

Durham County

Public Engagement Update

Redevelopment of 300 & 500 E. Main Street
September 4, 2018

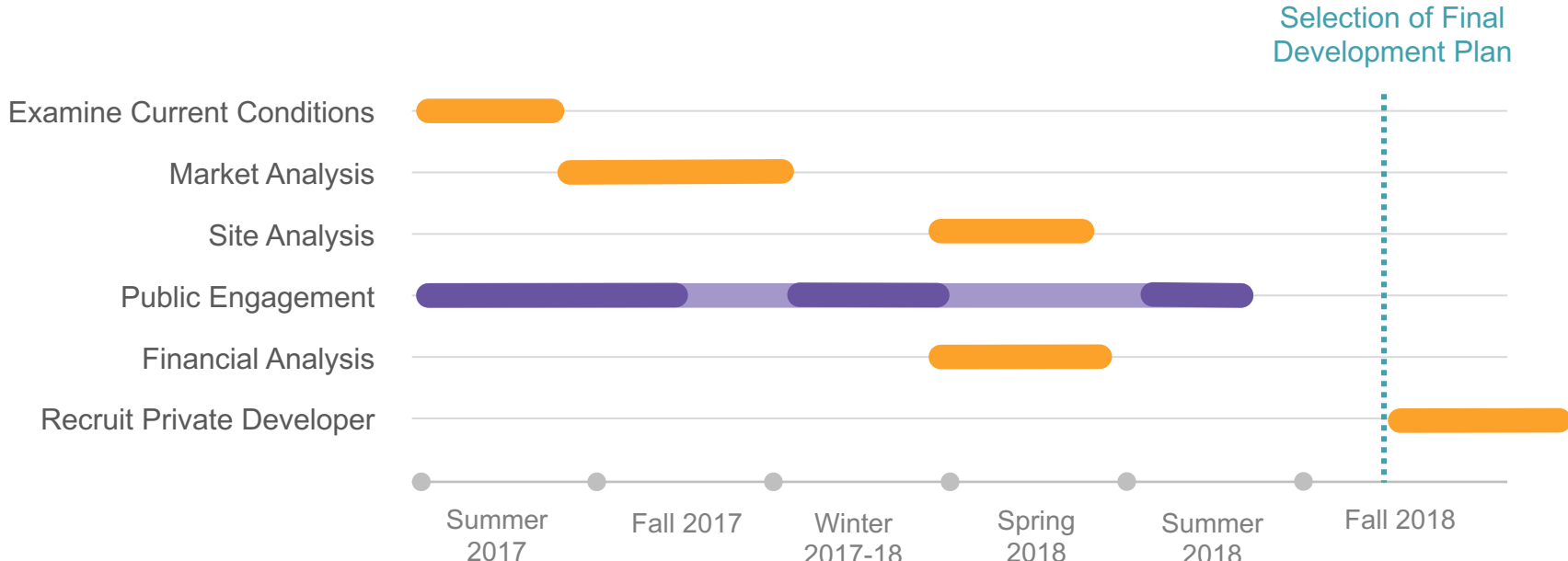


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Agenda

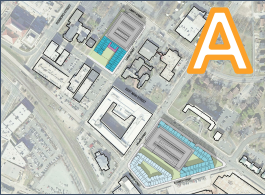
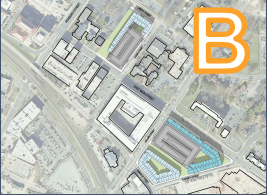
- Project to Date
- Summary of Public Input
- Discussion & Next Steps

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.

Plan Comparison

| |  |  |
|---|---|---|
| Parking Spaces | 1,500 – 2,000 | 1,500 – 1,900 |
| Total Residential Units | 492 units | 437 units |
| Total Restricted Affordable Units (<80% AMI) | 180 units (37%) | 277 units (63%) |
| Total Commercial SF | 56,000 SF (incl. daycare space) | 34,700 SF |
| Total Private Investment | \$74M - \$76M | \$66M - \$67M |
| Total Public Investment (Parking Decks) | \$42M - \$51M | \$37M - \$48M |
| Total Public Investment per Affordable Unit (Loan/Grant) | \$4M - \$5M (Approx. \$25,500 per unit) | \$8M - \$9M (Approx. \$30,900 per unit) |

Summary of Public Input

Public Engagement around Development Plans

The workshops and online feedback form were advertised using the following means:

- 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 (3) | July 17 & 28, August 2, 2018 | 112 |
| Online Feedback Forms | July 11 – August 7, 2018 | 54 |
| Total Individual feedback received | | 166 |

Guiding 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, recognizing the proximity of the future light rail station and incorporating options for multiples modes of transportation;
- 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 commercial and service offerings for 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; and
- focus on pedestrian-scale design that creates a vibrant, urban streetscape along E. Main Street.

