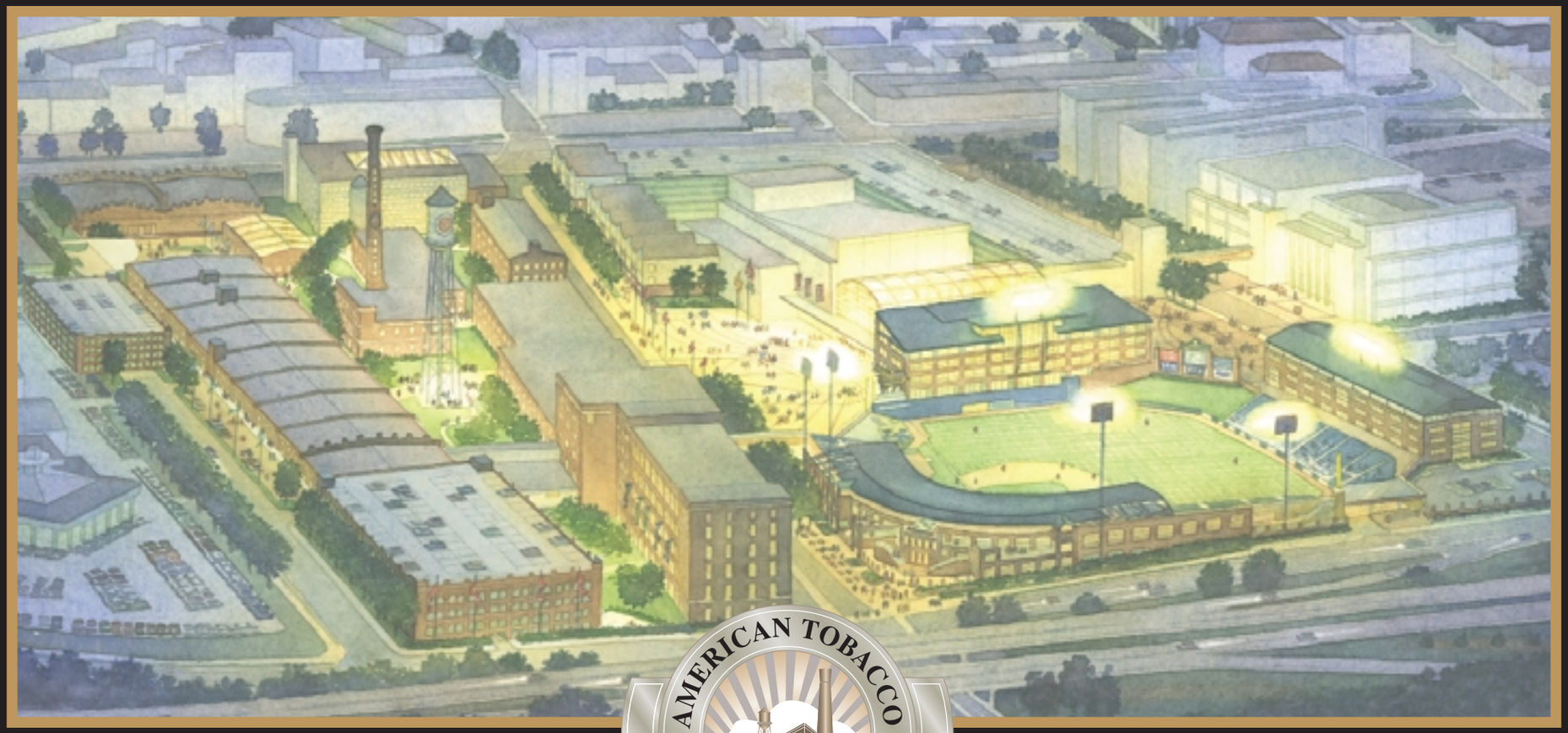
American Tobacco Historic District



AMERICAN TOBACCO HISTORIC DISTRICT

Capitol Broadcasting Company

STRUEVER BROS. ECCLES & ROUSE, INC.

