

An aerial rendering of a modern road interchange at sunset. The scene features a multi-lane highway with a central median, curving ramps, and several cars in motion. Pedestrians are visible on sidewalks, and modern buildings are in the background under a colorful sky. A large white circle with a thin white border is centered over the image, containing the text.

**January 2018
Manager's
Update**

November/December/January

- ✓ Nov. 30th Business Listening Session
- ✓ Dec. 7th Staff Tour of Chatham Park
- ