



DILLARD STREET





Dillard Street

Station Family: Urban Hub
County: Durham
City: Durham

WHY THIS STATION?

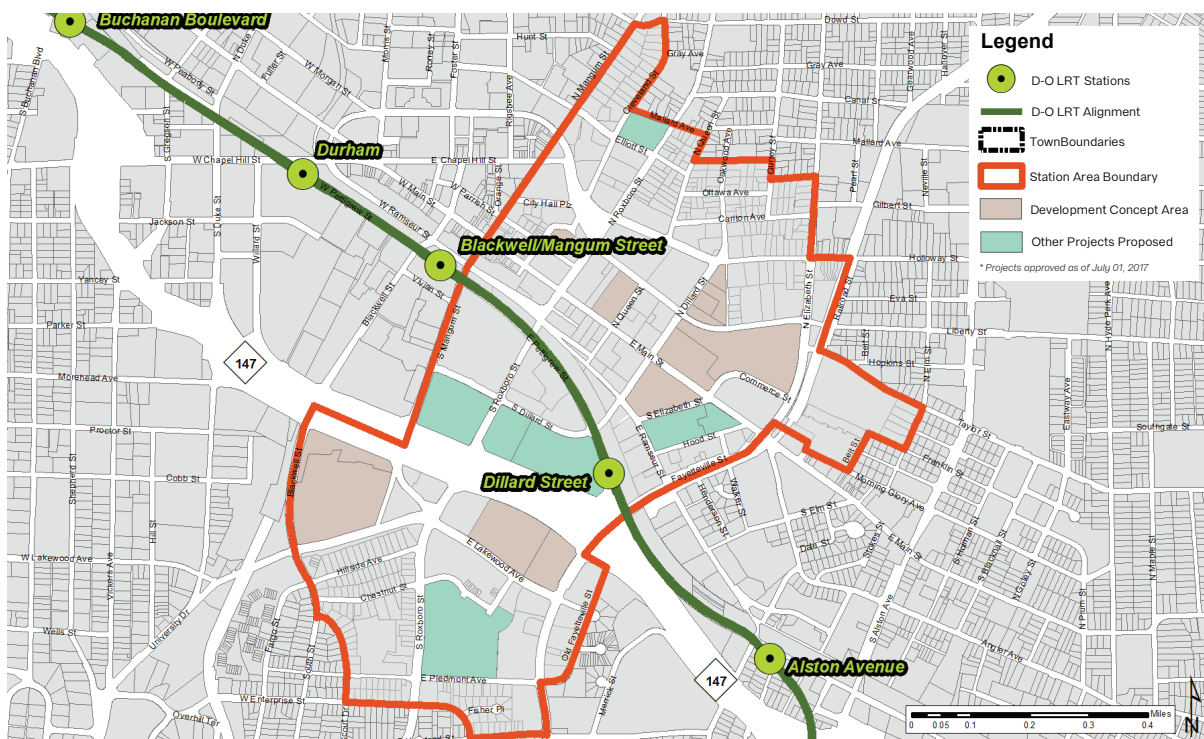
Serves the eastern end of downtown including the government services district.

The Dillard Street station area encompasses eastern portions of downtown adjacent to new multi-story urban housing. Just north of the station via an at-grade crossing of the mainline railroad is a wide mix of government services, housing authority properties, religious and non-profit entities, and a transitioning fabric of mostly single-story industrial spaces. Redevelopment of underutilized parcels and surface parking lots with a carefully curated transition of the existing street-oriented industrial buildings into maker spaces and other adaptive reuse will allow the distinctive character of the area to be enhanced while improving accessibility to the neighborhoods to the north.

