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# Durham SmART Initiative

Update to Durham City Council  
March 2018

[www.smartdurham.org](http://www.smartdurham.org)

Durham Arts Council, Inc.

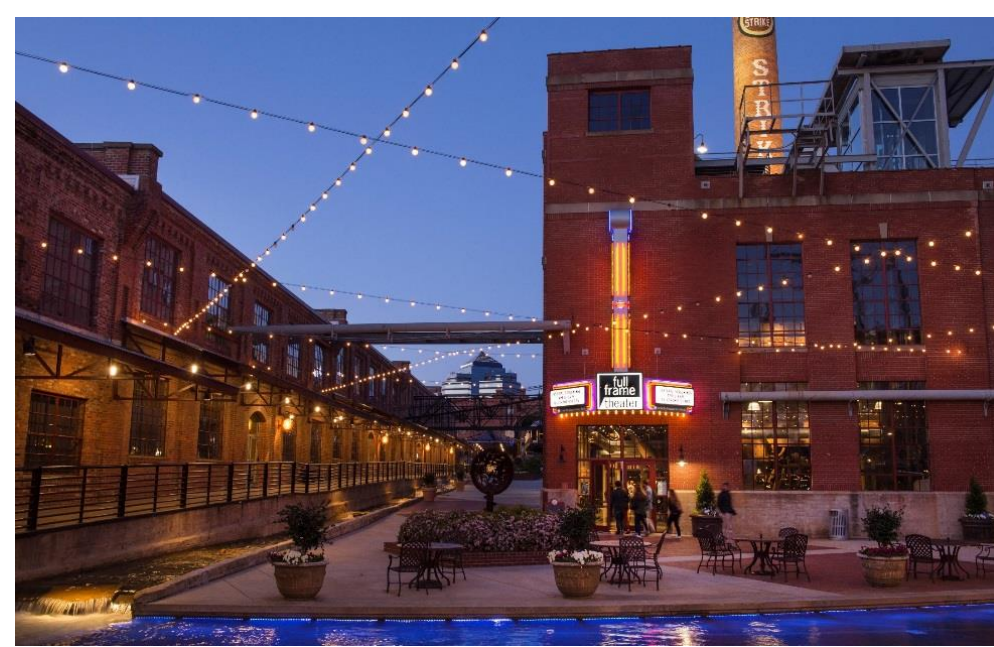


# SmART North Carolina

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The North Carolina SmART Initiative of the North Carolina Arts Council utilizes arts and entertainment assets and creative placemaking to drive economic development across NC.

- **Statewide initiative; North Carolina Arts Council SmART Task Force** chaired by **Jim Goodman**. Pilot projects selected by NCAC in 2012 partnering with local arts councils.
- **SmART Cities and Towns selected by NCAC** - Burnsville, Durham, Kinston, and Wilson. Durham Arts Council applied and was selected for pilot project in 2012.
- **North Carolina Arts Council** provides annual funding and public art staff support to local arts councils who match state support.



