



DowntownRaleigh
Alliance



STATE OF DOWNTOWN RALEIGH

LETTER FROM OUR PRESIDENT AND CEO

As we unveil the 2024 State of Downtown Raleigh report, I am excited to share the progress we have made over the past year and the bold new vision we have for the future. This year's report coincides with the release of a **new Economic Development Strategy for Downtown Raleigh**—a roadmap that will guide our growth and transformation in the years ahead.

The creation of this strategy has been a deeply collaborative process, involving significant community engagement over the past year. We have worked closely with residents, business leaders, and city officials to ensure that this plan reflects the collective aspirations of our downtown community. This strategy is more than a set of recommendations; it is a vision for Downtown Raleigh's future, focusing on creating a vibrant, inclusive, and resilient urban center that adapts to our community's evolving needs.

Our downtown is experiencing remarkable growth. Our residential population is booming, with a pipeline of **\$7.4B in new development and investment** reshaping our urban landscape and a **downtown population that has doubled over the past decade**. This influx of residents is a powerful force driving the vibrancy and economic vitality of our community, bringing new energy to our streets and more customers to our businesses.

The growth of our downtown community is also evident in the expansion of our business base. In the first half of 2024, **over 40 new storefront businesses have opened or expanded, with another 40 announced coming soon**. Visitation is growing, with **over 19 million visitor visits in the past year**, and June 2024 marked the first month to surpass pre-pandemic visitation levels, with 1.9 million visitor visits.

Despite a global pandemic and the new hybrid work paradigm, **total occupied Class A office space in Downtown Raleigh has increased by +430,000 square feet since 2020**. Downtown now has the **lowest direct vacancy of any submarket in the Triangle** (14%, Q2 2024), underscoring the enduring appeal of a diverse, walkable, and amenitized urban core. This wave of growth reflects the confidence entrepreneurs and investors have in our downtown's future, highlighting the importance of creating an environment where businesses can thrive.

Looking ahead, major investments will shape the next chapter of Downtown Raleigh's story. Projects like the **expansion of the Raleigh Convention Center**, the **relocation and retention of Red Hat Amphitheater**, and the development of a **Bus Rapid Transit network** are critical to our downtown's vitality. These projects are not just infrastructure improvements; they are investments in our community's future.

But we cannot stop here. To maintain the heart of our growing city, **we must continue to prioritize forward-thinking investments in infrastructure, public spaces, and cultural assets**, ensuring that Downtown Raleigh remains a vibrant, inclusive, and competitive urban center.

Your contributions—whether through investment, advocacy, or simply choosing to live, work, or spend time in Downtown Raleigh—are what make our progress possible. I extend my deepest gratitude to each of you for your ongoing support.

Sincerely,



BILL KING, President and CEO
Downtown Raleigh Alliance



04 INTRODUCTION TO DOWNTOWN

PAGE 12 | SPECIAL FEATURE: DOWNTOWN'S NEW ECONOMIC DEVELOPMENT STRATEGY

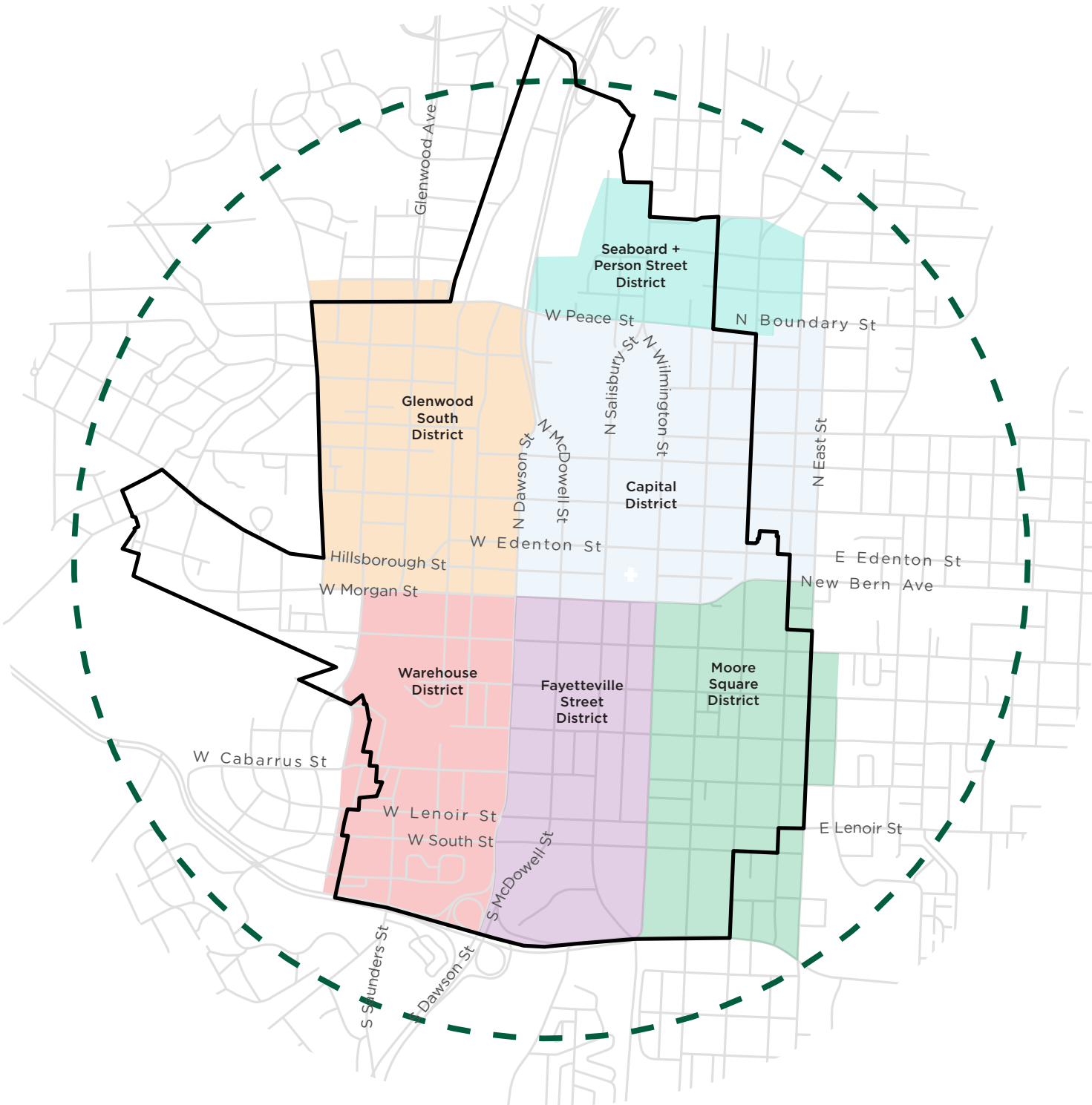
22 LIVING

32 OFFICE, EMPLOYMENT & TALENT

42 SHOPPING & DINING

52 ARTS, CULTURE & TOURISM

56 CONNECTIVITY & GREENSPACE



----- 1-Mile Radius — Downtown

DOWNTOWN DISTRICTS

CAPITAL

The Capital District is the government center of North Carolina and home to two of the state’s biggest tourist attractions; the NC Museum of History and NC Museum of Natural Sciences. With the State Capitol, Legislative Building, Governor’s Mansion, and 3.5 million square feet of government office space, many of the most important decisions in the state are made in this district.

FAYETTEVILLE STREET

Fayetteville Street is the civic spine of the city and North Carolina’s Main Street. Anchored by the North Carolina Capitol to the north and Raleigh’s performing arts center to the south, the district features award-winning restaurants, independent retailers, and a heavy concentration of Class A office space.

GLENWOOD SOUTH

One of downtown’s signature streets anchors this vibrant neighborhood of restaurants, nightlife, stores, art galleries, and residences. New restaurants blend in with established favorites, while the growing population of young workers find plenty to do in the active bar scene.

MOORE SQUARE

Anchored by Raleigh’s historic City Market and Moore Square Park, which reopened in 2019 after a \$12.6 million renovation, the district has become a dense and walkable urban neighborhood with plenty of entertainment options like Marbles Kids Museum and live music venues like The Lincoln Theatre and Pour House Music Hall.

SEABOARD + PERSON STREET

Containing the commercial centers of Seaboard Station and Person Street, the northern end of downtown has a neighborhood feel with locally-owned businesses such as bakeries, clothing boutiques, hardware and garden stores, and some of downtown’s most acclaimed restaurants.

WAREHOUSE

Characterized by its red brick warehouses, the Warehouse District has transformed into a mix of art museums, restaurants, destination retail, technology firms, and a multi-modal hub with Raleigh Union Station.

¹ESRI Business Analyst ²DRA ³Placerai

FAST FACTS

19.6K
RESIDENTS WITHIN 1 MILE
OF DOWNTOWN'S CENTER¹

48.5K
EMPLOYEES WITHIN 1 MILE
OF DOWNTOWN'S CENTER¹

153+
RETAILERS²

268+
RESTAURANTS AND BARS²

19.1M
VISITOR VISITS PER YEAR³

492
ACRES OF PARK SPACE
WITHIN 1 MILE OF
DOWNTOWN'S CENTER²

INTRODUCTION TO DOWNTOWN RALEIGH

DOWNTOWN RALEIGH IS A RAPIDLY EVOLVING EPICENTER OF GROWTH, INNOVATION, AND COMMUNITY. DOWNTOWN RALEIGH STANDS AS ONE OF THE COUNTRY'S FASTEST-GROWING DOWNTOWNS, OFFERING A DYNAMIC MIX OF RESIDENTIAL, COMMERCIAL, RETAIL, AND CULTURAL EXPERIENCES.

Over the past decade, our urban core has seen substantial growth, solidifying its position as one of the country's most attractive markets for residential, office, retail, and tourism. Anchored by a development pipeline of over \$7.4 billion of new investment, the area boasts thriving industries, cutting-edge tech companies, award-winning restaurants, and a bustling entertainment scene. The downtown area offers a unique combination of modern amenities, a high quality of life, and affordability, which makes it a prime destination for those seeking an urban lifestyle.

Since 2015, over 5,000 residential units have delivered, which has more than doubled the downtown inventory. A further 1,600 residential units are under construction now and over 8,000 more units are currently planned. This incredible residential pipeline is remaking downtown into a vibrant and resilient mixed-use community.

Downtown Raleigh's office market is a magnet for companies seeking access to the region's highly skilled and educated workforce, and continues to attract interest from businesses nationwide. Over 180 new storefront businesses have opened downtown since 2020, bringing a wave of new street-level amenitization to match growing residential, office, and tourism demand. Overall, Downtown Raleigh has emerged as one of the best-performing markets in the Southeast and in the country.

From storefront business growth to major infrastructure investments such as the convention center expansion and Bus Rapid Transit, Downtown Raleigh is on a trajectory of continued success. It is a community where creativity and commerce thrive side by side, making it a dynamic place to live, work, and explore.



© Bryan Regan

 **\$7.4B**

IN DEVELOPMENT PIPELINE OF PROJECTS PLANNED, UNDER CONSTRUCTION, OR COMPLETED SINCE 2015

WHAT DOES THIS GROWTH MEAN FOR THE FUTURE?

COMPLETED SINCE 2015, UNDER CONSTRUCTION, PLANNED OR PROPOSED

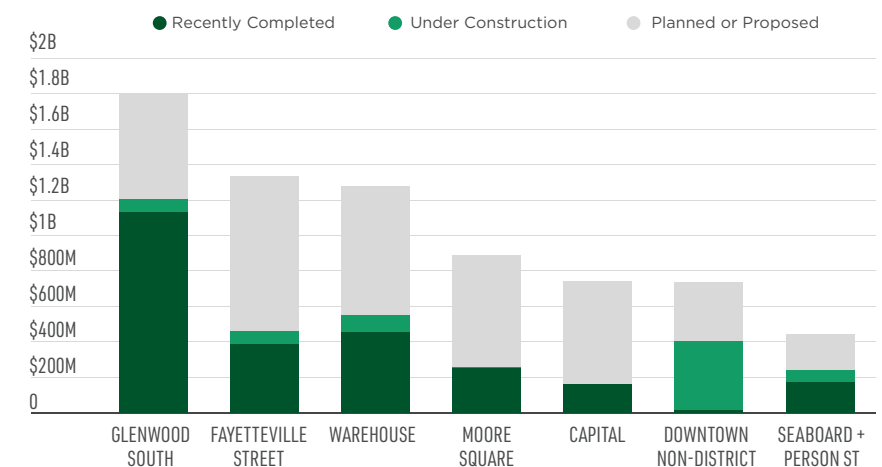
14,744 = **21K**
NEW RESIDENTIAL UNITS = NEW RESIDENTS

2.1M = **11K**
SQUARE FEET OF NEW OFFICE SPACE = NEW OFFICE EMPLOYEES

940K = **269+**
SQUARE FEET OF NEW RETAIL SPACE = NEW STORES AND RESTAURANTS

2,521 = **691K+**
NEW HOTEL ROOMS = MORE OVERNIGHT STAYS PER YEAR

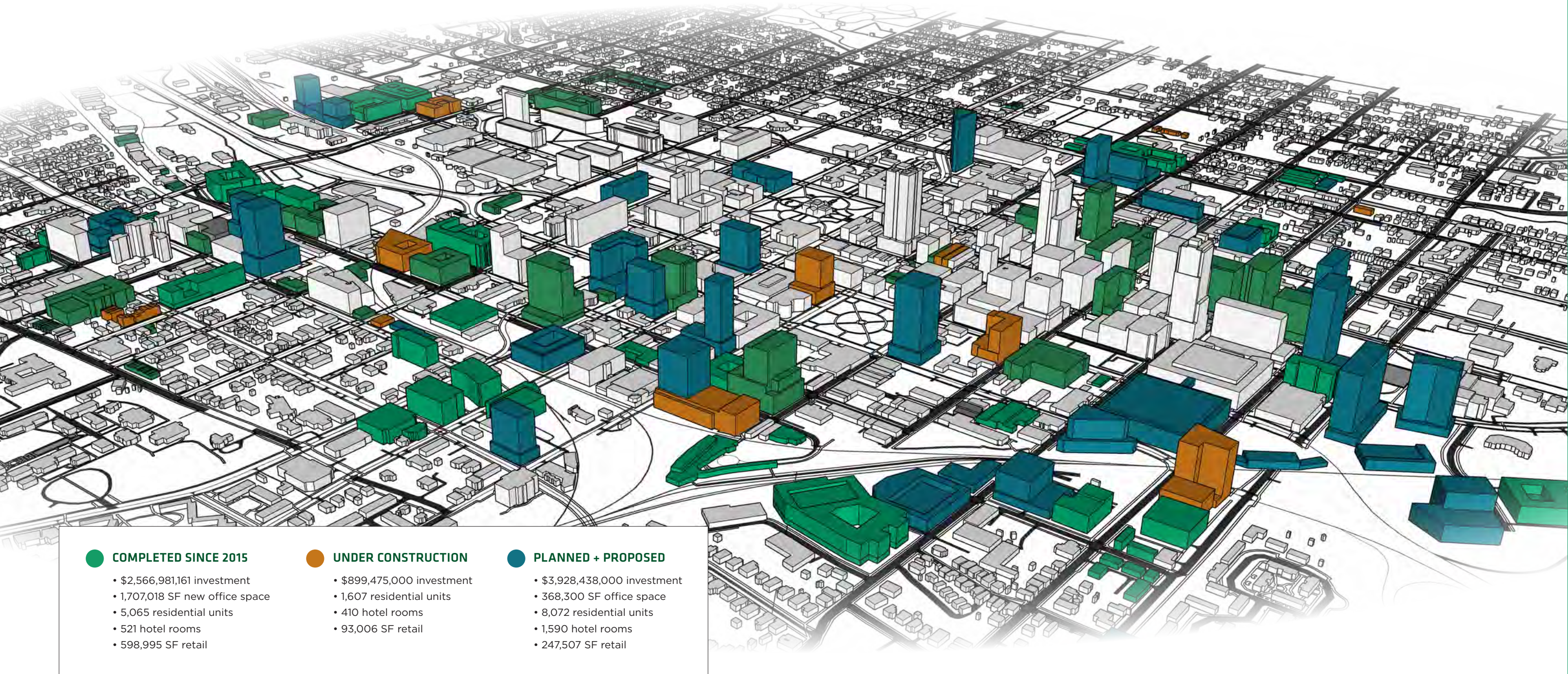
INVESTMENT BY DISTRICT



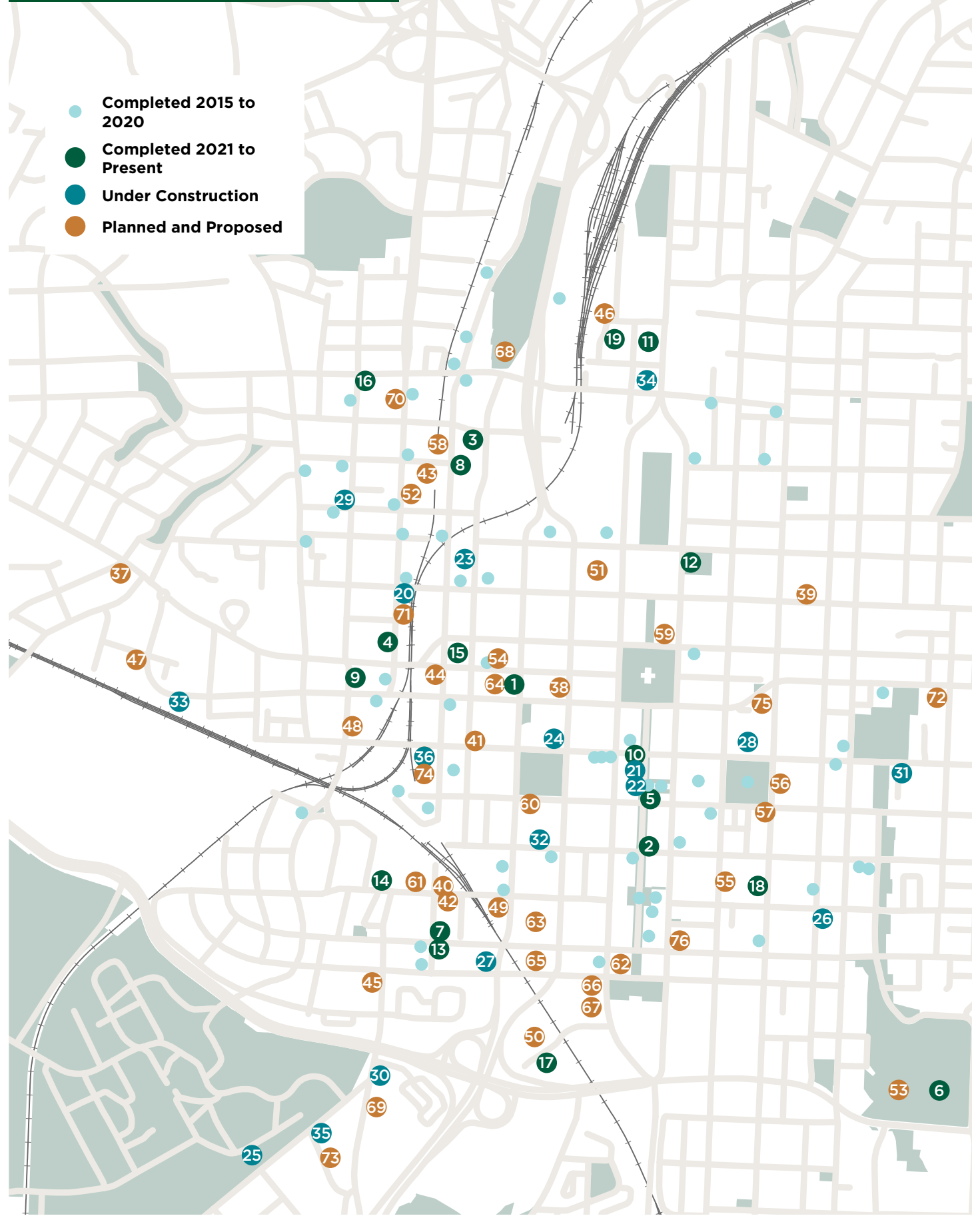
Source: DRA

ON THE MAP: RALEIGH'S FUTURE SKYLINE

\$7.4 B in development pipeline of projects planned, under construction, or completed since 2015



