

**Council Economic Sustainability Committee**

January 6, 2017

8:00am – Chapel Hill Library, Room C

**ACTION AGENDA**

(released directly following meeting)

Materials available at <http://www.townofchapelhill.org/businesses/council-economic-sustainability-committee>

**VISION:** Taking our place on the national map as a world class center for research and development.

**MISSION:** Support opportunities to put Chapel Hill's people to work, and create economic prosperity for all, now and in the future.

**1) Updates: (may include Housing and Downtown in future)**

>GOAL: Telling Our Story

BACKGROUND: This is meant to offer information about prospects and developments that will be considered by the Town in the near future.

- a) [Economic Development..... Dwight Bassett](#)
- b) [Planning and Sustainability..... Ben Hitchings](#)

**Action Item: Receive the updates.**

**Action Taken: Committee received the updates, including economic development marketing initiatives, and an overview of development applications in concept plan and SUP review stages.**

**2) Parking Update.....Ken Pennoyer & Chris Blue**

>GOAL: Strengthen the Town and Gown Relationship; New Solutions to old Problems

BACKGROUND: This is intended to be an update on managing and adding new spaces for our parking to meet demand.

**Action Item: Receive the update.**

**Action Taken: Committee received the updates, and discussed possible expansion of the employee parking program, extending the parking limit to 3 hours, and need for improved wayfinding signage.**

**3) Wet Labs.....Mary Jane Nirdlinger**

>GOAL: Work becomes part of The Life of the Town; Room for business

BACKGROUND: This is an update of what is allowed under the current LUMO for Wet Lab space and any potential changes that may be considered.

**Action Item: Receive the information and give guidance to staff on interest in making changes if needed.**

**Action Taken: Committee received the information. Members discussed the effects of wet labs, and asked staff to report back on different types of wet labs and regulatory authority.**

**4) Lease of former Planning space for start-up.....Dwight Bassett**

>GOAL: Work becomes part of The Life of the Town; Start-up scene

BACKGROUND: As a part of renovation of the east end of the 3<sup>rd</sup> floor of Town Hall, we rented 1500SF to use as a temporary home for Planning. They have moved back to Town Hall and our lease runs till next May. We

could use the space for early stage growth companies if there is a demand and I have reached out to Dina Rousset to look at opportunities for Launch participants and graduates. We can also explore extending the lease if there is a demand.

**Action Item: That we no longer consider this as an option for growing companies as we have not been able to find interested parties.**

**Action Taken: Committee agreed with staff to no longer consider this as an option for growing companies as we have not been able to find interested parties.**

**Other**

**Next Meeting, February 3, 2017**

**- Commercial Development Strategy– Work Plan on reverse side –**

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## - Commercial Development Strategy -

VISION: Taking our place on the map as a world class center for research and development.

MISSION: Support opportunities to put Chapel Hill's people to work, and create economic prosperity for all, now and in the future.

### TARGETS: Output of Medical School, Pharmacy School (and research), Applied Sciences and Technology

Strategy	Goal	Actions
<b>1. Strengthen the Town-Gown Relationship</b>		
	a) Blurred Boundaries	a.1 Identify co-working and Stage II space for companies
		a.2 Support University efforts to recruit/retain public-private partners with streamlined entitlement process
		a.3 Create research/office space for UNC partners companies
	b) Diversify downtown	b.1 Work to enhance downtown's attractiveness to help in encouraging future projects that provide employment opportunities. (Enhance appearance of downtown.) (Safety, lighting and other issues will be addressed through the Downtown Strategy) 1-Evaluate cultural arts of the Town to contribute with CORE in place by 2017
		b.2 Increase the economics of downtown through strategic drivers.
	c) New solutions to old problems	c.1 Strategy for Town and University parking downtown
		c.2 Parking availability and use in downtown
		c.3 Refine parking system downtown
		c.4 Identify opportunities to expand use of campus through new parking strategies
		c.5 Explore long-term parking opportunities in downtown
		c.6 Explore long-range mobility and connection opportunities for downtown.
<b>2) Work becomes part of The Life of The Town</b>		
	a) Room for business	a.1 Evaluate options for incentivizing the development of office space at Obey, Eph-Fordham and/or Glen Lennox
		a.2 Consider rezoning Milhouse Road area for light-industrial/research companies.
		a.3 Strategy for housing in the community 1- Student 2- Affordable
		a.4 Consider joint Incentive Policy with Orange County
		a.5 Consider other incentives (loans or grants) from the Town to encourage business recruitment, retention and expansion
	b) A Start-up Scene.	b.1 Encourage the development of spaces for connecting and dealmaking in and around Chapel Hill (Third places). Use the idea of "long tables" in shared spaces to encourage this to occur.
	c) Seamless learning	c.1 New opportunities for learning for all ages (workshop offerings, computer training, workforce classes and continuing education)
<b>3) Tell our Story</b>		
	a) Take our place on the map.	a.1 Create a marketing plan to share defining characteristics of Chapel Hill to broad audience. (To attract companies to approved space and to attract post-doc type residents for employees.)
	b) Create business ambassadors.	b.1 Build network of "storytellers" including committee members and others
	c) Get citizens involved.	c.1 Enhance Economic Development Strategy with support strategies for Urban Design and Livability