American Tobacco Historic District

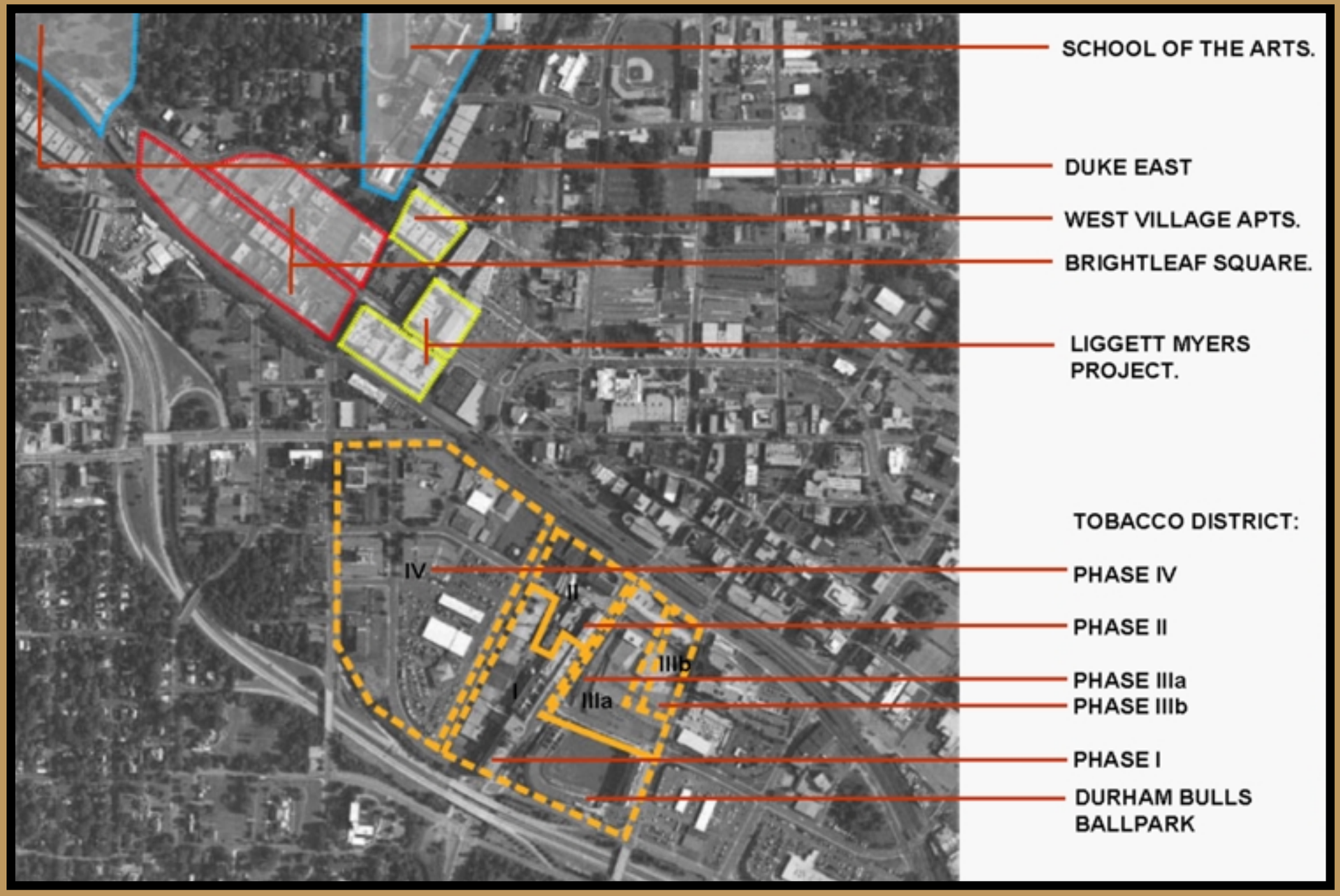
In the heart of the Raleigh-Durham-Chapel Hill Triangle, in Southeast North Carolina, an exciting revitalization is underway. The American Tobacco Historic District (ATHD), one of the country's most prominent urban landmarks, is poised to become a "24/7 mixed-use district". The ATHD campus is:

- More than 1 million sq.ft. of mixed use space;
- A high profile location and home to such tenants as Duke University, McKinney & Silver, Glaxo Smith Kline, Compuware and Nitrox.
- Situated beside the Durham Bulls Triple-A baseball park which attracts 500,000 patrons each year. The Durham Bulls are two time international league champions; and
- Complete with such amenities as an on-site YMCA fitness center, ample public green space, and three restauraunts including Mellow Mushroom Pizza Bakers, Symposium Cafe and Tyler's Tap Room.