Parking

| | Both Plans | Plan A | Plan B |
|------------------------------------|---|--|--------|
| Fulfills interest because: | <ul style="list-style-type: none">Provides sufficient parking. | <ul style="list-style-type: none">Allows for the convertibility of both decks. | |
| Does not fulfill interest because: | <ul style="list-style-type: none">Provides too much parking for downtown residents and employees, who will have access to public transit options and the future light rail.Does not delineate options of multiple modes of transportation. | | |

Affordable Housing

| | Both Plans | Plan A | Plan B |
|------------------------------------|--|--|---|
| Fulfills interest because: | <ul style="list-style-type: none">Increases the overall number of affordable units in downtown.Provides units affordable at 80% AMI and below.Delivers units at various income levels within <i>both</i> the neighborhood and the affordable housing developments. | <ul style="list-style-type: none">Provides micro-units. | <ul style="list-style-type: none">Provides more restricted, affordable units than Plan A. |
| Does not fulfill interest because: | <ul style="list-style-type: none">Separates the (restricted) affordable housing units from the (unrestricted) market rate units.Does not have enough density of market and affordable units overall. | <ul style="list-style-type: none">Does not restrict the affordability of the micro-units.Does not provide enough family units (larger units with 2 and 3 bedrooms). | |

Commercial Space

| | Both Plans | Plan A | Plan B |
|------------------------------------|--|---|---|
| Fulfills interest because: | <ul style="list-style-type: none"> Provides commercial space on E. Main Street. | <ul style="list-style-type: none"> Provides a daycare/Pre-K space. Adds commercial space on Liberty Street. | |
| Does not fulfill interest because: | <ul style="list-style-type: none"> Does not include commercial space on Ramseur Street. | | <ul style="list-style-type: none"> Does not include commercial space on Liberty Street. Does not include a daycare/Pre-K space. |

Efficient Public Investment

| | Both Plans | Plan A | Plan B |
|------------------------------------|---|--|---|
| Fulfills interest because: | | <ul style="list-style-type: none"> • Costs less per unit. • Spends more to allow for convertibility of the decks in the future. • Maximizes private investment. | <ul style="list-style-type: none"> • Emphasizes the public benefit of affordable housing over the total public investment. |
| Does not fulfill interest because: | <ul style="list-style-type: none"> • Spends too much on parking. | | |

Pedestrian-Scale Design

| | Both Plans | Plan A | Plan B |
|------------------------------------|---|--|---|
| Fulfills interest because: | <ul style="list-style-type: none">Respects the downtown historic district setback requirements. | <ul style="list-style-type: none">Places green space on Main Street. | <ul style="list-style-type: none">Places green space off Main Street and therefore maximizes street-facing commercial activity. |
| Does not fulfill interest because: | | <ul style="list-style-type: none">Sets the 300 block buildings too far back from E. Main Street. | <ul style="list-style-type: none">Places the 300 block parking deck façade against E. Main Street. |

Next Steps

Prior to Releasing a Solicitation

The following are the policy questions that must be answered prior to releasing a solicitation:

- How many affordable units restricted to households earning less than @ <80% AMI does the County want to include to achieve a mixed-income neighborhood?
- How much should the County invest in the development of affordable housing?

Prior to Entering into a Development Agreement

- Selected development partner(s) will share the total number of spaces required for the private development.
- BoCC will need to determine how many parking spaces it wants to provide for County employees and other public uses.

Next Steps

- County staff reports to BoCC on the fiscal impact of each plan.
- The BoCC selects a final development to proceed to solicitation.
- DFI and the County draft a Request for Proposal (RFP).

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