# SmART DURHAM

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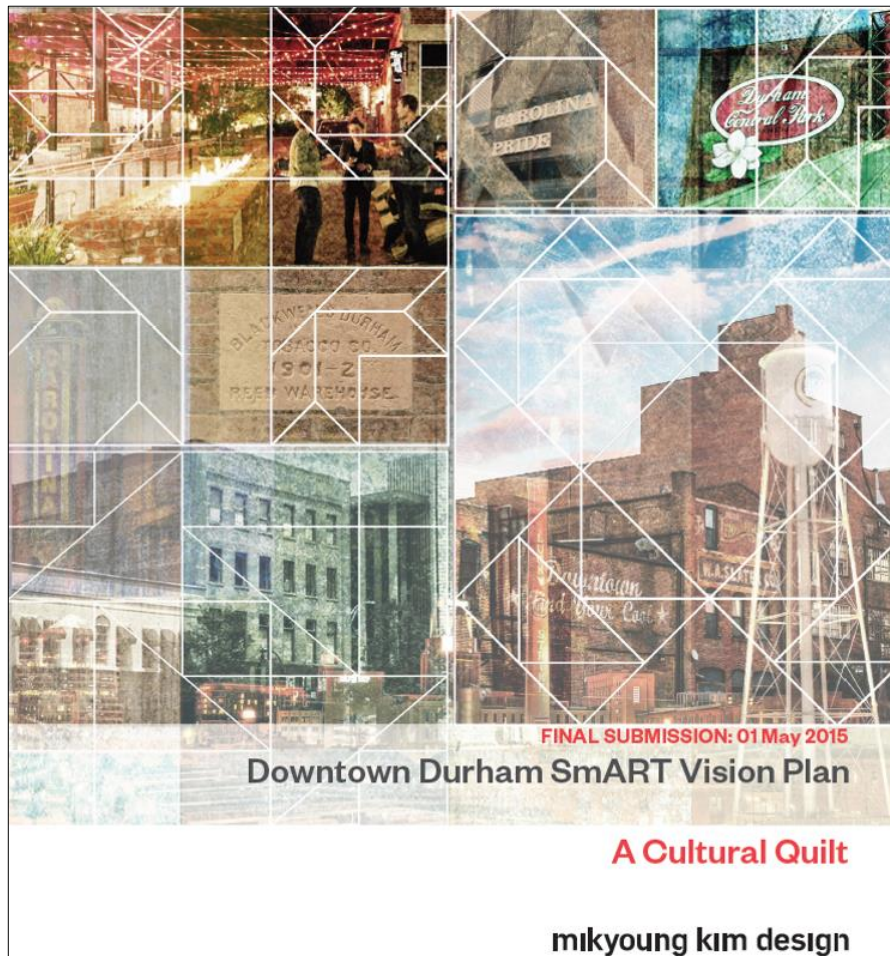
**The Durham SmART Initiative Focuses on creating an arts and entertainment corridor along Blackwell/Corcoran/Foster Streets to:**

- Improve walkability and connectivity – for all residents and visitors
- Maintain and showcase Durham’s unique character and assets as corridor changes dramatically.
- Increase spending in arts venues, hotels, restaurants, shops and bars.
- Encourage private developers to invest in public art and artscape plan.

Local SmART Resource Team chose internationally renowned [Mikyung Kim Design](#) firm to create an [artscape vision plan](#) for corridor.



Blackwell/Corcoran/Foster Corridor links Durham's major arts and entertainment venues, but is unappealing and difficult to walk. Barriers include railroad tracks, drab buildings and little lighting or signage.



