

Goals

1. Make downtown more vibrant.
2. Create a better front door for the university.
3. Make it easier to attract and retain talent.
4. Create jobs and diversify the town's economy.
5. Increase tax revenues.



CCES Presentation

Progress Report: Innovation District Draft Vision and Strategy

Friday, February 4, 2022



Typical ID Uses

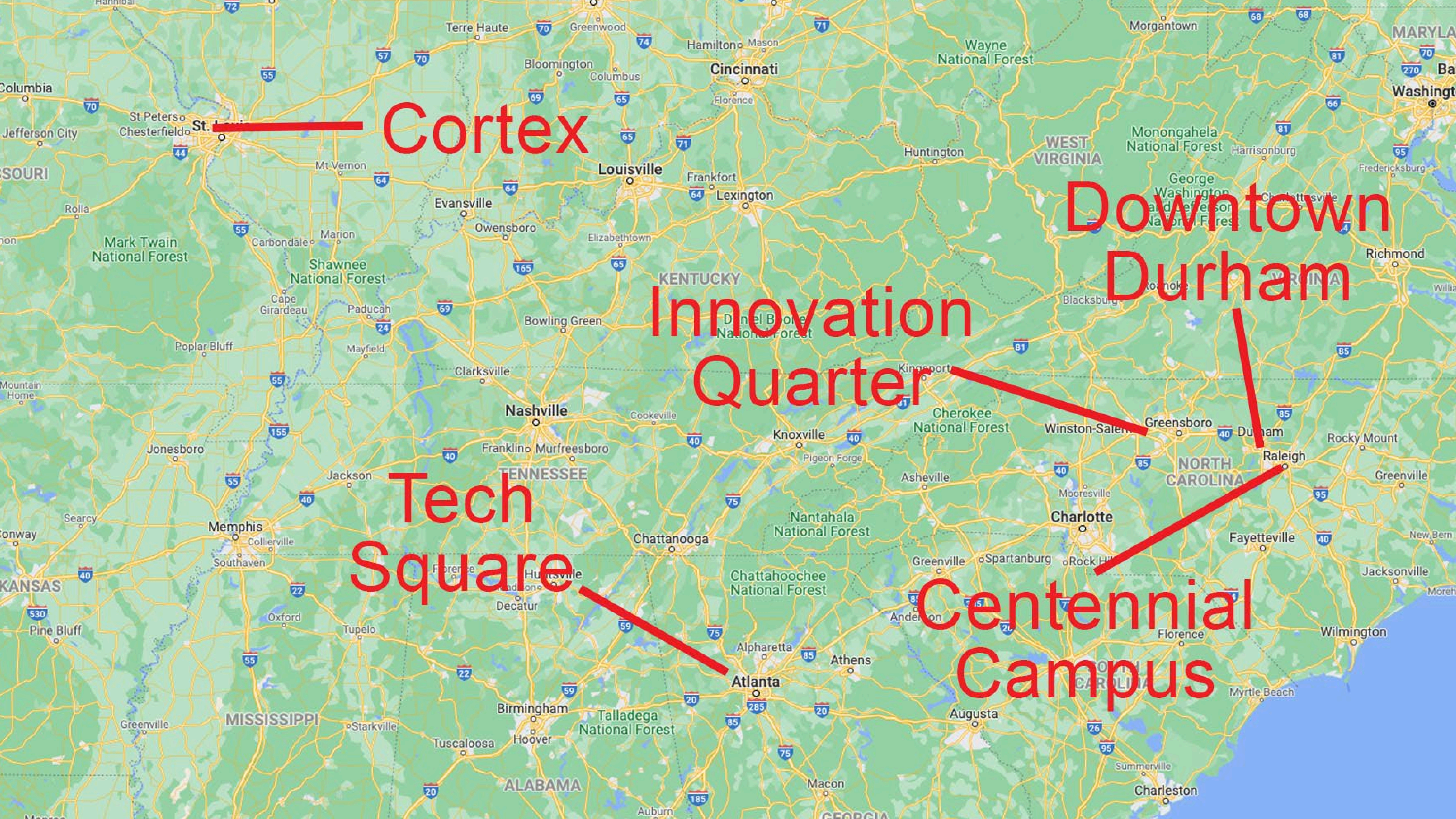
1. Anchor institutions (eds, meds and feds)
2. Labs and offices
3. Hotels and meeting venues
4. Services (cafes, bars, gyms, day care)
5. Parks and open spaces
6. Parking and last-mile transit
7. Housing