ATTRIBUTES

- Cultivate and preserve the industrial-style buildings mixed with larger format new urban development.
- Reposition industrial fabric to artisan maker spaces and a production context.
- Focus on making comfortable, safe connections to nearby neighborhoods.
- Predominant activity between 7 a.m. and midnight

STATION AREA CONTEXT

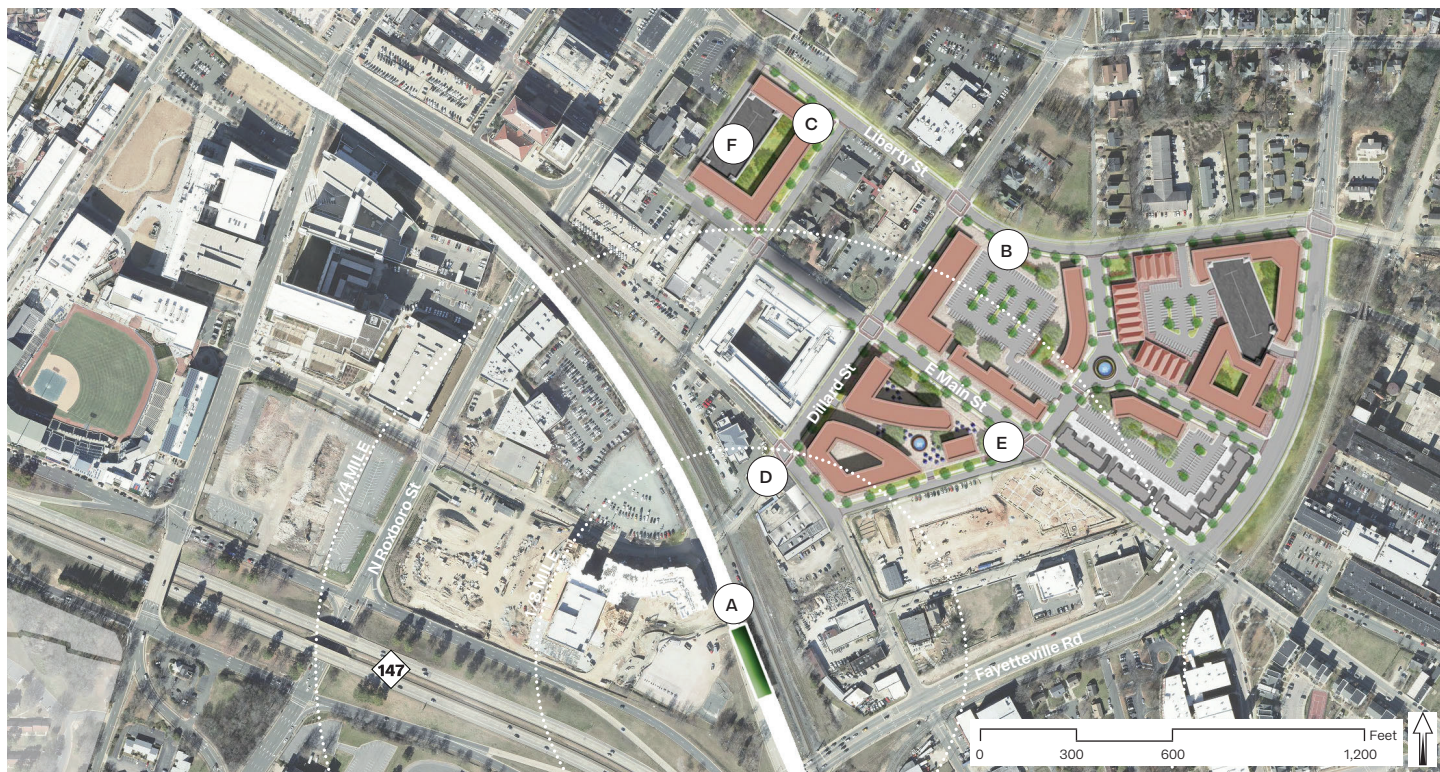




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STATION DEVELOPMENT CONCEPT

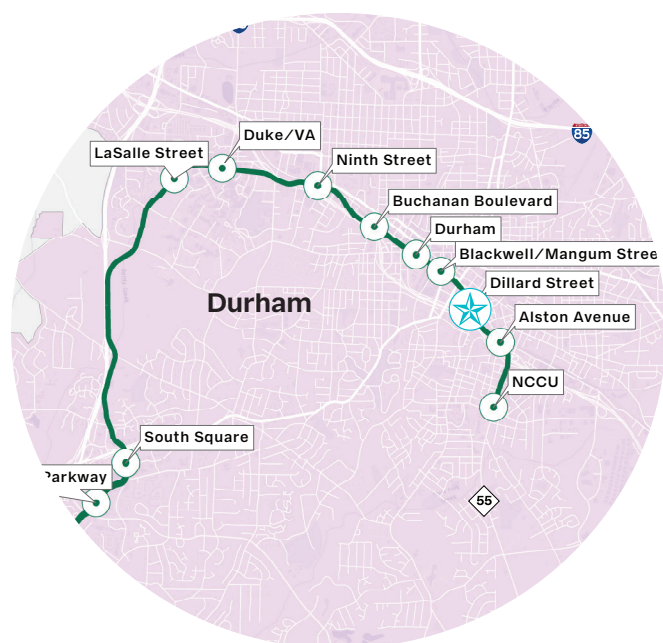
Certain properties were shown with urban redevelopment to illustrate a range of options



- A** Station located adjacent to new mixed-use residential
- B** Redevelopment of aging housing authority property to be mixed-use with employment, while also maintaining the same or more affordable units
- C** Use existing parking lots to provide garage with liner building to screen the parking
- D** Enhance the existing road network for wider pedestrian spaces and public pocket spaces
- E** Redevelopment of county parking lot with mixed-use, public plaza and ground floor restaurant and entertainment
- F** Durham County property

