

Economic Development Goal Statements

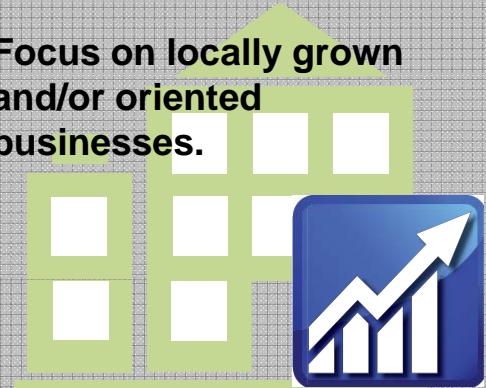
Grow the non-residential tax base consistent with the principles of the Town's Comprehensive Plan.



Develop educational and employment opportunities to expand workforce skills and reduce commuting.



Focus on locally grown and/or oriented businesses.



Maintain an open and collaborative relationship with the University.



Welcome green and ecologically sound businesses and developments.



Maintain a community character that promotes economic vitality, environmental protection and social equity.



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**Grow the non-residential
tax base consistent with
the principles of the
Town's
Comprehensive
Plan.**





Retail

Market Analysis Complete
June 2009



Available at:

[www.townofchapelhill.org/
economic_development](http://www.townofchapelhill.org/economic_development)



Retail Market

Available Market Share

- Department Stores
- General Merchandise Stores
- Warehouse Clubs
- Home Furnishing Stores
- Women's, Men's and Children's Clothing Stores
- Shoe Stores
- Optical Goods





Retail

June 2009 there was an
estimated
1.6 million SF available

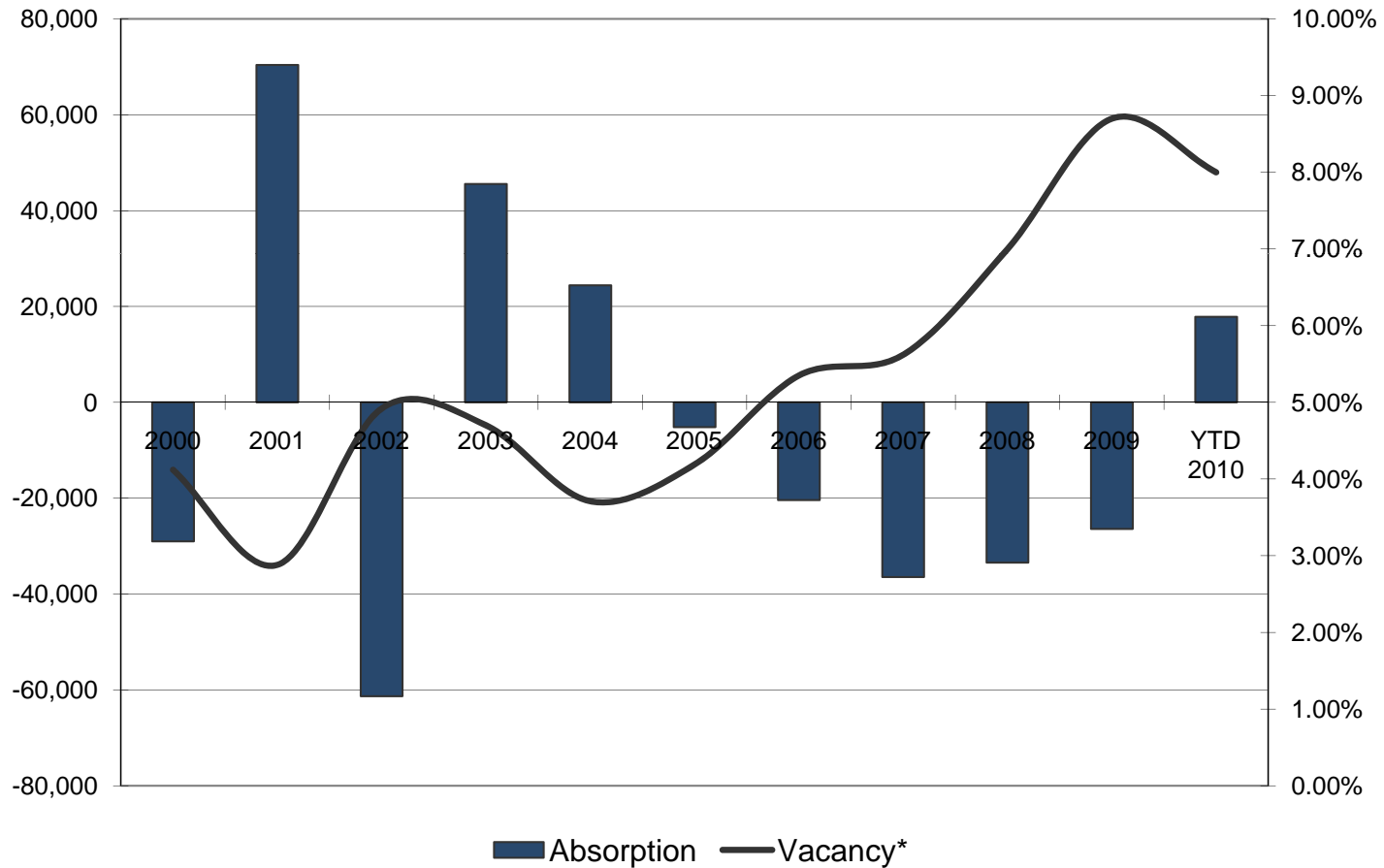
Ability to capture between
500,000 – 700,000 SF in
the next few years.





