



Town of Chapel Hill

Council Committee on Economic Sustainability

Friday, April 7, 2017, at 8:00 a.m.

Town Hall, 1st floor conference room

405 Martin Luther King Jr. Blvd., 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 at 8:05 a.m.

a. Roll Call

b. Approval of Agenda

c. Updates:

- [Economic Development.....Dwight Bassett](#)¹

- [Planning and Zoning.....Ben Hitchings](#)²

- [Housing and Community.....Loryn Clark](#)³

- Downtown (No update, presenting)

2. Business

a. [West Rosemary Development Guide](#)Rae Buckley⁴

Goal: Diversify Downtown

Background: The goal of the project is to create guidelines with visual representation of design concepts for West Rosemary Street regarding commercial and economic development that are consistent with the vision statements of the Northside Neighborhood Conservation District. A key consideration of the project is the market feasibility of the future vision for the West Rosemary Street corridor.

Action Item: Provide feedback on the market feasibility of the West Rosemary Street Development Guide.

Action Taken: Committee received information from Assistant to the Manager Rae Buckley on the market feasibility of the West Rosemary Street Development Guide.

b. [Affordable Housing Project.....Loryn Clark and Ed Barberio](#)⁵

Goal: Room for Business; Strategy for Housing in the Community

¹ <http://www.townofchapelhill.org/home/showdocument?id=35223>

² <http://www.townofchapelhill.org/home/showdocument?id=35227>

³ <http://www.townofchapelhill.org/home/showdocument?id=35225>

⁴ <http://www.townofchapelhill.org/home/showdocument?id=35229>

⁵ <http://www.townofchapelhill.org/home/showdocument?id=35221>

Background: In 2016 Housing and Community hired an Affordable Housing Development Officer to assist the Town with adding to our affordable housing stock. We have evaluated some options and have a concept that we would like to be considered for as option.

Action Item: Provide feedback on this concept so that it can be further refined.

Action Taken: Committee received information from Affordable Housing Development Officer Ed Barberio on a concept for a potential affordable housing project at 2200 Homestead Road.

c. Other Committee Discussion

3. Adjournment at 10:00 a.m.

- 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 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.
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