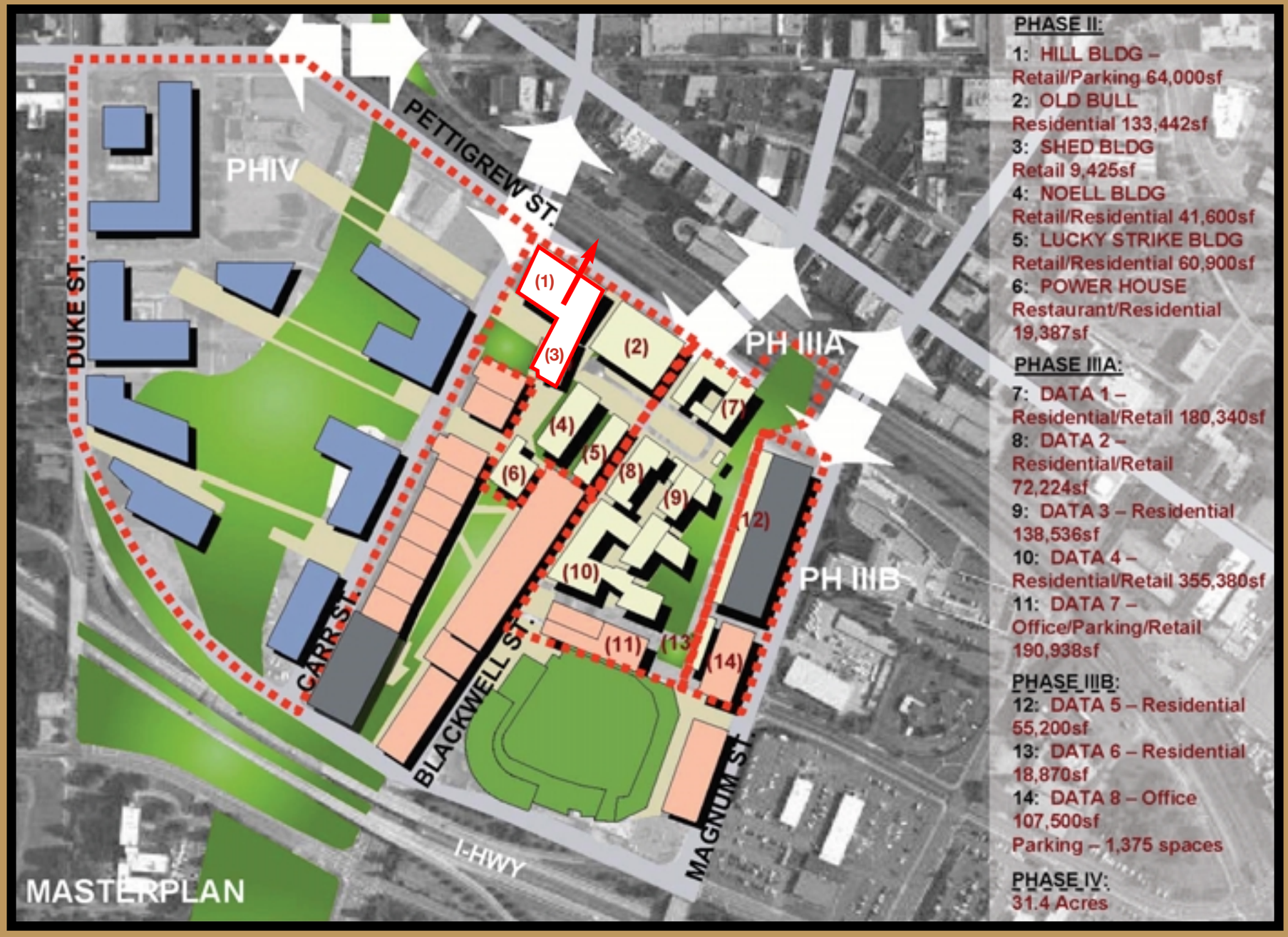
Because of ATHD's central location and access to the Durham Freeway (Highway 147), everything is within easy reach:

- 5 minutes from Duke University Medical Center
- 15 minutes from the Research Triangle Park
- 20 minutes from Raleigh Durham International Airport
- 30 minutes from downtown Raleigh
- 5 minutes from Northgate Mall
- 20 minutes from the Streets at Southpoint Mall
- 1 hour from Greensboro
- 2 hours from the beaches and the mountains of North Carolina

Aerial


SCHOOL OF THE ARTS.
DUKE EAST
WEST VILLAGE APTS.
BRIGHTLEAF SQUARE.
LIGGETT MYERS PROJECT.
TOBACCO DISTRICT:
PHASE IV
PHASE II
PHASE IIIa
PHASE IIIb
PHASE I
DURHAM BULLS BALLPARK
IV
II
IIIb
I
IIIa

Site Plan


PETTIGREW ST.
DUKE ST.
PHIV
PH IIIA
PH IIIB
CARR ST.
BLACKWELL ST.
MAGNUM ST
I-HWY
MASTERPLAN
(1)
(2)
(3)
(4)
(5)
(6)
(7)
(8)
(9)
(10)
(11)
(12)
(13)
(14)
PHASE II:
1: HILL BLDG – Retail/Parking 64,000sf
2: OLD BULL Residential 133,442sf
3: SHED BLDG Retail 9,425sf
4: NOELL BLDG Retail/Residential 41,600sf
5: LUCKY STRIKE BLDG Retail/Residential 60,900sf
6: POWER HOUSE Restaurant/Residential 19,387sf
PHASE IIIA:
7: DATA 1 – Residential/Retail 180,340sf
8: DATA 2 – Residential/Retail 72,224sf
9: DATA 3 – Residential 138,536sf
10: DATA 4 – Residential/Retail 355,380sf
11: DATA 7 – Office/Parking/Retail 190,938sf
PHASE IIIB:
12: DATA 5 – Residential 55,200sf
13: DATA 6 – Residential 18,870sf
14: DATA 8 – Office 107,500sf
Parking – 1,375 spaces
PHASE IV:
31.4 Acres

The Market

The Raleigh-Durham-Chapel Hill MSA (known locally as "the Triangle") ranks as the nation's 49th most populous market. Six counties wide, the regional population has grown rapidly over the past three decades, and the population is projected to surpass 1.5 million by 2010.

The Triangle enjoys high ratings for its "quality of life" and economic strength. Recent accolades from a wide variety of sources illustrate the type of national attention being received by Raleigh-Durham-Chapel Hill:

- #3 in the U.S. for entrepreneurs (Entrepreneur Magazine)
- #2 in the U.S. for "Hottest Place for Manufacturing Expansion or Relocation" (Expansion Management Magazine)
- #1 in "Creativity Index" (Carnegie Mellon University)
- #8 among "Best Places to Buy a Condo" (Where to Retire Magazine)
- #1 among U.S. cities for "Best Place to Live" (MSN.com)

Annually, 500,000 patrons visit the adjacent Durham Bulls Ball Park

With 7 local colleges and Universities, inclucding Duke, more than 80,000 students are enrolled in the Durham market.

The region has become famous as the site of Research Triangle Park, a state-sponsored center for research and development activity and high tech manufacturing. This 8,000-acre R&D center hosts approximately 44,000 workers with an annual payroll of $2.7 billion. The average salary for workers here is $56,000.