ON THE MAP: DOWNTOWN DEVELOPMENT



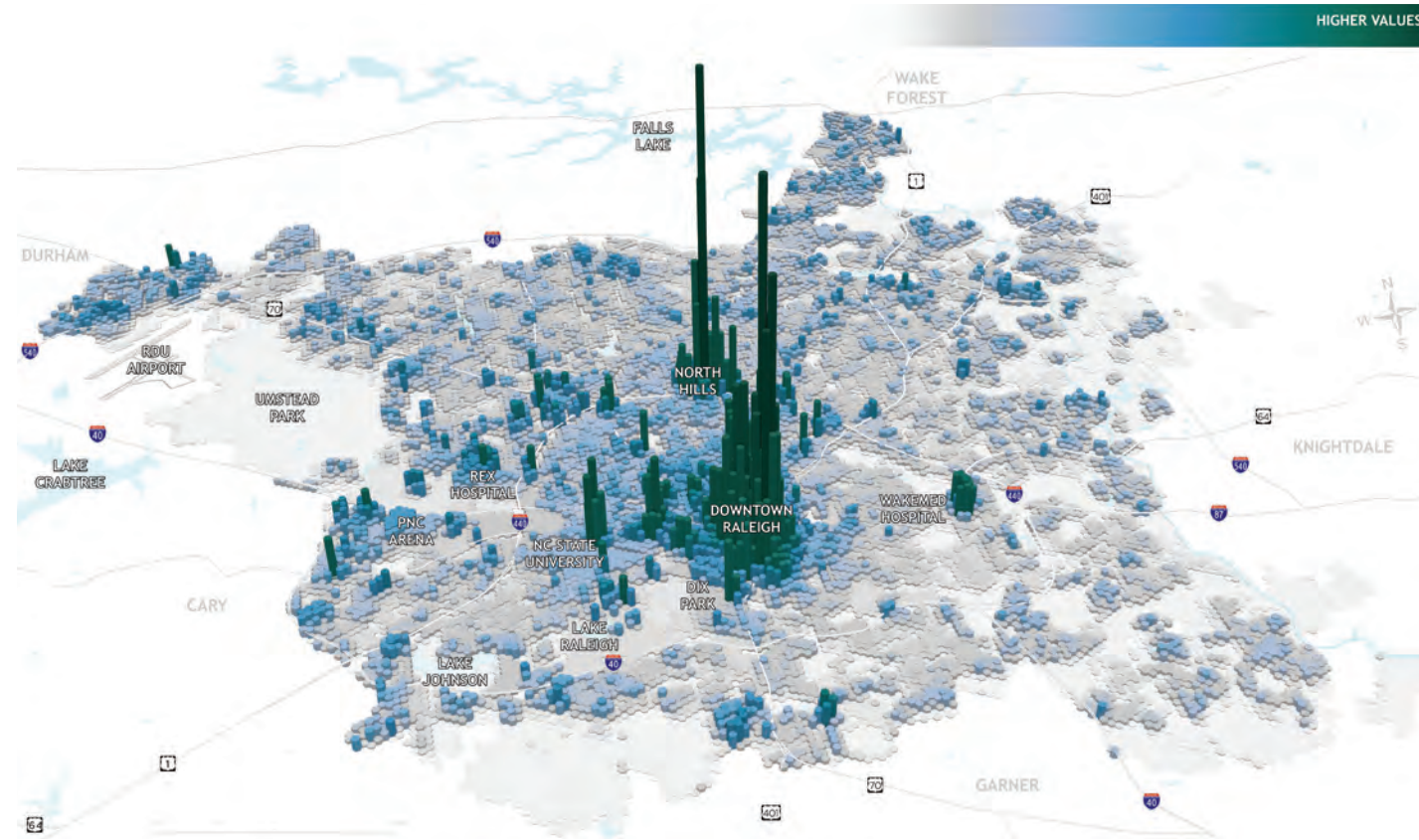
COMPLETED SINCE 2021

UNDER CONSTRUCTION

PLANNED + PROPOSED

#	PROJECT NAME	INVESTMENT	SQUARE FEET	UNITS/ROOMS	SPACE USE(S)
1	301 Hillsborough at Raleigh Crossing	\$160,000,000	299,352	N/A	Office/Retail
2	333 Fayetteville (Renovation)	Not Announced	10,955	N/A	Office
3	421 N. Harrington St. (Smoky Hollow Phase II)	\$95,000,000	245,000	N/A	Office/Retail
4	AC Hotel by Marriott Raleigh Downtown	\$25,000,000	92,314	147 rooms	Hotel/Retail
5	First Citizens Bank (Renovation)	\$9,000,000	37,187	N/A	Office/Retail
6	John Chavis Memorial Park Improvements Phase I	\$12,000,000	Not Announced	N/A	Public Space
7	The Fairweather	\$28,000,000	103,250	45 units	Condo/Retail
8	The Line Apartments (Smoky Hollow Phase II)	\$95,000,000	301,017	283 units	Apartment/Retail
9	Tower Two at Bloc[83]	\$108,000,000	271,750	N/A	Office/Retail
10	208 Fayetteville (Renovation)	Not Announced	27,000	N/A	Retail
11	The Signal (Seaboard Station Block B)	\$100,000,000	302,686	298 units	Apartment/Retail
12	North Carolina Freedom Park	Not Announced	Not Announced	N/A	Public Space
13	The Dukes at City View	Not Announced	17,007	8 units	Townhome
14	The Platform (West End Phase I)	Not Announced	436,020	443 units	Apartment/Retail
15	400H	\$175,000,000	Not Announced	242 units	Apartment/Office/Retail
16	615 Peace	\$7,000,000	32,578	24 units	Condo/Retail
17	Mira Raleigh	Not Announced	221,608	288 units	Apartment/Retail
18	The Acorn on Person Street	Not Announced	92,229	107 units	Apartment
19	The Miles (Seaboard Station Block C)	Not Announced	295,597	204 units	Apartment/Retail
TOTALS		\$1,165,800,000	2,785,550 SF	1,942 units / 147 rooms	
20	122 Glenwood Ave (Renovation)	Not Announced	19,200	N/A	Office/Retail
21	210 Fayetteville St (Renovation)	Not Announced	Not Announced	N/A	Retail
22	216 Fayetteville St (Renovation)	Not Announced	Not Announced	N/A	Retail
23	Alexan Glenwood South	Not Announced	235,622	186 units	Apartment/Retail
24	East Civic Tower (Civic Campus Phase I)	\$190,000,000	362,396	N/A	Government - Office
25	Gipson Play Plaza (Dix Park)	Not Announced	Not Announced	N/A	Public Space
26	Idyle	Not Announced	Not Announced	10 units	Townhome
27	Maeve	Not Announced	400,593	297 units	Apartment/Retail
28	Marbles Playway	Not Announced	Not Announced	N/A	Civic
29	Noble Place	Not Announced	30,993	16 units	Townhome
30	Rockway Raleigh (Park City South Phase 1)	Not Announced	371,640	336 units	Apartment/Retail
31	Row 12	Not Announced	Not Announced	12 units	Townhome
32	Tempo by Hilton & Homewood Suites	Not Announced	260,890	261 rooms	Hotel
33	The Bend	Not Announced	Not Announced	N/A	Retail
34	The Point (Seaboard Station Block A)	Not Announced	194,240	75 units / 149 rooms	Apartment/Hotel/Retail
35	The Weld (Phase 1)	Not Announced	1,106,548	675 units	Apartment/Retail
36	Raleigh Union Station Bus Facility	Not Announced	Not Announced	N/A	Transit Inf
TOTALS		\$899,475,000	2,982,122 SF	1,607 units / 410 rooms	
37	1317 Hillsborough Apartments	Not Announced	13,289	16 units	Apartment/Retail
38	201 Hillsborough	Not Announced	Not Announced	279 units	Apartment/Retail
39	317 E Jones Apartments	Not Announced	Not Announced	10 units	Apartment
40	320 W Cabarrus	Not Announced	Not Announced	N/A	Office/Retail
41	330 W Hargett St	Not Announced	621,260	372 units	Apartment/Retail
42	401 Cabarrus Apartments	Not Announced	389,229	298 units	Apartment/Retail
43	404 Glenwood (The Creamery Phase 2)	Not Announced	Not Announced	N/A	Office/Retail
44	501 Hillsborough	Not Announced	303,195	221 units	Apartment/Retail
45	601 W South Apartments	Not Announced	Not Announced	270 units	Apartment/Retail
46	707 Semart Drive	\$200,000,000	1,018,202	680 units	Apartment/Retail
47	865 Morgan Apartments	Not Announced	433,609	400 units	Apartment/Retail
48	Bloomsbury Apartments	Not Announced	392,057	237 units	Apartment/Retail
49	Cabarrus & Dawson Residences	Not Announced	273,252	257 units	Apartment
50	City Gateway	Not Announced	Not Announced	264 rooms	Hotel
51	Education Campus	Not Announced	Not Announced	N/A	Civic
52	Highline Glenwood (The Creamery Phase 1)	Not Announced	Not Announced	299 units	Apartment/Retail
53	John Chavis Memorial Park Improvements Phase II	\$56,250,000	Not Announced	N/A	Public Space
54	Kimpton Mixed-Use	Not Announced	711,428	350 units / 184 rooms	Apartment/Hotel/Retail
55	Marriott Towneplace Suites	Not Announced	85,000	138 rooms	Hotel
56	Moore Square East	Not Announced	1,374,826	560 units / 135 rooms	Apartment/Hotel/Retail
57	Moore Square South	Not Announced	170,900	150 rooms	Hotel/Retail
58	Moxy Hotel	Not Announced	63,386	169 rooms	Hotel
59	NC Museum of History Restoration	Not Announced	Not Announced	N/A	Civic
60	Nash Square Apartments	Not Announced	854,066	403 units	Apartment/Retail
61	Oldham & Worth (West End Phase II)	Not Announced	397,755	252 units	Apartment/Retail
62	Omni Hotel - Raleigh Convention Center Hotel	Not Announced	Not Announced	550 rooms	Hotel
63	Raleigh Convention Center Expansion	\$355,000,000	500,000	N/A	Government - Convention
64	Raleigh Crossing Phase II	Not Announced	Not Announced	Not Announced	Apartment/Retail
65	Red Hat Amphitheater Relocation	\$32,000,000	Not Announced	N/A	Government - Entertainment
66	Salisbury Square Phase I	Not Announced	382,673	348 units	Apartment/Office/Retail
67	Salisbury Square Phase II	Not Announced	258,802	250 units	Apartment/Retail
68	Smoky Hollow Park	\$18,000,000	Not Announced	N/A	Public Space
69	The Heath (Park City South Phase 2)	Not Announced	418,639	386 units	Apartment/Retail
70	The Madison	\$150,000,000	Not Announced	313 units	Apartment/Retail
71	The Row at Glenwood	Not Announced	Not Announced	N/A	Office/Retail
72	The Tellus Condominiums	Not Announced	45,437	30 units	Condo
73	The Weld (Phase 2)	Not Announced	Not Announced	525 units	Apartment/Office/Retail
74	Union West (Raleigh Union Station Phase II)	Not Announced	881,240	560 units	Apartment/Retail
75	VeLa Longview	\$170,000,000	524,568	358 units	Apartment/Retail
76	Wilmington Street Mixed Use	Not Announced	582,385	398 units	Apartment/Retail
TOTALS		\$3,928,438,000	10,695,198 SF	8,072 units / 1,590 rooms	

DOWNTOWN'S IMPACT



Source: City of Raleigh, Ray Aull

THE MAP ABOVE, ILLUSTRATING ASSESSED VALUE PER ACRE IN UNIFORM HEXAGONS, DEMONSTRATES HOW MUCH OF THE CITY'S PROPERTY TAX REVENUE IS DENSELY CONCENTRATED IN AND AROUND DOWNTOWN RALEIGH.

DOWNTOWN CONTRIBUTES

\$10 MILLION ANNUALLY

IN COMBINED HOTEL TAX

AND FOOD AND BEVERAGE

TAX REVENUE.

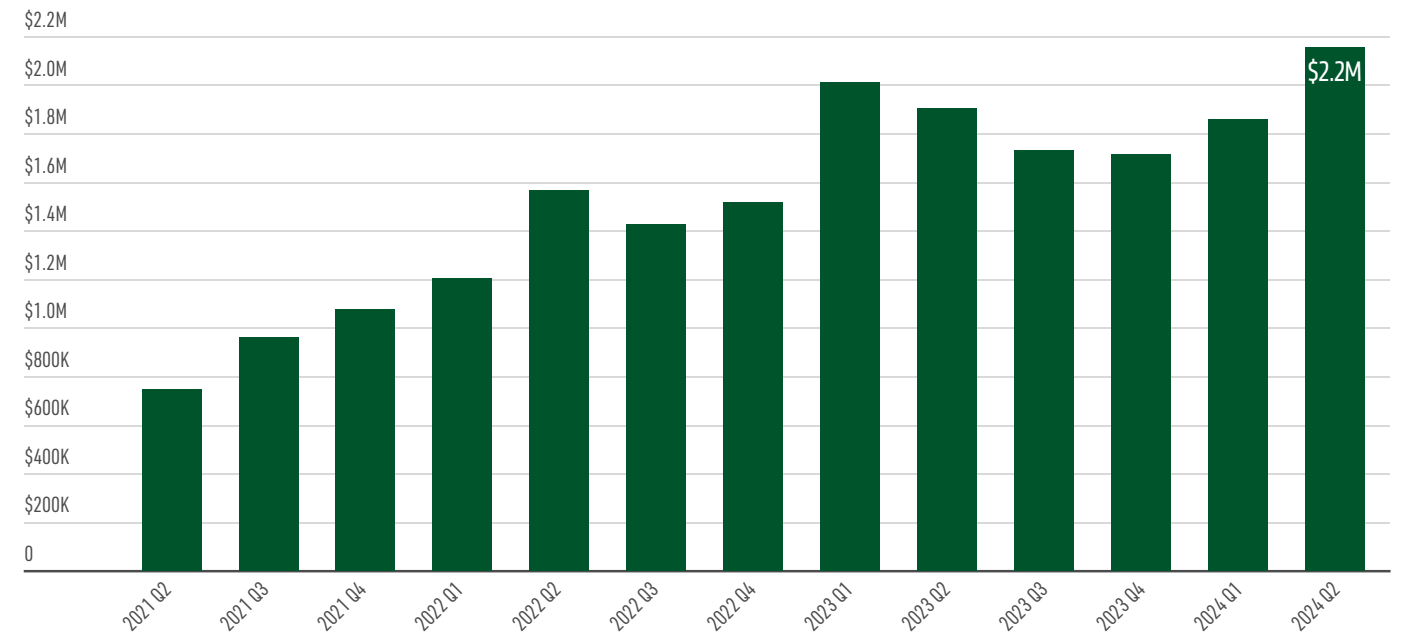
GEOGRAPHY	ASSESSED VALUE/ACRE ¹ *
DOWNTOWN OVERALL	\$12,813,737
GLENWOOD SOUTH	\$13,558,293
FAYETTEVILLE STREET	\$25,250,479
MOORE SQUARE	\$11,094,998
WAREHOUSE DISTRICT	\$8,160,039
CAPITAL DISTRICT	\$8,046,408
SEABOARD + PERSON STREET	\$4,072,642

^{*}Exempt properties not included in acreage. ¹Wake County Tax Administration

At approximately 1% of the City of Raleigh's land area, Downtown Raleigh contributes more than its relative size. Downtown Raleigh serves as the anchor to our community's tax base, contributing citywide through traditional property and sales tax revenue but also through hotel and prepared food and beverages tax revenue.

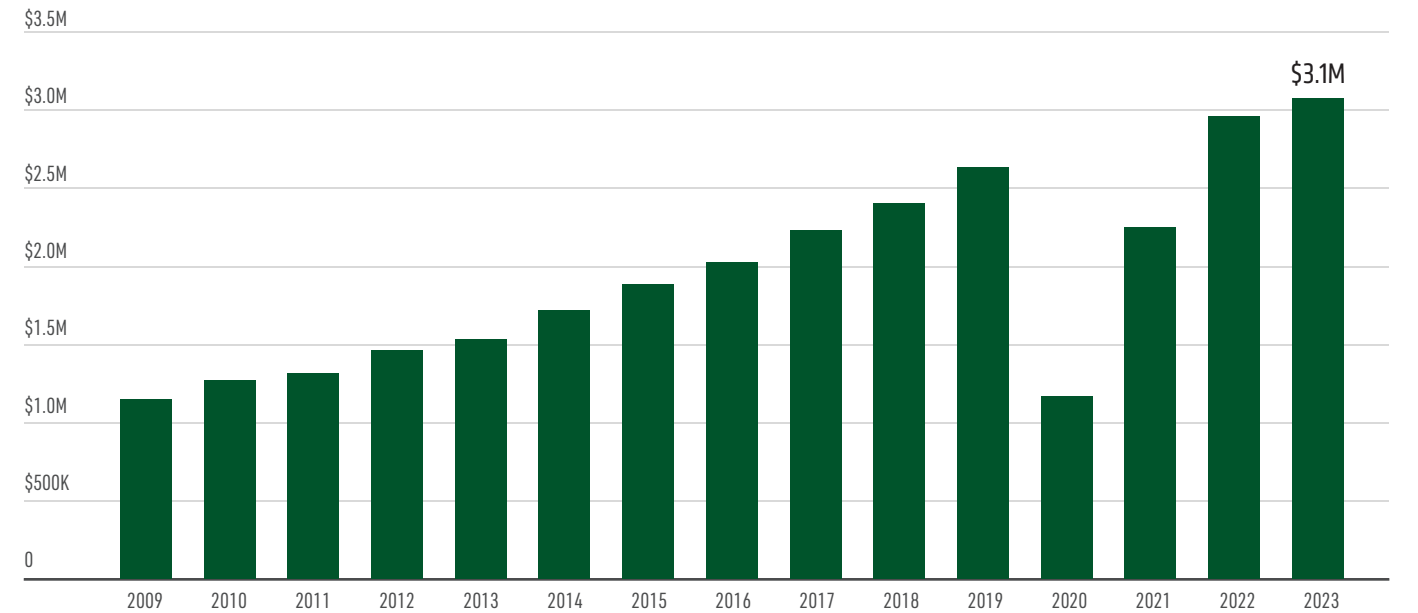
Wake County collected \$38 million in hotel occupancy taxes during the calendar year 2023, \$7.3M (19%) of which came from Downtown Raleigh.² Similarly, Downtown Raleigh contributes a significant amount of Wake County's Prepared Food and Beverage Tax, contributing \$3.0M (7%) of the \$44.6 million collected in 2023.

HOTEL ROOM OCCUPANCY TAX COLLECTED IN DOWNTOWN



Source: Wake County Tax Administration

PREPARED FOOD AND BEVERAGE TAX COLLECTED IN DOWNTOWN



Source: Wake County Tax Administration

²GRCVB

A New Strategy for Downtown

ECONOMIC DEVELOPMENT STRATEGY

Downtown Raleigh has been steadily growing and gaining momentum with sustained market interest and investment. However, like many cities across the country, the pandemic was a profoundly disruptive force to this trajectory and business as usual. This economic development strategy evaluates the shifts in how we live and work to position Downtown Raleigh for the future.

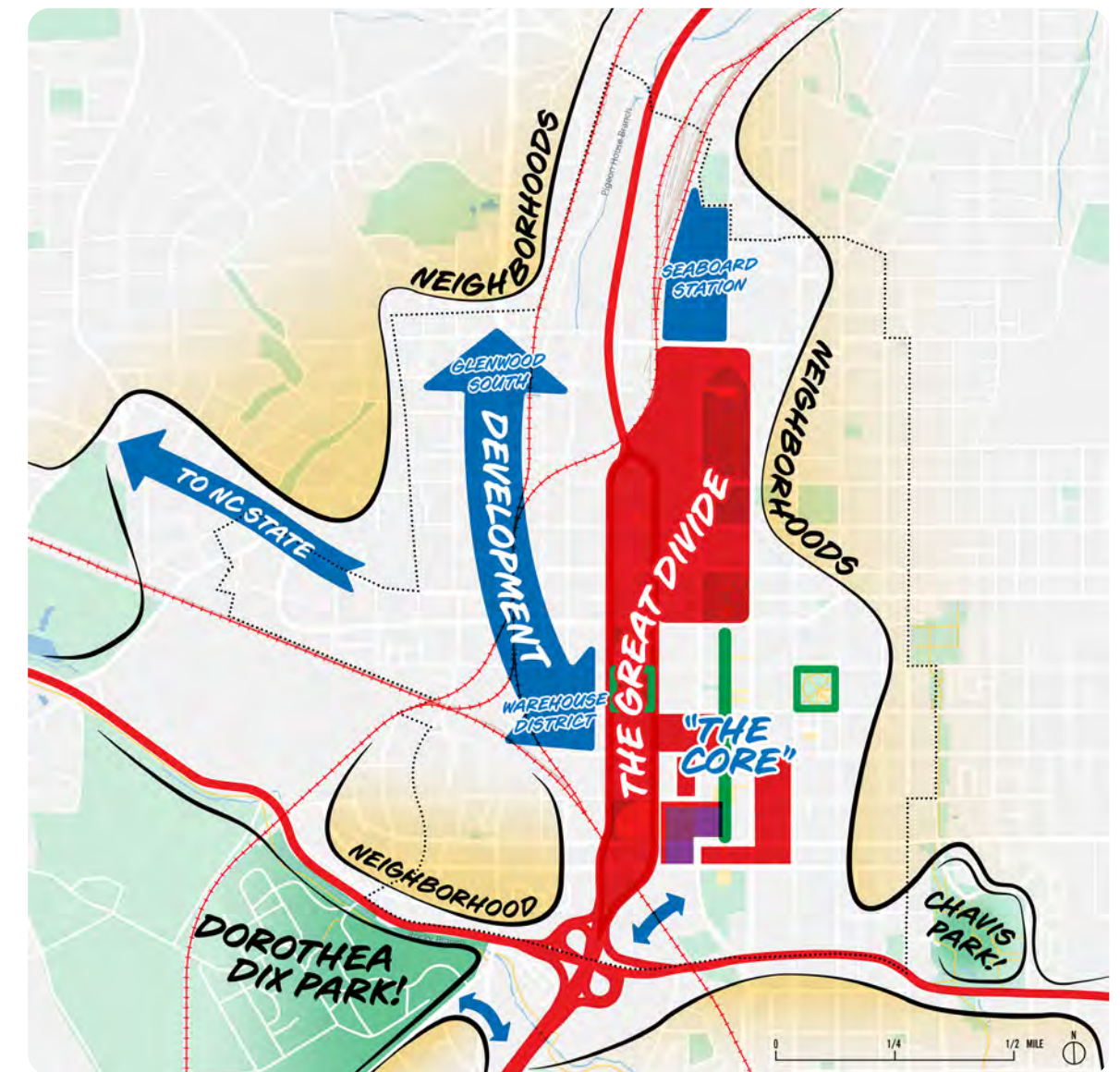
The report, developed by a team of consultants lead by Interface Studio, was commissioned by Downtown Raleigh Alliance and the City of Raleigh.



Emerging from the pandemic, new sets of tools will be required to tackle systemic challenges and create thriving urban places. Hybrid work has become more entrenched. Downtowns need to adjust to permanent structural shifts and plan for other forms of foot traffic and different types of visitation patterns.

Downtown Raleigh is growing, but also disconnected. New investment is happening but not equally across downtown often leaving the downtown core to feel detached from evolving districts and activity. Regional competition continues to be strong, making it increasingly evident that Downtown Raleigh must better identify and reinforce its unique strengths and assets.

This economic development strategy moves forward with the goal of inspiring our community to dream boldly for a new future that reflects our shared values and desire for a thriving capital city which celebrates all that makes Downtown Raleigh great.

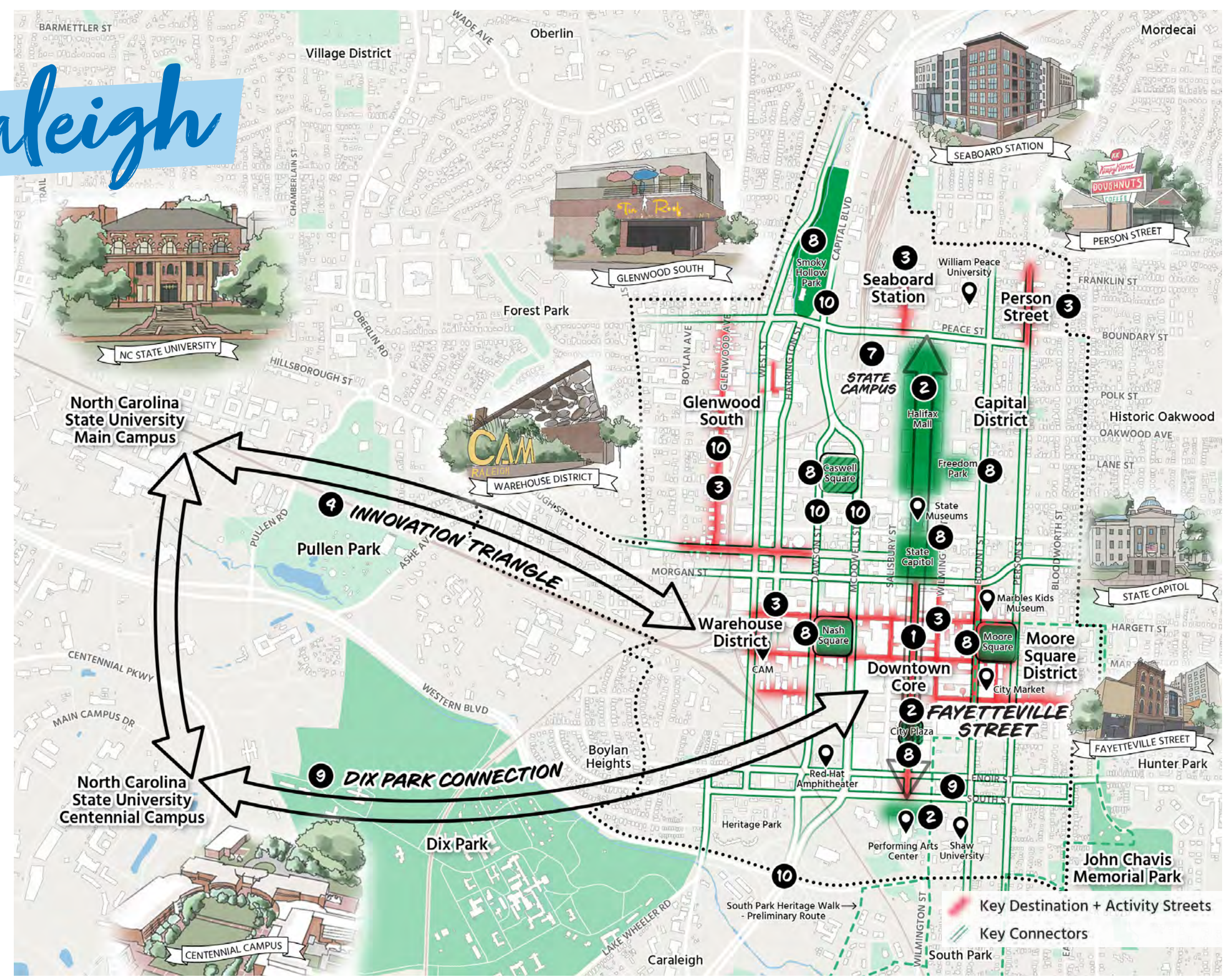


At present, downtown's built environment has significant obstacles separating our core from emerging centers.

Big Ideas Downtown Raleigh

- 1 Energize downtown core with daily activation and placemaking to bring more people downtown
- 2 Elevate public art to create a unique experience that celebrates Raleigh and North Carolina
- 3 Diversify retail opportunities to address downtown needs
- 4 Support growth and diversification of innovation sector downtown
- 5 Position Downtown Raleigh as the Creative + Design Center of the Triangle*
- 6 Expand capacity of MWBE entrepreneurial ecosystem to support downtown and citywide needs*
- 7 Integrate the government campus with the downtown core
- 8 Create exceptional public spaces for everyone
- 9 Create a bold connection to Dix Park
- 10 Design streets that encourage walking, biking and public transit

* Starred indicate study area / city wide strategies



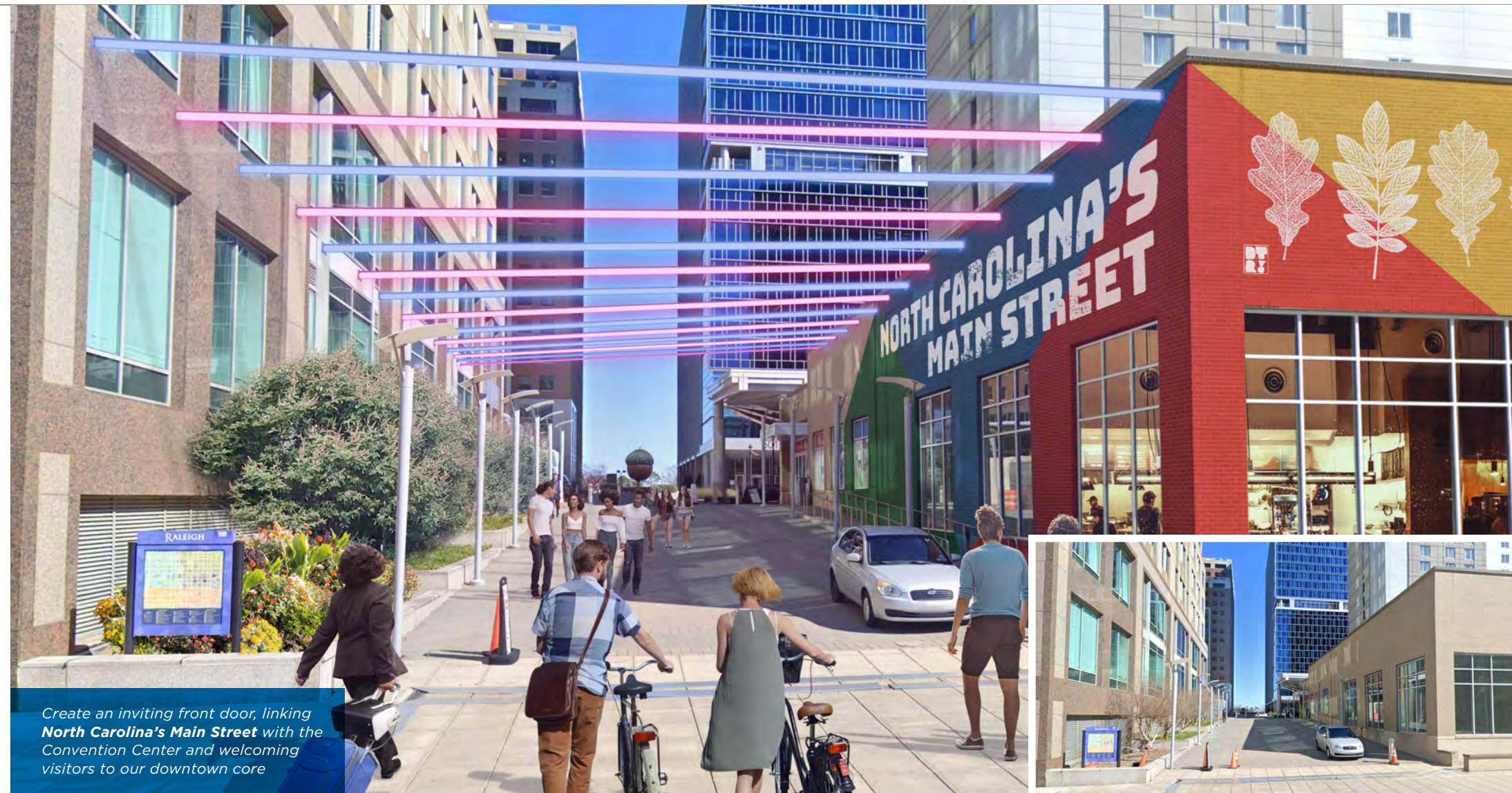
ENERGIZE THE CORE



The core of downtown, centered around Fayetteville Street, is disconnected from investments in other districts and lacks some of the vibrancy seen in emerging areas of downtown. To thrive, the core needs a compelling vision that prioritizes street activity, improves connections, and attracts a variety of different people—not just office workers.

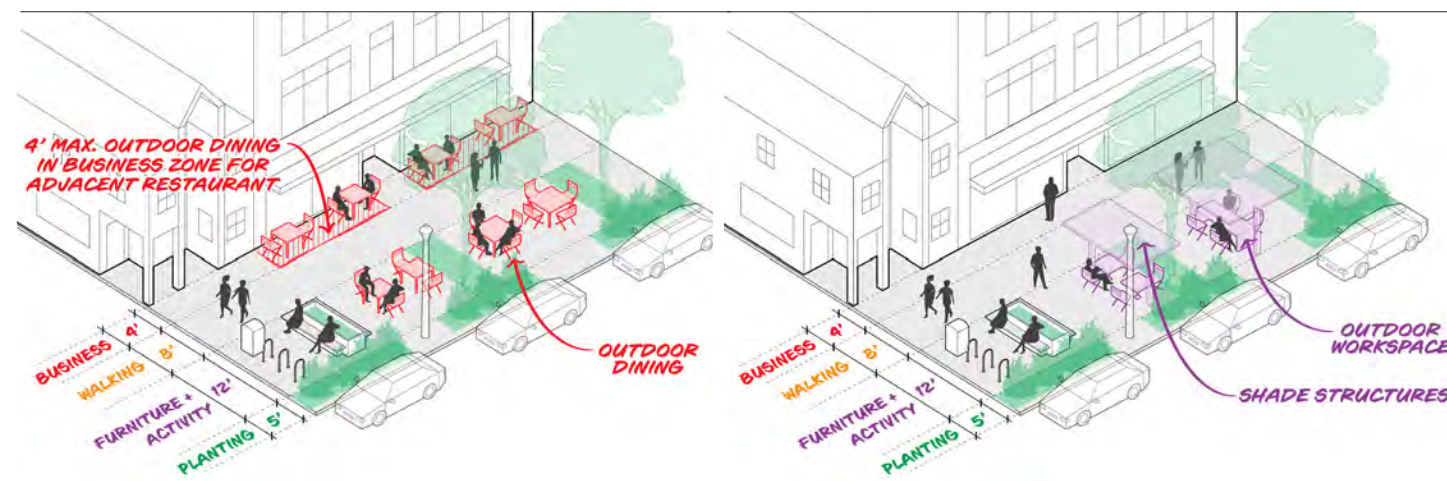
Adding residential density to the core further builds on a neighborhood dynamic, providing more patrons for emerging retail and entertainment districts and creating extended activation opportunities for our core and downtown as a whole.

The downtown core is more than a single street; it is a series of overlapping mini-districts tied to surrounding streets and uses. Tenancing should build on unique characteristics with a unifying theme of representing the best of North Carolina and leaning into an identity as North Carolina's Main Street. Planned investments in convention and tourism assets should be leveraged to anchor a new arts and entertainment district on the southern end of downtown.



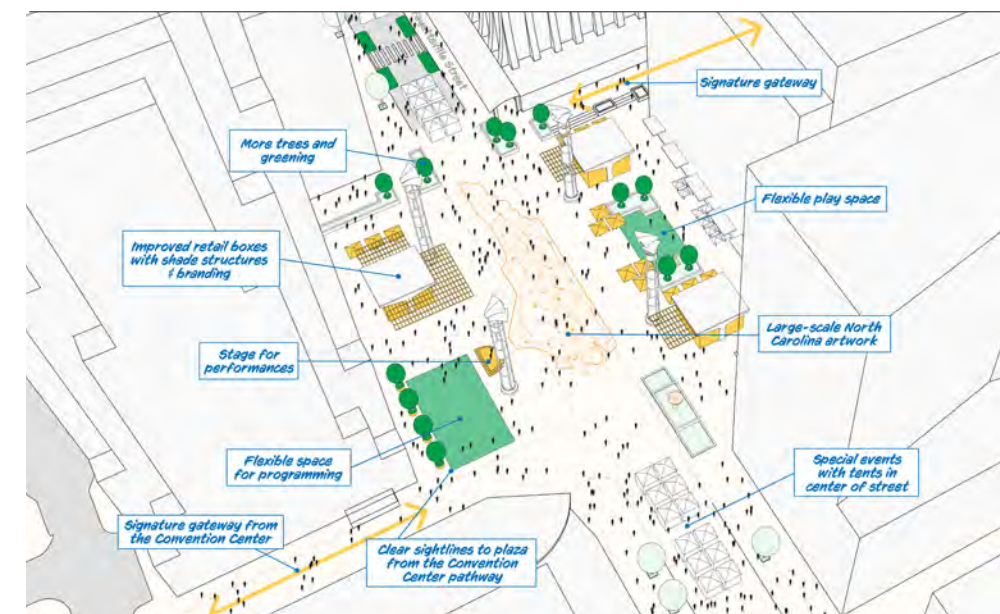
Create an inviting front door, linking North Carolina's Main Street with the Convention Center and welcoming visitors to our downtown core

UNLOCKING STREETSCAPE DESIGN TO ALLOW FOR FLEXIBILITY



Fayetteville Street has wide sidewalks that discourage active uses and are underutilized by adjacent storefronts. Developing a streetscape design for Fayetteville Street that creates flexibility while still maintaining an overarching look and feel, would create more adaptive uses that enable a vibrant and people-centric street front.

REFRESHED CITY PLAZA



At present, City Plaza can be underutilized and is not designed for year round activity and programming. Redesigning City Plaza as Raleigh's front porch provides an opportunity to welcome guests to North Carolina's Main Street, celebrating Downtown Raleigh's unique presence as the state's capital.



EXCEPTIONAL PUBLIC SPACES

Culture, art and exceptional public spaces should be a fundamental aspect of Downtown Raleigh's fabric. Elevating art, adding to our greenspaces and celebrating our unique qualities as the state's capital all provide opportunities to enhance foundational strengths and continue to build momentum for a thriving urban center.



DOWNTOWN TO DIX PARK CONNECTION

**A BOLD CONNECTION TO DIX PARK
WOULD LINK INVESTMENT IN AN
ICONIC EMERGING DISTRICT WITH
OUR DOWNTOWN CORE.**

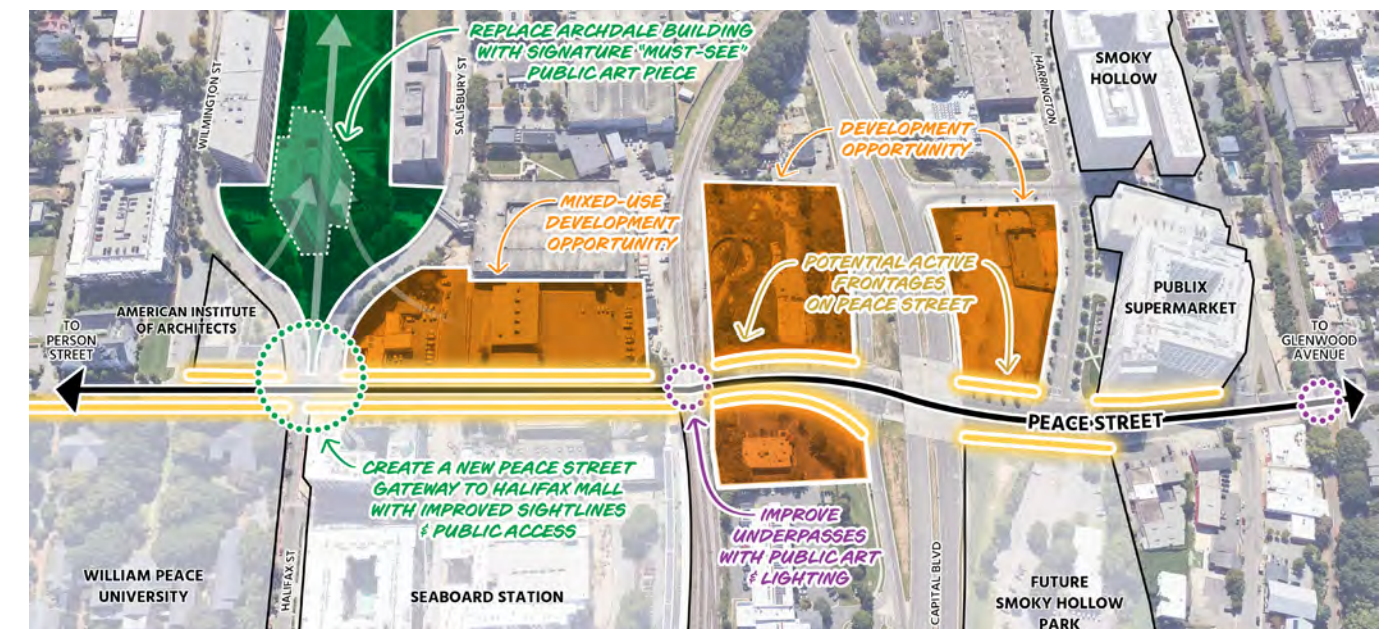
There is significant potential to better utilize public space in close proximity to downtown. Both Dix Park and the State Government campus provide opportunities to enhance vibrancy and to link North Carolina's Main Street with planned future city-wide investments. Physically linking our community with green infrastructure and removing barriers for people centered mobility will allow our downtown community to evolve and grow into the future.

ENHANCED CONNECTIONS

Downtown's streets and thoroughfares are dangerous by design. Rethinking our streets to create a sustainable city center that puts people first would fundamentally change the way our urban environment functions and feels. Connecting key destinations with all-ages-and-abilities, multi-modal infrastructure provides a generational opportunity to better serve all users.



We have an opportunity to rethink how we allocate right of way to better serve all users while advancing sustainability goals to decrease automotive dependency in our market and better connect districts currently separated by automotive thoroughfares.



The northern edge of downtown would benefit from creating an iconic gateway along Peace Street that provides more active uses and better integrates the state government campus within downtown.

ENTREPRENEURSHIP & RETAIL

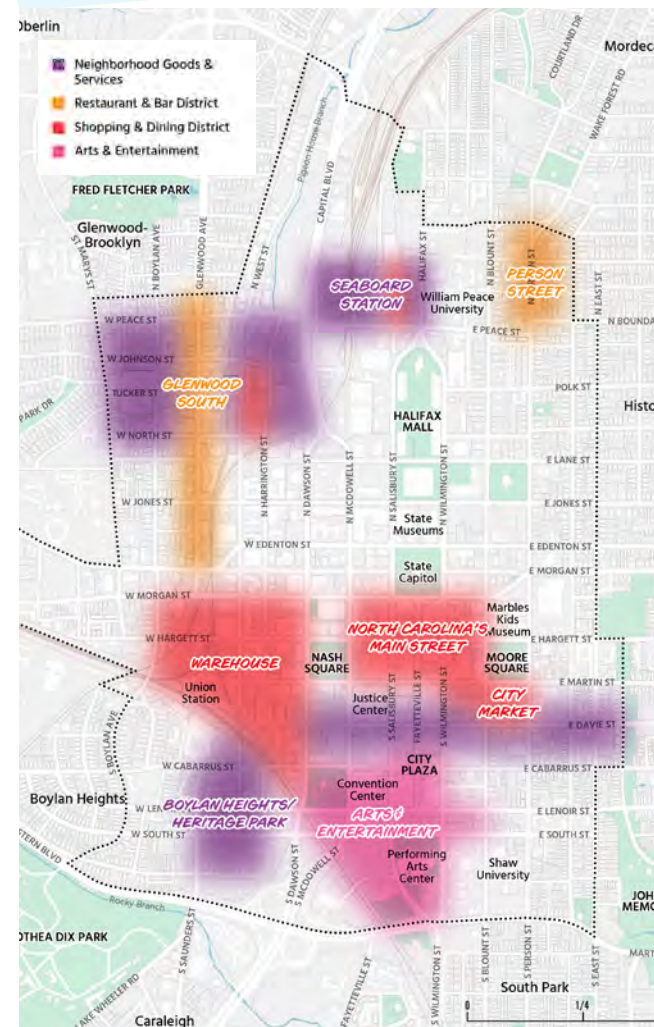
The strategy outlines how we can work to create a thriving downtown retail environment through entrepreneurship, tenancing and a specialized ecosystem to support our small business and MWBE communities. Celebrating Raleigh's status as the state capital, diversifying retail opportunities to address merchant needs, and re-tooling policies and processes to support businesses will help our downtown flourish.

RETAIL TENANTING

Celebrating our small business community while also thinking about a tenancing strategy to expand our retail offerings to national and regional brands could enhance foot traffic downtown and create anchor destinations to help support districts with additional patronage.

MWBE ECOSYSTEM

Downtown Raleigh can have a specific value proposition in developing a specialized ecosystem for MWBEs in industries with existing concentrations, such as storefront merchants and downtown office users in healthcare, administration, and professional services.



Each retail street is unique and should be tenanted differently.



Add street-level kiosks to promote entrepreneurship and micro-retail opportunities.



Expand capacity of entrepreneurial support programs and services for Minority- and Women-owned businesses.

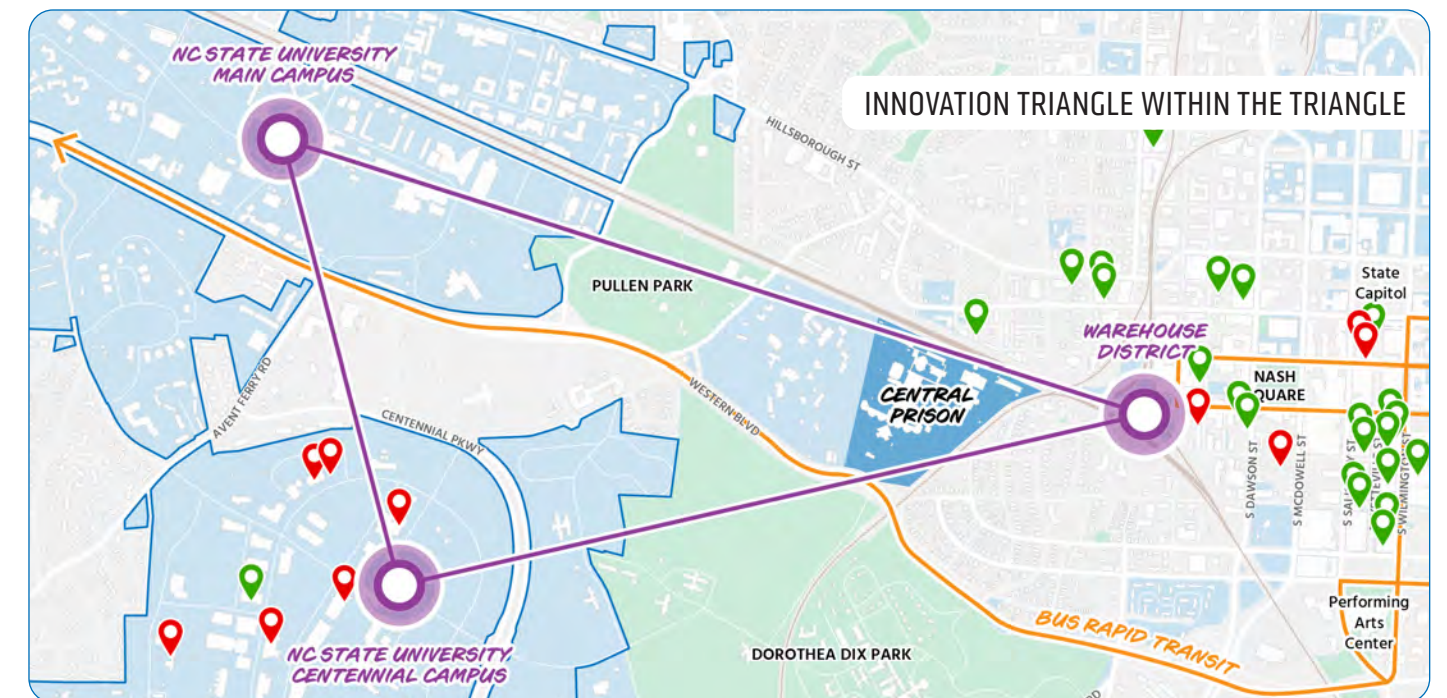
EPICENTER OF DESIGN & INNOVATION

Downtown Raleigh is home to the largest concentration of architectural, design, digital marketing, and similar firms in the county and the Triangle overall. Creating a series of initiatives that highlight this important sector and position downtown as the Creative and Design Center of the Triangle broadens the overall business brand and appeal of downtown.

Linking NC State University and downtown as complimentary innovation centers through both physical connections, collaborative partnerships, and the concept of an Innovation Triangle within the Triangle can increase the competitiveness

of both locations. Establishing a more robust presence from adjacent academic institutions in our downtown core will enable more fluid partnerships to strengthen the innovation ecosystem and create a thriving center for growth.

Opportunities are also present for Downtown Raleigh to work with local partners to advance speculative life science spaces in our market through redevelopment or spec built new construction facilities, further bolstering this industry and creating additional opportunities for growth in our market.



KEY INNOVATION AND DESIGN RECOMMENDATIONS

- 1 Position Downtown Raleigh as the Creative + Design Center of the Triangle
- 2 Create an "Innovation Triangle in the Triangle" linking NC State and downtown
- 3 Evaluate speculative life science wet lab space options to stimulate industry growth downtown

THERE'S MORE...



Read the full 48-page Economic Development Strategy online.



LIVING

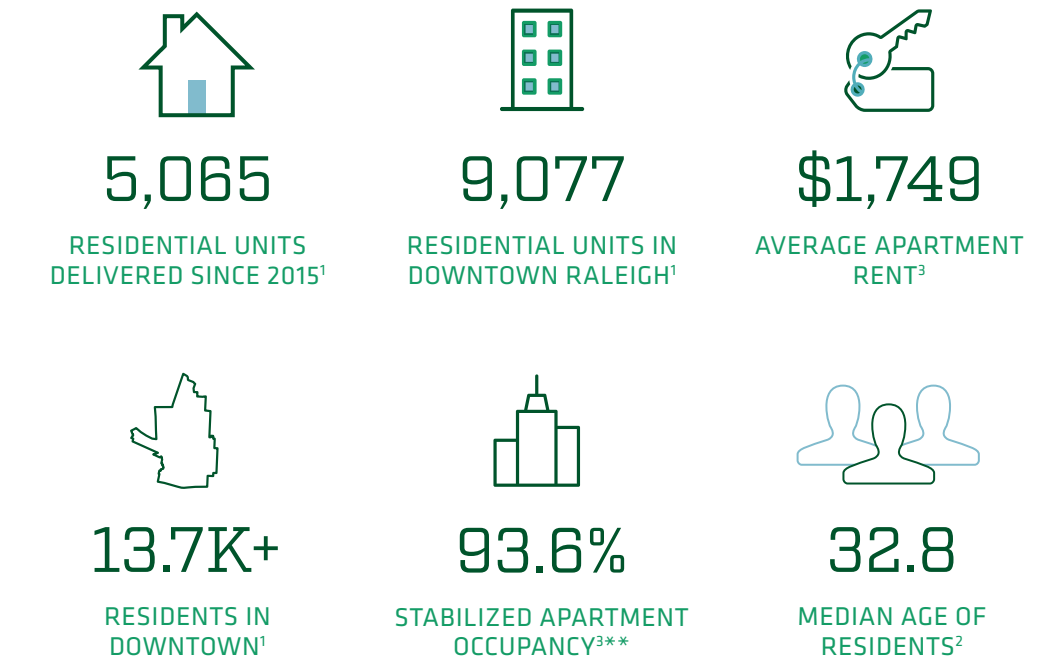
DOWNTOWN RALEIGH HAS EXPERIENCED SIGNIFICANT RESIDENTIAL GROWTH OVER THE LAST FEW YEARS AND WILL CONTINUE TO SEE GROWTH AS DEMAND FOR LIVING DOWNTOWN REMAINS STRONG.

THE NUMBER OF HOUSING UNITS IN DOWNTOWN HAS INCREASED BY MORE THAN 130% SINCE 2015 AND COULD INCREASE BY ANOTHER 80% IN FIVE YEARS IF EVEN THREE-QUARTERS OF THE DEVELOPMENT PIPELINE WERE TO BE BUILT.

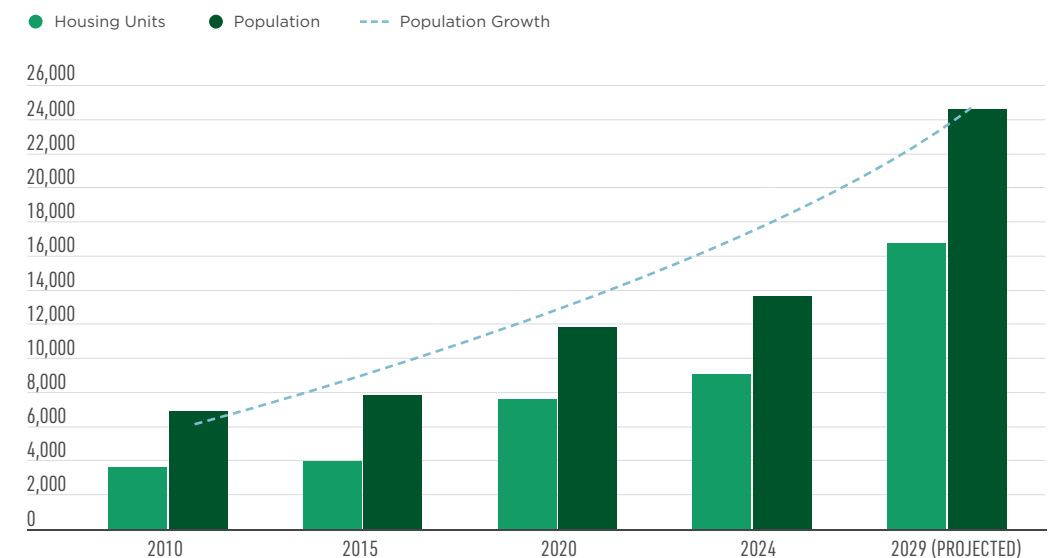
+10,917
 projected increase
 in downtown
 population
 (2024-2029)*1



Downtown Raleigh is in the midst of the largest residential development cycle in its history. 4,829 apartments and 236 condos or townhomes have been delivered since 2015, adding an estimated 5,852 residents to downtown. The rapid pace of growth shows no signs of slowing as eight projects containing 1,607 residential units are under construction while another 8,072 in 25 projects have been proposed or are in planning. The planned pipeline has the potential to add nearly 11,000 new residents in the next five years; further remaking downtown as a dense urban neighborhood.

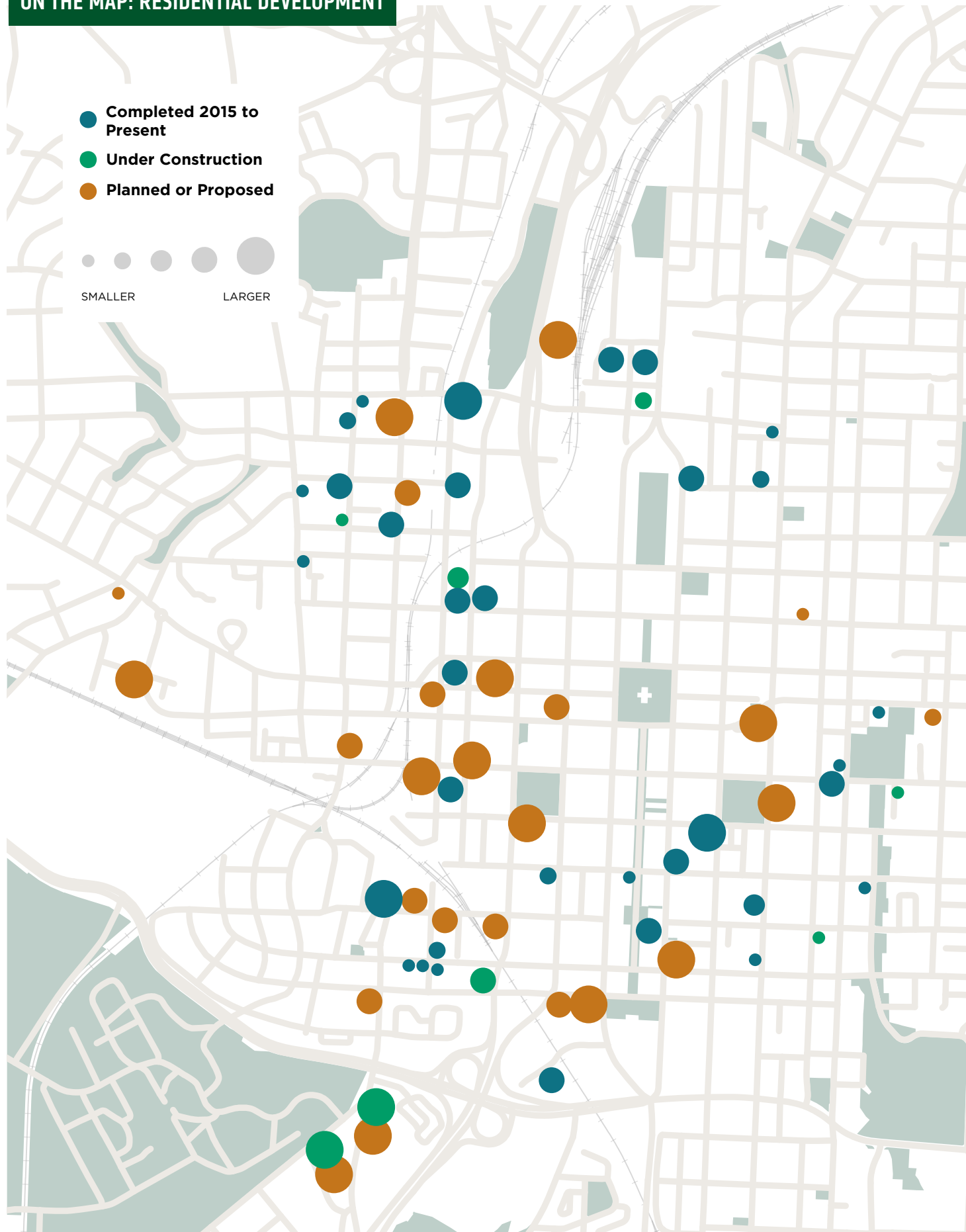


DOWNTOWN RALEIGH GROWTH THROUGH 2029*1



¹DRA ²ESRI Business Analyst ³CoStar Q2 2024 *Assumes 75% of residential pipeline delivers within the next 5 years
^{**}Stabilized occupancy does not include recently completed developments still in their initial lease up phase

ON THE MAP: RESIDENTIAL DEVELOPMENT



RESIDENTIAL DEVELOPMENT

8
RESIDENTIAL
PROJECTS UNDER
CONSTRUCTION¹

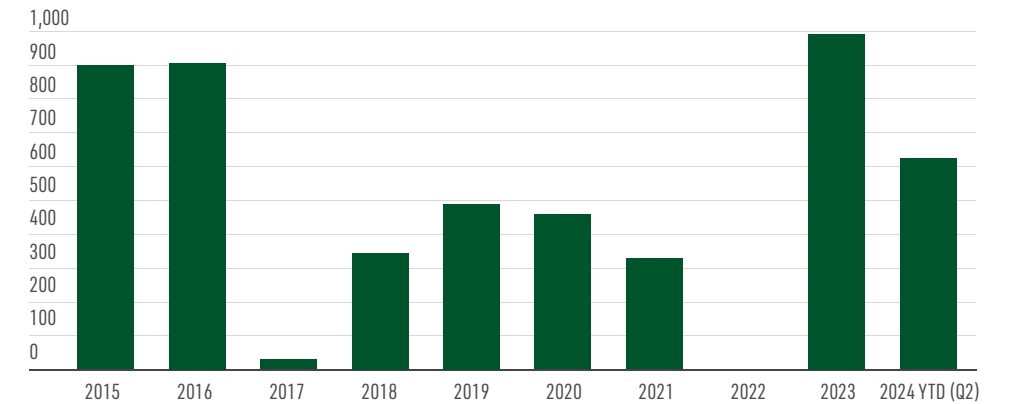
1,607
RESIDENTIAL
UNITS UNDER
CONSTRUCTION¹

28
RESIDENTIAL
PROJECTS
PLANNED OR
PROPOSED¹

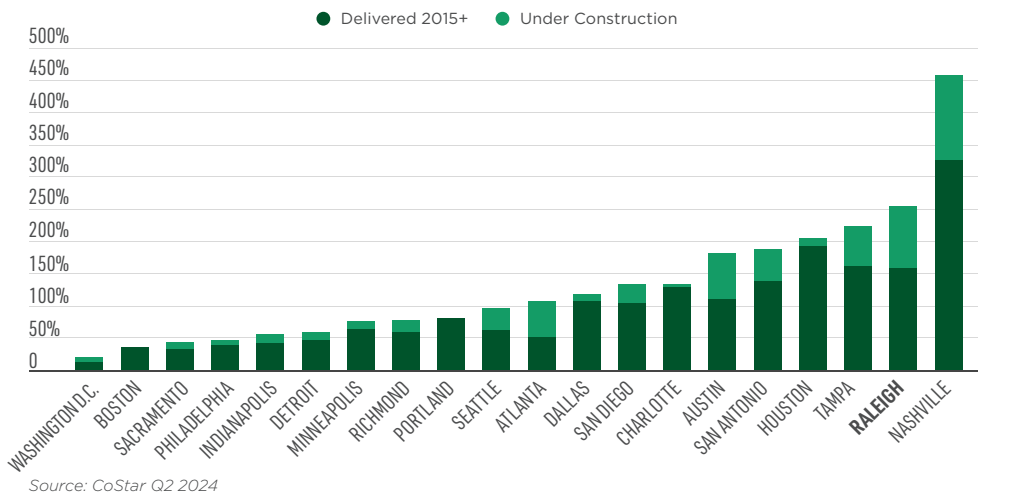
8,072
RESIDENTIAL
UNITS PLANNED
OR PROPOSED¹

Every district has seen significant growth since 2015, none more so than Glenwood South and the Warehouse District which are poised to add 1,164 and 2,764 residential units, respectively.¹ Downtown apartment inventory, which makes up 98% of the residential development pipeline, has grown more than any other peer downtown with the notable exception of Nashville.

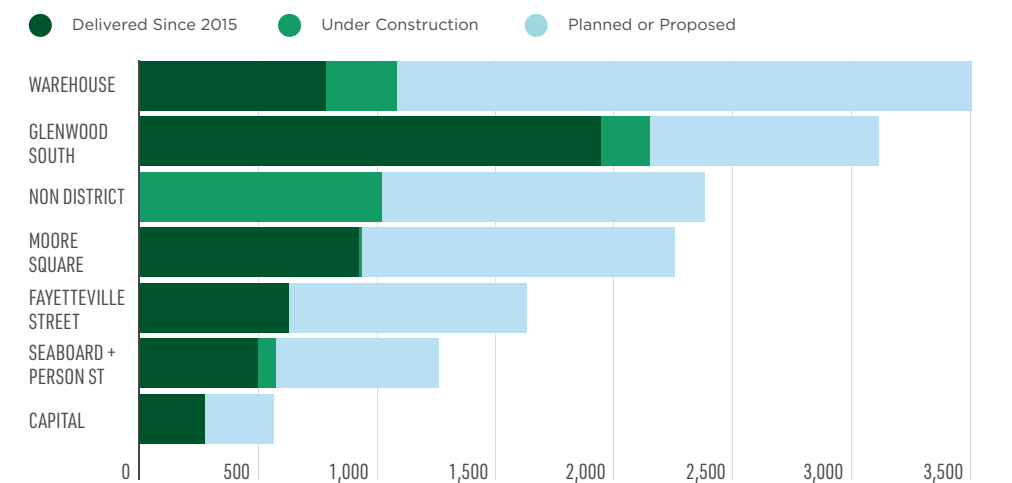
RESIDENTIAL UNITS DELIVERED



APARTMENT INVENTORY GROWTH SINCE 2015 IN SELECT DOWNTOWNS

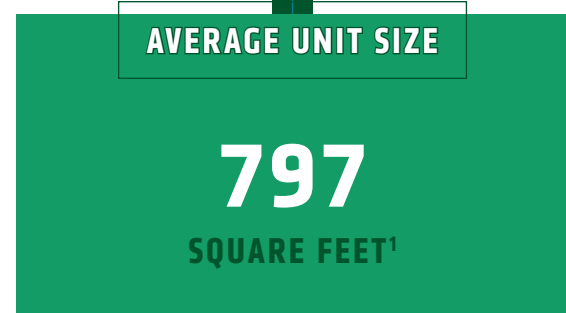


RESIDENTIAL PIPELINE BY DISTRICT¹



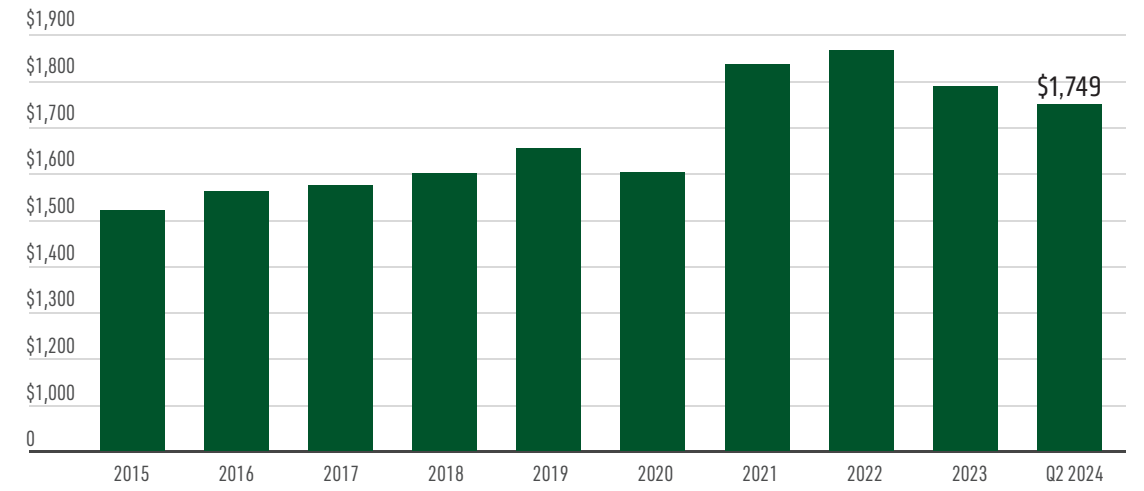
APARTMENT MARKET

Recently completed apartment developments have pushed overall vacancy higher while downtown's stabilized vacancy, which does not include recently completed developments in their initial lease up phase, has remained at or below 6%.¹ Asking rents for apartments in Downtown Raleigh remain relatively affordable compared to many other downtowns across the country.



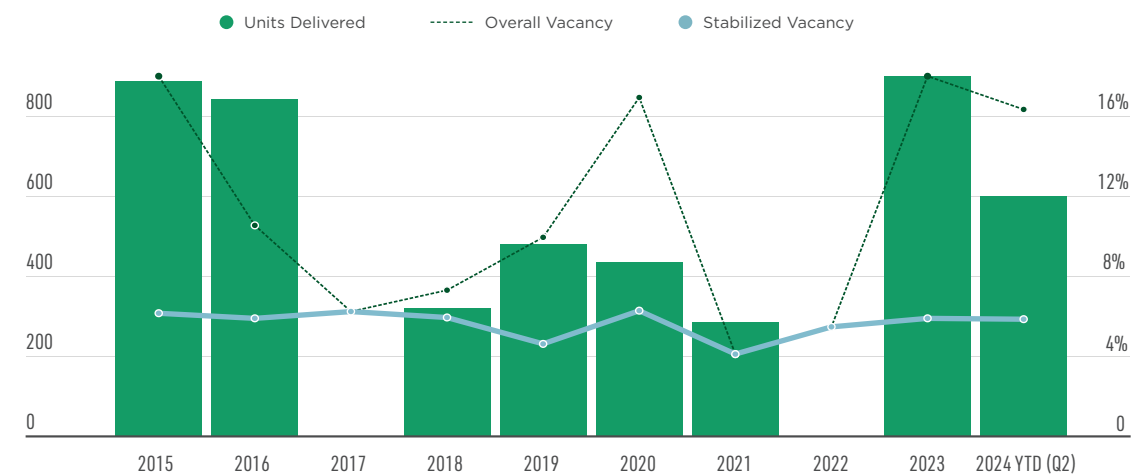
¹CoStar

APARTMENT ASKING RENT PER UNIT



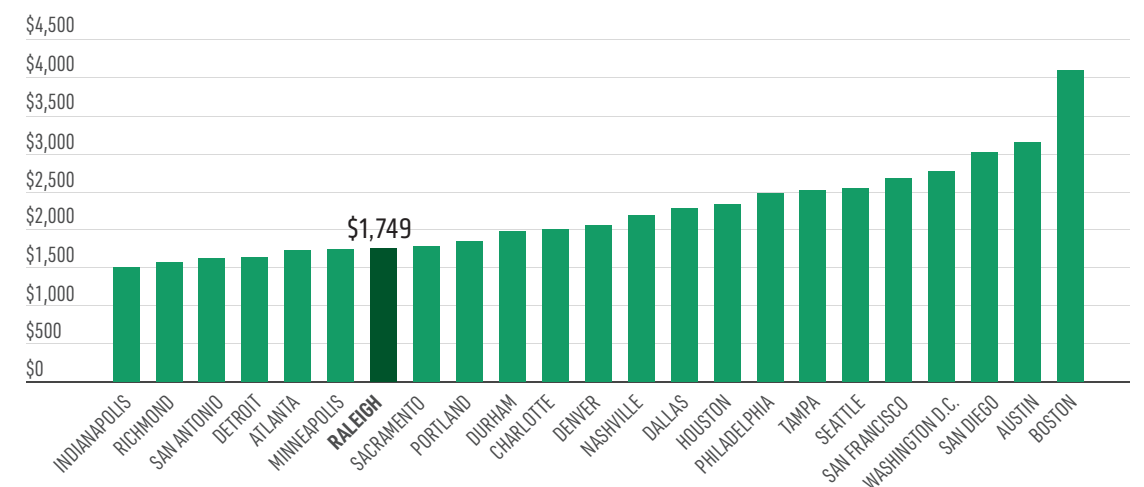
Source: CoStar

OVERALL AND STABILIZED VACANCY WITH UNITS DELIVERED



Source: DRA, CoStar

APARTMENT RENT PER UNIT IN SELECT DOWNTOWNS



Source: CoStar Q2 2024

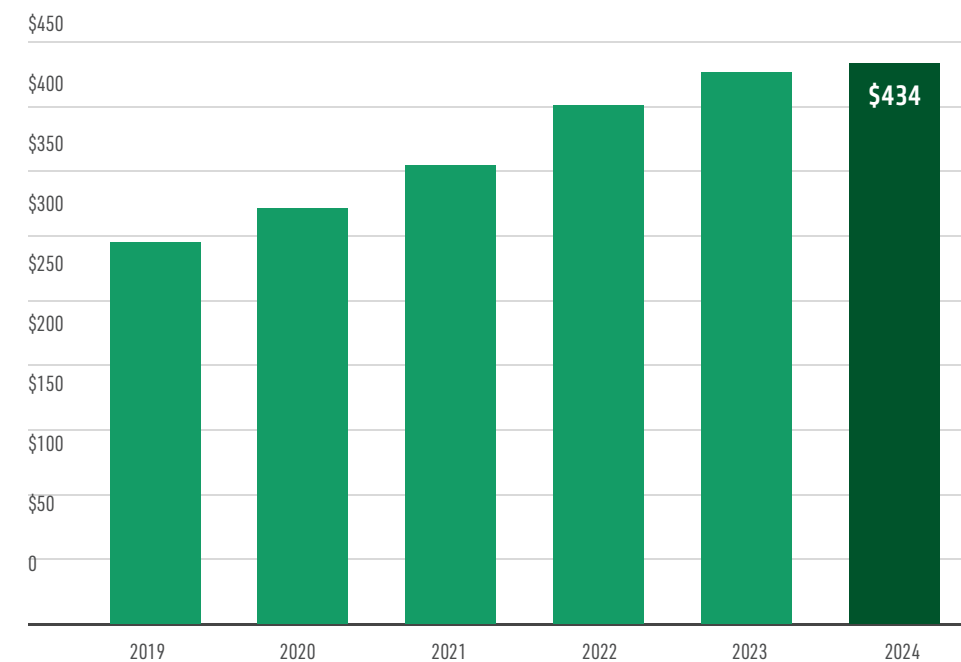
FOR SALE HOUSING

Demand for downtown for-sale housing remains strong. The median list price per square foot is \$434 and has increased 35% since 2020. The average 30-year fixed rate mortgage has been above 6% since Q4 2022, rising as high as 7.3% in Q4 2023. Accordingly, the volume of closed sales in 2023 decreased by 19% from the previous year. Rising interest rates temporarily cooled the market downtown after a strong 2021 which saw \$174 million in closed sales, a 28% increase from 2019 and a 67% increase from 2020 totals.



Courtesy of Lock7 Development

MEDIAN LIST PRICE PER SQUARE FOOT



Source: Monarch Realty & Triangle MLS Note: 1 mile radius of NC Capitol

\$559,000

MEDIAN LISTING PRICE
2024 Q2

\$434

MEDIAN LISTING PRICE
PER SF 2024 Q2

126

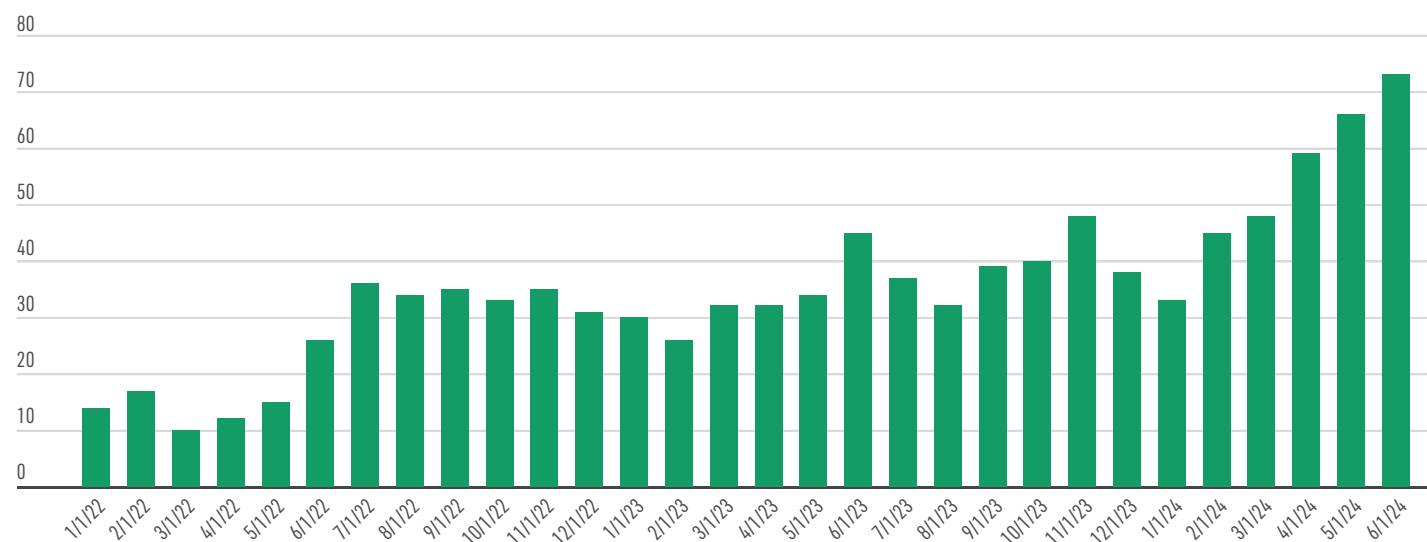
ACTIVE LISTINGS
2024 Q2

13

MEDIAN DAYS ON THE
MARKET 2024 Q2

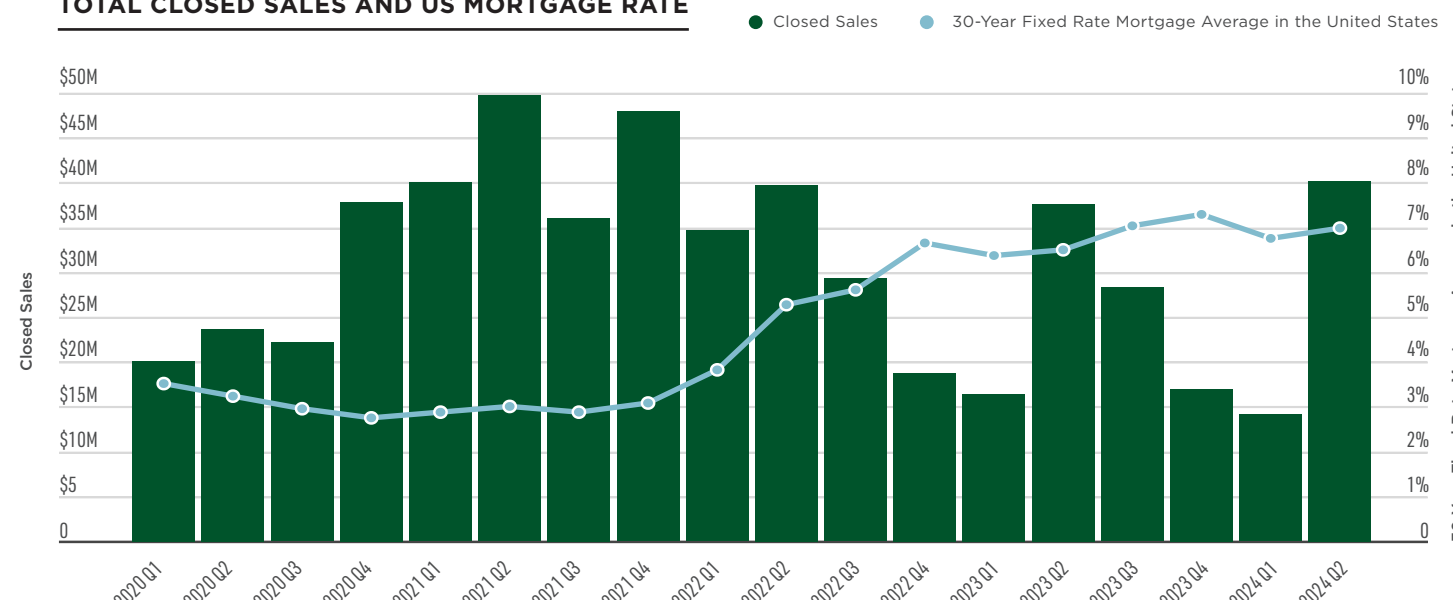
ACTIVE LISTINGS IN DOWNTOWN FROM JANUARY TO JUNE OF THIS YEAR HAVE INCREASED 55% COMPARED TO THE SAME PERIOD LAST YEAR. RECENTLY COMPLETED DEVELOPMENTS LIKE 615 PEACE HAVE SOLD QUICKLY, IN THIS INSTANCE SELLING 75% OF THE UNITS AT THE TIME OF DELIVERY!

ACTIVE LISTINGS COUNT



Source: Monarch Realty & Triangle MLS Note: 1 mile radius of NC Capitol

TOTAL CLOSED SALES AND US MORTGAGE RATE



Lock7 Development



POPULATION

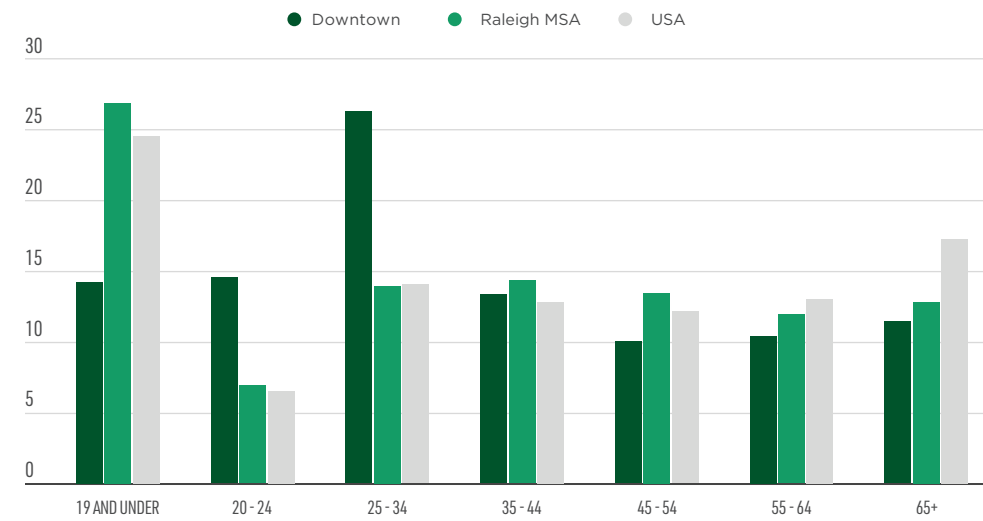
DOWNTOWN RESIDENTS TEND TO BE YOUNG AND WELL EDUCATED. THE MEDIAN AGE OF A DOWNTOWN RESIDENT IS 32.8, COMPARED TO 37.4 FOR THE RALEIGH METROPOLITAN AREA AND 38.5 FOR THE U.S. AS A WHOLE. OVER 71% OF DOWNTOWN RESIDENTS HAVE AT LEAST A BACHELOR'S DEGREE OR HIGHER, SIGNIFICANTLY HIGHER THAN THE CITY AND STATE WITH RESPECTIVE PERCENTAGES OF 56.1% AND 36.1%.

#1

**Best City
for Young
Professionals
2023**

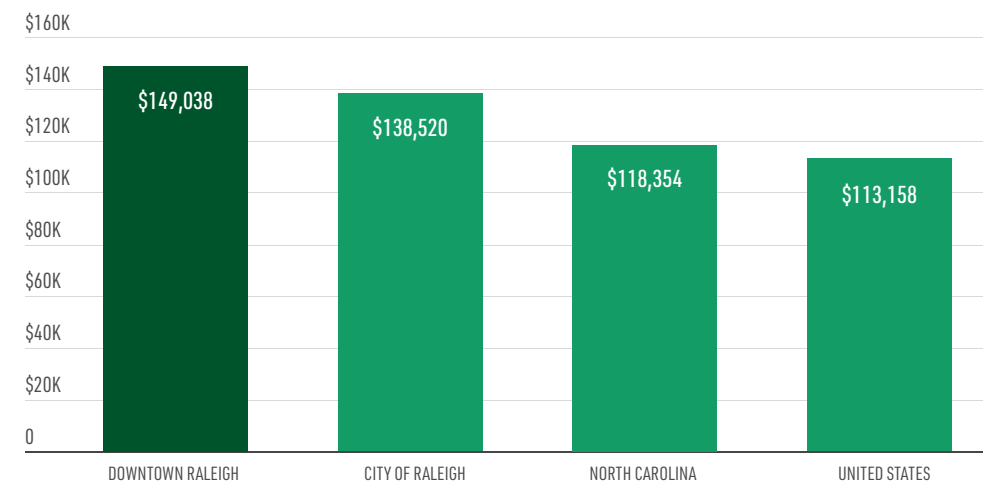
- RALEIGH -
GOBANKINGRATES

RESIDENT AGE



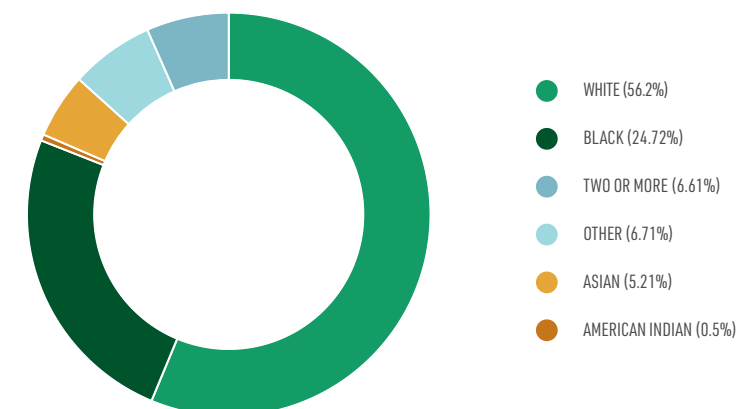
Source: US Census, ESRI Business Analyst

AVERAGE HOUSEHOLD INCOME



Source: ESRI Business Analyst

RACE AND ETHNICITY



Source: ESRI Business Analyst
Note: All downtown resident demographics pulled from a 1 mile radius from the capitol building in ESRI Business Analyst

19K+

RESIDENTS WITHIN 1 MILE OF DOWNTOWN

32.8

MEDIAN AGE

1.64

AVERAGE HOUSEHOLD SIZE

44.7%

OF POPULATION BETWEEN AGES 20-34

\$149K

AVERAGE HOUSEHOLD INCOME

71%

BACHELORS DEGREE OR HIGHER

OFFICE, EMPLOYMENT & TALENT

DOWNTOWN RALEIGH IS THE DENSEST OFFICE MARKET IN THE TRIANGLE WITH MORE OFFICE SPACE, AMENITIES, AND EMPLOYEES PER ACRE THAN ANY OTHER SUBMARKET. DOWNTOWN RALEIGH IS WELL-POSITIONED FOR THE FUTURE THANKS TO ITS CENTRAL LOCATION, HIGH DEGREE OF WALKABILITY, AMENITY RICH ENVIRONMENT, AND HEAVY CONCENTRATION OF CLASS A OFFICE SPACE.

1.7M
Square feet of new Class A office space delivered since 2015¹



Downtown Raleigh just completed a large development wave of Class A space with 1.7M square feet of new Class A space delivered since 2015, a 43% increase in total inventory.² Excluding 400H, the most recently completed 144K square feet of this wave, these seven developments are 86.8% leased.² Glenwood South District has seen 1.1M square feet of new office space delivered since 2019 in five buildings: One Glenwood, Tower Two at Bloc[83], 301 Hillsborough at Raleigh Crossing, 421 N Harrington at Smoky Hollow, and 400H.¹

With no new office developments underway, Class A office space will be in limited supply over the next couple of years. Downtown's dense concentration of high-quality new office space will attract new and expanding companies seeking access to the submarket's talent, affordability, and strong quality of life.



5,664,319
SQUARE FEET OF RENTABLE OFFICE SPACE²



+429,963
CLASS A NET ABSORPTION SINCE THE START OF 2020²



14.0%
DIRECT CLASS A VACANCY RATE²



183
EMPLOYEES PER ACRE IN DOWNTOWN CORE⁴

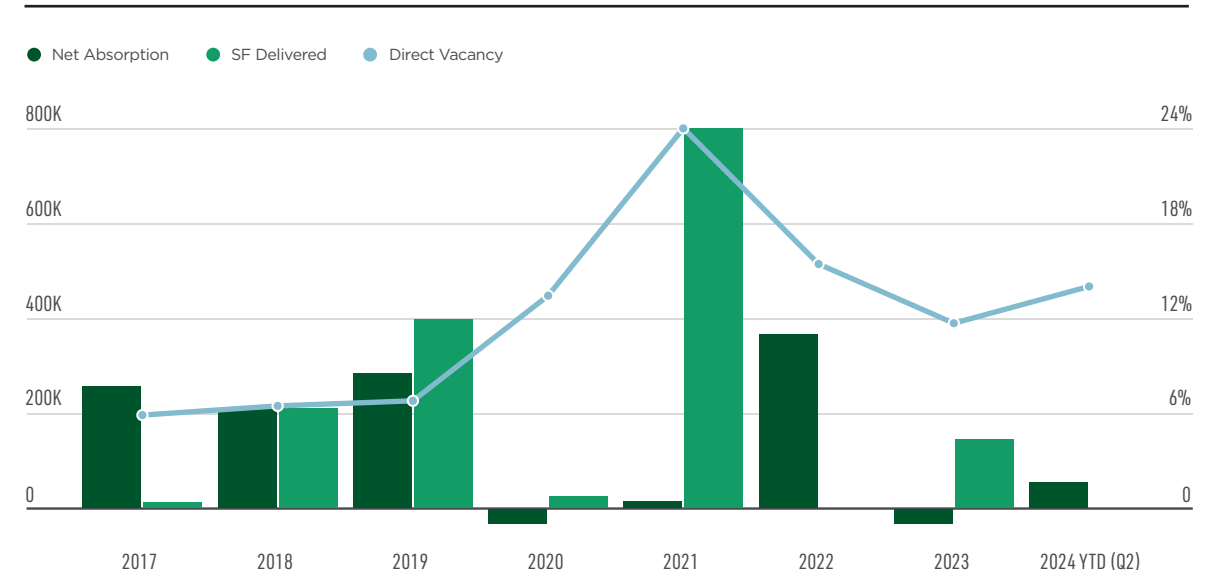


\$35.47
AVERAGE ASKING RENT PER SQUARE FOOT FOR CLASS A SPACE³



19.6%
OVERALL CLASS A VACANCY RATE²

CLASS A NET ABSORPTION, DELIVERIES, AND DIRECT VACANCY



Source: DRA, JLL Q2 2024

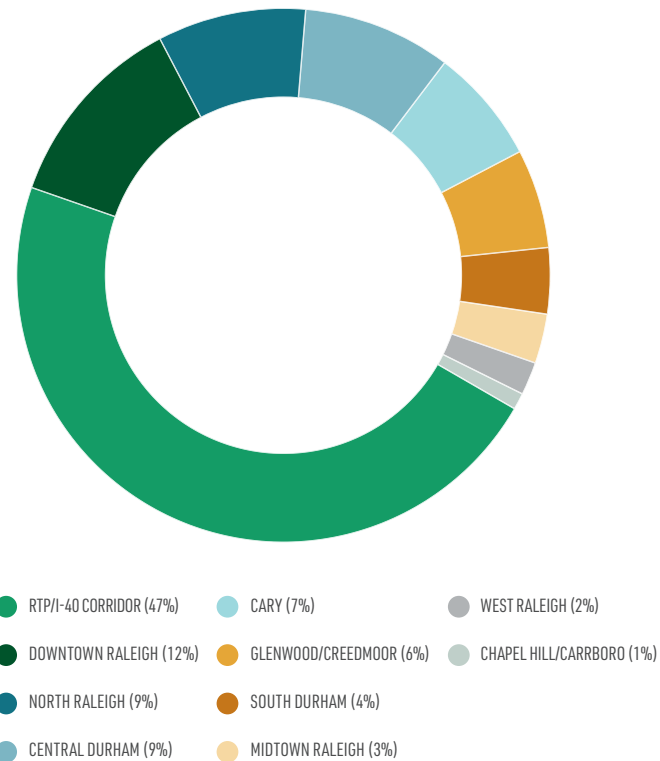
¹DRA ²JLL ³CBRE ⁴ESRI Business Analyst

LOCAL OFFICE MARKET

Strong demand for Class A office space has resulted in +429,963 square feet of net absorption since 2020, more than any other submarket in the Triangle, and a direct vacancy rate of 14%.¹ Class A rental rates have held on during this unprecedented wave of development, increasing 8% since Q2 2019.²

While Downtown Raleigh has seen a significant increase in sublease space available, 73% of the 415,794 square feet of sublease available are concentrated in two buildings: 411 Fayetteville and 120 S West Street.² Sublease space in downtown is a small portion of the total amount available in the Triangle, most of which is concentrated in the Research Triangle Park.²

SHARE OF SUBLEASE AVAILABLE BY LOCAL SUBMARKET²



¹JLL ²CBRE

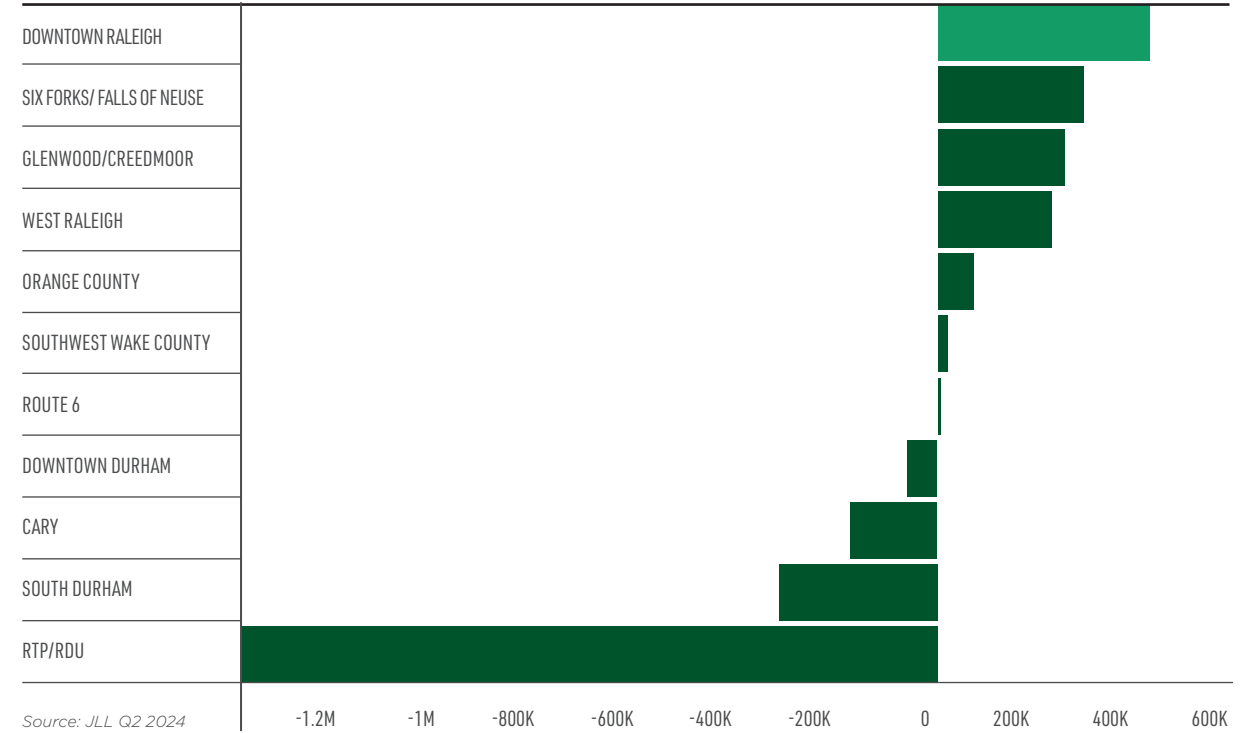


© Bryan Regan

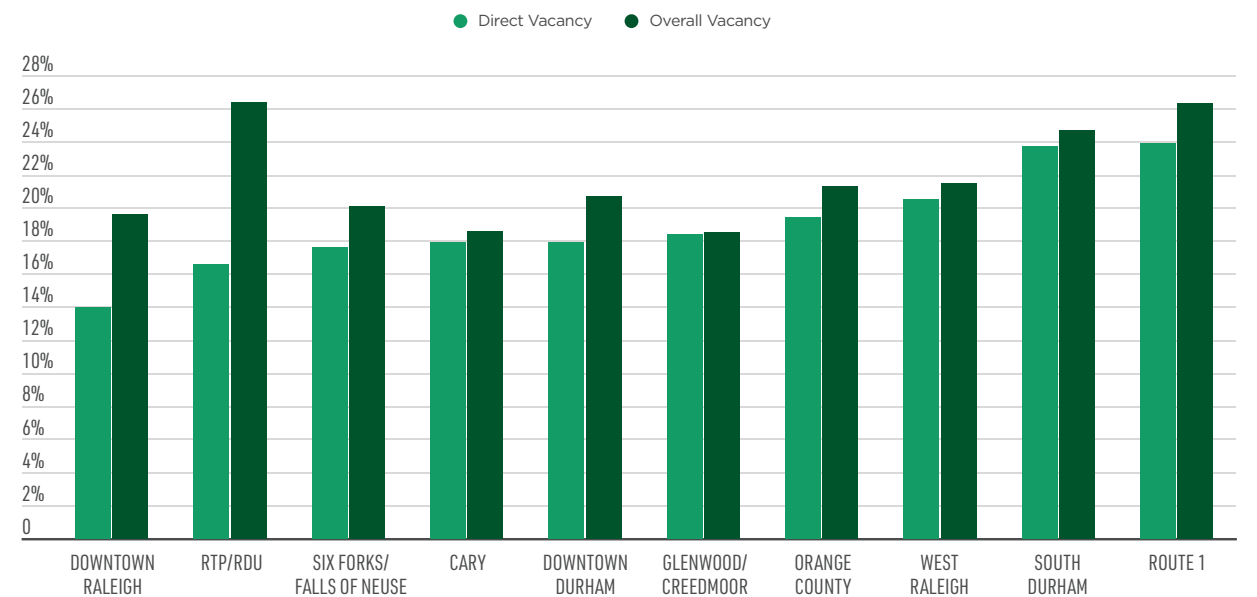
+430,000 SF Class A

Net Absorption since 2020

CLASS A NET ABSORPTION BY LOCAL SUBMARKET 2020 TO PRESENT



DIRECT AND OVERALL VACANCY BY SUBMARKET



NATIONAL OFFICE MARKET

THE DOWNTOWN RALEIGH OFFICE MARKET HAS PERFORMED WELL OVER THE PAST YEAR, ESPECIALLY WHEN COMPARED TO OTHER DOWNTOWN OFFICE MARKETS.

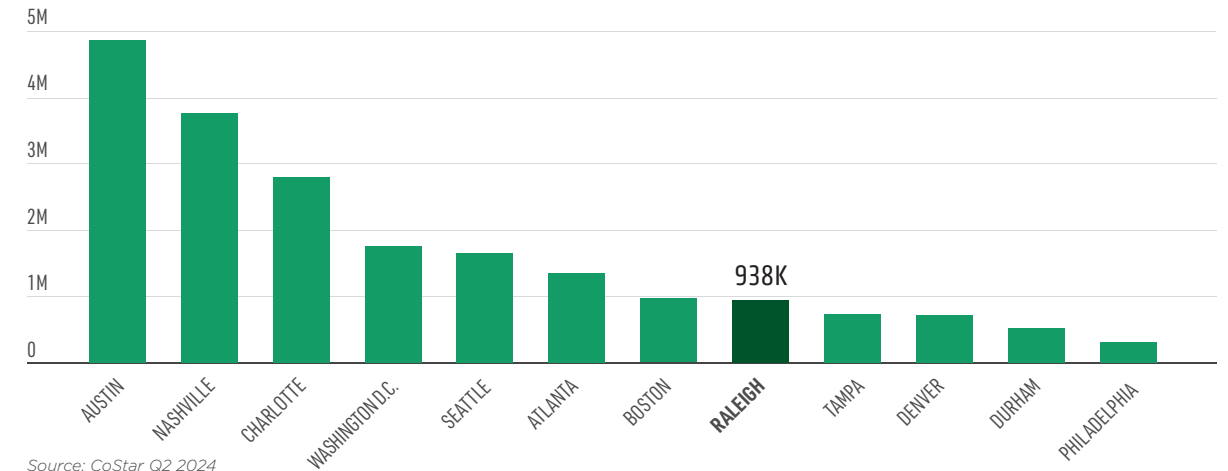
CLASS A VACANCY IN DOWNTOWNS ACROSS THE COUNTRY HAS INCREASED SUBSTANTIALLY SINCE 2019 Q2 AND PREVIOUSLY HIGH-DEMAND GATEWAY MARKETS LIKE SAN FRANCISCO AND DENVER HAVE SEEN RECORD HIGH DIRECT VACANCY.¹

CLASS A RENTS IN DOWNTOWN RALEIGH ARE WELL POSITIONED BETWEEN PEERS AND ARE STILL MORE AFFORDABLE THAN GATEWAY MARKETS EVEN AS RENTS HAVE DECREASED.²



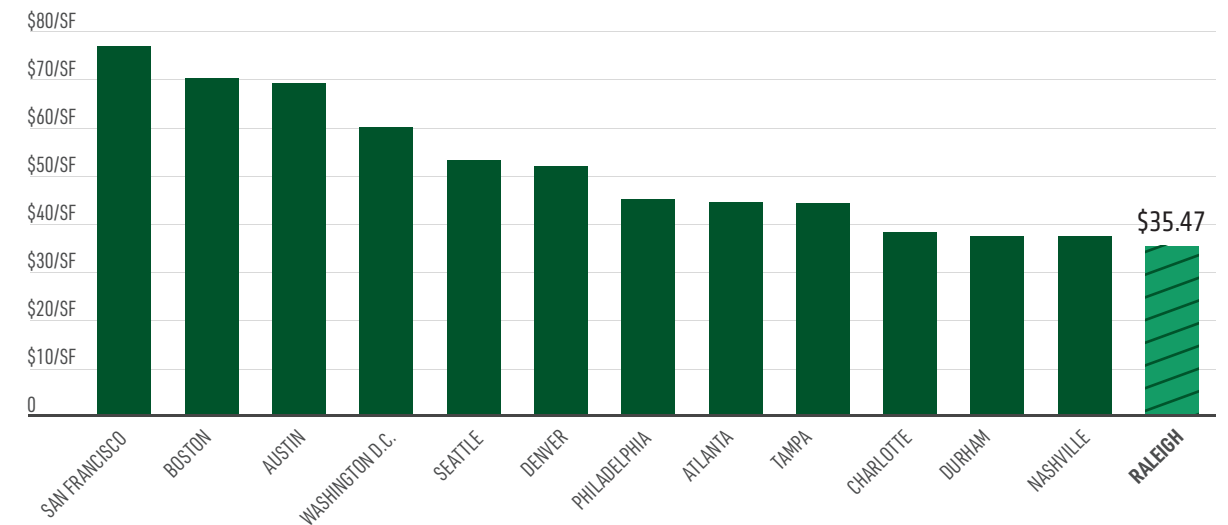
© Bryan Regan

TOTAL CLASS A SQUARE FEET DELIVERED SINCE 2020 IN SELECT DOWNTOWNS



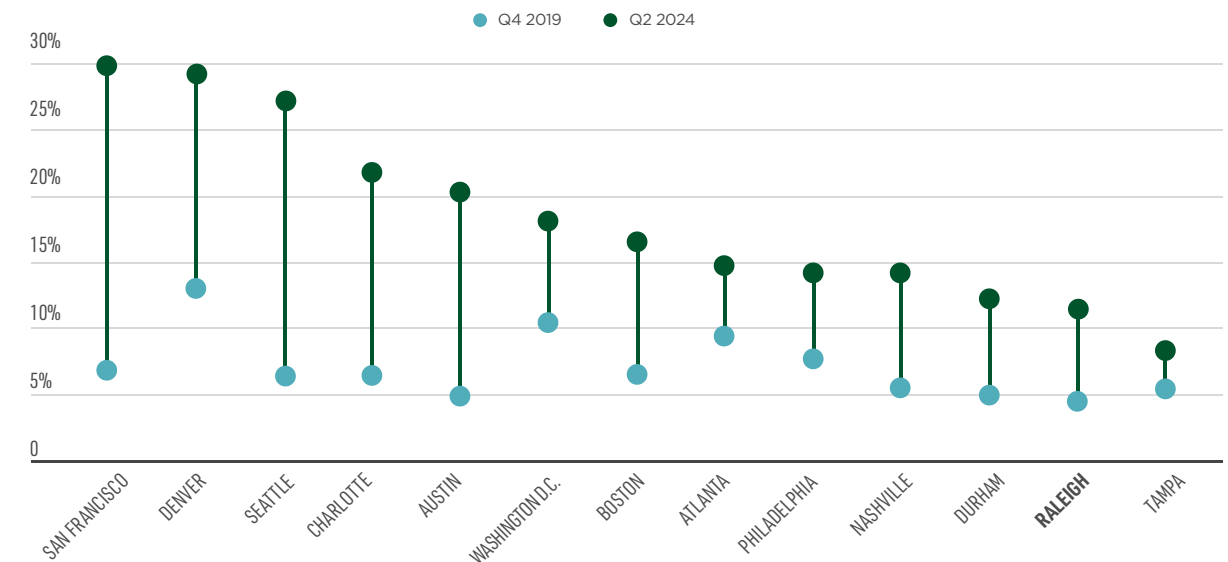
Source: CoStar Q2 2024

CLASS A AVERAGE ASKING RENT IN SELECT DOWNTOWNS



Source: CBRE Q2 2024

CLASS A VACANCY IN SELECT DOWNTOWNS



Source: JLL Q2 2024

TALENT & INNOVATION

Only the Triangle, Atlanta, Boston, NYC, Los Angeles, Washington D.C., and Chicago have three tier-1 research universities in one metropolitan region.



Approximately 100,000 students attend Triangle universities, providing downtown employers and innovators easy access to cutting edge research and a well-trained workforce.