Competing Places

1. Downtown Durham
2. RTP
3. The Centennial Campus
4. Winston Salem
5. Tech Square (Atlanta)





Cortex

Downtown
Durham

Innovation
Quarter

Tech
Square

Centennial
Campus

Main Campus DR

Centennial Campus

800

Centennial Campus

800





Downtown

Durham



Tech Square

UNC Marketable Strengths

1. Global Health

- genomics, cellular biology, epidemiology.
- pharmacology
- clinical medicine
- statistical analysis

2. The Environment

- environmental planning
- data visualization
- financial risk modeling

3. Chemistry and Applied Physics



Stakeholder Notes

**Low walls/
collaboration**

Authenticity

Shade

Ugly backs of buildings

Parking, parking, parking

What to do after the meal

Game day visitors

Epilogue

Remaining unique

Julian's is an orphan

Vacancy at **100%**

corner

Former Walgreens

Implementing strategy

No benches in

McCorkle

Grubb got too much

Fuller experience

downtown

Big floor plates

External-ize **Porthole**

Fine-grain

Low trust

Doing their part

Non-restaurant

businesses

“We love learning”

Memorial Hall

Inflexibility

"Not an agile family"

Approvals, approvals,

approvals

More programming

BD: blocking, tackling,
hosting

Respect for industry

"Dry labs" are just
offices

Porthole as linchpin

Treat respectfully

Lost **tree canopy**

Golden era

First impressions

All on the town

Evening in Durham

Homelessness

Ackland as crypt

Find your beach

A scene is more

than retail

Virtual front door

Not behind glass

Transit an after-thought

Planning gets nothing
done

Take care of the
dumpster issues

No fiber to **Google**

The **Varsity's** future

Get it out from behind
glass



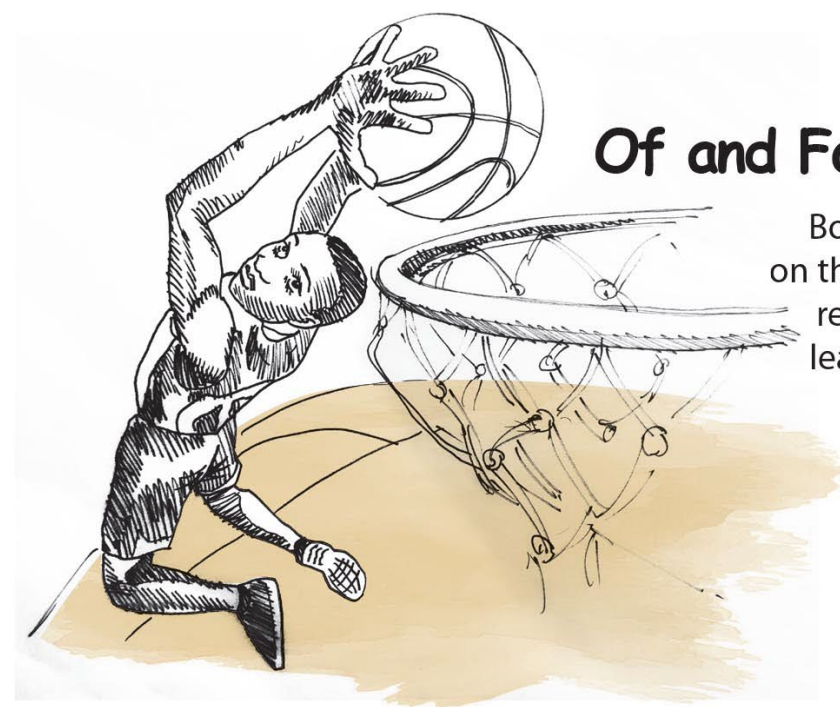
The Global Village

Downtown Chapel Hill becomes a place where industry and academia collaborate in solving some of the world's toughest problems. Already a place to live and play, work and learning become part of the mix.



