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# Here's where Google could call home in downtown Durham

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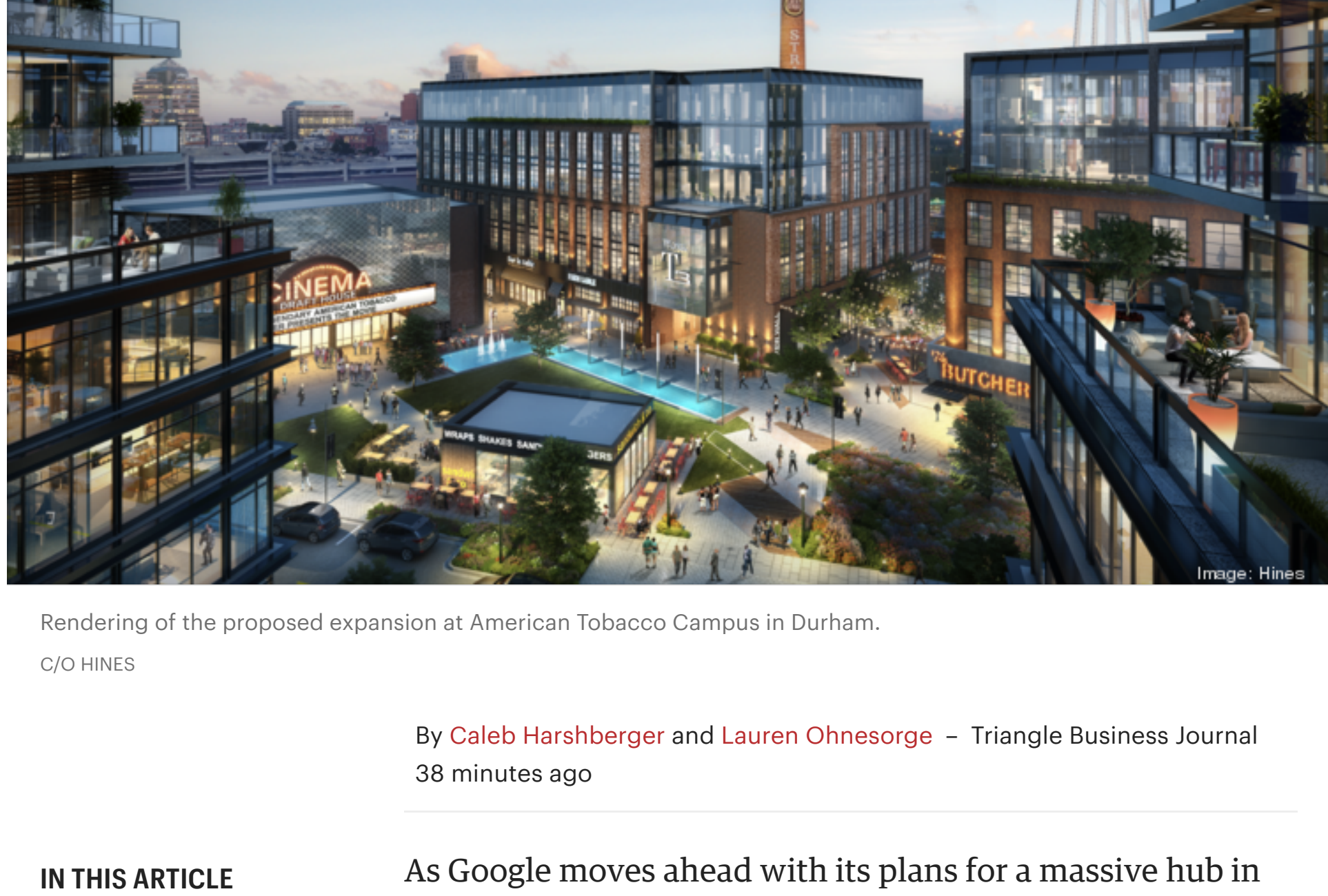
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Rendering of the proposed expansion at American Tobacco Campus in Durham.  
C/O HINES

By Caleb Harshberger and Lauren Ohnesorge – Triangle Business Journal  
38 minutes ago

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As Google moves ahead with its plans for a massive hub in Durham, multiple sources say the tech giant is eyeing the [upcoming American Tobacco Campus expansion](#) for its permanent home in the Triangle.

In March, Google (Nasdaq: GOOG) announced plans to [bring a massive engineering hub to the city](#) with the potential for 1,000 jobs. The company signed on to sublease space from Duke University at 200 Morris St. but at the time did not comment on its plans for a permanent location.

In the months since, multiple sources have confirmed that the company has its eyes set on the future American Tobacco Campus expansion, currently slated for the site of the former University Ford auto dealership in downtown Durham. The property is owned by Capitol Broadcasting Co., which released plans for the development last summer.

Sources say talks between Google and CBC are still ongoing.

