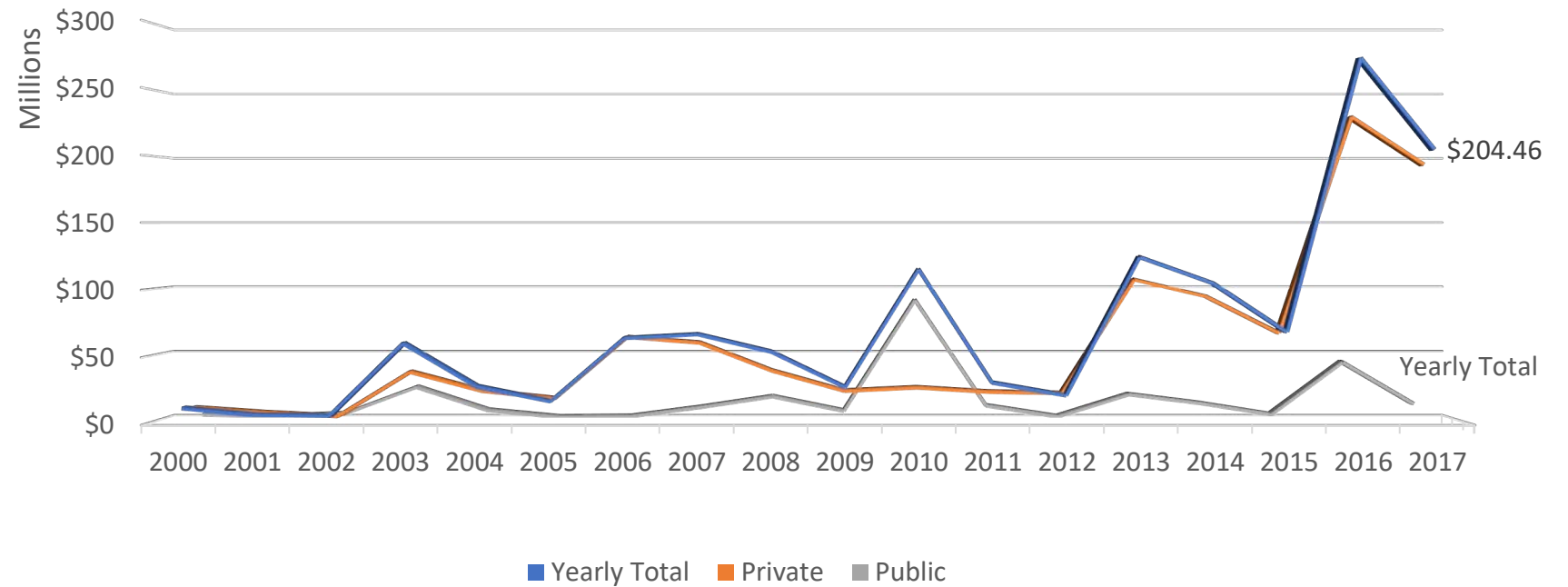
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State of Downtown Durham

Overview

Downtown Durham Permits in Dollars (2000 - 2017)



Permit data shows steady and consistent investment in downtown over the last 18 years in both new buildings and maintaining existing buildings. This number doesn't include the many investments the city has made in downtown sidewalks, streets, and water and sewer infrastructure.

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A Successful Downtown Helps Create a Successful City

#1 Best Cities for Millennials
in the U.S.

Growella

#1 Top 5 Destinations to
Retire in the U.S.

Today

#4 Cities That Are Great for
Women's Careers

Equities.com

#1 Most Educated City in N.C.
Yahoo Finance

#7 Best Sports Cities

WalletHub

#6 Best Cities for Rent & Tech Jobs
ABODO

#13 Best Places to Live in the U.S.
U.S. News & World Report

#8 Best Cities in the Nation
for Working Moms
Realtor.com

#3 Cities Where A Paycheck
Stretches The Furthest
Forbes

#5 Best Places for Black-
Owned Businesses
NerdWallet

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State of Downtown Durham Office



Current: 3.2 Million Sq. Ft.