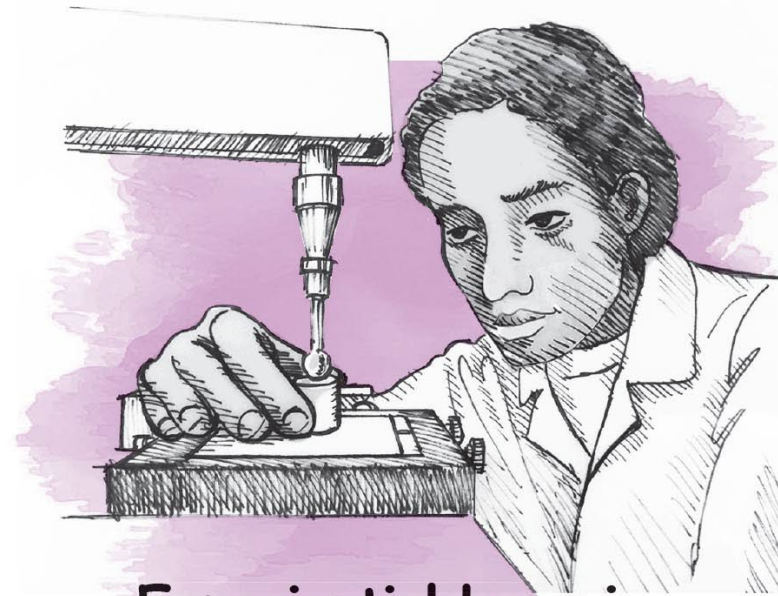
Business Comes Up The Hill

After 50 years elsewhere in the region, pharmaceutical companies, software firms and government institutes move their top R&D people to a more walkable place.



Of and For Carolina

Both in the lab and on the streets, this place reflects the state's learning, traditions and culture.



Experiential Learning

University students, residents and visitors alike come away seeing things in new ways

Gathering Places

A serendipitous encounter on the sidewalk leads to breakthrough thinking on a daunting problem.



Industry and academia work as peers and partners, swapping both talent and ideas.



The Cool Factor

Expect the unexpected.

Coming to Carolina

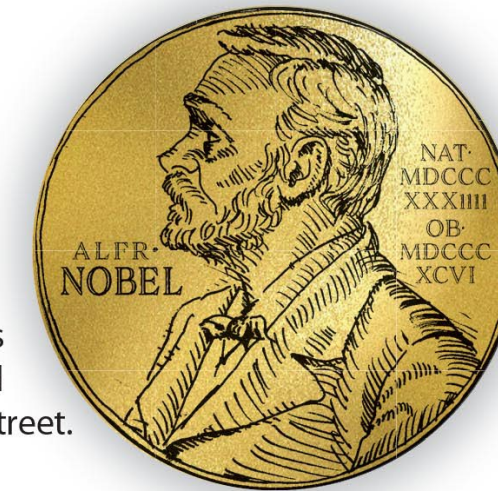
A carefully-crafted arrival sequence guides visitors downtown and to the campus.

Welcome to Chapel Hill and the University of North Carolina



Research Impact

The cure for the next pandemic is being developed right down the street.