Retail

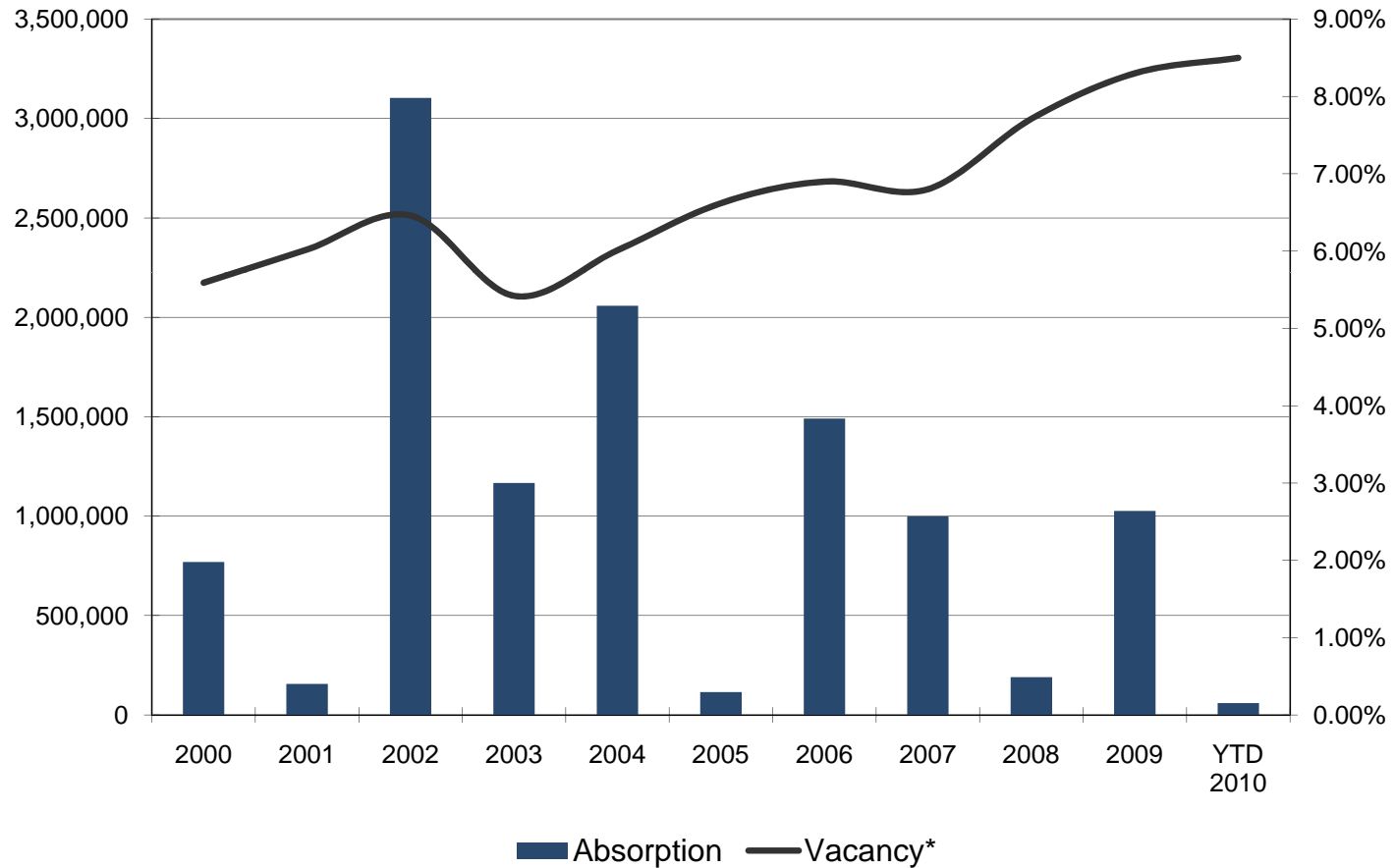
Chapel Hill/Orange County



Data courtesy of Mark Moshier ,
Grubb & Ellis | Thomas Linderman Graham



Retail Triangle Region



Data courtesy of Mark Moshier ,
Grubb & Ellis | Thomas Linderman Graham



Office Market