# Durham SMART Vision Plan

Durham SMART Vision Plan

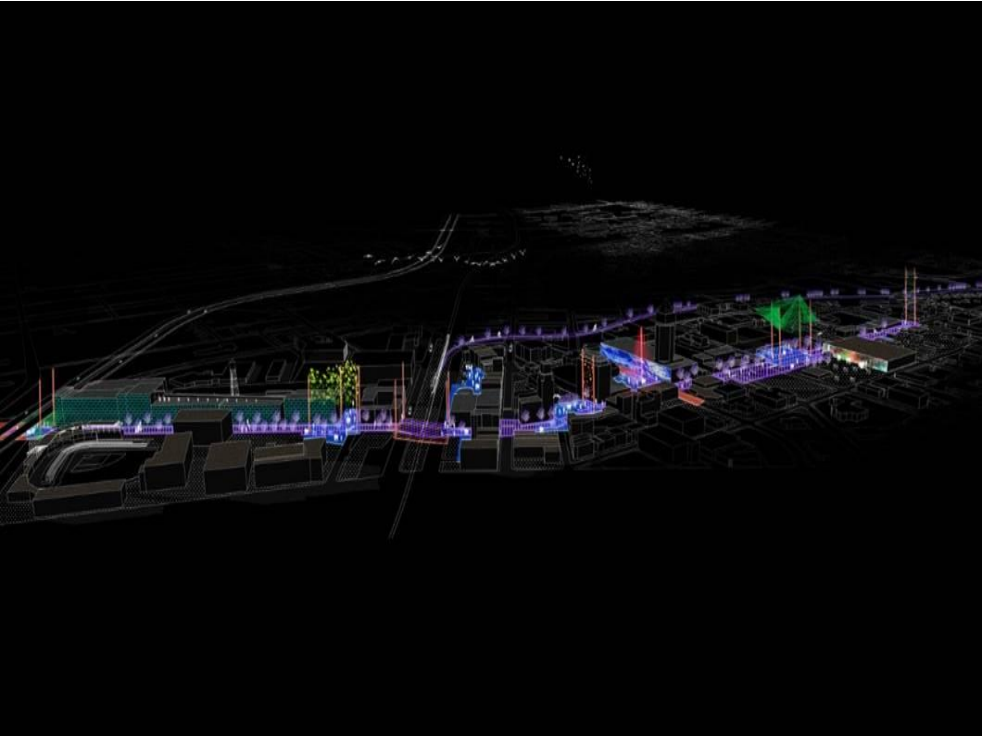
## SMART Project Opportunity Overview



### LEGEND

- DuMART Project Area
- Project Zone A
- Project Zone B
- Project Zone C
- Existing Building Footprint
- New Development

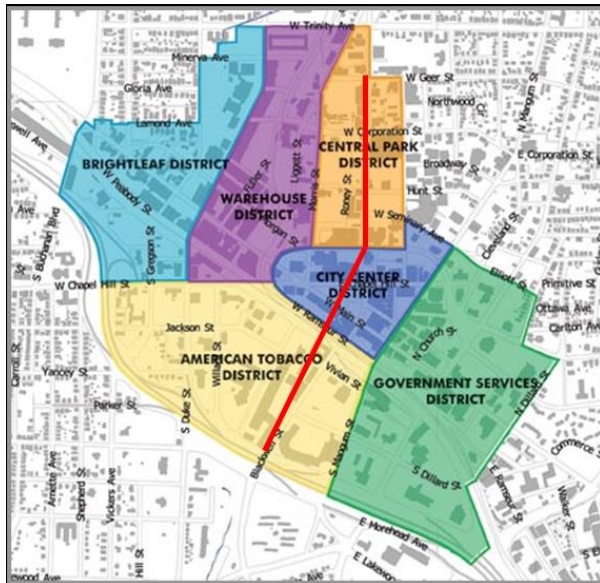
- A-01 ATT Train Head Center
- A-02 Durham Freeway Overpass
- A-03 Blackwell + Diamond View Plaza
- A-04 Red + Street Crossing
- A-05 Parking Garage Façade I
- A-06 Parking Garage Façade II
- A-07 Main Street "Bank Porch"
- B-01 OCB Plaza + Streetscape
- B-02 The Carolina Theatre Plaza
- B-03 Parking Garage Façade III
- B-04 Morgan Street Gateway
- C-01 Foster Street Setback
- C-02 Central Park Streetscape
- C-03 Historic Liberty Warehouse Wall
- C-04 Geer Street Gateway