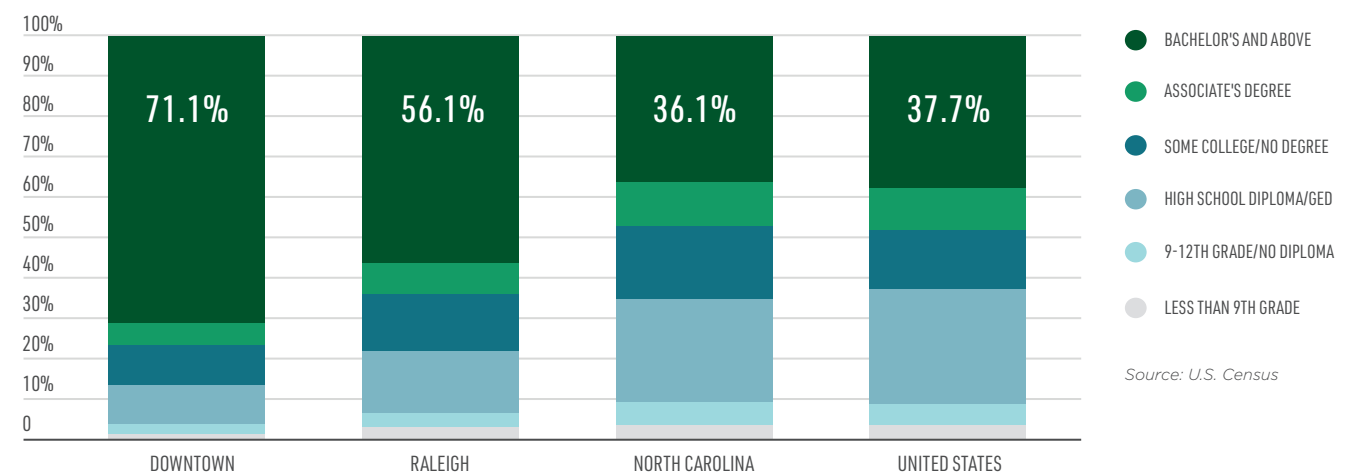
Downtown Raleigh is home to two Historically Black Colleges and Universities (HBCU), Shaw University and Saint Augustine's University, which lead the way in innovation and equity.

UNIVERSITIES WITHIN 30 MILES OF DOWNTOWN RALEIGH	TOTAL ENROLLMENT
CAMPBELL LAW SCHOOL	552
SHAW UNIVERSITY**	1,141
WILLIAM PEACE UNIVERSITY	730
SAINT AUGUSTINE'S UNIVERSITY**	1,223
NORTH CAROLINA STATE UNIVERSITY*	38,442
MEREDITH COLLEGE	1,711
NC CENTRAL UNIVERSITY**	7,953
DUKE UNIVERSITY*	17,620
UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL*	31,733

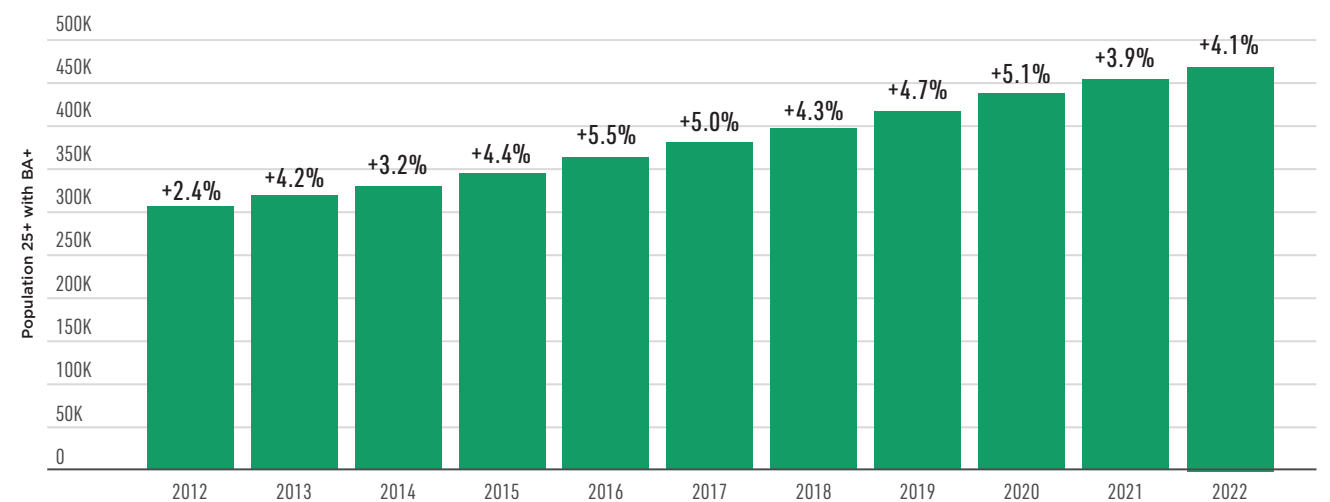
*Tier 1 University - Doctoral university with very high research activity.
 ** HBCU - Historically black college / university established with the intention of serving African-American students. Source: U.S. News & World Report

ACCORDING TO THE 2023 CBRE TECH TALENT REPORT THERE ARE 74K+ PEOPLE EMPLOYED IN TECH ACROSS THE TRIANGLE, INCREASING 17.9% OVER THE LAST FIVE YEARS. **56% OF THE TRIANGLE'S TECH TALENT IS EMPLOYED IN COMPUTER SOFTWARE, COMPUTER SERVICES, AND COMPUTER PRODUCT MANUFACTURING OCCUPATIONS, BEHIND ONLY SEATTLE AND THE SAN FRANCISCO BAY AREA.¹**

EDUCATIONAL ATTAINMENT OF RESIDENTS AGE 25+



RALEIGH-CARY POPULATION AGE 25+ WITH BA+



¹CBRE

EMPLOYEES AND EMPLOYERS

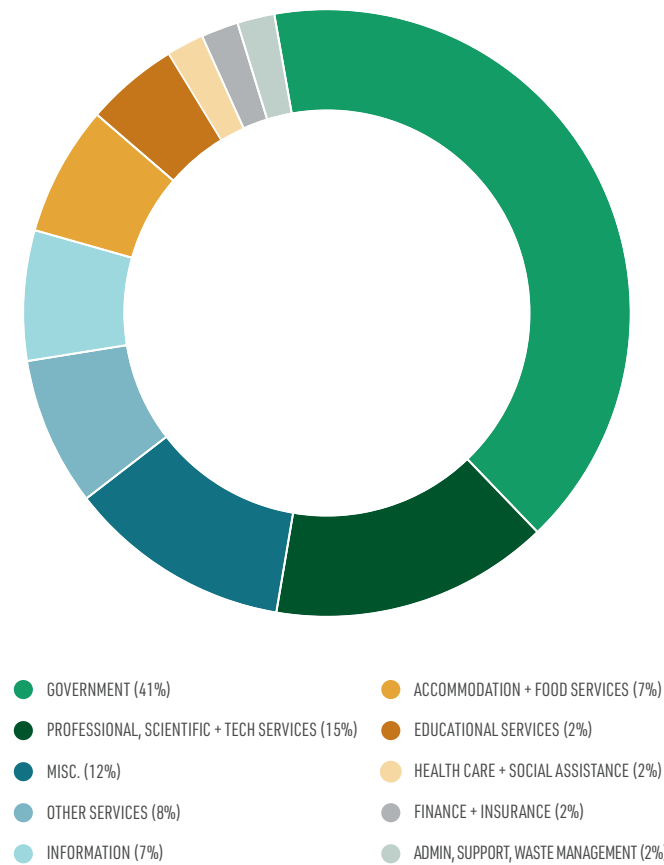
THERE ARE APPROXIMATELY 48,533 EMPLOYEES LOCATED WITHIN A MILE OF THE STATE CAPITOL. EMPLOYMENT IS CONCENTRATED IN GOVERNMENT, NONPROFIT INSTITUTIONS, TECHNOLOGY FIRMS, AND TRADITIONAL OFFICE OCCUPIERS LIKE COMMERCIAL REAL ESTATE AND LAW FIRMS.¹

48,533 Employees within 1 mile of the state Capitol¹

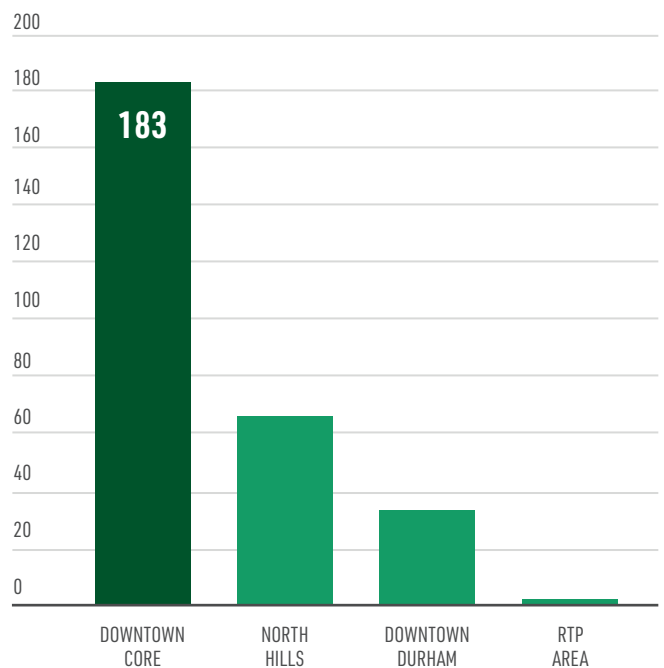
NOTABLE DOWNTOWN LEASE TRANSACTIONS²

Celonis	26,875 SF	The Dillon
Deloitte	19,794 SF	Tower Two at BLOC[83]
industrial.io	11,952 SF	Commerce Place
Regus	11,903 SF	One City Plaza
Willis Towers Watson	10,500 SF	One City Plaza

DOWNTOWN EMPLOYMENT BY SECTOR¹

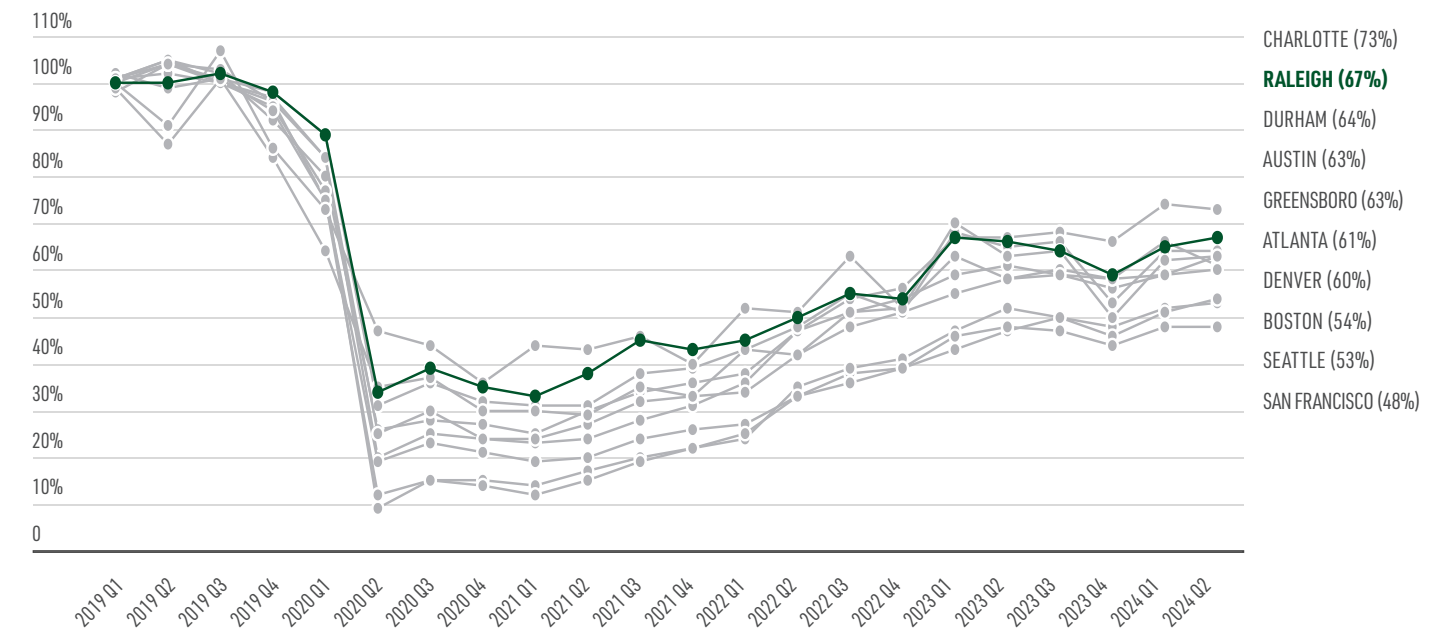


EMPLOYEES PER ACRE¹



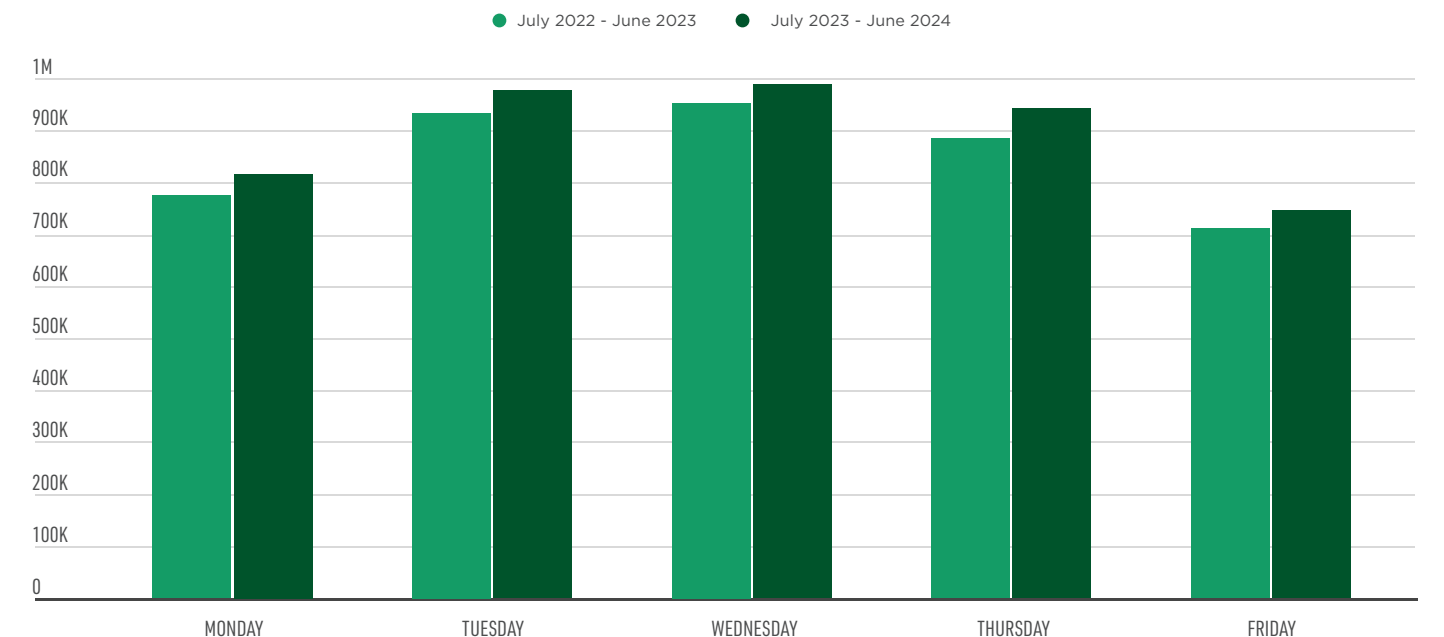
Downtown Raleigh is well positioned for the ongoing structural transformation central business districts are experiencing nationwide as office attendance policies remain in a hybrid work environment. Downtown Raleigh employee visits occurring between 9am and 5pm Monday through Friday have increased 5% year over year and for Q2 2024 were 67% of 2019 levels. This is considerably higher than peer markets on either coast but in line with peers in North Carolina.

DOWNTOWN EMPLOYEE VISITS 9AM TO 5PM PERCENT RECOVERED



Source: Placerai
Note: Only visits between Monday and Friday from 9am to 5pm. Recovery as a percent of 2019.

TOTAL DOWNTOWN EMPLOYEE VISITS 9AM TO 5PM BY WEEKDAY



Source: Placerai

¹ESRI Business Analyst ²JLL

SHOPPING & DINING

DOWNTOWN RALEIGH'S VIBRANT STOREFRONT ECONOMY OFFERS VISITORS, RESIDENTS, AND EMPLOYEES A DIVERSE SELECTION OF SMALL BUSINESSES OFFERING RETAIL GOODS AND SERVICES AND HAS BECOME A MAJOR FOOD DESTINATION REGIONALLY AND NATIONALLY.

+42

Net gain in storefront businesses since March 2020*



© Monica Slaney

The downtown storefront economy is expanding, over 180 new businesses have opened in Downtown Raleigh since the start of 2020.* Over half of these new businesses are food, drink, or entertainment establishments. An additional 40 businesses have announced plans to open downtown in the near future.

The recent wave of development has also increased the storefront economy physically by adding 598,995 square feet of retail space since 2015 with a further 93,006 square feet under construction. With 1,607 residential units under construction and another 8,072 planned or proposed, demand for downtown storefront businesses is expected to increase in the coming years.

184
STOREFRONT BUSINESSES
OPENED SINCE 2020*

268
RESTAURANTS AND BARS

111
LUNCH SPOTS

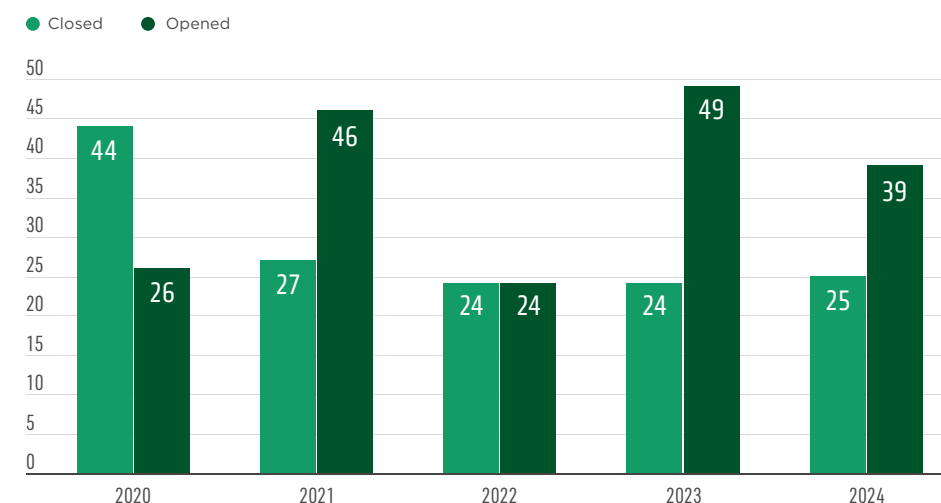
153
PLACES TO SHOP

8
CRAFT BREWERIES AND 1
DISTILLERY

1.7M
SQUARE FEET OF
STOREFRONT SPACE

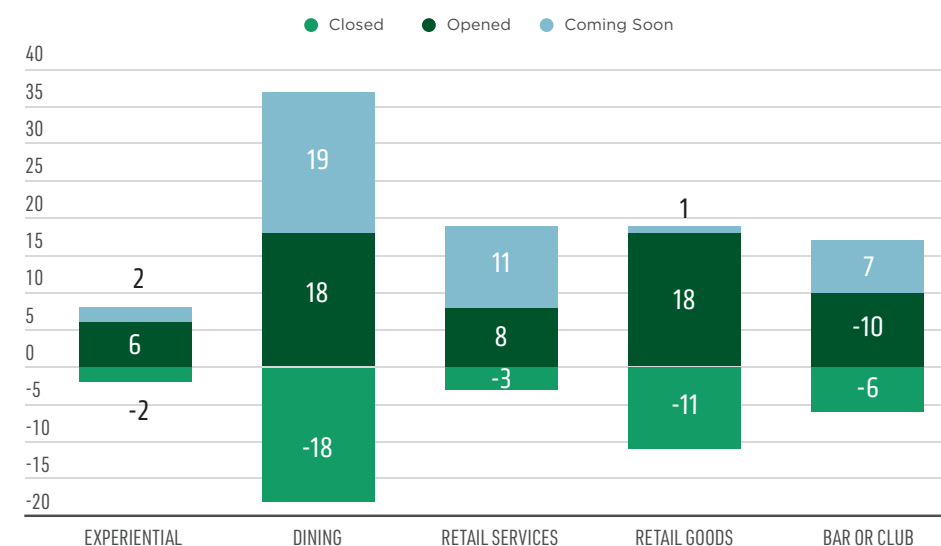
83.7%
STOREFRONT
OCCUPANCY RATE

STOREFRONT BUSINESS ACTIVITY BY YEAR



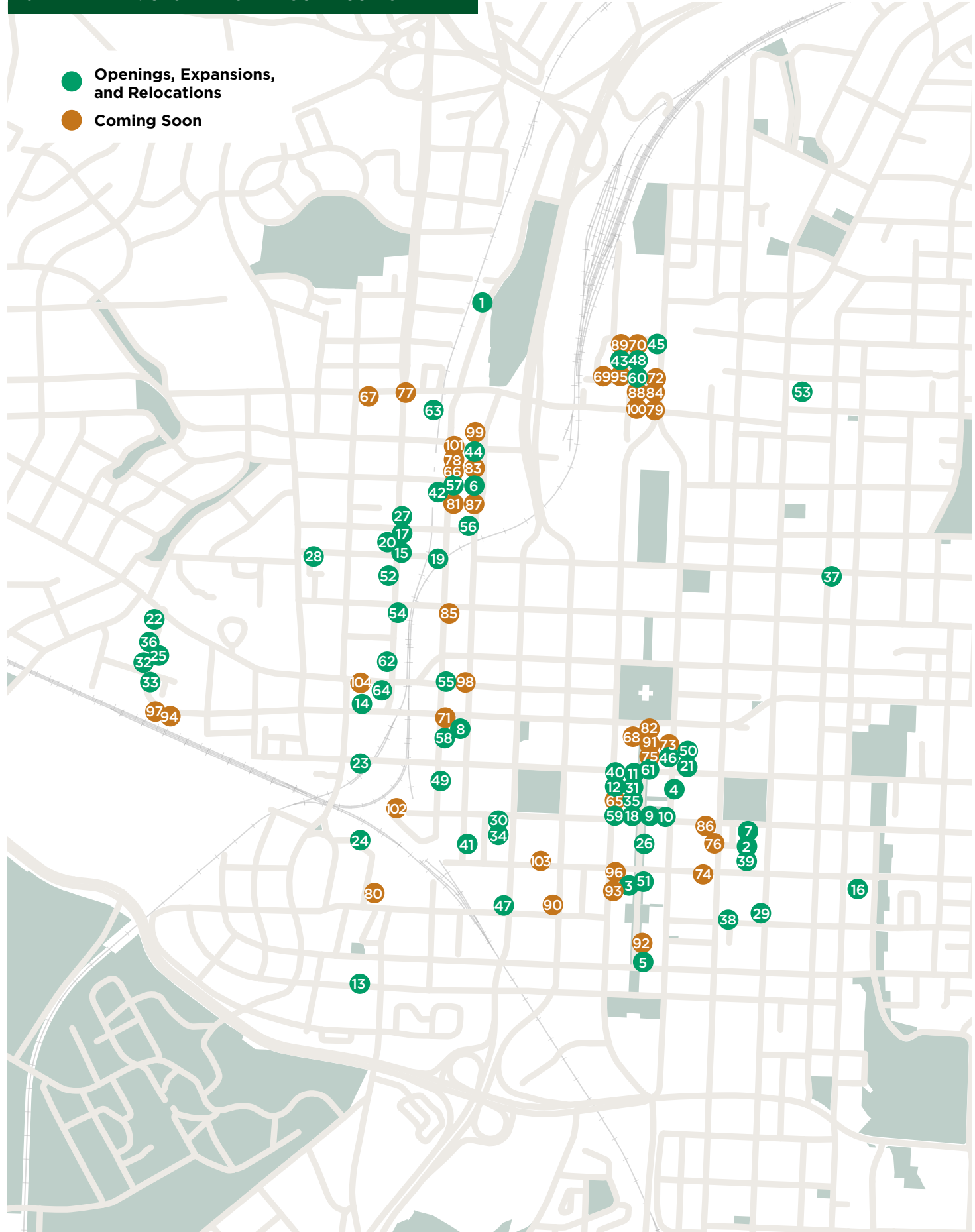
Source: DRA
Note: Includes only new business openings and business closings

