Town of Chapel Hill
Council Committee on Economic Sustainability

Friday, February 2, 2018, at 8:00 a.m.
Chapel Hill Library, Room A, 100 Library Drive, Chapel Hill, NC

Action Minutes

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 8:07 a.m.**……………………………….....................................**Michael Parker, Committee Chair**

    a. **Roll Call**

    b. **Approval of Agenda**

        Updates:

        - Economic Development………………………………………Dwight Bassett
        - Planning and Zoning…………………………….………..**Ben Hitchings**[1]

        Action Taken: The Committee received an update from Planning and Development Services Director Ben Hitchings.

        - Housing and Community…………………………………..Loryn Clark
        - Downtown ……………………………………………………Rae Buckley
        (Grayed items will not have a report)

2. **Business**

    a. **Update on Marketing and draft statement**………………………....**Jeff Denny, Liaison Design**[2]

        Action Taken: The Committee received an update from Jeff Denny of Liaison Design on efforts to promote Chapel Hill as a great place for business.

    b. **Station Area Planning (Gateway)** …………………………………….**Ben Hitchings**[3]

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[1] http://www.townofchapelhill.org/home/showdocument?id=38483
[2] http://www.townofchapelhill.org/home/showdocument?id=38463
[3] http://www.townofchapelhill.org/home/showdocument?id=38481

Action Taken: The Committee received a presentation from Planning and Development Services Director Ben Hitchings, Patrick McDonough of GoTriangle, and Tony Sease of Civitech on creating economic opportunity at the Gateway Station.

c.   Incentive Guidelines presentation and discussion…………………Dwight Bassett[4]

Action Taken: The Committee received a presentation from Economic Development Officer Dwight Bassett on draft incentive guidelines. The Committee unanimously recommended to bring the draft guidelines to the full Council for discussion.

d.   Other Committee Discussion……………………………….......... Michael Parker, Committee Chair

Action Taken: The Committee received comments from the public.

3.   **Adjournment at 10:01 a.m.**

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[4] http://www.townofchapelhill.org/home/showdocument?id=38457

- 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 attractedness 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 availablity 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 expanion
	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