Office	Square Feet
Current	3.2 Million
Under Construction	612,000
Announced	230,000

Downtown Durham's 3.2 million sq. ft. of office space has had consistently high occupancy, even with ongoing construction of new Class A space.

Class A office space has been hovering around 99% occupancy for the past year and a half, and has been above 95% occupancy since mid-2014. Downtown Durham has added 320,000 sq. ft. of space this past year, and almost all of that space has already been filled.

Life Science Cluster

According to Jones Lang Lasalle, Raleigh-Durham is the #4 cluster for life sciences. Coming into 2018, the 430,000 sq. ft. of lab space had 0% vacancy. The Chesterfield opened this past December adding 274,000 sq. ft. of space. It is already 93% leased.

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State of Downtown Durham

Office

Future: More Than 800k Sq. Ft.

Private Sector

Downtown Durham is adding about 800,000 sq. ft. of office space, with over half currently under construction.

One City Center will open in fall 2018, and it is already over 90% pre-leased. WeWork and Duke will be taking the majority of space in One City Center.

Durham.ID (Innovation District) will open in Q4 2018 and is currently more than half preleased. Duke Clinical Research Institute will be consolidating its operations in downtown Durham between the Innovation District and its existing lease at Durham Center Tower.

Akridge and Northwood Ravin broke ground this April on 240,000 sq. ft. of office space at 555 Mangum, right across the street from the Durham Bulls Stadium.

Public Sector

In addition to the private market, the new Durham Police Headquarters on E. Main St. and the County Judicial Building rehab at 201 E. Main will be opening in summer 2018, and the Main Library rehab will be complete at the end of 2019.

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State of Downtown Durham

Office

Office: Context

Why does this matter? Jobs.

The general rule of thumb is about three jobs per 1000 sq. ft. So downtown Durham added about 1000 jobs this past year, and will likely add more than 4,000 jobs when Durham.ID and One City Center are open and full.

These office workers eat out an average of three times per week, supporting local restaurants and services downtown.

Commercial development provides the revenue that can be used to fund Durham's priorities – and revenues have gone up consistently over the past 20 years.

Even with this growth, there are entities working to keep downtown affordable and inclusive. Self Help continues to provide great, centrally located office space for nonprofits, and they're always working on expanding.

This pipeline of new office space is critical to ensure Durham keeps its locally grown and growing businesses downtown.

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State of Downtown Durham Office



Spotlight: BioLabs NC

BioLabs NC, a premier coworking space for lab, has leased space in the Chesterfield. It has 20 companies in the space right now with spinoffs from NCCU, Duke and UNC. Durham joins elite company; BioLabs was created in Cambridge, and has locations in New York, San Francisco and San Diego

But BioLabs is more than just office space. It is a good community partner. BioLabs hosts Larger than Life Science events on the first Thursday of each month. This networking and programming event is open to anyone and brings 200-300 people to the Chesterfield each month.

BioLabs is a great community member helping to create and shape downtown Durham's entrepreneurial environment. And just this month BioLabs NC has had its very first exit for \$30 million: Element Genomics, a Duke University spinoff. The company will stay in the BioLabs space to continue its work.

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Coworking Hub	Purpose
Gridworks	Professional space, freelancers, small office
The Mothership	Focus on freelancers, makers and artists
Duke I&E	Supports the entrepreneurial endeavors of the Duke community
American Underground	Tech entrepreneurs
WeWork	[Q4 2018] – an international coworking company focusing on flexible office space

Entrepreneurship

What does all this entrepreneurship mean?

Last year, four of the 20 top venture capital deals in the Triangle came out of American Underground, generating approximately **\$30 million in venture capital**.

That's money coming into local businesses, investing in local people and nurturing their ideas in local incubators and universities.

American Underground has also differentiated itself from other tech hubs by focusing on diversity and inclusion. Of the 269 companies at American Underground, 48% are led by a female and/or a person of color.

Coworking makes downtown Durham accessible to small business owners, with much shorter lease terms and flexible space.