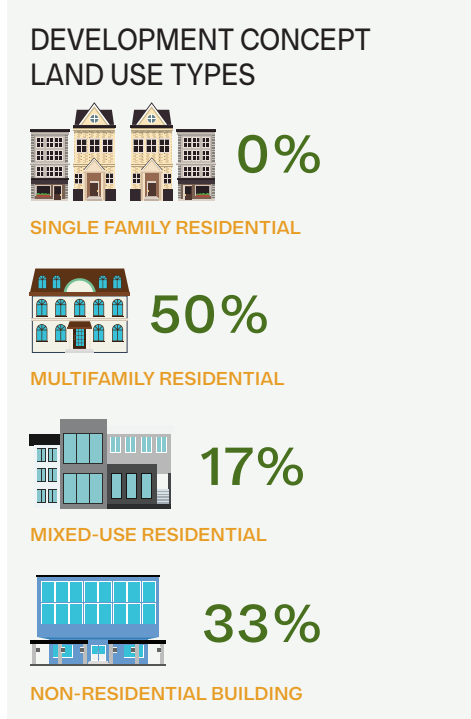
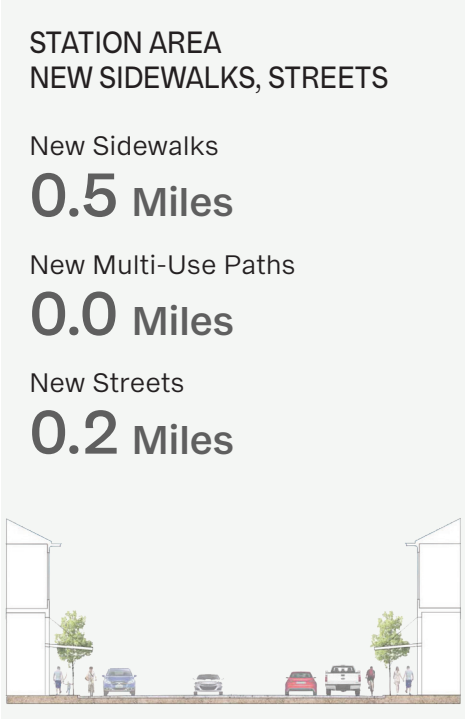
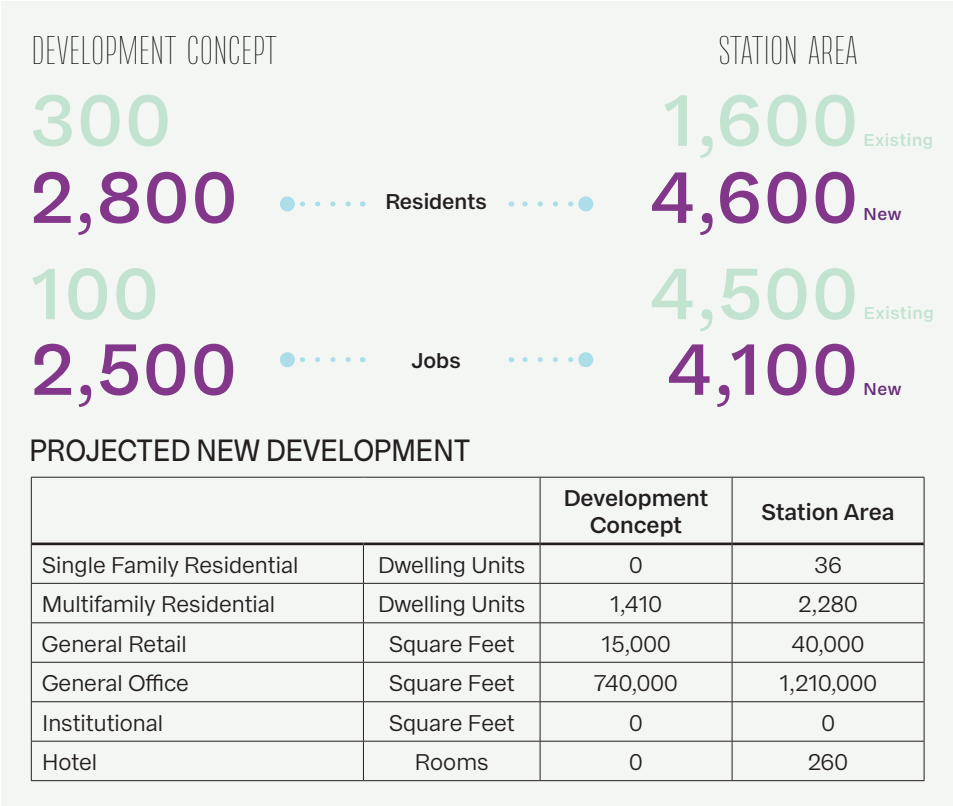
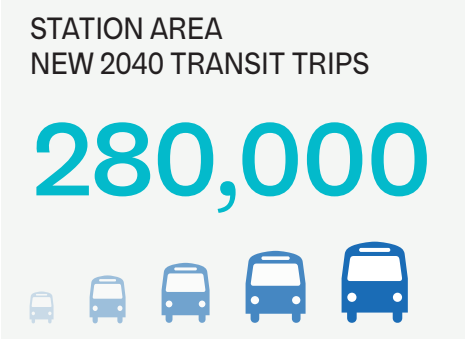
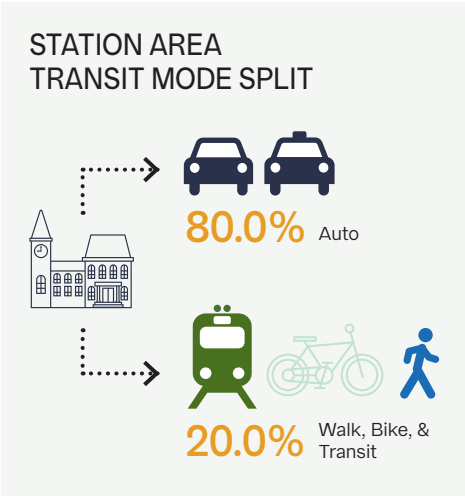
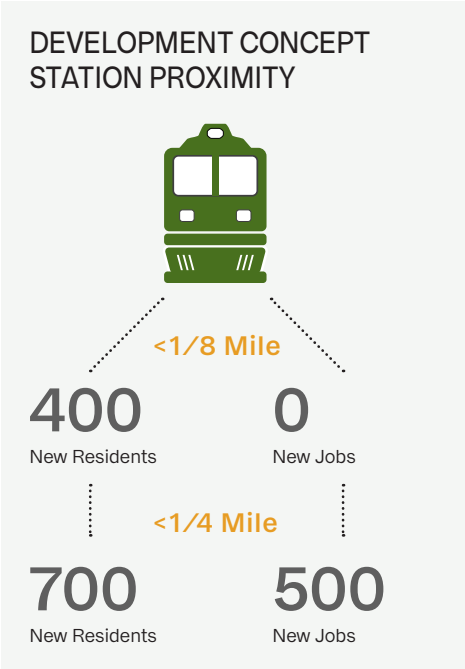
Wide range of development intensities, particularly for housing authority lands to the north. Illustrative development is shown on several publicly owned sites and is not necessarily representative of plans for those sites. These drawings were produced prior to plans for those sites being prepared.

