



# Town of Chapel Hill

## Council Committee on Economic Sustainability

Friday, March 3, 2017, at 8:00 a.m.  
Chapel Hill Library, Room A  
100 Library Drive, Chapel Hill, NC 27514

### Action 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 at 8:04 a.m.

- a. Roll Call
- b. Approval of Agenda
- c. Updates:
  - [Economic Development](#)<sup>1</sup>
  - [Planning and Zoning](#)<sup>2</sup>
  - Housing and Community
  - Downtown

#### 2. Business

##### a. [LaUNCH update](#) .....[Dina Rousset](#)<sup>3</sup>

Goal: Start-up Scene

Background: Beginning in 2012, we partnered to create LaUNCH in conjunction with UNC and Orange County. We agreed, in this year's budget, to add to our contribution and help fund a co-working space as a partner to LaUNCH.

Action Item: Consider the role the Town may continue to play with growth of our innovation ecosystem.

Action Taken: Committee received an update from Dina Rousset on LaUNCH.

##### b. [Business Census](#).....[Aaron Nelson](#)<sup>4</sup>

Goal: Work becomes the life of the Town

Background: In summer of 2016 the Chamber of Commerce called together economic development partners to discuss completing a business census of Chapel Hill and Orange County. Each participant contributed any data they have to begin the listing. The data was added to and confirmed to create a final listing of businesses.

<sup>1</sup> <http://www.townofchapelhill.org/home/showdocument?id=34852>

<sup>2</sup> <http://www.townofchapelhill.org/home/showdocument?id=34850>

<sup>3</sup> <http://www.townofchapelhill.org/home/showdocument?id=34853>

<sup>4</sup> <http://www.townofchapelhill.org/home/showdocument?id=34851>

Action Item: Is there information from this work that would help the Committee understand our business community?

Action Taken: Committee receive information from Aaron Nelson and Justin Simmons from the Chapel Hill-Carrboro Chamber of Commerce on the status of Orange County business census project.

**c. Other Committee Discussion**

**3. Adjournment at 9:13 a.m.**

<b>- Commercial Development Strategy -</b>		
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.		
<b>TARGETS: Output of Medical School, Pharmacy School (and research), Applied Sciences and Technology</b>		
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