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State of Downtown Durham

Residential



Current: 2,500+ Units

Residential*	Units
Current	2,521
Under Construction	1,413
Announced	648
Low Income	795
*all units are in or immediately contiguous to DDI's MSD Boundary	

Within the downtown district or immediately contiguous, there are more than 2500 units. Almost one third of those are low income units.

Over the last three years, downtown Durham has added almost 1,000 units. Those units have an incredibly healthy occupancy rate between 90% and 95%. There are over 2,000 units under construction or announced. This will almost double the current housing stock in downtown.

As Mayor Schewel often says, 20 people move to Durham every day, and housing more people in downtown on former surface parking lots and car dealerships is a sustainable way to grow, as long as office space continues to grow as well. Housing has been built or is under construction on almost 20 acres of asphalt in downtown Durham.

Building downtown on infill lots minimizes displacement, minimizes creation of impervious surface and increases the efficiency of transportation infrastructure. And all of these new residents are eating and shopping downtown, which supports local businesses.

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State of Downtown Durham

Residential

Spotlight: DHA RAD



The Durham Housing Authority, under the leadership of Executive Director, Anthony Scott, has begun an extremely ambitious and paradigm changing project.

The Rental Assistance Demonstration Program (RAD) will add jobs and mixed income housing to Durham Housing Authority sites within the city. These jobs and investment will help improve the opportunities and quality of life of those residents.

The program requires no low-income units will be lost, only that mixed-income and mixed-use are added to the sites. It will allow the private sector to work with the public sector in mutually beneficial ways that have been off-limits in the past.

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State of Downtown Durham Placemaking

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Current Initiatives



CCB Plaza Tree Lighting

[Placemaking](#) is a multi-faceted approach to the planning, design and management of public spaces. It capitalizes on a local community's assets, inspiration and potential, with the intention of creating public spaces that promote people's health, happiness and wellbeing.

Placemaking can't be quantified in square feet, dollars or occupancy rates. It's that thing that makes members of the community stop and smile when they pass by.

- **Downtown Durham placemaking initiatives include:**
 - New seating downtown
 - The holiday parade
 - An improved holiday tree lighting
 - Movable seating in CCB Plaza and Black Wall St. Garden
 - A free concert in Durham Central Park
 - New string lights in Five Points

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Placemaking

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public space project

Downtown Durham, Inc.



Future Initiatives

Public Space Project

Downtown Durham, Inc. will host unexpected and thought-provoking projects in downtown public spaces.

This pilot program provides grants to individuals and organizations who will bring temporary, creative, free of charge experiences to downtown Durham.

The results will be wide ranging art projects that will be delivered on Third Fridays. Local artists are invited to apply with projects with almost no restrictions. Collaboration is encouraged.

Why it matters

Creativity and energy is what residents have always loved about downtown Durham. It connects residents to the city and to each other. DDI wants to ensure downtown is Durham's front yard or living room – that it is open, inviting and accessible to all.

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Placemaking

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Spotlight: Art in Durham

2018 will be a banner year for public art in Durham. The Durham SmART Initiative, led by the Durham Arts Council with funding from the North Carolina Arts Council and the National Endowment for the Arts, created a plan for art that would draw people from ballpark to ballpark.

This year, internationally recognized artist, Olalekan Jeyifous was selected to replace and expand the banners on the Corcoran St. parking deck. This will make this area more inviting to people crossing the railroad tracks.

Additional Public Art Projects

- Durham Central Park is adding interactive public art to the wall in the park
- The city is adding art to the new Morgan St. public garage
- DDI's Public Space Project is kicking off with local artists
- The county is adding sculpture to 201 E. Main St.
- The City Office of Economic and Workforce Development office is creating a grant program to subsidize the cost of putting the work of local artists in businesses.

State of Downtown Durham Hotels

Hospitality



2015: 187 hotel rooms in downtown Durham

2018: 716 rooms in five hotels, Aloft, The Durham, Marriott, 21c, and Unscripted

The additional rooms are allowing the Convention Center to book bigger conventions, and downtown Durham to host more weddings and events.