The I-47 Connector: The I-Way

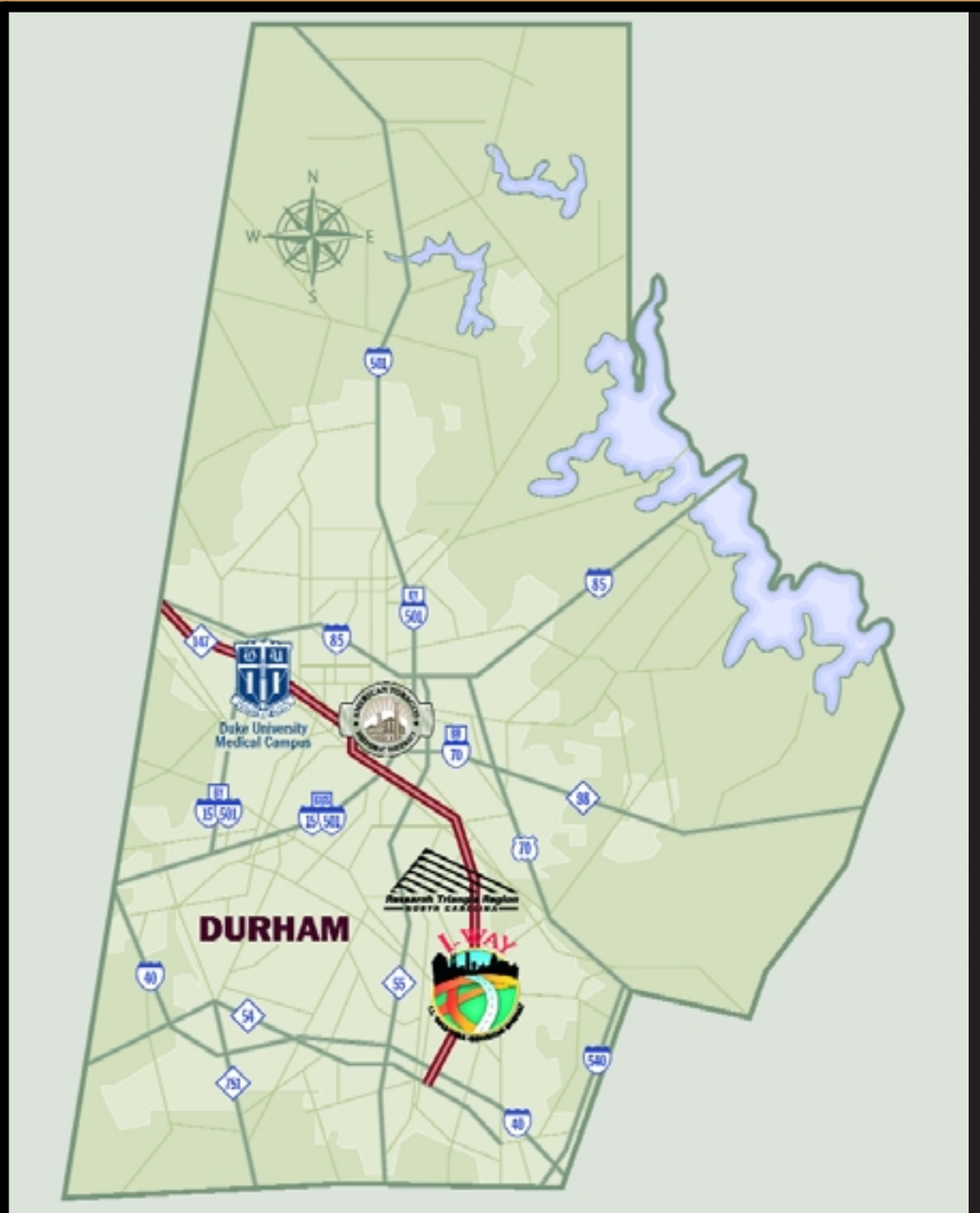
Durham proper, including the American Tobacco Historic District, Research Triangle Park and Duke Medical Campus, is bisected by the highly-traveled I-Way. Average daily traffic counts are estimated in excess of 200,000 vehicles per day, with expected traffic increases between 70 and 100 percent along the entire I-40 corridor in the next few years.

Tourism

Durham County's annual visitor count is estimated at approximately 5.1 million. Of this total, tourists and business travelers account for 1 million overnight visitors while daytrip visitors account for more than 4 million trips.

