



DOWNTOWN MASTER PLAN & UPDATE

DURHAM, NORTH CAROLINA

CHALLENGE To reinvigorate a once thriving urban center that was falling behind fast growing regional centers in Raleigh and Chapel Hill.

PROCESS DCI evaluated market trends, identified market opportunities, outlined both public and private sector roles for implementation. Our process involved identification of various funding mechanisms and local policy directions and partnerships needed to make specific initiatives become a reality.

SOLUTION DCI created a market based Downtown Development Plan that took advantage of the historic tobacco warehouse neighborhood to generate a vibrant set of residential and mixed-used development opportunities. These initiatives were catalyzed by the construction of the new downtown Durham Bulls Baseball Stadium.

RESULTS Major accomplishments included downtown-wide streetscape improvements, the renovation of three former tobacco factories, the construction of the Durham Performing Arts Center, several hundred units of new housing, and over \$1 billion in public and private investment. In 2008, Downtown Durham, Inc. rehired DCI to examine the City's implementation progress and revise the Master Plan goals for the next 7-10 years due to the significant progress they had achieved since the 2000 Master Plan.

YEAR

2000 (Master Plan)

2008 (Master Plan Update)

SERVICES

Development Plan

Market Analysis

Implementation Strategies

CLIENT

Downtown Durham, Inc.

**MERIT AWARD FOR PLANNING
AND ANALYSIS - NORTH
CAROLINA CHAPTER OF ASLA
(2000)**