All of these visitors are spending money in downtown shops and restaurants, and spending time downtown. This visitor support increases the health of our street level businesses, which helps create an amenity rich environment that makes downtown more attractive for office users and our residents.

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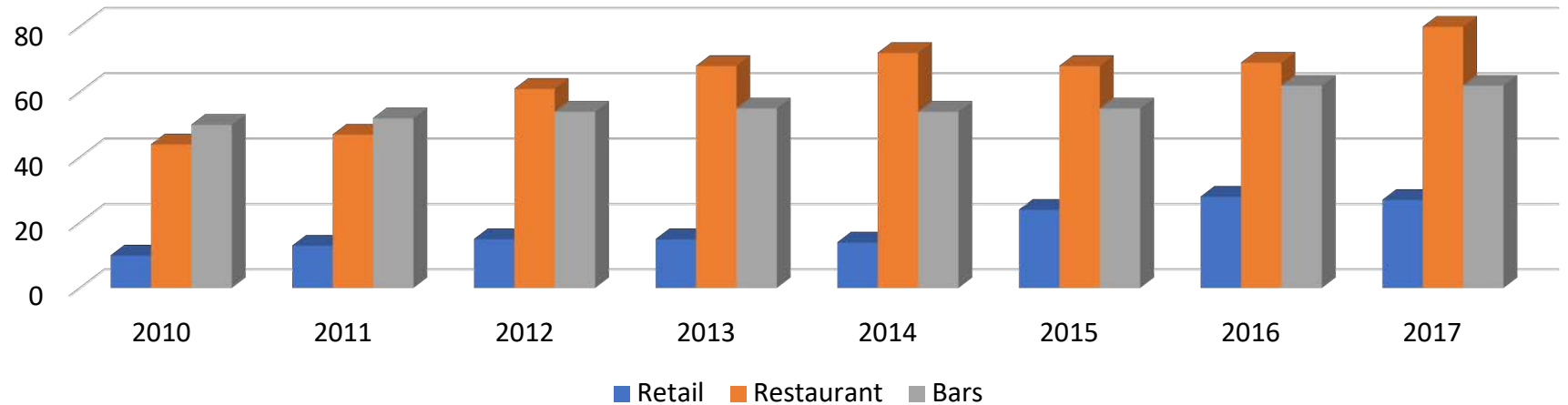
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State of Downtown Durham

Retail & Restaurants

Growth in Retail & Restaurants



- Durham was recognized as “the Foodiest city in the South” by Bon Appetit in 2008, before many of downtown Durham’s award-winning restaurants were even open.
- The retail sector has also grown along with the influx of new residents and workers downtown.

Downtown Durham in 2017:

- 27 retail shops
- 80 restaurants
- 62 bars

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State of Downtown Durham

Retail & Restaurants

Current: Recently Opened Retail & Restaurants

allday



GOORJHA



SAHAJA SPIRIT 

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State of Downtown Durham

Retail & Restaurants

Future: Retail & Restaurants Coming Soon

SPRING ROLLS



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State of Downtown Durham

Retail & Restaurants



Retail & Restaurants Context

Why does all this matter?

Downtown Durham's retail and restaurants are almost exclusively locally owned and developed. Downtown's growth has provided the opportunity for many types of entrepreneurs to open up shop, succeed and expand.

Many local restaurateurs pay well above the minimum wage, and a number are certified by the Durham Living Wage Project as paying all of their workers a living wage.

These locally owned shops are what gives Durham its local feel. They're the amenities that help to attract our office users and residents. They're part of what makes Durham Durm.

It's imperative that downtown Durham continues to attract and support these local businesses. They differentiate Durham from anywhere else.

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State of Downtown Durham

Retail & Restaurants



Spotlight: Exotique

Yemi & Lola Olufolabi opened Exotique on West Main Street near Five Points 12 years ago, making Exotique one of the oldest retail businesses in downtown Durham.