This development concept represents "One Possible Future" for the year 2057. The actual outcome will be shaped by the private market's response to zoning, regulatory, and public investment decisions made by the Durham City Council.



DILLARD STREET AT-A-GLANCE

The following information is based on the station development concept from the previous page and the larger station area shown on page 210. The station development concept considers existing land uses, infrastructure, and environmental features, indicates land that is most likely to experience redevelopment as a result of market demand stemming from proximity to transit, and incorporates best practices for transit-oriented development.





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STATION AREA BIKE & PEDESTRIAN AND STREET NETWORK

The map below shows existing and proposed streets within the station area, as well as streets that should be considered bike/ped priority when they are constructed or retrofitted as new development occurs. Multi-use paths and bus connections are also shown.

POTENTIAL BIKE/PED & STREET NETWORK



The image includes proposed refinements to the Durham-Orange Light Rail Transit Project currently under study. The proposed light rail project refinements are subject to environmental review and approval by the Federal Transit Administration following a public comment period.

- | | | |
|--------------------------|---|--------------------------|
| Light Rail Station | Proposed Future Streets | Existing Multi-Use Path |
| Light Rail Alignment | Existing Streets | Proposed Multi-Use Path |
| Development Concept Area | Bike/Ped Priority Streets (Proposed) | Proposed Bus Connections |
| Existing Structure | Bike/Ped Priority Streets (Existing Street Retrofitted) | |

POTENTIAL NEW TAX REVENUES

The analysis below summarizes the potential new tax revenue for the Dillard Street station area for the next 40 years. Tax revenue sources include property tax revenues to the City of Durham and Durham County. The analysis excludes sales tax.