Moreover, downtown Durham attracts 1.8 million non-work trips annually (including 500,000+ attendees annually at Durham Bulls baseball games).

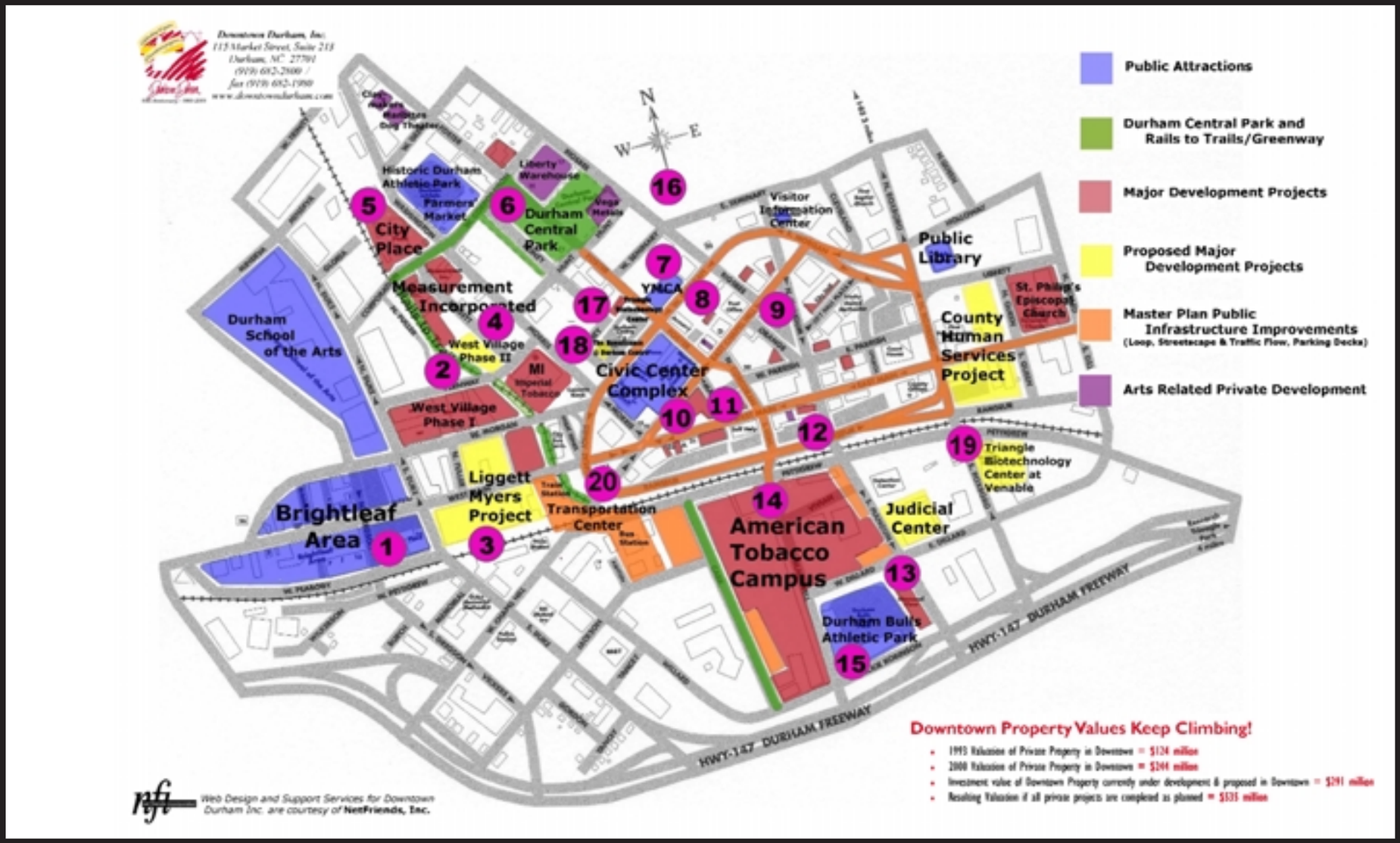
Between 1980 and 2000, the population of the United States increased by 20 percent. During the same period, and the population of the Triangle Region increased by a dramatic 74 percent. The I-Way plays a large role in connecting Durham's regional population with areas such as the American Tobacco Historic District.