STOREFRONT BUSINESS ACTIVITY SINCE JULY 2023*



Source: DRA *Through August 15, 2024

ON THE MAP: STOREFRONT BUSINESS ACTIVITY



RECENT OPENINGS + EXPANSIONS (SINCE JULY 2023*)		
#	Business Name	Type
1	Kenda Kist Jewelry (Expansion)	Retail
2	Blackbird Books & Coffee	Retail/Restaurant
3	Alive	Bar
4	The Green Monkey	Retail/Bar/Event
5	Chido Taco	Restaurant
6	Hause of Dogs	Retail
7	Limatus Bespoke	Retail
8	HotBox Pizza	Restaurant
9	Needle & Thread Co.	Retail
10	Sarah Rosa Glickman Art	Retail
11	The Lotus Room	Experiential
12	Beauty Solutions PRO	Service
13	Feature Flora	Service/Retail
14	Incendiary Brewing	Brewery
15	Devolve	Bar
16	Yatai Market	Restaurant
17	Pearl & Peril (Expansion)	Bar
18	The Self Care Marketplace	Retail/Service
19	Oak City Yoga	Fitness
20	Nomad	Bar
21	Pallbearer Vintage	Retail
22	Gussie's	Bar/Retail
23	Flex	Bar
24	Onward Raleigh	Service
25	Tattoo Honey	Service
26	The Flavor Hills	Restaurant
27	Downtown Kicks	Retail
28	The Bunny Hive	Experiential
29	Little Native Coffee	Restaurant
30	Hightide Salon (Expansion)	Service
31	jink jam tattooing	Service
32	Wolfe & Porter	Bar
33	Lowbrow Salon	Service
34	Nadia Ibarrola Massage	Service
35	Primal Beaute	Service
36	The Cellar Liquor Bar	Bar
37	Galatea Boutique	Retail
38	ThriftWiz	Retail
39	Emerald & Oak	Retail
40	Copperline Plant Co. (Relocation)	Retail
41	Figulina Pasta + Provisions	Restaurant
42	Hello Yellow Art Studio	Experiential
43	The Eye Institute (Relocation)	Service
44	Morelia Gourmet Paletas	Restaurant
45	The Yard Milkshake Bar	Restaurant
46	One For All Thrift	Retail
47	Berkeley Café (Relocation)	Restaurant
48	Biscuit Belly	Restaurant
49	La Terrazza	Restaurant
50	Origami Styling	Retail
51	Bistro 401	Restaurant
52	On Board Charcuterie	Retail
53	Sous Terre	Bar
54	La Farm Bakery	Restaurant
55	Press Coffee, Cocktails & Crepes	Restaurant
56	Flour + Barrel	Restaurant
57	Neighborhood Bar	Bar
58	The Panini Co	Restaurant
59	Same Old Same Old	Retail
60	Starbucks	Restaurant
61	Raleigh Lace Museum	Experiential
62	Anthony's La Piazza Italian	Restaurant
63	Hop Shots Putt Putt	Experiential
64	Vic's Pizzeria	Restaurant
COMING SOON		
65	ABC Store	Retail
66	Alaksha's Indian Bistro	Restaurant
67	Beem Light Sauna	Service
68	Birdie's Barroom and Kitchen	Restaurant
69	Boatman Spirits Co.	Restaurant
70	Body Fit Training	Fitness
71	Buoy Bowls	Restaurant
72	Club Pilates	Fitness
73	Crissy Shined Nails	Service
74	Daijoubu	Restaurant
75	DICED	Restaurant
76	El Toro Loco Taqueria	Restaurant
77	Embargo	Bar
78	FastMed	Service
79	High Rail	Bar
80	Homebody Yoga	Fitness
81	Hone-Sharpen	Experiential
82	Insomnia Cookie	Restaurant
83	JETSET Pilates	Fitness
84	Kai Sushi	Restaurant
85	La Mala (By La Santa)	Restaurant
86	Melty	Restaurant
87	Noire Nail Bar	Service
88	Palm Berries	Restaurant
89	Pins Mechanical Co.	Experiential
90	Poole's Diner (Expansion)	Restaurant
91	Primo Hoagies	Restaurant
92	Sir Walter Coffee & Kitchen	Restaurant
93	Sir Walter Speakeasy (Name TBA)	Bar
94	State of Beer (Relocation)	Restaurant/Bar
95	Sweathouz	Fitness

*Through August 15, 2024

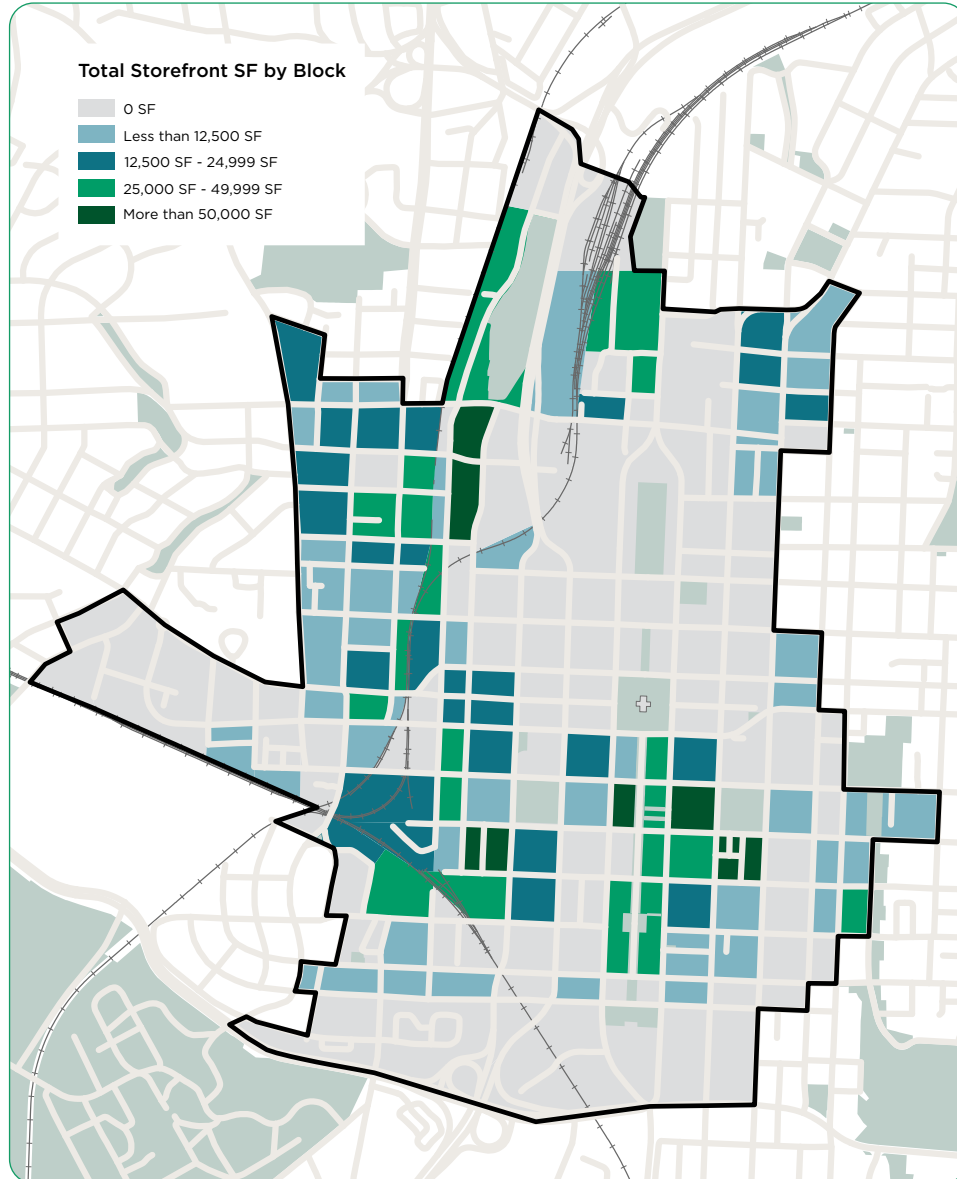
NOTE: +9 ADDITIONAL BUSINESSES LISTED AT DOWNTOWNRALEIGH.ORG

STOREFRONT INVENTORY

DOWNTOWN RALEIGH ALLIANCE HAS CONDUCTED A FULL INVENTORY OF STOREFRONTS IN DOWNTOWN. THE STOREFRONT INVENTORY PROVIDES AN ACCOUNT OF STOREFRONT VACANCY AT THE INDIVIDUAL STOREFRONT LEVEL AND, IN TIME, WILL ENABLE DETAILED TREND ANALYSIS.

As of Q2 2024, 83.65% of Downtown Raleigh's 1,733,904 square feet of storefront space is occupied with either an operating business or will be soon by a publicly announced business. Downtown Raleigh has 283,407 square feet of existing vacant space, 36.1% of which is 1st generation or recently completed space. When 1st generation shell space is removed from the analysis, downtown's occupancy rate increases to 89.1%.

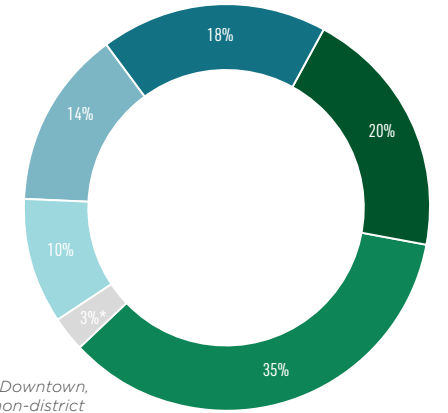
The recent development wave has brought a significant amount of new retail space to downtown, adding over 299K square feet of new retail space since January 2020. With an additional 93,006 square feet under construction and 247,507 square feet planned or proposed, Downtown Raleigh's storefront economy is poised to grow substantially in the coming years.



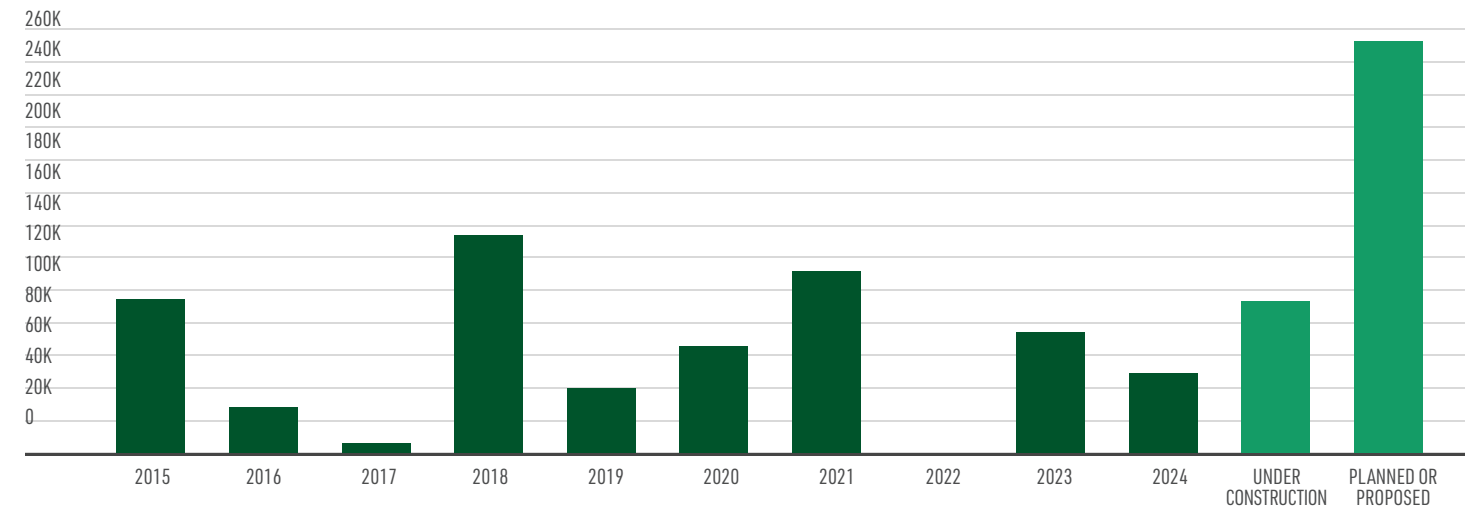
STOREFRONT INVENTORY RESULTS

	Occupied SF	Vacant SF	Total Inventory	Occupancy Rate
Downtown Raleigh	1,450,497	283,407	1,733,904	83.65%
Glenwood South	552,287	58,434	610,721	90.43%
Fayetteville Street	250,656	95,527	346,183	72.41%
Warehouse	241,376	63,273	304,649	79.23%
Moore Square	206,348	35,722	242,070	85.24%
Seaboard Person	149,490	28,489	177,979	83.99%

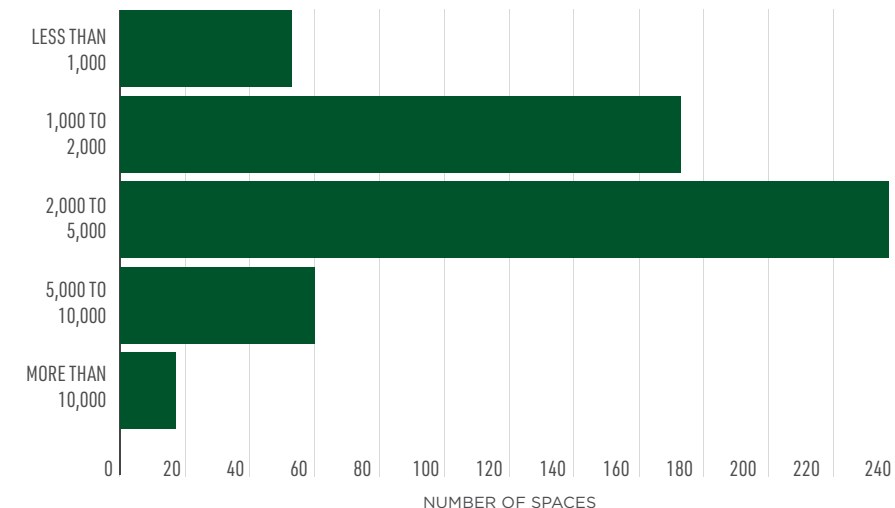
STOREFRONT INVENTORY BY DISTRICT



STOREFRONT DEVELOPMENT PIPELINE



STOREFRONT INVENTORY BREAKDOWN BY STOREFRONT SIZE



76% of Downtown Raleigh's 540 storefront spaces are between 1,000 square feet and 5,000 square feet in size.

Source: DRA

SHOPPING

Downtown Raleigh boasts a wide array of businesses providing various retail services and goods, including more than 34 clothing shops ranging from the high-end and bespoke to sustainable vintage. Similarly, Downtown Raleigh has more than 57 salons, barbershops, and specialty boutiques.

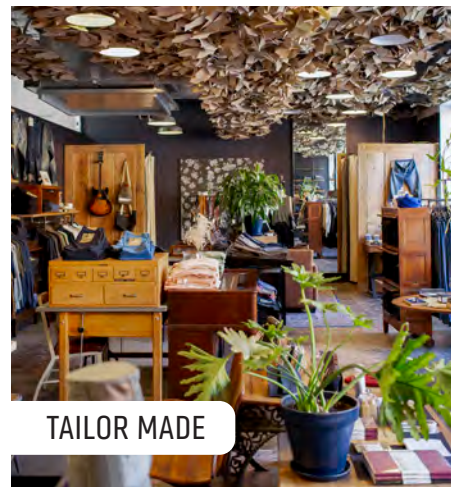


EMERGING RETAIL CLUSTERS



VINTAGE FINDS

- **Boot & Trunk** at 424 S Person
- **ThriftWiz** at 207 E Cabarrus
- **Pallbearer** at 111 E Hargett Suite 110
- **Origami Styling** at 111 E Hargett Ste 110
- **Unorthodox Vintage** at 206 S Wilmington
- **Father & Sons Antique** at 302 S West
- **Raleigh Vintage** at 18 Glenwood Ave
- **Revolver Consignment Boutique** at 610 Hillsborough
- **Same Old Same Old** at 230 Fayetteville
- And More!



TAILOR MADE

- **Limatus Bespoke** at 307 Blake
- **Raleigh Denim** at 319 W Martin
- **Glenwood South Bespoke Suiting and Tailoring** at 745 W Johnson
- **Bridal Tailoring** at 743 W Johnson
- **White of Raleigh Bridal Boutique** at 311 Blake
- **Emerald & Oak Bridal** at 327 W Blake
- **Miledy Bridal Boutique** at 111 Seaboard
- **Coastal Knot Bridal** at 410 Salisbury
- **Alexia's Bridal Boutique** at 400 W North
- **Gilded Bridal** at 421 N Boylan
- And More!

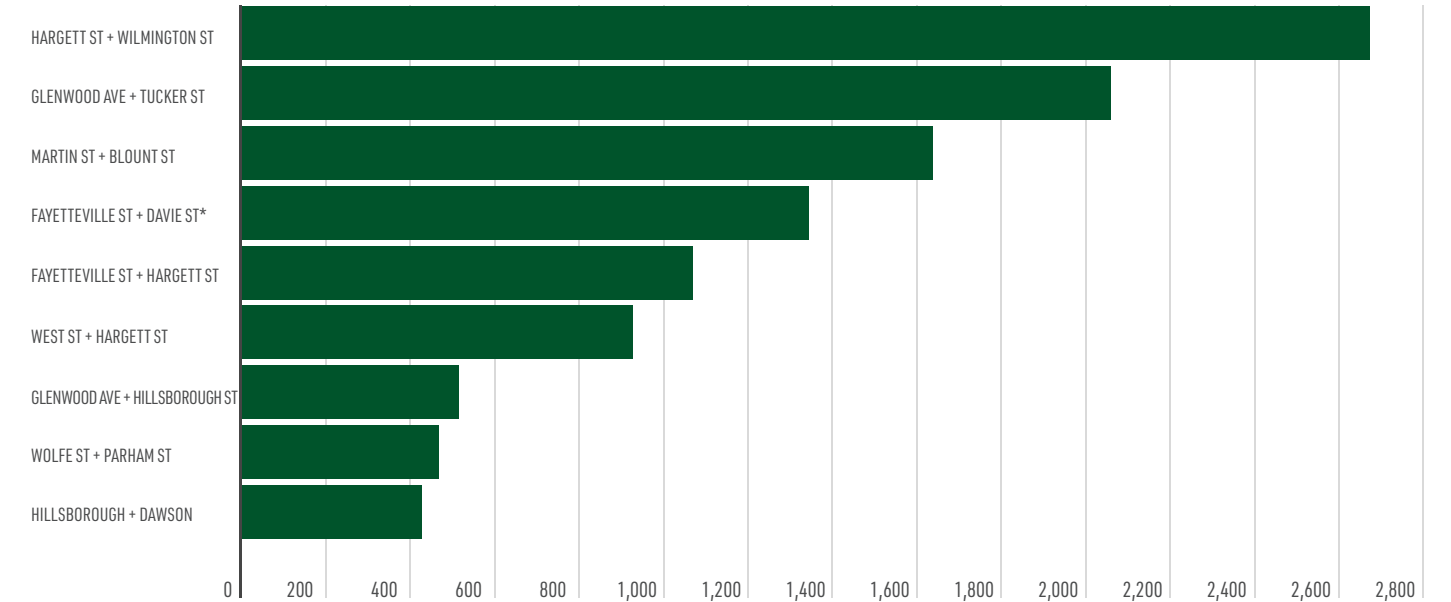


SPECIALTY GIFTS

- **Decree Company** at 135 E Martin
- **Edge of Urge** at 215 E Franklin
- **Munjo Munjo** at 20 E Hargett
- **Deco Raleigh** at 207 S Salisbury
- **Curate** at 15 W Hargett
- **The Green Monkey** at 215 S Wilmington
- **Self Care Marketplace** at 12 W Martin
- **Designed for Joy** at 517 W Cabarrus
- **Marbles PlayStore** at 201 E Hargett
- **NC Museum of Natural Sciences Store** at 11 W Jones
- And More!

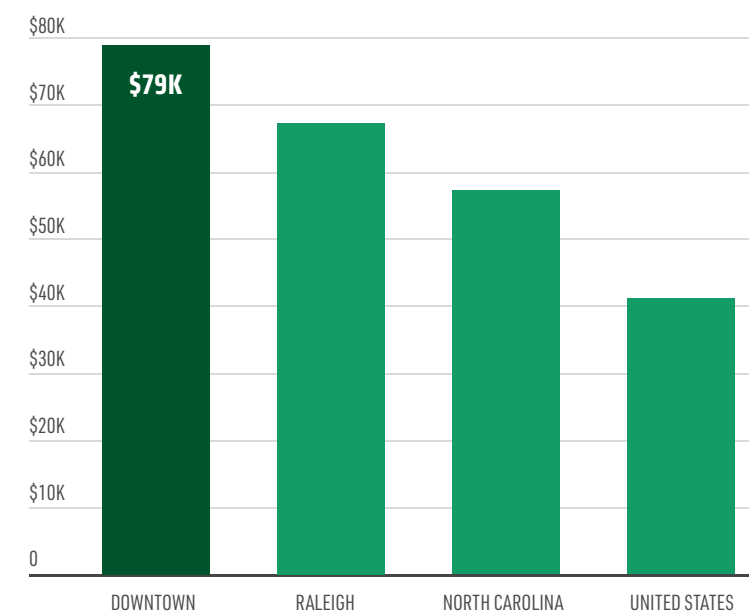
DOWNTOWN RALEIGH ALLIANCE HAS 10 PEDESTRIAN COUNTERS ACROSS DOWNTOWN, COLLECTING REAL-TIME DATA AND TO HELP RETAIL PROSPECTS DETERMINE WHERE TO LOCATE IN DOWNTOWN AND HOW MUCH VISIBILITY THEIR LOCATION WILL HAVE.

AVERAGE DAILY PEDESTRIAN COUNT BY LOCATION



Source: Eco-Counter
Note: Fayetteville + Davie average of two locations

MEDIAN HOUSEHOLD DISPOSABLE INCOME



Source: US Census, ESRI Business Analyst

Downtown's rapidly expanding resident population helps support more downtown businesses. The median Downtown Raleigh household has **17% more disposable income to spend in downtown** than the median household in the City of Raleigh.



DINING & NIGHTLIFE

2024 JAMES BEARD AWARD SEMIFINALISTS



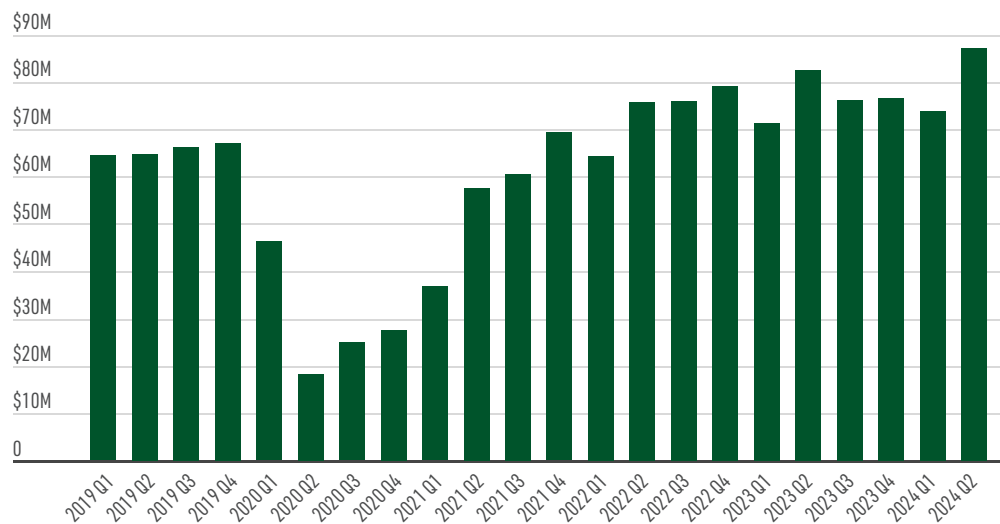
OUTSTANDING BAR:
Bittersweet at 16 E Martin



OUTSTANDING HOSPITALITY:
Crawford & Son at 618 N Person

Downtown Raleigh is a major food destination regionally and nationally with 268 dining and nightlife establishments providing a broad range of cuisines and experiences.²

ESTIMATED FOOD AND BEVERAGE SALES¹



Wake County Tax Administration ²DRA

268

TOTAL RESTAURANTS AND BARS²

28

RESTAURANTS AND BARS COMING SOON²

+29

RECENTLY OPENED RESTAURANTS AND BARS²

\$314M

ESTIMATED FOOD + BEVERAGE SALES JULY 2023 - JUNE 2024¹

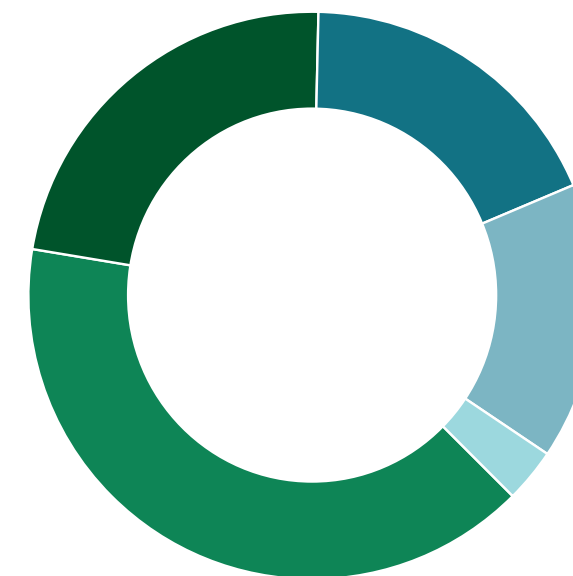
+2%

INCREASE YEAR OVER YEAR IN FOOD + BEVERAGE SALES¹

107

LUNCH SPOTS²

ESTIMATED FOOD AND BEVERAGE SALES BY DISTRICT¹



- GLENWOOD SOUTH (40%)
- FAYETTEVILLE STREET (23%)
- MOORE SQUARE (18%)
- WAREHOUSE (16%)
- CAPITAL (3%)

© Monica Slaney

ARTS, CULTURE & TOURISM

DOWNTOWN RALEIGH IS HOME TO OVER 170+ PUBLIC ART INSTALLATIONS, 75+ ARTS AND CULTURAL VENUES, AND MORE THAN 100 YEARLY FESTIVALS AND OUTDOOR EVENTS. THE CULTURAL CENTER OF THE CITY, DOWNTOWN RALEIGH HAS GROWN INTO A HUB OF CREATIVE ACTIVITY, ARTS, MUSEUMS, EVENTS, AND A DIVERSE RANGE OF EXPERIENCES.

