THANK YOU TO OUR INVESTORS

#STATEOFDOWNTOWN

Leaders

alpha

BlueCross BlueShield of North Carolina

An independent licensee of the Blue Cross and Blue Shield Association

DUKE ENERGY
Visionaries

The Chamber
Greater Raleigh Chamber of Commerce

Pepsi bottleling ventures

PNC

Sheraton Raleigh Hotel
THANK YOU TO OUR INVESTORS

Champions
THANK YOU TO OUR INVESTORS

Advocates

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Supporters

AT&T North Carolina
Atlas Stark Holdings
Avison Young
Bohler Engineering
Carpenter Development
Cii Technology Solutions
Clancy & Theys Construction Company
Cline Design
Colliers International Raleigh-Durham
Deco Raleigh
Duke Raleigh Hospital
French | West | Vaughan
HH Architecture
JDavis
Lincoln Apartments
LS3P
MDO Holdings
Monarch Realty Co
Morningstar Law Group
Overture Centennial
Paragon Bank
A Division of TowneBank
RATIO
Stewart
TradeMark Properties
Whiting-Turner
William Peace University
- 375+ Storefront Businesses
- 48,000 Employees
- 3.4 Million Visitors Annually
- 10,877 Residents
- 95% Office Occupancy
From 1972-1977, downtown lost 44% of its retailers
50% of residents with bachelor’s degree or higher

$2.5 billion in combined research and development expenditures in 2014 by Duke, UNC, and N.C. State
AN OLD WAREHOUSE...
BECOMES A MULTI-MODAL STATION
SO THEN ANOTHER OLD WAREHOUSE...
Becomes an office tower, residential building, and retail center with a grocery store and national retailer!
$2.18B

current development pipeline
• **4,956** residential units recently delivered, under construction, or planned

• **2,406** units completed since the start of 2015

• **1,025** units under construction

• **1,525** units planned
Population Growth

- 10,877 residents
- 18,000+ residents within one mile of Downtown
Downtown Housing and Population Growth
Residential Units Recently Delivered, Under Construction or Planned By District

- Glenwood South: 31.9%
- Fayetteville Street: 15.3%
- Moore Square: 16.5%
- Capital: 14.5%
- Seaboard/Person St: 13%
- Warehouse: 8.7%
Downtown Multifamily Average Rent 2015-2019

Source: Integra Realty Resources
Downtown Multifamily Apartment Vacancy

- Downtown Class A MSD: 4%
- Greater Downtown Class A: 6%
- Greater Downtown Class A/B/C: 8%
- Greater Downtown Class B/C: 10%
- Triangle Average: 12%
Affordable Downtown Relative to Peers Nationally

MEDIAN RENT PER SQUARE FOOT AMONG PEER DOWNTOWNS

Source: RentHub
1.3 MILLION+ square feet of new office space under construction or planned

TALENTED WORKFORCE LEADS TO STRONG NEED FOR OFFICE SPACE IN RALEIGH

Educated and Talented Workforce

New Companies Starting and Locating in Raleigh

Increasing Demand for New Office Space
New Office Supply: Square Feet Under Construction, Planned, and Completed since 2015
NATIONAL CLASS A AND OVERALL AVERAGE OFFICE RENT PER SQUARE FOOT IN CBDs

- San Francisco
- Washington DC
- Boston
- Austin
- Houston
- Nashville
- Atlanta
- Charlotte
- Philadelphia
- Raleigh
- Orlando
- Richmond

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95.1% Occupancy Rate

YEAR END + CURRENT OCCUPANCY SINCE 2001
Net Office Absorption

Overall Net Absorption

Class A Net Absorption
296%

Increase in co-working space from 2017-2019

238,000 SQUARE FEET of co-working space under construction or delivered since 2016
2018-2030 Projected Employment Growth

Source: HR&A and DRA
### 2013
- Two people.
- HQ Raleigh

### 2015
- $11 million funding round
- 21 employees

### 2016
- New office in Warehouse District
- 100+ employees

### 2018
- 150+ employees
- 43,000 SF in 150 Fayetteville Street
- Will accommodate 400 employees
- $56 million raised since 2013 and increased revenue 400% in the past year
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OFFICE
Visitors to downtown's top 12 attractions

3.4 M

Attendees at outdoor events in downtown in 2018

1M+
Average daily room rate, up 18.7% over 2013

HOTEL ROOM OCCUPANCY: 70.6%

$151.15
Average daily room rate, up 18.7% over 2013

2018 Hotel Market Performance

Source: STR and Greater Raleigh CVB
Downtown Raleigh Food and Beverage Sales: 2009-2018

Source: Wake County Tax Assessor
Growth in Food and Beverage Sales in 1st Quarter 2018 vs 1st Quarter 2019

Source: Wake County Tax Assessor
Growth in Food and Beverage Sales in 2018 vs. 2017

Source: Wake County Tax Assessor
16 James Beard Award nominations since 2010

Gold, Silver, and Best in Class restaurants according to the News & Observer at the end of 2018, more than any other Triangle submarket

James Beard Award nominations in 2019

$240 MILLION Food and beverage sales in Downtown in 2018

47 Net gain of restaurants in Downtown Raleigh since 2015
Net Gain in Businesses by Storefront Classification from 2010-2019

- Retail: 42%
- Bars/Nightclubs: 37%
- Dining: 38%
- Personal Services: 27%

GROWTH

- 42% growth in Downtown Raleigh's retail base since 2011, the largest in any storefront use for Downtown

SHOPPING

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93% of stores in Downtown Raleigh are locally owned
SHOPPING

Raleigh Vintage

Weaver Street Market

The Flourish Market

Saxapahaw General Store

The Zen Succulent

Publix

Urban Outfitters
322 ACRES of new parkland being added in the Downtown area with Dix Park and Devereux Meadows

100+ ACRES of existing public park space within one mile of Downtown

10 PARKS within one mile of Downtown

Source: City of Raleigh and Sasaki
Leader in Central City Greenspace

ACRES OF GREENSPACE WITHIN TWO MILES OF THE CENTER OF DOWNTOWN

Note: Methodology used municipal GIS data in each city to measure acres of greenspace within two miles of the center of each respective downtown.
Conversion of One-Way Streets

Bikeshare

Street Extension

Bike Lanes

New Transportation Centers

New Interchanges

New Streetscaping
The most walkable part of the Triangle is Downtown Raleigh, with a High Walk Score of 96.

- **DOWNTOWN DURHAM**: High Walk Score: 93
- **DOWNTOWN RALEIGH**: High Walk Score: 96
- **Downtown Chapel Hill**: High Walk Score: 90
- **Average of Triangle Cities**: 31
Frequent, Reliable Urban Mobility

All-Day Frequent* Service for High-Demand Places

- Bus Rapid Transit (BRT) Corridor
  - All-day frequent service, with exclusive lanes or other infrastructure treatments to improve speed and reliability
- Frequent Network Corridor
  - All-day frequent local bus service
- Wake County Communities
- Other Destinations

*Frequent service available on Avent Ferry and other roads near NC State via Wolfline
• $111.4 million multi-modal center
• 10 train departures a day
• Amtrak and future Commuter Rail service
THE RESULT?

4,956 = 7,430
new residential units
new residents

1.3M = 6,000
square feet of office space
new office workers

497K = 100+
square feet of new retail space
stores and restaurants

1,000 = 255K
new hotel rooms
more overnight stays per year
• Density
• Talent
• Greenspace
• Walkability

• Transit Options
• Quality
• Sense of Place
• Arts
THANK YOU!

Downtown Raleigh Alliance

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