**Grow the non-residential
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Office Market

2.2 million square feet of available office space.

1.7 million square feet of the space in buildings of 10,000 SF and greater.





Office Market

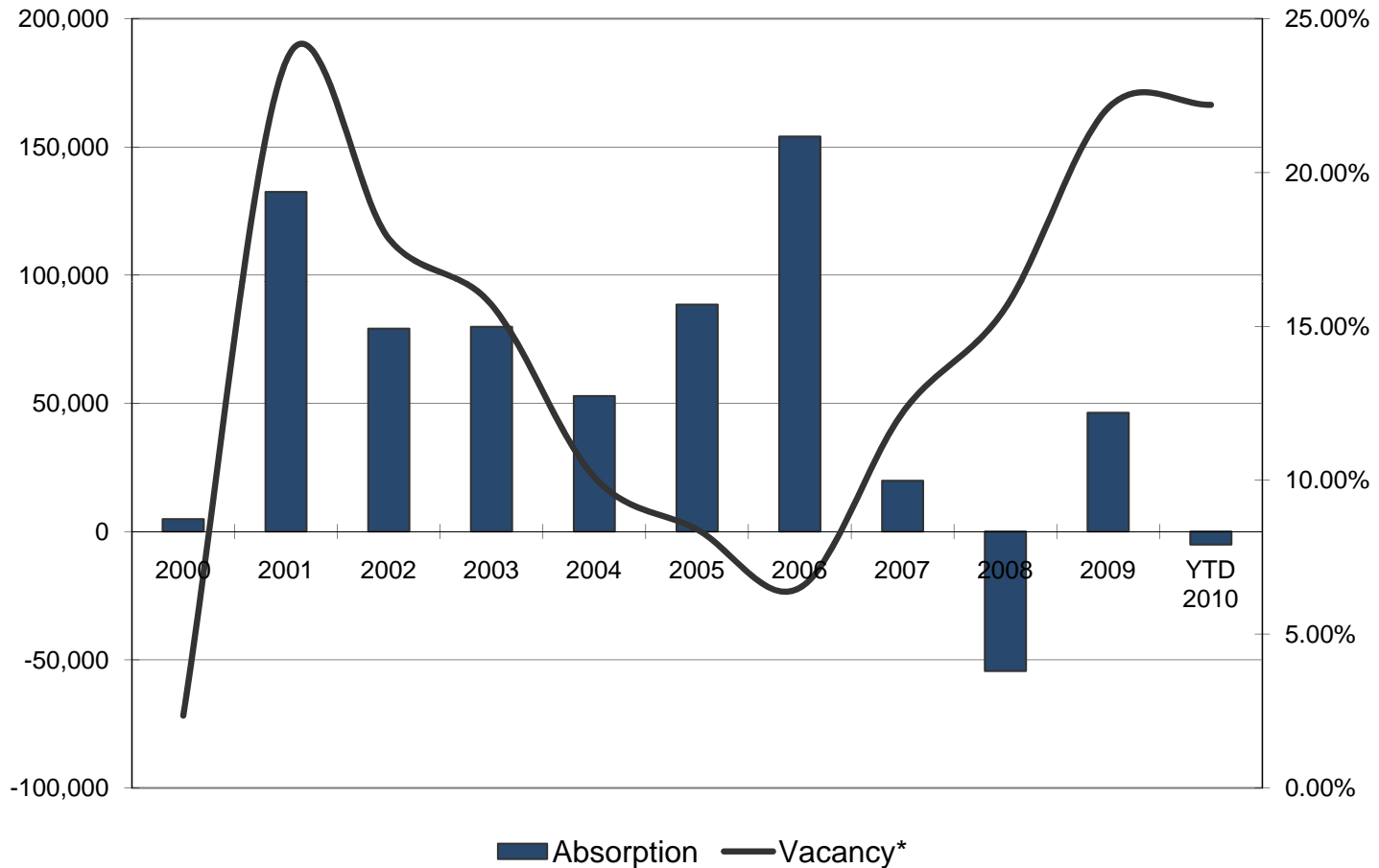
Absorb 70,000 SF per year.