Station Area	312 Acres
Development Concept Area	47 Acres

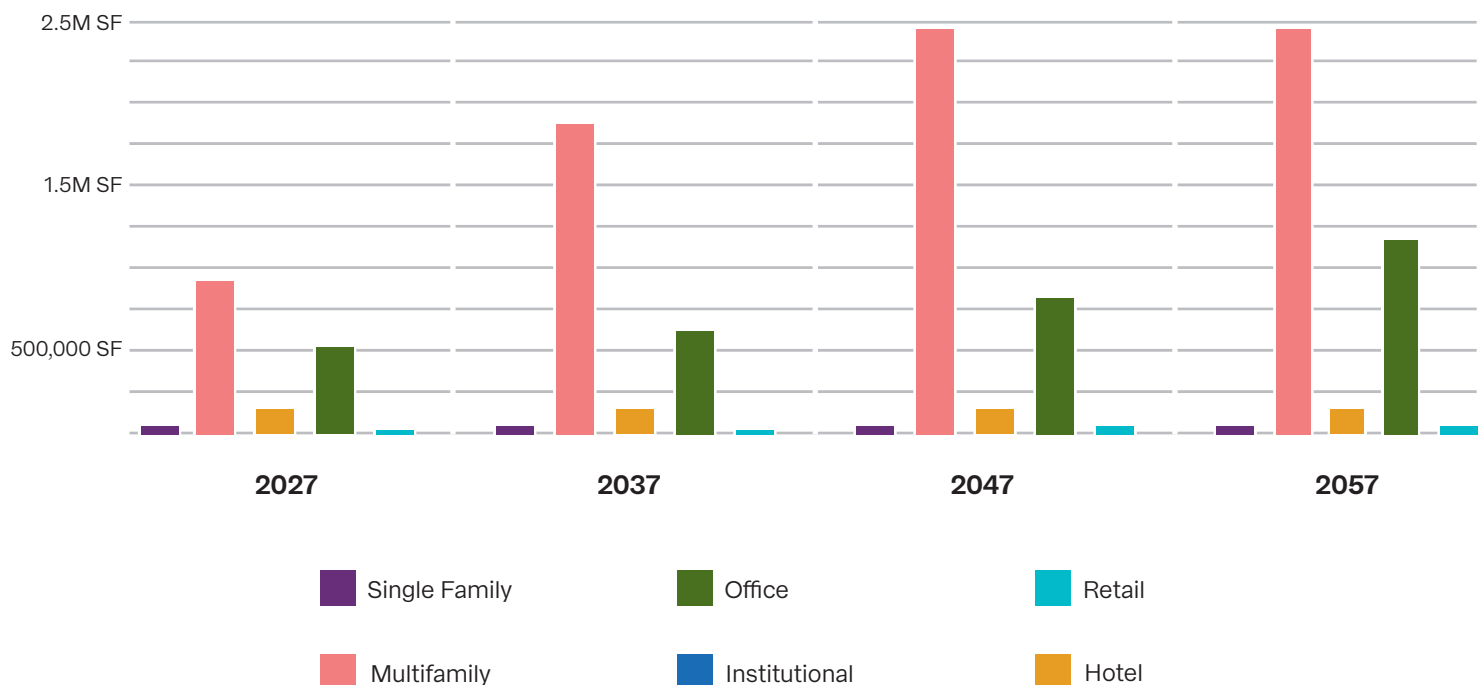
POTENTIAL NEW TAX REVENUES

DILLARD STREET	2027	2037	2047	2057
Baseline Property Value				
Lower Estimate (35th Percentile)	\$368.2 Million	\$304.0 Million	\$227.4 Million	\$187.7 Million
Upper Estimate (65th Percentile)	\$498.2 Million	\$411.3 Million	\$307.7 Million	\$254.0 Million
Net New Property Value				
Lower Estimate (35th Percentile)	\$274.9 Million	\$368.5 Million	\$346.5 Million	\$307.4 Million
Upper Estimate (65th Percentile)	\$372.0 Million	\$498.6 Million	\$468.8 Million	\$415.9 Million

	2018 - 2027	2018 - 2037	2018 - 2047	2018 - 2057
Net New Accumulated Tax Revenue				
Low Estimate (35 Percentile)	\$38.1 Million	\$85.3 Million	\$131.8 Million	\$177.5 Million
Upper Estimate (65 Percentile)	\$51.5 Million	\$115.4 Million	\$178.4 Million	\$240.2 Million

Financial estimates are reported as discounted present value based on an inflation-adjusted discount rate of 2.5%. Discounted Present Value is a financial calculation that measures the worth of a future amount of money in today's dollars in order to account for inflation.

ACCUMULATED STATION AREA DEVELOPMENT





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Anticipated Development Horizon

Pre-Rail (2018 - 2027): Additional urban residential including affordable housing, and additional neighborhood services to support continued growth of the area.

Rail +10 (2028 - 2037): Redevelopment of housing authority lands as mixed-use redevelopment providing at least the same number of or more affordable housing units.

Rail +20 (2038 - 2047): Continued redevelopment of underutilized parking lots and housing authority parcels with attention to shaping the public realm with civic spaces as an urban amenity.

Rail +30 (2048 - 2057): Long-term development at station area.

Investment Phasing

Ongoing development supporting additional services, amenities, and a broad housing stock; improving connectivity as development progresses.

