



Town of Chapel Hill

Council Committee on Economic Sustainability

Friday, June 2, 2017, at 8:00 a.m.
CH Library Room A, 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 at 8:01 a.m.

a. Roll Call

b. Approval of Agenda

c. Updates:

- [Economic Development.....Dwight Bassett¹](#)
- [Planning and Zoning.....Ben Hitchings²](#)
- [Housing and Community.....Loryn Clark³](#)
- **Downtown (No update, presenting)**

2. Business

a. [Phase 1 research for telling our story.....Dwight Bassett & Jeff Denny, Liaison Design⁴](#)

Goal: Tell Our Story; Taking our place on the map

Background: In November 2016 the Council Committee on Economic Sustainability recommended and then Council authorized the hiring of a new Ad Agency to help us with marketing and telling the Chapel Hill story. They have completed some competitive research and are here to share their findings.

Action Item: Receive the information.

Action Taken: The Committee received an update on findings from Liaison Design's competitive research.

b. **Strategic initiatives update 2017-2018.....Roger Stancil (Postponed)**

Goal: Connect strategic initiatives of the Council with 2017-18 Recommended Budget

Background: The Council has identified its strategic interests for the future in multiple discussions and begun formalizing a strategic planning process. The presentation will connect the strategic planning process discussions with the Recommended Budget

Action Item: Receive the information.

¹ <http://www.townofchapelhill.org/home/showdocument?id=35970>

² <http://www.townofchapelhill.org/home/showdocument?id=35966>

³ <http://www.townofchapelhill.org/home/showdocument?id=35972>

⁴ <http://www.townofchapelhill.org/home/showdocument?id=35968>

c. Planning tools related to strategic interestsBen Hitchings (Postponed)

Goal: Build a shared understanding of the primary planning tools available to help implement the Town’s strategic interests.

Background: The Town can draw upon planning tools to help pursue its community goals. This presentation will describe the primary tools available and explain what they can do.

Action Item: Receive the information.

d. Other Committee Discussion

3. Adjournment at 10:03 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 |