Organic Growth

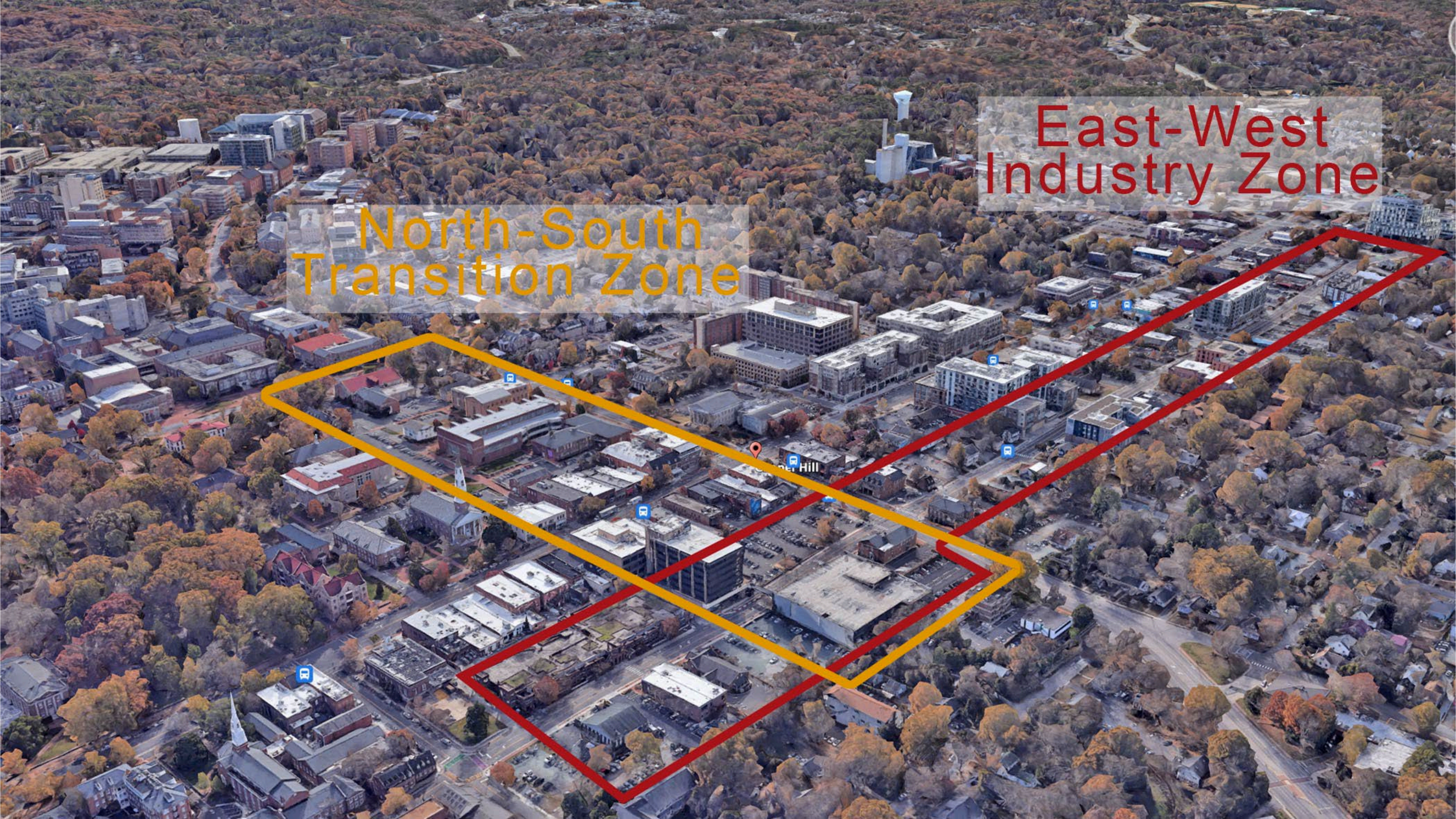
New buildings fit in with the scale and character of this place.