Exotique offers unique international and locally handcrafted goods, beautiful African clothing and fabric, artwork, jewelry, crafts, gifts, instruments and home décor. Many of these items have great stories behind them since Yemi and Lola discover them in their international travels and have developed relationships with artists and crafts people around the world.

What makes Exotique special isn't just the celebrities who have shopped there (Chris Rock, Angela Bassett), or that the store was highlighted as *the* place to go in the Triangle to get decked out for the 'Black Panther' opening, but that they have transcended being a retail space to become a community space. Ngozi, which opened next door in 2015, started as vendor in Exotique, but has expanded into its own beautiful store. And when Piri Catering opened, their first night was in front of Exotique. Now Piri is doing kitchen takeovers at Pour Taproom.

Exotique blends international fare and a community focus in a way that is uniquely Durham.

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Retail & Restaurants



Spotlight: Copa

In February, Roberto Copa Matos and Elizabeth Turnbull closed Old Havana after seven years in a rented space to open their new restaurant, Copa, a farm-to-table Cuban restaurant, in a space they purchased at 107 W. Main St.

With the larger space, Copa has expanded the dinner menu to include small plates inspired by 19th century Cuban recipes and will also offer weekend brunch. Old Havana consistently won Best in Triangle and Best in Durham awards, and it is a good bet that Copa will continue this trend.

Copa is a Durham Living Wage certified employer, and they have more than doubled the size of their original team at Old Havana from 9 to 20+ at Copa.

Like Exotique, Old Havana was a community space that hosted Salsa nights every first Saturday, cooking nights, tours to Cuba and whatever else customers and residents requested, and Copa will likely be the same.

Copa is a success story for owners Roberto and Elizabeth, and for downtown Durham.

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State of Downtown Durham

Transportation



Transportation Planning

Downtown Durham is growing rapidly and the city is planning appropriately to respond to this growth. The City of Durham's Transportation Department is currently working on a number of studies and projects:

- [Downtown Durham Parking Study](#) – Recommendations for planning for increased demand
- [Morgan Street Mixed Use Parking Garage](#) – Complete January 2019
- [Bloomberg Mayor's Challenge Grant – Traffic Congestion](#) – Pilots starting in 2018
- [Durham Beltline Planning Study](#) – In process
- [Downtown Durham Transportation Study](#) – Selecting consultant now
- [Downtown Durham Wayfinding](#) – Request for applicants out now
- [Two-Waying the Loop](#) – In planning to apply for Federal funding
- [East End Connector](#) – Under construction

All of these projects demonstrate the commitment of the city and its partners to plan for congestion issues proactively.

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State of Downtown Durham

Find It Here



Downtown Durham, Inc.
President/CEO
Nicole J. Thompson

A Downtown Durham for Everyone

There is so much happening in downtown Durham! And it is not close to being done, rather it is just starting its next phase – a phase that needs to focus on hearing all voices and bringing everyone together to proactively plan and ensure downtown continues to grow while retaining its soul and Durham-ness. Downtown is always transforming and reviving itself, yet it maintains its core of being a place where ideas, differences and the unconventional are celebrated.

What makes Durham so uniquely Durham is its unapologetic acceptance of the quirky, the cool, the unconventional, the different – making it an ideal place for new discoveries and opportunities. But we cannot forget that what also makes Durham so unique is its unabashed protectiveness of the things it holds dear: inclusivity, diversity, affordability, unlimited opportunity and a Durham for everyone.

Those of us at DDI love downtown like we own it. But downtown Durham isn't ours; it belongs to all of us. DDI has been given the exciting opportunity to help foster downtown's success. We, working with our wonderful partners, look forward to helping the visitor, the resident, the activist, the entrepreneur, the small business owner, the property owner, the corporation, the developer, the investor and anyone else find their "thing" in downtown Durham – ensuring that downtown is truly a place that is welcoming and open to everyone.

A heartfelt thank you to everyone who supports DDI and our work in downtown Durham, and a special thank you to Wexford, the State of Downtown Durham presenting sponsor.

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