



# Town of Chapel Hill

## Council Committee on Economic Sustainability

Friday, October 4, 2019, at 8:00 a.m.  
Chapel Hill Public Library, Meeting Room B, 100 Library Drive, Chapel Hill, NC

### Meeting 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.....**Michael Parker, Committee Chair**
  - a. Roll Call
  - b. Approval of Agenda
  - c. Staff Report:
    - Mall Redevelopment Trends.....**Dwight Bassett, Economic Development Officer**
2. Business
  - a. Concept Plan and CDC Awards.....**Adam Nicholson, Senior Planner**
  - b. Other Committee Discussion (15 minutes)..... **Michael Parker, Committee Chair**
3. Adjournment

**- 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