BUSINESS STREET

East-West
Industry Zone

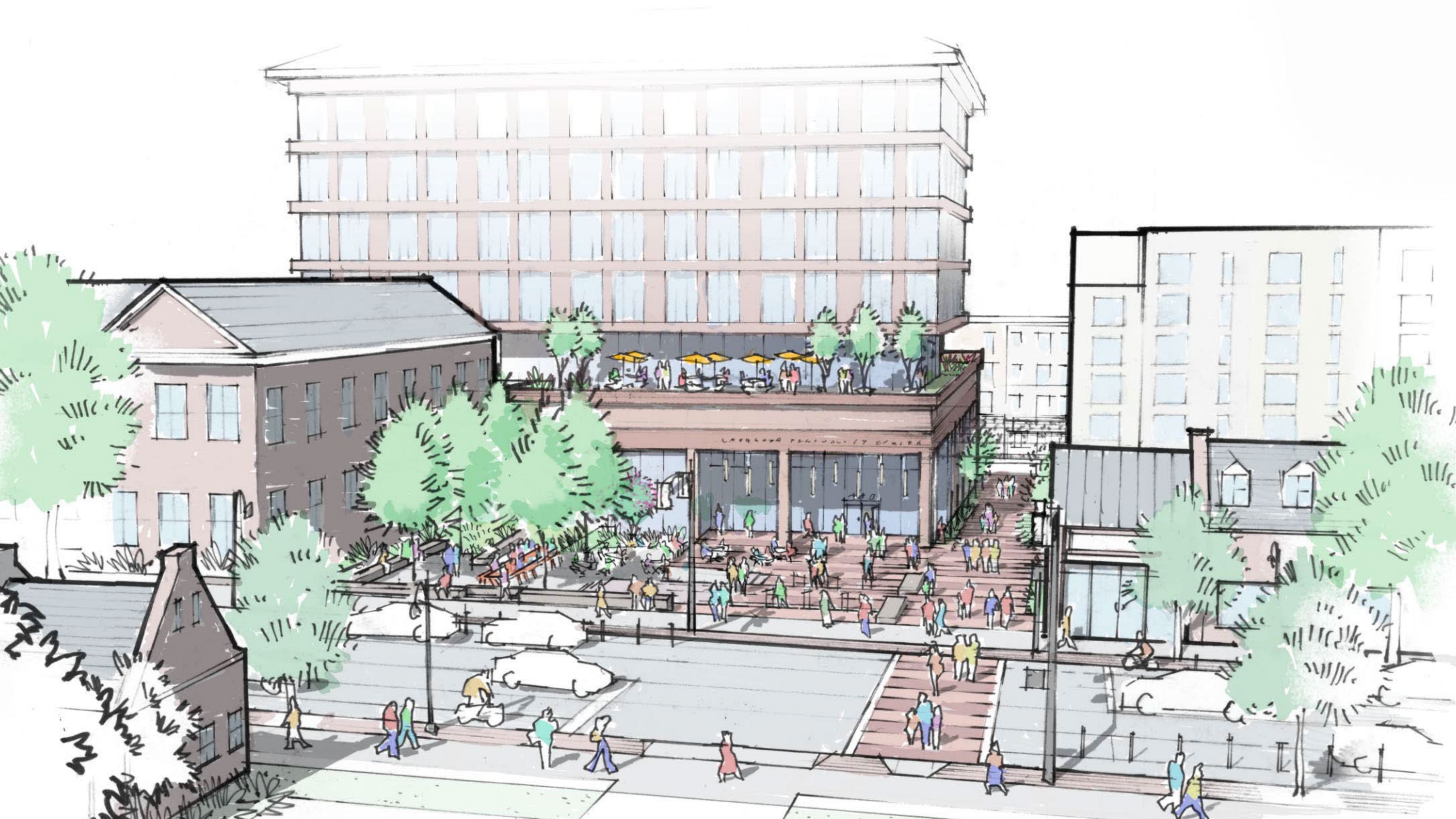
North-South
Transition Zone



Potential ID Tenants in CH

