

**EXPERIENCE
DOWNTOWN
CHAPEL HILL**

Chapel Hill Downtown Partnership

Council Committee on
Economic Sustainability
2/4/2022

Agenda

- **Current Status of Downtown**
- **What Can the town do?**



Status of Downtown

Opened During Pandemic

- 5/3 Bank
- Brandwein's Bagels
- Blues on Franklin
- The Graduate Hotel
- Jed's Kitchen
- Dame's Chicken & Waffles
- Re-opened (Perennial)
- The Spindle
- Franklin Street Motors
- Tar Heel Escapes
- The Story
- Seafood Destiny
- Pirate Captain
- Roots Natural Kitchen

- PITCH
- Saturni
- Tropical Smoothie Cafe

Expanding

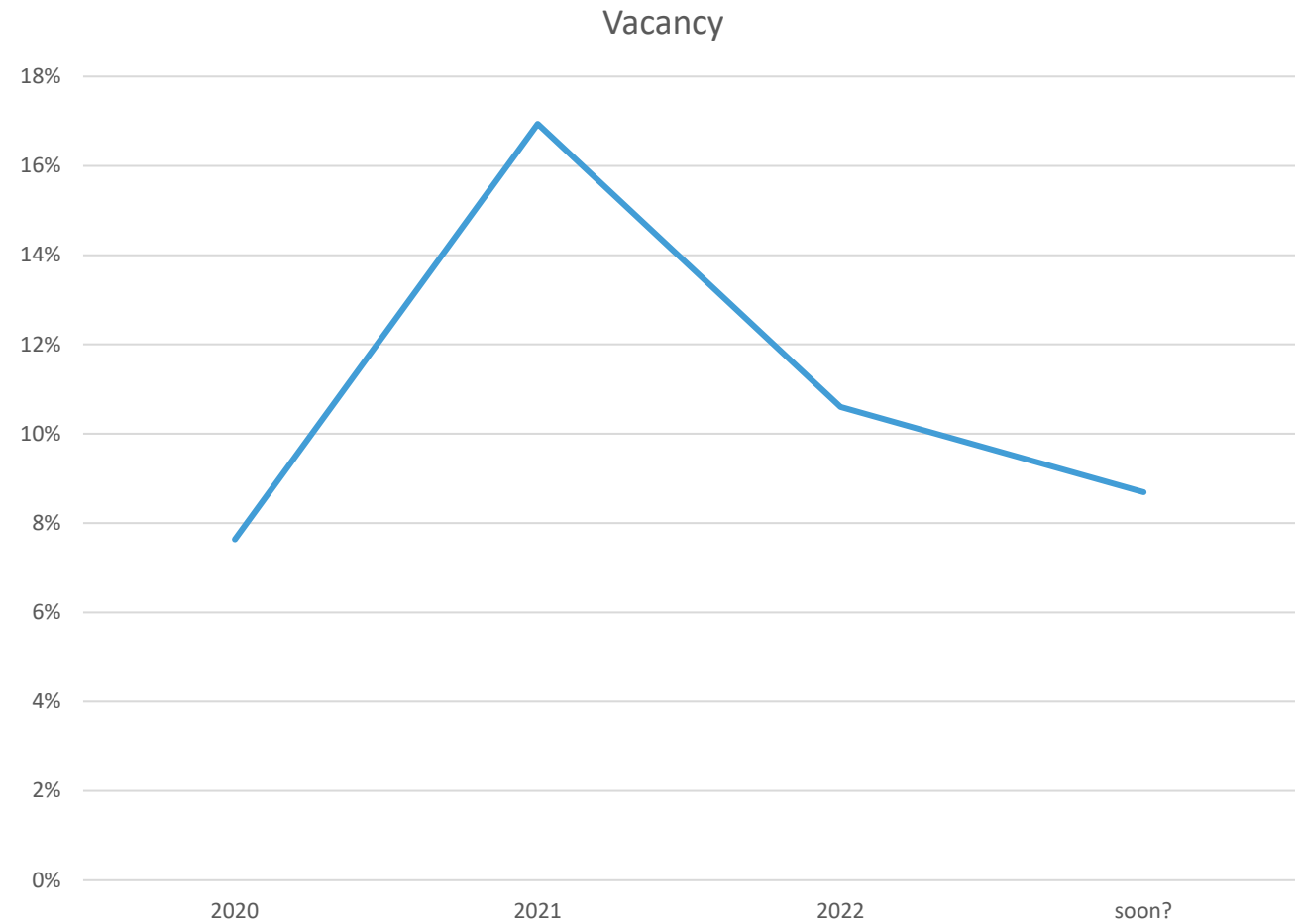
- Brandwein's
- Carolina Coffee Shop
- Epilogue
- Spicy 9

Coming Soon

- Raising Cane Chicken
- Still Life
- Buena Virba
- 4 Leases signed



Status of Downtown



Downtown Together

- **Final proposal soon**
- **Plan will identify market needs and viability**
- **Will build on existing planning documents**



Adopt -a- Block

- **Brick Planters rehabbed & maintained**
- **Trees on Columbia**
- **Working on Phase 2**



Street Outreach Team

10/15/20 – 2/1/2022	
Total number of people served:	~250
Entering permanent destinations:	65 (27 with Housing Choice Vouchers)
Entering transitional housing/shelter:	69
Other Housing	16
Obtaining funded services (supplies, food, transportation, etc):	190
Receiving COVID-19 vaccine with Mobile Unit:	26
Provided clinical support:	100

Expanded Sidewalks



What the town has done

- Sidewalk Expansion Extension
- More To Go Parking Spaces
- Free Parking (until UNC back)
- Marketing Help for E. Rosemary Construction
- Food incubator downtown
- Parking management
- Increase funding for landscaping downtown

What the town can do

Shift MSD Funding to CHDP

- CHDP receives less than 40% of MSD Funds
- Fund clean & safe team
- Increase staff



What the town can do

Comparable Business Improvement Districts

(Strategic Plan Chapel Hill Downtown Partnership, 2020)

	CHDP	Iowa City	Ithaca, NY	State College, PA	Boulder, Co
2020 Budget	\$337,000	\$1,050,000	\$1,200,000	\$548,351	\$1,640,000
BID Revenue	\$120,000	\$421,000	\$500,000	\$387,691	\$1,400,000
Size (Acres)	80	80	75	60	140



What the town can do

Plan for the Future

- Take over Franklin Street
- Make Franklin Street the most inviting, walkable, and beautiful sidewalk in North Carolina



What the town can do

- **Shift MSD Funding**
- **Focus on aggressive behavior downtown**
- **Study the noise ordinance**
- **Continue to streamline Permitting, Zoning, and Inspections**
- **Increase funding for sidewalks/landscaping**
- **Any aid to employers/businesses**

Conclusion



For all you've done





Questions?



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