Grow to 100,000 by increasing our regional percent by 1. (We current have about 5% of the regional market share.)





Office Market Chapel Hill

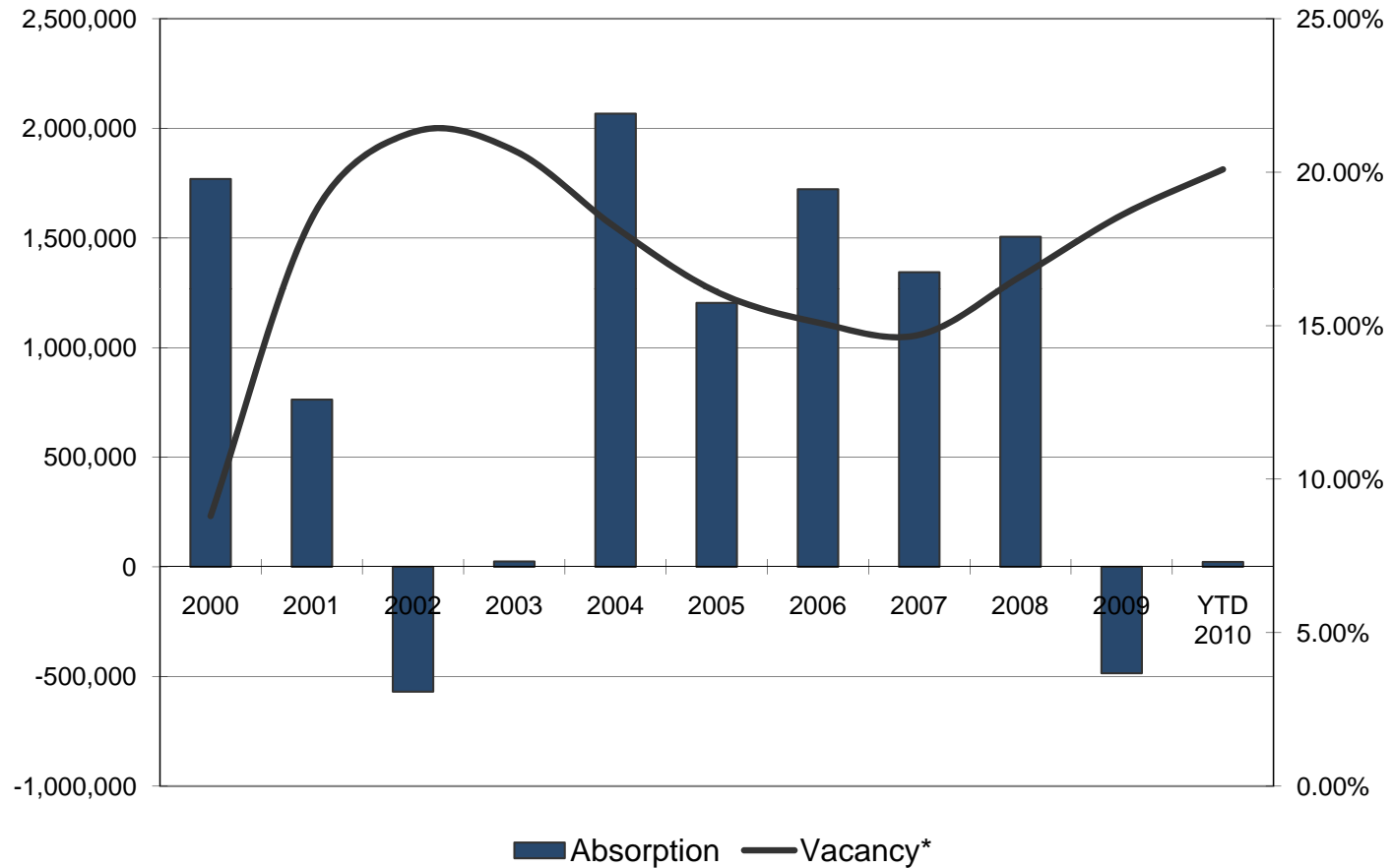


Data courtesy of Mark Moshier ,
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Office Market

Triangle Region



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Office Market

Growing our Market

Recommendations from Office Study:

- More business friendly.
- Join regional agencies.
- Compete with adjacent communities.
- **Development Review and related issues.** (Short-term related to expansion and retention of businesses in centers with existing SUPs.)





Barriers to Small Business Development

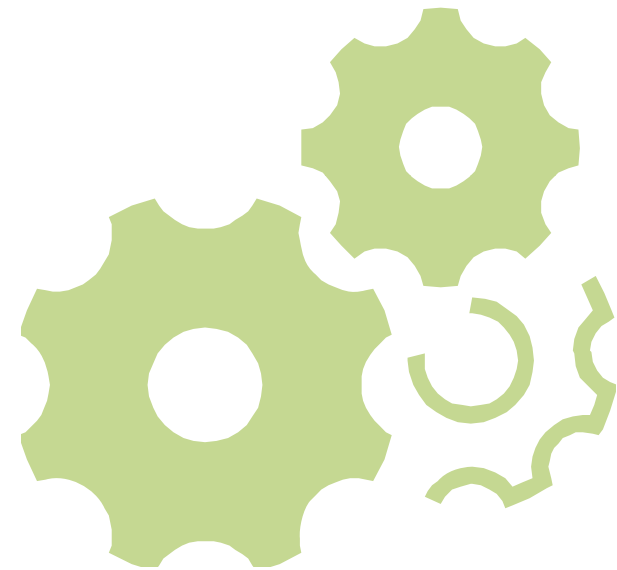
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Barriers to Small Business Development

- Non-residential building inventory
- Opening a Business in Chapel Hill guide
- Checklist for all businesses and developments
- Fund “Jump Start” business development to assist with rent on start-up businesses
- Address issues related to Sign Ordinance





Downtown Development Framework and Action Plan

Compact, Connected, Anchored and Green

**Grow the non-residential
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Downtown Development Framework and Action Plan

Compact, Connected, Anchored and Green

- This plan is intended to guide future investment in downtown for the coming 10 years.
- It focuses on the core areas of: **Compact, Connected, Anchored and Green**





Downtown Development Framework and Action Plan

Compact, Connected, Anchored and Green





Downtown Development Framework and Action Plan
Compact, Connected, Anchored and Green

Information available on Town
web site and
www.downtownchapelhill.com



Project Team expected to
close comment period on
October 27th.