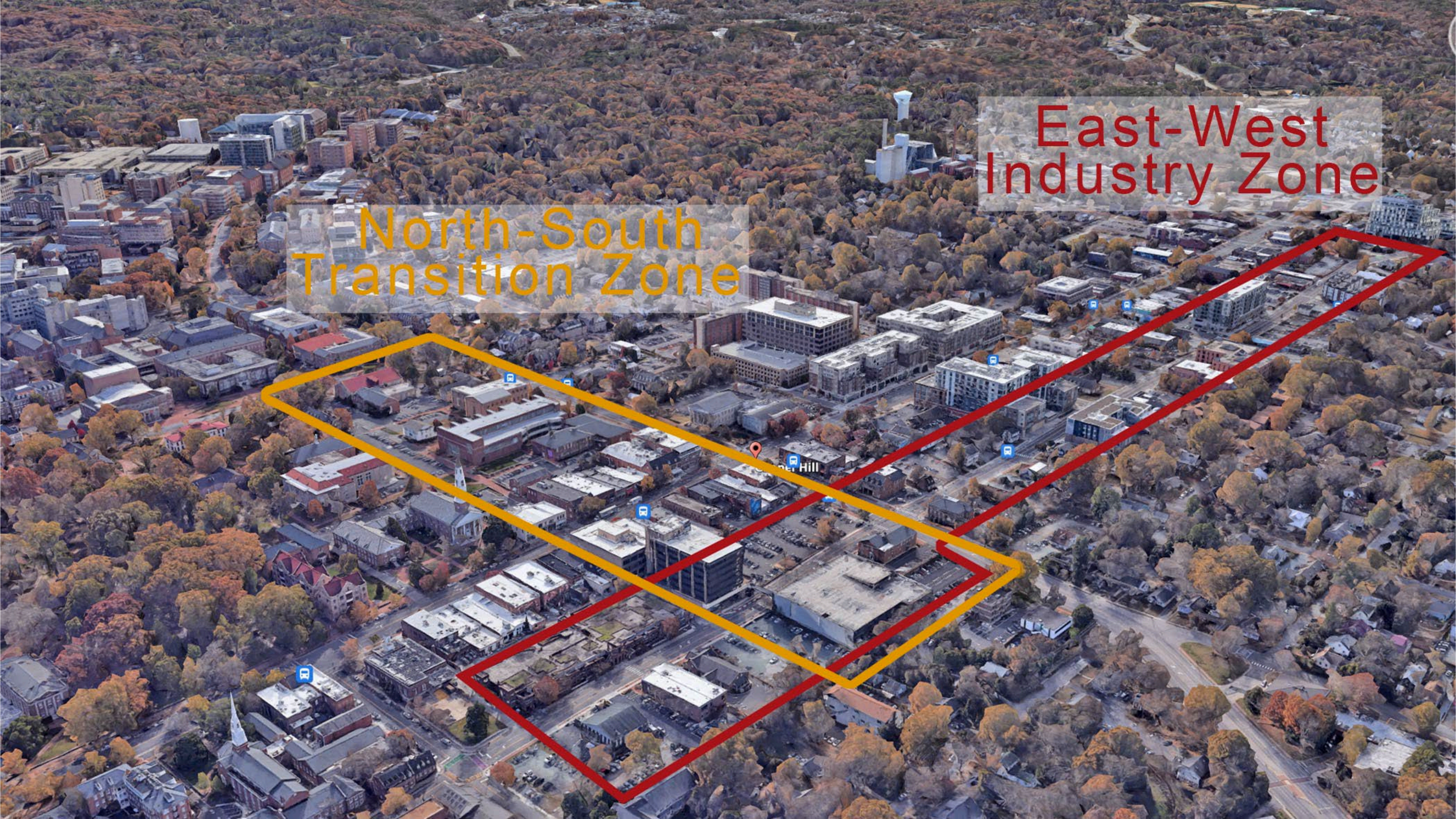
1. R&D divisions of established companies
2. Corporate “clubhouses”
3. Incubators and accelerators
4. Professional services users