North  
Carolina  
Arts  
Council  
*Fifty years  
of leadership*



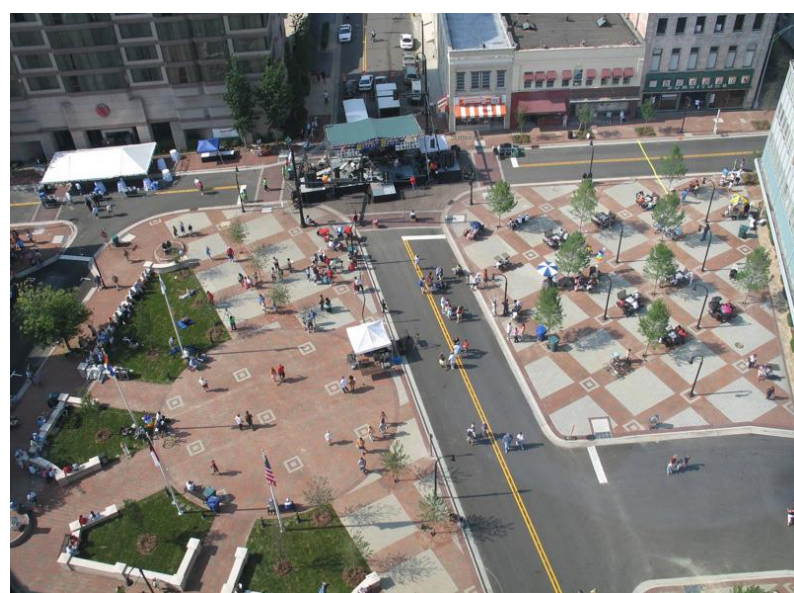
## The Vision Plan



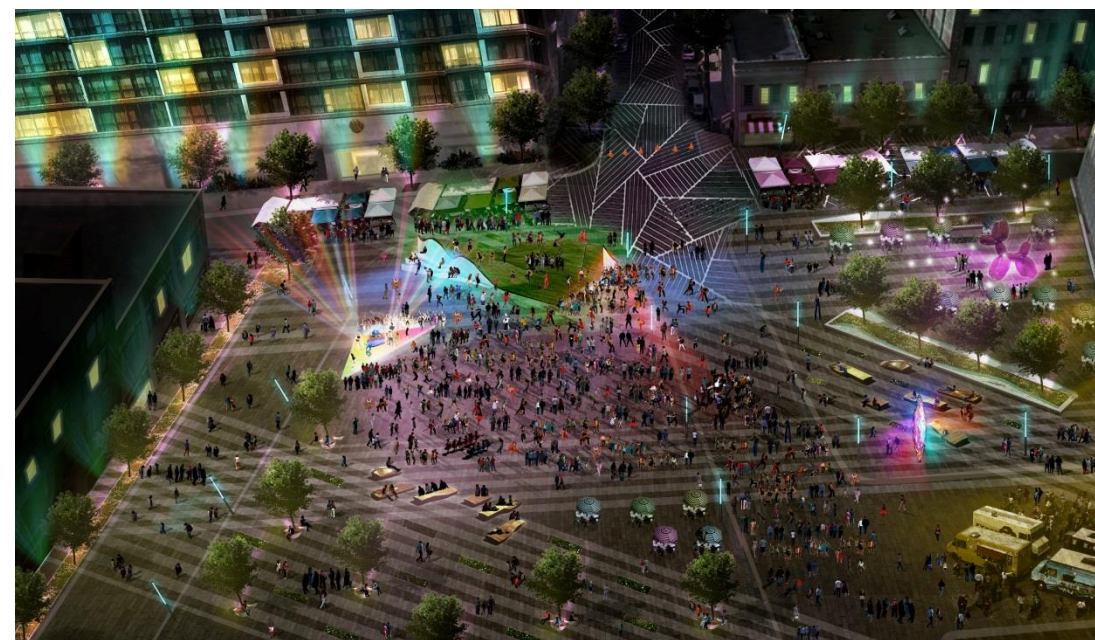
- **SmART community design process**, led by the Durham Arts Council and the North Carolina Arts Council included 26 partner organizations and over 200 residents.
- **The SmART Vision Plan connects 3 distinct districts along Blackwell, Corcoran and Foster Streets:**
  - Zone A - American Tobacco district
  - Zone B - City Center district
  - Zone C – Durham Central Park district.



**SmART Vision Plan – Zone A to B – American Tobacco looking north to City Center District** “Durham Back Porch” concept from *Durham SmART Vision Plan* features activate district and encourage visitors to cross the railroad tracks into downtown City Center area.



CCB Plaza Existing Condition



CCB Plaza Proposed Vision - Day & Night

## SmART Vision Plan – Zone B –City Center District

CCB Plaza Vision, from  
*Durham SmART Vision Plan*

Two city center plazas are opened up, activated with art, lighting, stages, water features, and seating, and become more pedestrian friendly.