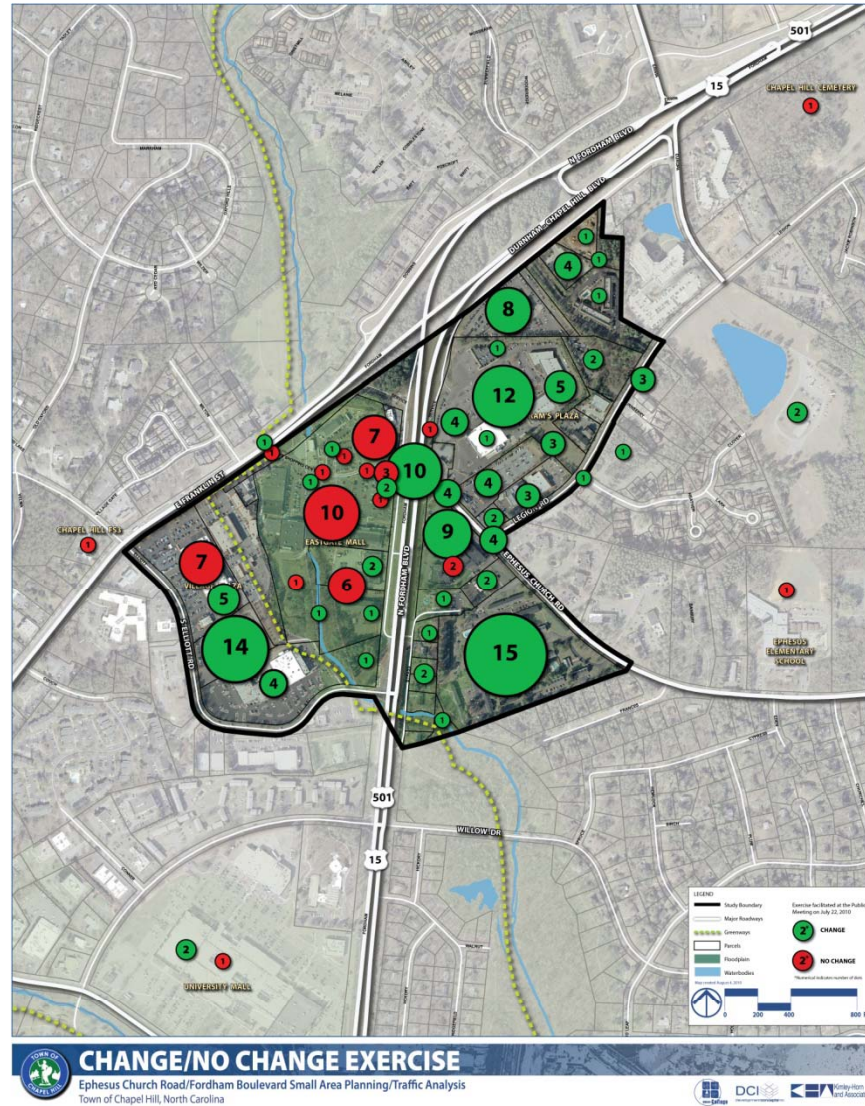
Ephesus Church – Fordham Small Area Plan / Traffic Analysis