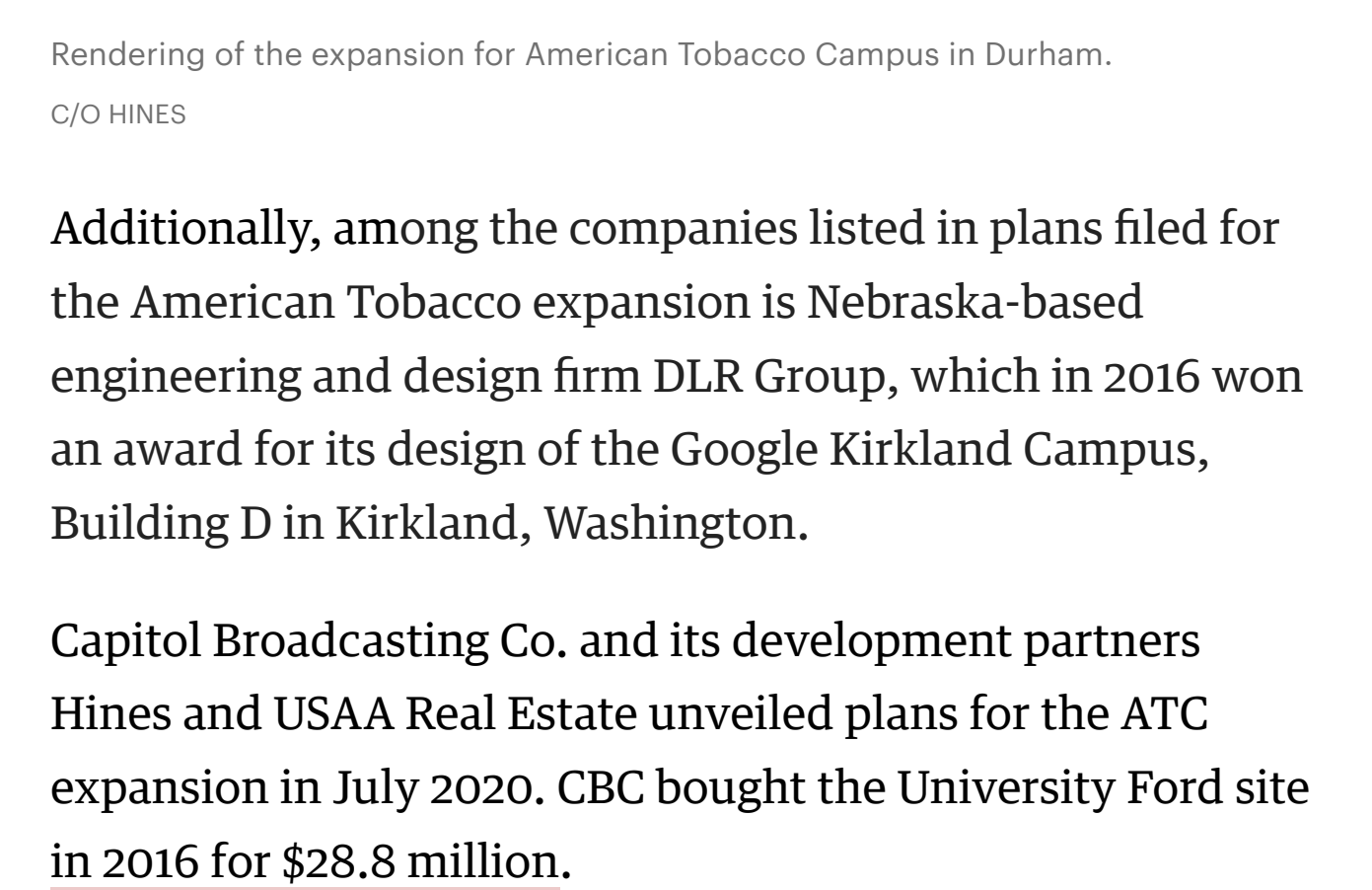
In response to requests for comment, a Google spokesperson released a statement saying "Google has not made a final decision on its permanent location for the Durham Cloud Hub."

CBC declined to comment.

Google's interest in the property would be in line with the city's expectations for the company.

Documents released by the City of Durham through a public records request show Google was searching for a larger facility which, according to communications from Durham Mayor Steve Schewel, "will need at least 100,000 square feet, and in the future significantly more."

The California-based company would "like to be downtown," he wrote in an email, adding that it's his hope that Google's Engineering Hub will be a tenant in one of the towers going up in downtown Durham in the coming years.



Rendering of the expansion for American Tobacco Campus in Durham.  
C/O HINES

Additionally, among the companies listed in plans filed for the American Tobacco expansion is Nebraska-based engineering and design firm DLR Group, which in 2016 won an award for its design of the Google Kirkland Campus, Building D in Kirkland, Washington.

Capitol Broadcasting Co. and its development partners Hines and USAA Real Estate unveiled plans for the ATC expansion in July 2020. CBC bought the University Ford site in 2016 for \$28.8 million.

In recent months, CBC and its development partners have been filing site plans with the city for the first phases of the project. In June, CBC said work was progressing, but didn't mention any finalized tenants.

"We're excited about both the progress of our expansion plans and the resiliency of our community. Recent economic development announcements by Google, Apple and others have highlighted what an attractive place this is to live and work," said [Michael Goodmon](#), senior vice president with Capitol Broadcasting. "Not surprisingly, we're seeing strong interest in our office, retail and residential offerings. Most gratifying, we're also seeing our downtown streets bustle again, the Durham Bulls back on the field and other activity. Our city and region are truly special. We look forward to sharing more with the Durham community soon."

&

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Google [recently announced](#) it is naming five-year company veteran and N.C. State grad Kamala Subramaniam as the Google Engineering Site Lead for its Bull City Hub.

Google picked Durham without the aid of state incentives, according to the North Carolina Department of Commerce. Those close to the negotiations said talent accessibility helped drive the decision. The company said in its March 18 announcement that the office will serve as a hub for the Google Cloud's engineering team and will eventually grow into one of Google Cloud's top five engineering hubs in the country, joining the Bay Area in California, New York, Seattle, and Kirkland, Washington.

And in the months since the announcement, North Carolina has had additional economic development successes - most notably that of Apple (Nasdaq: APPL), [which picked Research Triangle Park for a 3,000-job hub](#).

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