Carolina Theatre Plaza  
Existing Condition

## **SmART Vision Plan – Zone B –City Center District**

Carolina Theatre/Convention  
Center Plaza Vision, from  
*Durham SmART Vision Plan*

**Carolina Theatre Plaza Proposed Vision - Day & Night**



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## **SmART Vision Plan – Zone C – Durham Central Park District**

Foster Street Vision, from *Durham SmART Vision Plan*

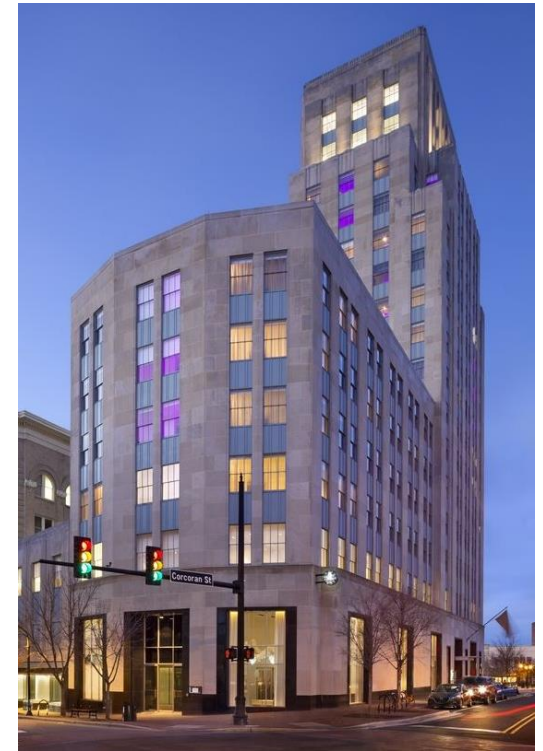


**Noa Younse** and **Jennifer Hiser** have been selected as the artist team to design and install public art for the Liberty Warehouse Wall. Their selection follows a participatory review process of 104 artist applications from across the United States responding to a national call for qualifications released in September 2017, and will mark a second major public art installation along the Durham SmART Vision Plan corridor.

## LIBERTY WAREHOUSE ART WALL

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The Durham Central Park district along the SmART Corridor in downtown Durham will be the site for an exciting permanent public art installation that will foster a unique sense of place. The site of the proposed art wall is a newly constructed brick wall that forms the northeastern boundary of the park and encloses the neighboring Liberty Warehouse Apartments.



- Prime time for SmART - More than \$300 million in private development is energizing the corridor, including four new hotels.
- The National Endowment for the Arts has awarded the Durham Arts Council a \$100,000 Our Town Grant to support first SmART projects, including Corcoran Art Wrap, placing **Durham on the national stage of creative placemaking.**
- DAC has raised \$450,000+ since 2012 from state, federal, city and county grants, plus Downtown Durham Inc., Duke University and private developers to support the creation and implementation of the SmART Vision plan to date.



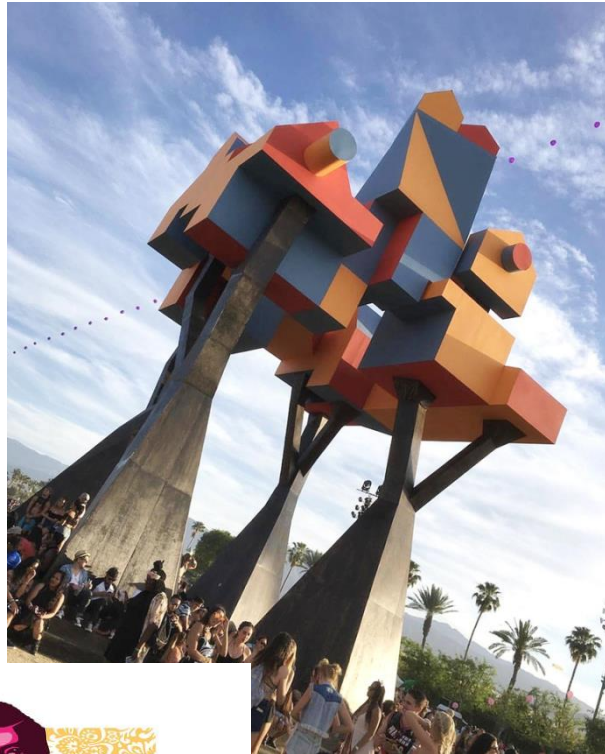
*Corcoran Street Garage – Present Condition*

**Corcoran Garage Art Wrap selected as first major project.**



Corcoran Street Garage – Present Condition – Night View

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**Olalekan Jeyifous** selected to create the monumental Art Wrap for the Corcoran Street Garage.