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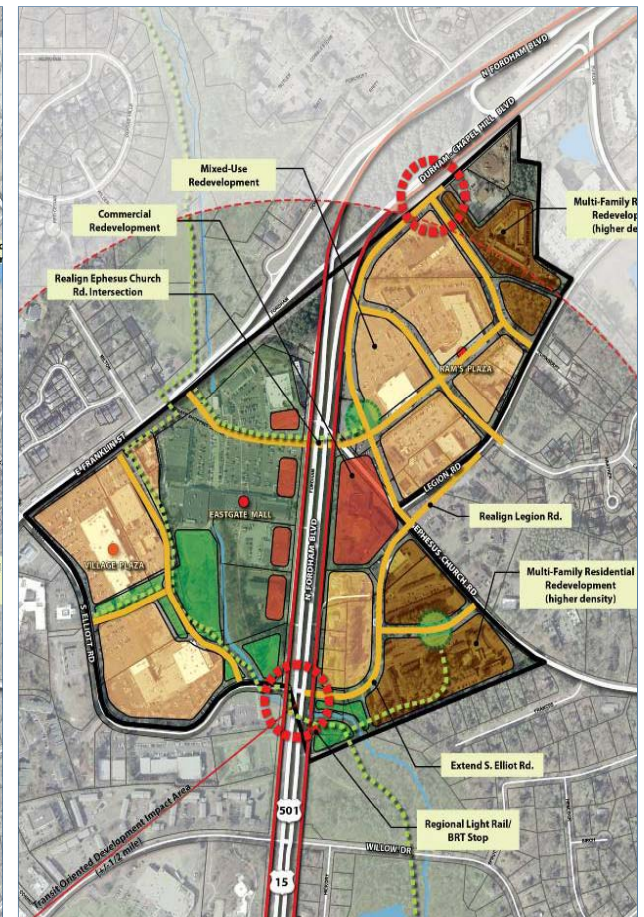
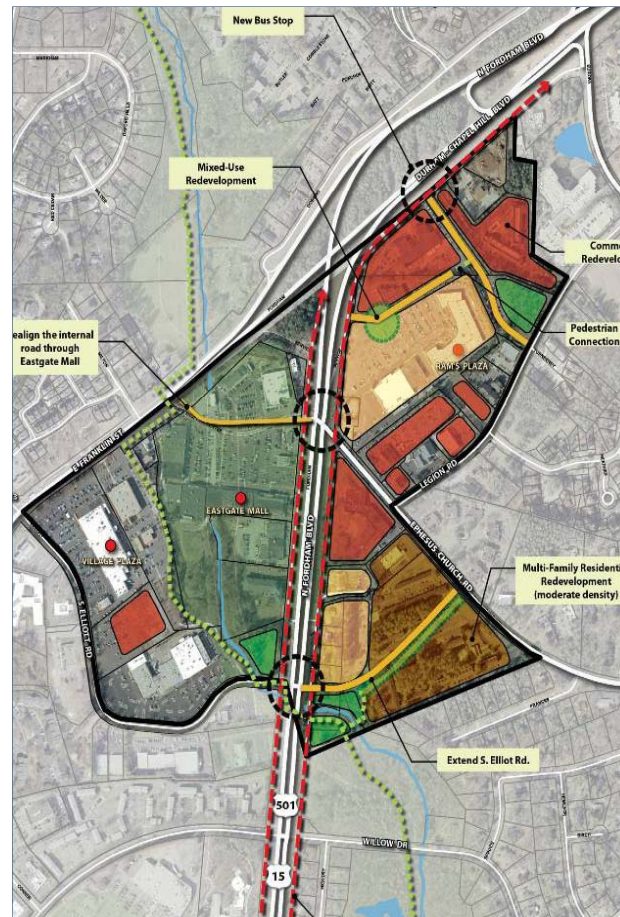
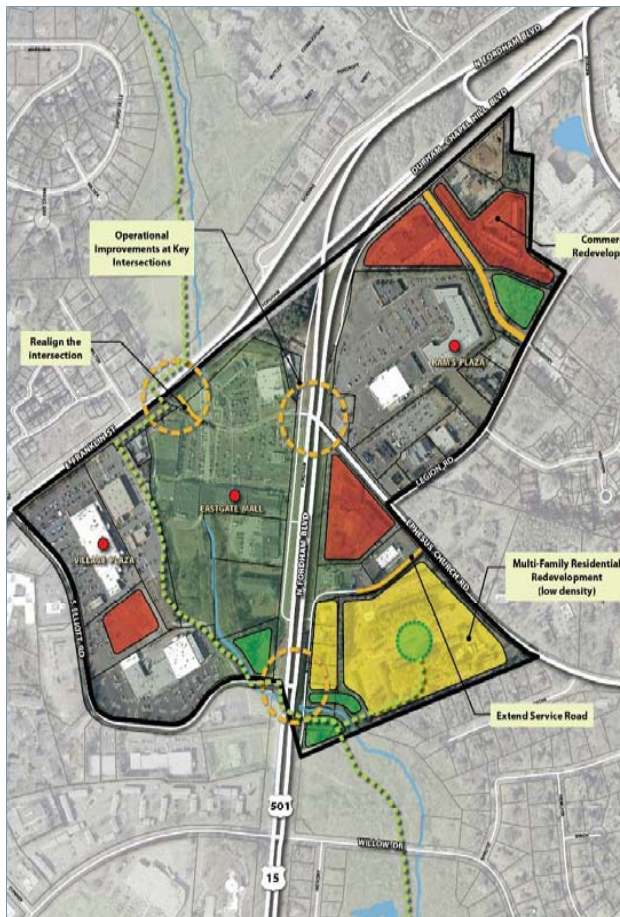
Ephesus Church – Fordham Small Area Plan / Traffic Analysis





Ephesus Church – Fordham Small Area Plan / Traffic Analysis

Options for consideration:

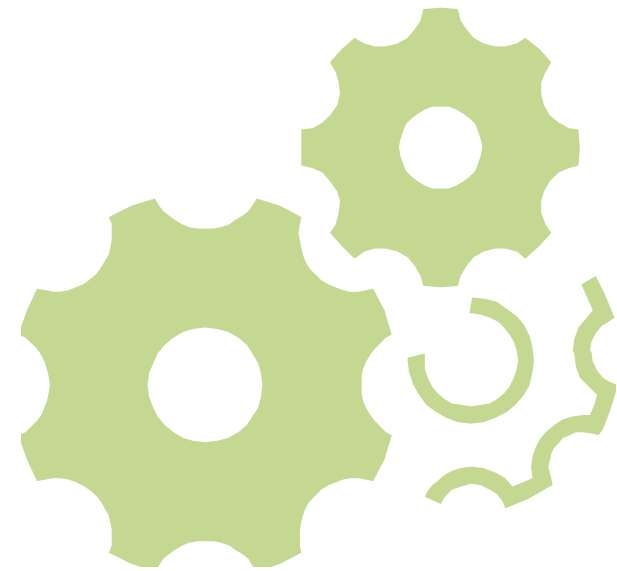




Economic Development

Other things:

- Housing Study
- Software for Development Review process
- Review of LUMO
- Council passed text-amendment for Medical Office





Economic Development

HOME • ABOUT US • SOLUTIONS • NEWS • CREW • BLOG • CONTACT US

3 BIRDS MARKETING
LISTEN. ENGAGE. CONVERT. RETAIN.

OUR PHILOSOPHY IS SIMPLE AND CAN BE DISTILLED DOWN TO FOUR WORDS.
LISTEN. ENGAGE.
CONVERT. RETAIN.

Ph: 888-391-7565
sales@3birdsmarketing.com

1 2 3

WHY DO YOU CALL YOURSELVES 3 BIRDS?

According to the old adage, a bird in the hand is worth two in the bush. At 3 Birds, our mission is to help businesses keep the bird in the hand and attract the two in the bush.

3 Birds was founded on the basic belief that people are wireless. Even as technology continues to create tools for automating processes and increasing efficiency, the demand by customers for businesses to listen to them and engage with them has never been higher. Businesses that understand how expectations have changed and tailor their message and approach accordingly will be rewarded with loyal customers and deeper relationships with those

HOW DO YOU DO THAT?

3 Birds has constructed a powerful integrated marketing and communications platform for delivering creative, content driven marketing services, segmenting data and providing in depth analytics and reporting.

3 Birds provides solutions designed to:

Retain existing customers.

Promote one-to-one communication with customers and prospects.

Easily enable cross-channel and

Generate better qualified leads organically reducing dependency on paid leads.

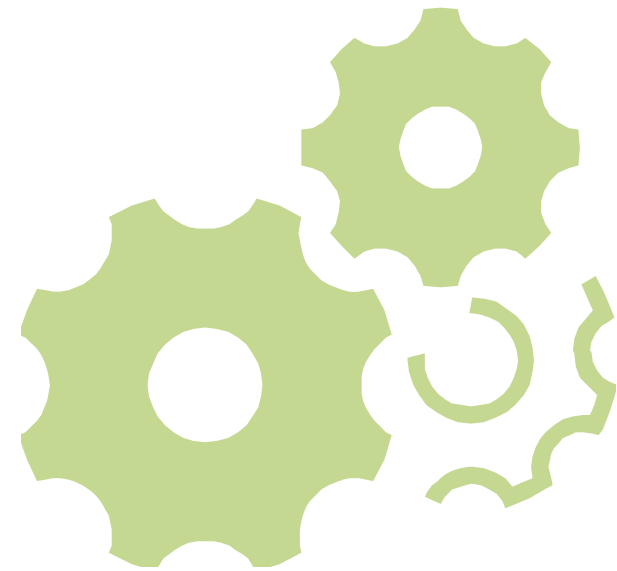
Convert prospects into customers.



Economic Development

Performance measurements to be adopted:

- **Increase absorption in the Office Market by 30,000SF.**
- **Grow the retail market by guiding developments in key areas.**



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