3.8M

Unique visitors from July 2023 - June 2024¹



World-class North Carolina state museums, state capital attractions, and historical points of interest combine with a diverse mix of regional attractors and local arts and performance venues to create a density and caliber of cultural attractions that is unparalleled in the Triangle and state. An arts and culture hotspot, Downtown Raleigh has something for everyone: kids activities and play, visual and performing arts, architecture and history, and a broad range of indoor and outdoor venues—all with a relaxed atmosphere and inviting southern charm.



170+
PUBLIC ART INSTALLATIONS



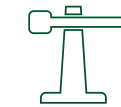
18
PERFORMING ARTS AND CONCERT VENUES



19.1M
VISITOR VISITS¹



1,652
EXISTING HOTEL ROOMS³



410
HOTEL ROOMS UNDER CONSTRUCTION³



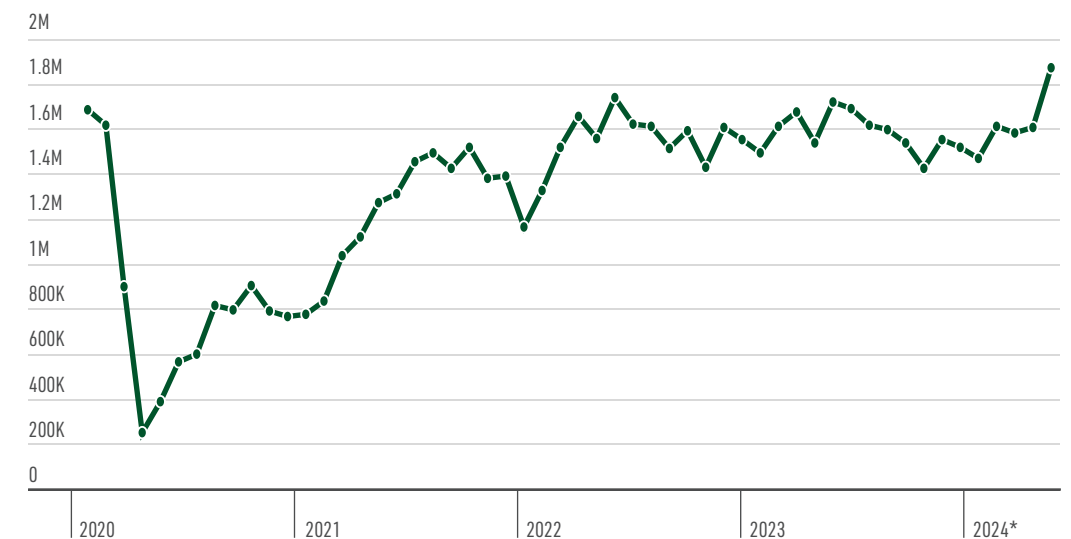
\$206
HOTEL ROOM AVERAGE DAILY RATE²



69.8%
HOTEL ROOM OCCUPANCY JULY 2023 - JUNE 2024²

DOWNTOWN VISITOR VISITS¹

Weekend visitor activity has recovered to 101% of 2019 levels while increasing 2% year over year.



¹Through June 2024

¹Placerai ²GRCVB, STR ³DRA

HOTEL MARKET AND TOURISM

Visitors from near and far help bring life to our streets and are an important source of revenue for many downtown businesses that rely heavily on visitors to stay open. Downtown Raleigh saw 3.8 million unique visitors between July 2023 and June 2024, with June marking the first month to surpass pre-pandemic visitation levels. Hotel inventory is expanding to meet increasing demand with 410 hotel rooms under construction and another 1,590 rooms in the development pipeline. Over the next few years downtown will see several major investments that will transform downtown and bring even more visitors.

CONVENTION CENTER OVERVIEW 2022/23 FY

152
EVENTS

92,454
HOTEL ROOM NIGHTS BOOKED

RED HAT AMPHITHEATER OVERVIEW

51
PERFORMANCES SCHEDULED FOR 2024 SEASON (RECORD)

\$17.6M
ECONOMIC IMPACT IN 2023

Source: GRCVB



RALEIGH CONVENTION CENTER EXPANSION PLANS

The City of Raleigh has begun designing a \$387 million expansion of the Raleigh Convention Center. Anticipated to open in 2028, the expansion will include approximately 80,000 square feet of flexible event space and 30 meeting rooms. Raleigh Convention Center had a record-breaking fiscal year 2023 with over 100,000 hotel room nights booked from convention-related business.

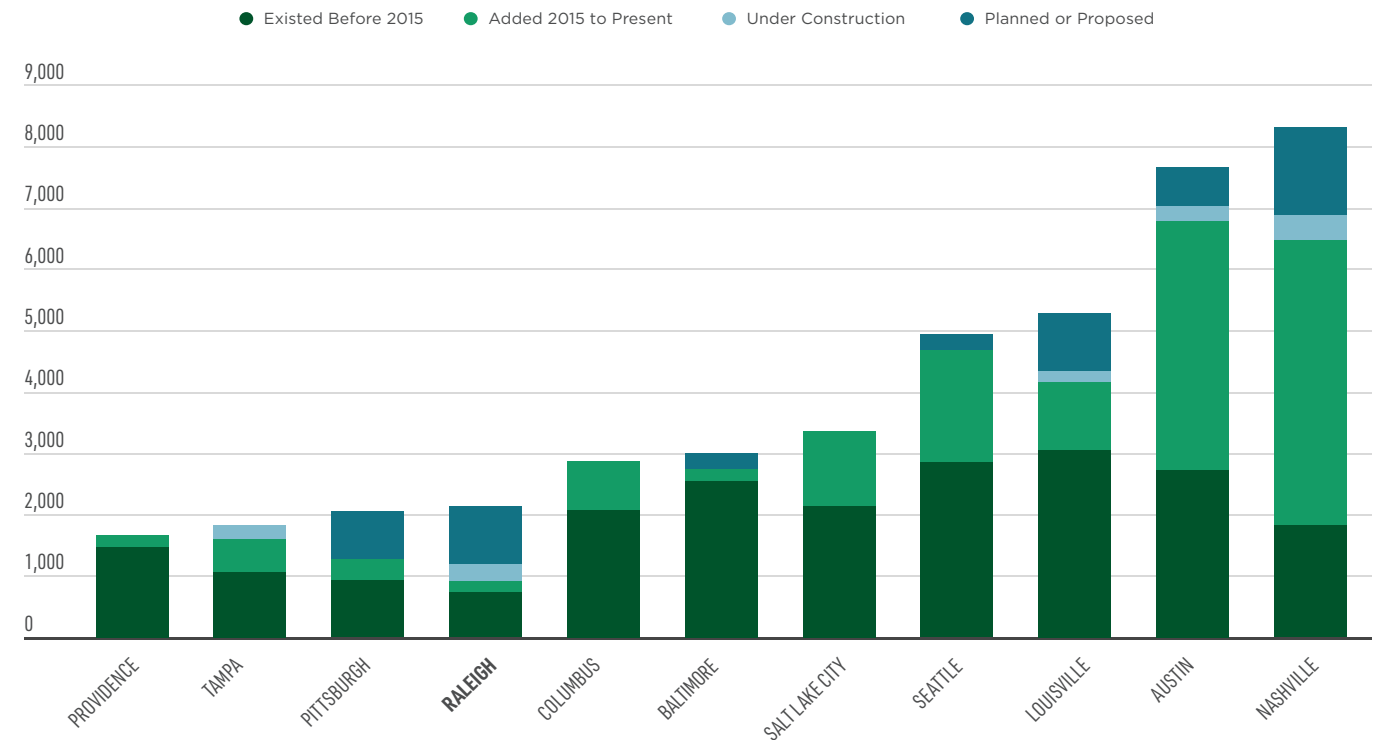


RED HAT AMPHITHEATER RELOCATION

Red Hat Amphitheater will get a major upgrade as it shifts one block south to accommodate the expansion of the Raleigh Convention Center. The amphitheater was built temporarily on land that was set aside for the future expansion of the Raleigh Convention Center. Current plans are for groundbreaking to occur during the first quarter of 2025 with a re-opening of the amphitheater for the 2026 spring season.

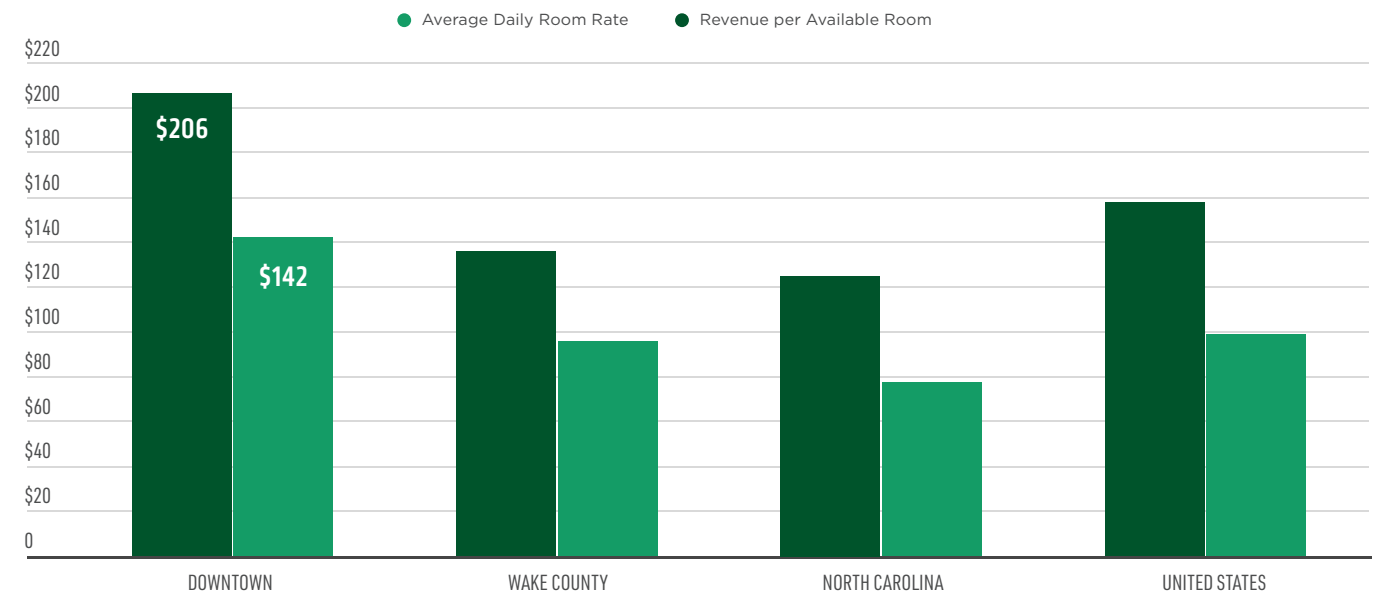
Downtown Raleigh has fewer hotel rooms than peer markets within walking distance of the convention center. Low room inventory limits ability to compete for convention business. To address this issue, the City of Raleigh announced plans in October 2023 for a 550-room Omni convention hotel with an expected opening date of 2027.

HOTEL ROOMS IN RANGE OF CONVENTION CENTER



Source: CoStar
Note: Hotel rooms within .3 mile radius of center of each convention center

HOTEL MARKET PERFORMANCE COMPARED



Source: GRCVB, STR

CONNECTIVITY & GREENSPACE

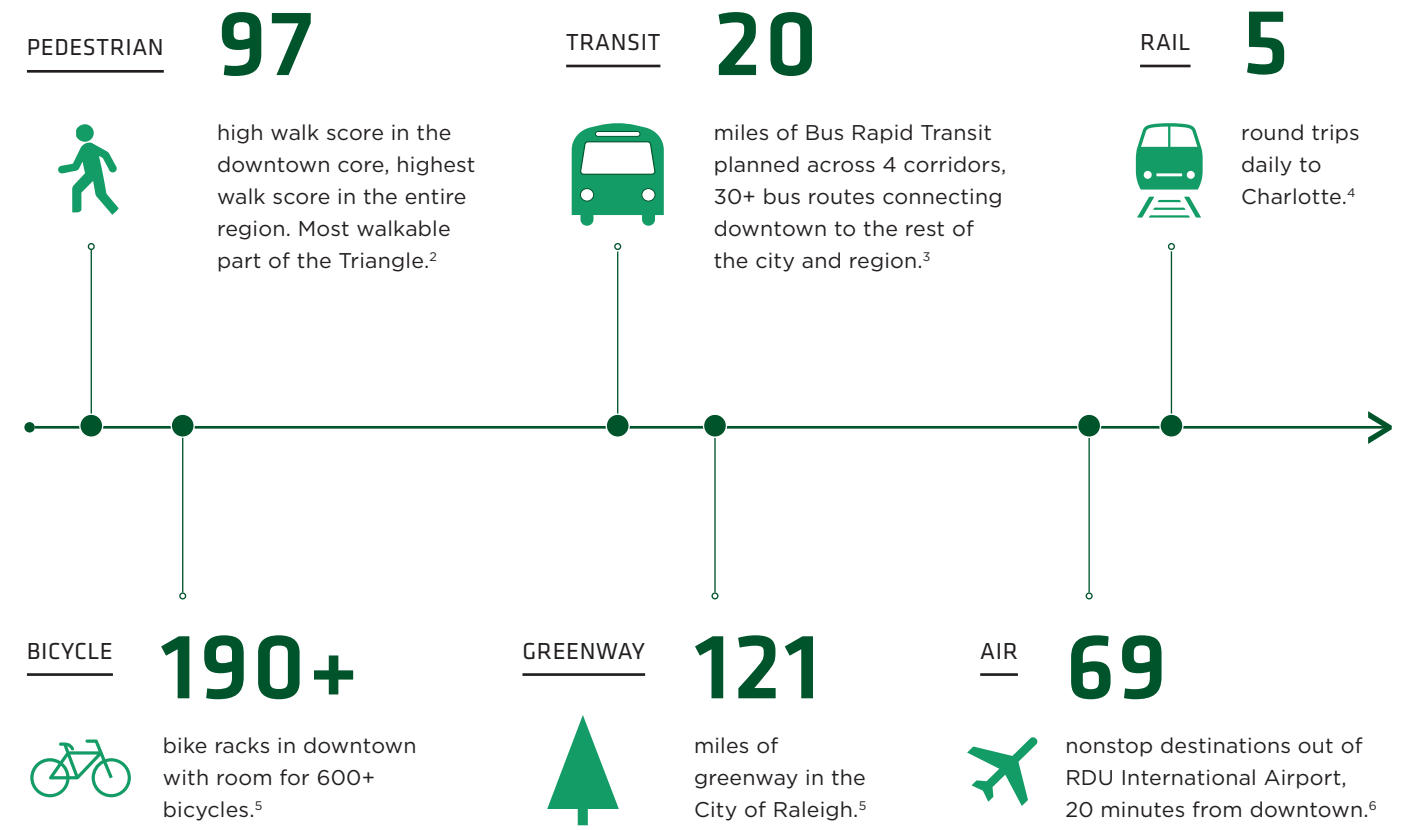
DOWNTOWN RALEIGH IS A NATIONAL LEADER IN URBAN GREENSPACE, THE MOST WALKABLE PART OF THE TRIANGLE, HOME TO THE LARGEST COLLECTION OF ENERGY EFFICIENT BUILDINGS IN THE REGION, AND IS INVESTING IN NEW MASS TRANSIT TO BE A MULTI-MODAL HUB OF CONNECTIVITY.

492

Acres of greenspace within 1 mile of Downtown¹



© Bryan Regan



#2

Most Climate Resilient City

- RALEIGH -
ARCHITECTURAL
DIGEST 2023



© Monica Slaney

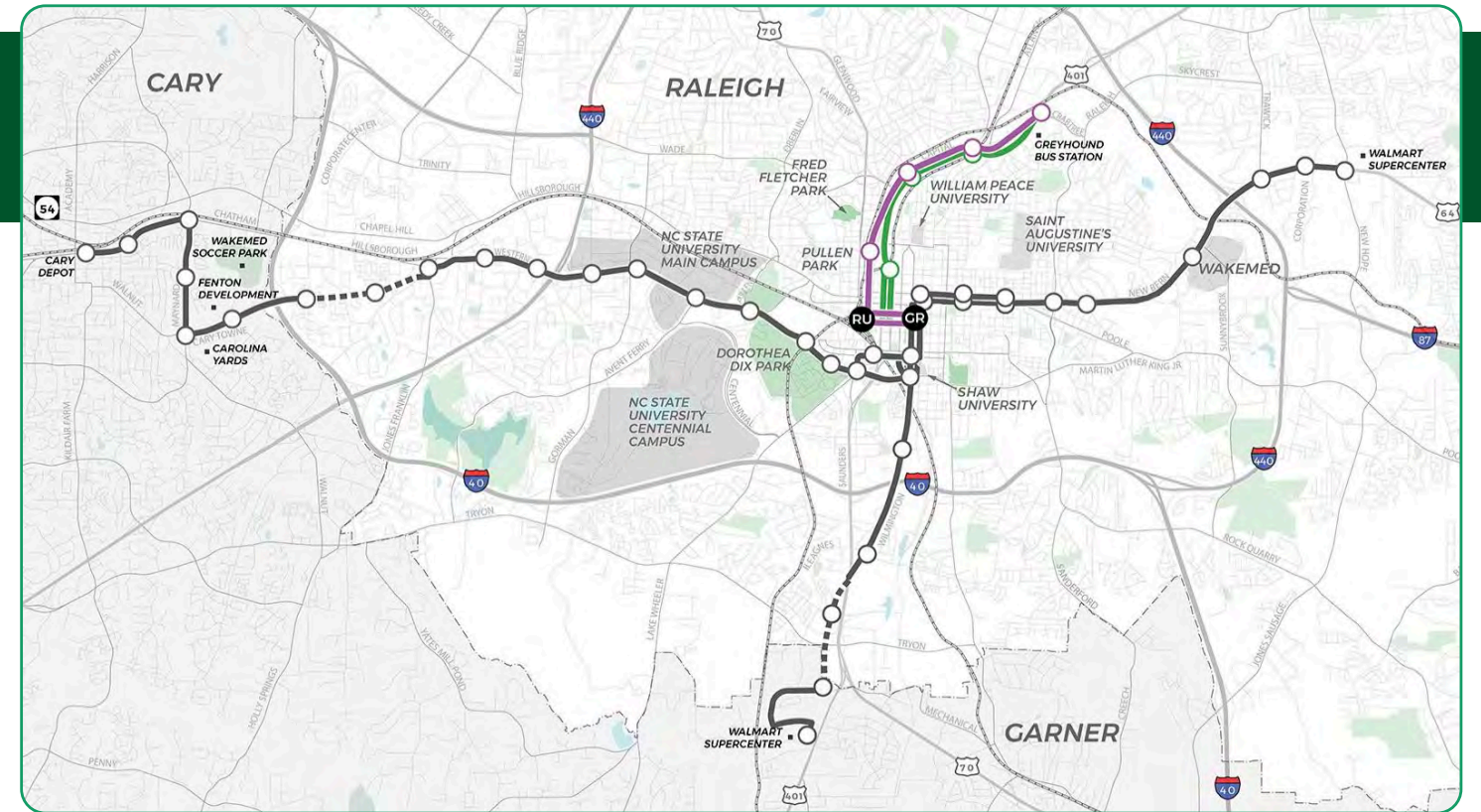
¹DRA ²WalkScore ³City of Raleigh, GoRaleigh ⁴NC DOT ⁵City of Raleigh, DRA ⁶RDU International Airport

INVESTMENTS IN CONNECTIVITY



RALEIGH UNION STATION BUS FACILITY (RUS BUS)

The first phase of the project is under construction and when complete will serve as a street-level bus facility primarily serving regional bus routes. The second phase of the project, Union West, is anticipated to include apartments, a portion of which will be affordable units, and retail. The first phase is anticipated to open mid-2025.



BUS RAPID TRANSIT

New Bern Avenue BRT - Raleigh's first bus rapid transit (BRT) line has entered the construction phase for the first route which will run along New Bern Avenue and Edenton Street between downtown and WakeMed. The \$72.5 million BRT route will connect Downtown Raleigh to eastern Raleigh and is the first of four routes coming to Raleigh.

S-LINE: PASSENGER RAIL FROM SANFORD TO VIRGINIA

Current phase will connect Raleigh to Wake Forest and in the future will connect to Richmond. In December the project received a billion dollar grant from the federal government for design, acquisition, and construction of the line.

RDU INTERNATIONAL AIRPORT

Since 2019 RDU has doubled the number of international cities it serves and in 2023 was the fastest-growing airport in the country with 69 nonstop destinations. RDU has begun construction on a new runway that will stretch more than two miles, increasing our connections to the West Coast and Europe.



SMOKY HOLLOW PARK



NC FREEDOM PARK



CHAVIS PARK

© Bryan Regan



GIPSON PLAY PLAZA CONSTRUCTION



GIPSON PLAY PLAZA RENDERING

GREENSPACE

Investing in park space big and small, Downtown Raleigh has a strong system of existing parks and greenspace including historic squares, an expansive mall, recreation fields, greenways, as well as a new destination park on the way. Recent and upcoming investment in Downtown Raleigh's parks will greatly enhance downtown's amenities for residents, employees, and visitors alike.

SMOKY HOLLOW PARK

The City of Raleigh is in the early design phase of a new urban park in Downtown Raleigh. The site, known informally for many years as "Devereux Meadow," is a 14-acre City of Raleigh-owned property currently used as a city maintenance yard and vehicle fleet facility. The City of Raleigh intends to convert this property into a lush and natural-scaped urban park. The approved concept plan for this park includes environmental site remediation, pathways, plazas, natural spaces, extensive native landscaping, improvements to the Pigeon House Branch stream channel and floodplain, and constructed wetlands.

NORTH CAROLINA FREEDOM PARK

Downtown's newest park is dedicated to the African American experience and struggle for freedom in North Carolina. The park is located in the Capital District between the State Legislature and the Governor's Mansion. The one-acre park was designed by internationally recognized architect Phil Freelon.

GIPSON PLAY PLAZA AT DOROTHEA DIX PARK

Part of the Dorothea Dix Park Master Plan includes the \$50 million Gipson Play Plaza, which will serve as the park's main entrance and is approximately 18 acres at the park's southeastern end. The play plaza will include a sensory maze, swing terrace, water play mountain and adventure playground. Construction began in summer 2022 on the plaza that is described as an inviting and inspiring public space for all ages with one-of-a-kind play spaces, a civic plaza, fountains, gardens, and areas to cook out and relax.

CHAVIS-DIX STROLLWAY

The Chavis-Dix Strollway - expected to be completed in the next two years - is a plan to connect Chavis Park, Downtown Raleigh, and Dorothea Dix Park. This project will connect southeast and southwest Raleigh, allowing people to bike or walk the 1.3 miles between the two parks and downtown while learning about historically significant sites throughout Raleigh.

JOHN CHAVIS MEMORIAL PARK

Located just east of downtown, this historic 28-acre park recently underwent an \$18 million renovation, completed in June 2021. The park includes a half mile section of the Capital Area Greenway Trail as well as a historic carousel, water feature, large playground, community center with a full-size indoor gym, elevated walking track, and numerous meeting spaces. On November 8, 2022, Raleigh voters approved further updates, including development of a new aquatic center, improvements to the Heritage Plaza, renovation and expansion of the John P. "Top" Greene Community Center, and implementation of the South Park Heritage Walk. The park is on the National Park Service's National Register of Historic Places.

CONLON FAMILY SKATEPARK

The Conlon Family Skatepark is located at the northern edge of downtown along Capital Boulevard. The temporary skatepark is an adaptive reuse of an old City of Raleigh maintenance facility and is also the location of the future Smoky Hollow Park.

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City of Raleigh: Planning + Development; Urban Projects Group; Parks and Recreation; Public Works; Office of Sustainability; Office of Transportation Planning; Special Events Office; Community + Small Business Development; Parking; Transportation; Urban Forestry

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GoRaleigh and GoTriangle
Greater Raleigh Convention and Visitors Bureau

JLL
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Ray Aull, City of Raleigh
Shaw University
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Triangle MLS, Inc.
U.S. Bureau of Labor Statistics
U.S. Census Bureau
Wake County: GIS, Tax Administration Department
Wake County Economic Development
William Peace University

For errata visit: DowntownRaleigh.org

This report was authored by Will Gaskins and Gabriel Schumacher.

The layout and design and informational graphics were created by Stacey Simeone. www.staceysimeone.com

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THANK YOU TO THE CITY OF RALEIGH FOR PARTNERSHIP AND SUPPORT.



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