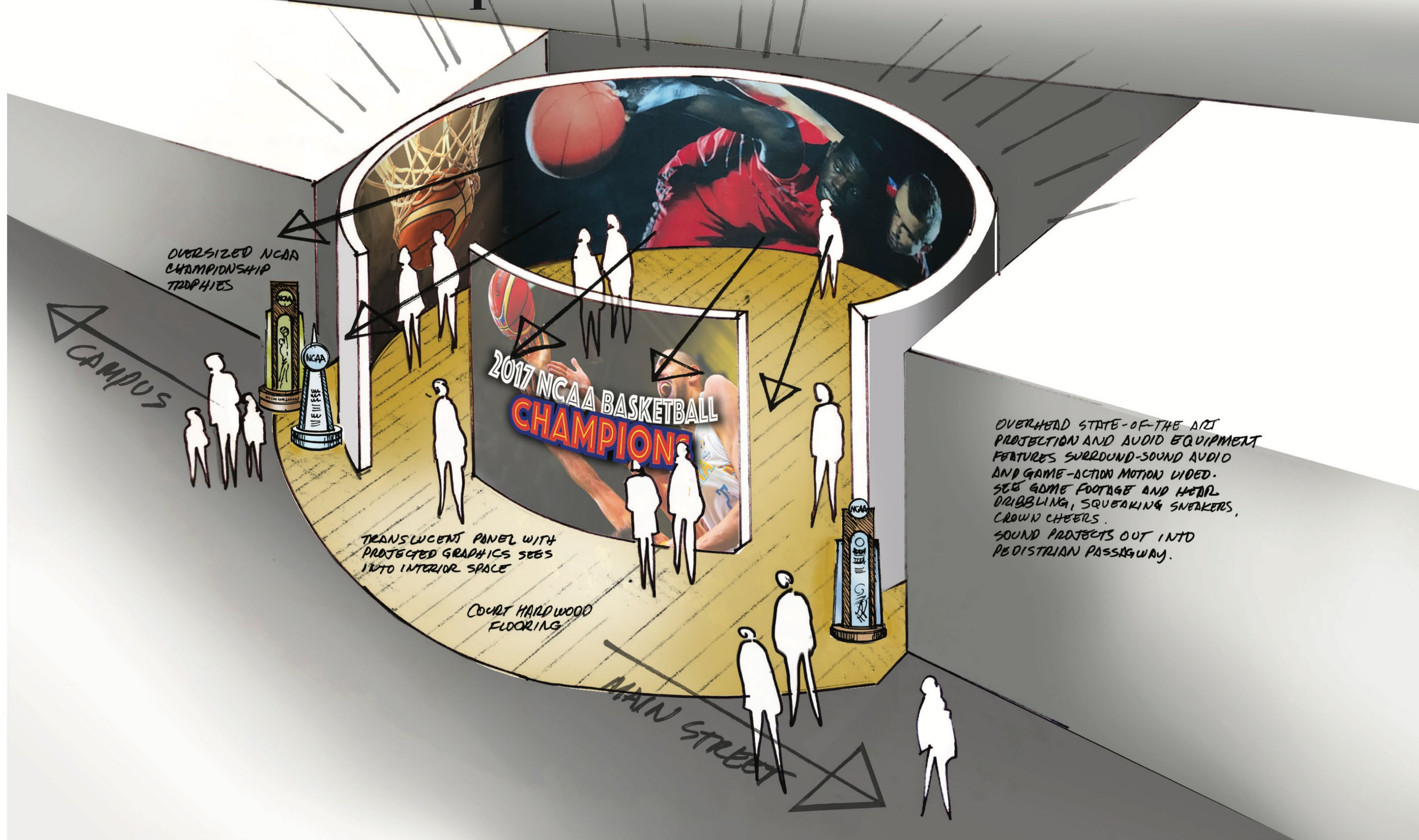


East-West
Industry Zone

North-South
Transition Zone



The Immersive Experience: OUTSIDE LOOKING IN



Key Factors For Success

1. Create a “premium for place”.
2. Recruit companies for downtown.
3. Anchor Franklin St.



Next Steps

1. Identify catalytic actions for the next 12 months.
2. Get commitment from the Town, UNC, and Downtown Partnership to deliver these.



“Iterate, Iterate, Iterate”

- *David Kelley*, designed the Apple mouse, founded the world’s leading industrial design firm, and created the Stanford Design School.

