



Town of Chapel Hill

Council Committee on Economic Sustainability

Friday, February 3, 2017, at 8:00 a.m.
Chapel Hill Library, Room C
100 Library Drive, Chapel Hill, NC 27514

Action Agenda

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. Opening (8:01 AM)

- a) Roll Call
- b) Approval of Agenda
- c) Updates:
 - [Economic Development](#)¹
 - [Planning and Zoning](#)²
 - Housing and Community
 - Downtown

Action Taken: Committee received the updates, including commercial development strategy and forthcoming station area planning.

2. Business

- a. [Report back on potentially building on the Wallace Parking Deck.....Lance Norris](#)³

Goal: Work becomes a part of the life of the Town - Room for Business

Background: At the October Council Committee on Economic Sustainability an idea of building on top of the Wallace Deck was discussed. The Committee asked the Manager and staff to follow-up and pursue a flexibility analysis like for 2008.

Action Item: Consider recommendations from study and give staff direction on how to proceed.

Action Taken: Committee received recommendations from study. Staff to come back to full Council with near- and long-term options.

- b. Innovation @ UNC Chapel HillGordon Merklein

Goal: Strengthen the Town and Gown relationship & Start-up Scene

¹ <http://www.townofchapelhill.org/home/showdocument?id=34508>

² <http://www.townofchapelhill.org/home/showdocument?id=34510>

³ <http://www.townofchapelhill.org/home/showdocument?id=34512>

Background: We are interested in building our eco-system in Chapel Hill for Innovation and Entrepreneurship and desire to strengthen our partnerships with the University. A Committee member asked for an update on the work of the University.

Action Item: Consider the work of the University and how the Town might help to facilitate.

Action Taken: Committee received information from the University on the phases of entrepreneurship and discussed how the Town can be a partner in facilitating opportunities for those at the acceleration phase.

c. Other Committee Discussion

3. Adjournment (10:20 AM)

Next Meeting: March 3, 2017, 8:00 AM

- 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
1. Strengthen the Town-Gown Relationship		
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 stream lined 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.
2) Work becomes part of The Life of The Town		
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)
3) Tell our Story		
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