AFFORDABLE HOUSING OPPORTUNITIES

The following strategies should be employed to integrate affordable housing opportunities throughout the Dillard Street station area:

- ☐ Public housing redevelopment
- ☐ Disposition of publicly-owned property
- ☐ Repair assistance for low-income homeowners
- ☐ Incentivize landlords to rehabilitate and preserve affordable housing

ZONING STRATEGIES

Dillard Street is a downtown station area having several zoning districts. The station itself is in the DD-S1 district surrounded by DD-C, DD-S2, OI and RU-M.

The Downtown Design (DD) District is established to encourage “transit-oriented development through regulations appropriate to the downtown area. It focuses on the form of the private and public realm instead of on use and intensity.” The Downtown Design District has several sub districts including core (DD-C) and support sub districts (DD-S1) and (DD-S2).

Office / Institutional (OI) District “is established for employment and community service activities... on sites that have convenient access to arterials, since development of moderate to high intensity is allowed.”

The RU districts are gradients of urban residential densities with some limited nonresidential uses allowed. RU-M allows for multifamily up to 20 units per acre with a development plan.

PARKING STRATEGIES

The Dillard Street station area currently has parking that supports current development and the majority of parking is surface. Additionally, within the station area is the large county parking lot.

The evolution of surface parking within downtown Durham is already occurring and a focus on an

innovative form for parking garages, i.e., underground, shared, unbundled, will support a better walking environment for pedestrians within the station area. In order to fulfill the demand for parking in this district and greater station area, a parking master plan is essential.

The table below details some of the specific strategies for parking.

		YEAR			
PARKING STRATEGY		PRE-RAIL (2018 - 2027)	RAIL +10 (2028 - 2037)	RAIL +20 (2038 - 2047)	RAIL +30 (2048 - 2057)
Form	On-Street	Incorporate on-street parking with each new street or street renovation within the district			
	Surface	Maintain existing surface parking lots	Discourage any use of surface parking in this tight land use configuration around the station		
	Structured	Encourage structured or wrapped parking for significant development or through master parking plan for downtown stations			
Policy	Supply	Maintain parking usage data for existing	Reduce required minimum parking for office and multifamily; consider constructing structured parking facility(s) for district		Repurpose as demand becomes less
	Incentives	Require developers of office and retail uses to develop and execute shared parking agreements, or participate in the public parking district; office tenants maintain a Travel Demand Management (TDM) program			
	Pricing	Conduct market study	Office and multifamily operators provide unbundled parking options to tenants		
Implementation	District	Upon creation in coordination with Durham and Blackwell/Mangum stations, begin work on a master parking plan	Implement master parking plan and program incentives for parking towards catalytic projects. Revisit master parking plan every five years.		
	Public	Assemble district parking program in coordination with Durham and Blackwell/Mangum stations	Support five year updates to district plans and financial analysis and incentive programs for catalytic projects		



TOD PUBLIC INVESTMENT INFRASTRUCTURE PRIORITIES

The following station area projects have been identified as the key projects the City and other partner entities should undertake to support catalytic station area development.



Bike/Ped Improvements across NC 147

Improve Fayetteville overpass and Roxboro underpass for bicycle and pedestrian connections across NC 147

Timeframe: Pre-Rail

Cost: \$\$



District Parking

Establish an urban station district parking program balancing the needs of office, residential, retail and entertainment venues in partnership with development and property owners

Timeframe: Pre-Rail

Cost: \$\$

PUBLIC INVESTMENT PRIORITIZATION

INVESTMENT	YEAR			
	PRE-RAIL (2018 - 2027)	RAIL +10 (2028 - 2037)	RAIL +20 (2038 - 2047)	RAIL +30 (2048 - 2057)
Station Area Infrastructure	Pedestrian and bike improvements extending south of NC 147 on Roxboro and Fayetteville Streets	-	-	-
Bike/Ped and Transit Support	Fill in gaps in pedestrian streetscape in key missing connections where redevelopment has occurred		-	-

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