

Market voices: Architecture and design



John Atkins
Chairman & CEO
O'Brien Atkins
Associates, PA

“Raleigh and Durham exceeded all expectations in their respective growth and development, especially their downtowns. Holly Springs is becoming highly attractive to a lot of investors and is “up and coming.” Cary blossomed in the ‘90s when it was one of the fastest-growing cities in America, and continues to be attractive. The Highway 64 Corridor leaving Raleigh and going to Chatham County and the Highway 1 Corridor from Apex and Holly Springs to Sanford, in my view, are upcoming locations that will extend the “boundaries” of the Triangle.”

“This area has a great pool of talent, which means there is a lot of competition in the industry. That’s a good thing for creative industries and allows for great architecture to be developed in the area. With Google and Apple joining us, there will be a lot of development happening in the next few years and we hope to be able to shape and mold that development into something that is thoughtful and meaningful. We want to enhance the Triangle area and speak to the history and culture of the place. I know most of the designers in the area share this ethos.”



Teri Canada
*Co-Founder & Managing
Principal*
Evoke Studio



Gary Cline
*President & Managing
Principal*
Cline Design Associates

“The Triangle is very different from Charlotte. I came from the Charlotte firm, opening the Raleigh office in 1983. I love both locations but they’re very unique from each other. There are different political climates, entitlement processes, and regulations. Even the way in which local inspectors look at the exact same building code is completely different between the two cities. Raleigh and the Triangle are more cultural. They are college towns and include the state’s capital city. We have all the university sports while Charlotte is home to professional sports. In Raleigh, we are fortunate to attract and hire people from the Northeast and Midwest who are relocating to this ever growing and vibrant market.”

“People are starting to think more about the relationship between where they work and where they live. They’re looking for balance between home life and work life. If the pandemic has caused one thing, it’s made people prioritize that balance. I believe people will come back to the office for things like collaboration and being with their friends by the water cooler, but I also think people want proximity in relation to where they work. That is a major driver of the rise in new mixed-use projects in our cities. People seek the culture, convenience and social environment that comes with urban locations. Developers recognize these trends and want to address them.”



Jeff Paine
Co-Founder
Duda Paine Architects