Doing Business in Durham

An expanding economy is fueling the region's population growth. The region has a diverse economic base with a strong foundation in "new economy" sectors such as research & Development and high tech manufacturing. ***Approximately 90,000 residents of surrounding counties commute into Durham County for work on a daily basis.***

The Durham Chamber of Commerce reports more than $1.2 billion in new and expanding facilities have announced more than 6,500 new jobs since 2000.



Ripe for Retail

Out-performing expectations based upon the income of its residential population, retail sales have increased at a rapid rate since 2001. Durham County's total taxable retail sales, for example, have increased by 45.2 percent recently, with the most rapid increases occurring in the last two years.

There are consistent retail offerings throughout the Triangle that keep residents shopping in the general area. Some dynamic characteristics of Durham's retail marketplace include:

- The region's only Nordstrom store is in Durham. The region's only Lord & Taylor is located in Raleigh and North Carolina's only Saks Fifth Avenue opened in Raleigh in September.
- Destination-oriented, national chains in Raleigh not duplicated elsewhere in the region include Crate & Barrel, The Cheesecake Factory, Brooks Brothers, J. Crew, and Harold's.
- Durham's newest regional shopping center (Streets at Southpointe) boasts the region's only Nordstrom store. Sales productivity is reportedly in excess of $700 PSF.

DESCRIPTION	3.0 Mile Radius	5.0 Mile Radius	10.0 Mile Radius
POPULATION 2004 Projection	92,043	158,986	250,047
HOUSEHOLDS 2004 Projection	34,343	62,528	99,639
AVERAGE FAMILY HOUSEHOLD INCOME	$47,721	$58,882	$71,470

History

Formerly known as the Blackwell (W. T.) and Company Tobacco Factory, The American Tobacco Company (ATC) buildings were built in the late 1800s, erected from construction materials were mostly garnished from natural resources.

Opened in 1903, the factory was home to Bull Durham Smoking Tobacco, the first truly national tobacco brand. That same year, R.A. Patterson sold his popular Lucky Strike brand to W.T. Blackwell & Company. Two years later, in 1905, the ATC combined the Lucky Strike tobacco with another popular brand called Buckingham. This marriage marked the beginning of a new brand called Half & Half. The ATC manufactured Half & Half until 1939, when they removed the Lucky Strike logo from the can, but continued to market the Half & Half product.

In 1944, the American Tobacco Company started a new ad campaign, "Lucky Strike Means Fine Tobacco". The L.S./M.F.T was added to every pack. This slogan was so popular, it was never eliminated from the pack and is still on the Lucky Strike cigarette packs sold today.

New tin packaging was introduced after the war. In 1954, due to much competition and a decline in popularity, the ATC discontinued manufacturing all tobacco products with the exception of Lucky Strike cigarettes.

The original plant closed in 1987.

PROJECT DEVELOPERS

Established in 1974, Baltimore City-based **Struever Bros. Eccles & Rouse, Inc.** (SBE&R) has a long-standing and prestigious record of success as a unique urban development and construction company. Known for conquering challenging locations as a multi-role developer, builder and construction manager, the firm has an intentional focus on waterfront transformation, historic adaptive reuse and urban in-fill, mixed-use projects. To date, SBE&R has developed more than 5 million square feet of commercial, residential, and retail space for some of the nation's leading companies including Under Armour Sports Apparel, Ayers Saint Gross Architects, Johns Hopkins and Phillips Foods and Seafoods Restaurants.

STRUEVER BROS. ECCLES & ROUSE, INC.

Since **Capitol Broadcasting Company** (CBC) was founded in 1937, it has remained an industry leader. From airing the first high powered FM radio signal in North Carolina, to using helicopters and satellite uplink trucks to cover news stories, Capitol Broadcasting has used technological advancements to improve the quality of our service.

Today, Capitol Broadcasting is continuing this pioneering spirit by becoming the first commercial company in the nation licensed to broadcast the High Definition (HDTV) television signal.

Capitol Broadcasting Company