His selection follows a rigorous review of 107 artist applications from across the United States. “LEK”, is a Nigerian-born artist, architect and designer from Brooklyn, New York. He has created major sculptures, designs, murals, installations, and public art for clients, events and exhibitions in the United States and internationally, including a monumental 50' x 50' x 50' sculpture, “Crown Ether”, for the 2017 Coachella Valley Music and Arts Festival in California.

SmART Artist Olalekan Jeyifous – selected September 2018



Nasher Museum Teen Council & SmART Artist Olalekan Jeyifous – site visit January 2018





LEk Jeyifous, SmART Durham artist for the Corcoran Garage Art Wrap, and Durham Arts Council SmART team, toured the Pauli Murray historic home with Barbara Lau who is Director of the Pauli Murray Project and Executive Director of the Pauli Murray Center for History and Social Justice. Barbara shared the story of Pauli Murray and her grandparent's home and a famous "Fitzgerald Brick" and its iconic surface design from the original home structure. The brick would have been made at the brick kiln of Pauli Murray's great uncle Richard Fitzgerald.

[www.paulimurrayproject.org](http://www.paulimurrayproject.org)

SmART Artist Olalekan Jeyifous with Barbara Lau at Pauli Murray House – site visit January 2018





**Olalekan Jeyifous’** design is a colorful and joyous interpretation of the architectural and iconic elements of the corridor, and symbols of Durham heritage, history and hope for the future.

*Day view*

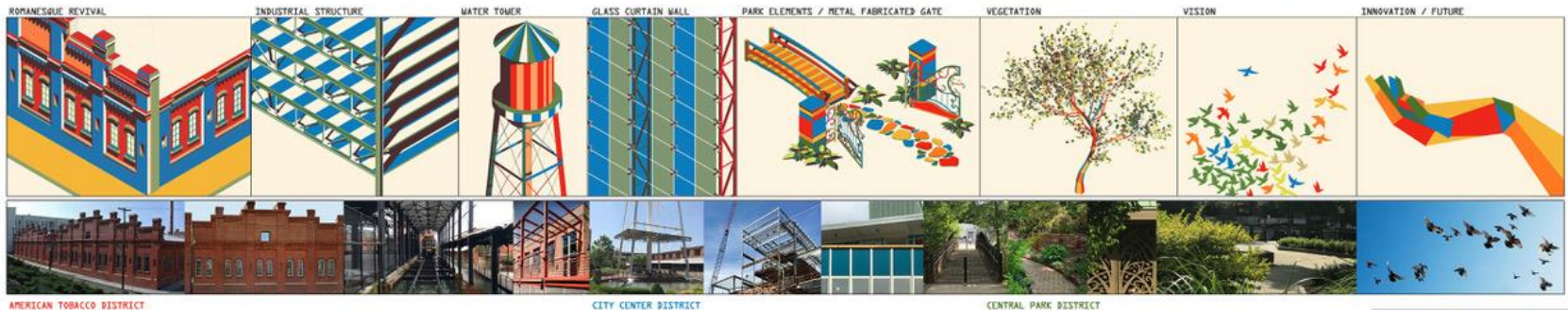


IMAGE AND OBJECT REFERENCES ARE DISTILLED TO A BASIC SET OF AXONOMETRIC SYMBOLS WHICH ARE THEN COLLAGED AND INTERSPERSED WITH VEGETATION.

Durham SeART Corridor  
 Garage Art Banner Wrap  
 Commissioned by:  
 Durham Arts Council  
 City of Durham  
 Durham SeART Corridor  
 Garage Art Banner Wrap  
 R-02

**Olalekan Jeyifous'** The banners when lit at night take on a stained-glass window effect, visually highlighting the 3 SmART Corridor districts. *Night view - lighted*

# Durham SmART Initiative Funding Sponsors

*Durham Arts Council is proud to be the Lead Local Agency for SmART*



Durham Area Designers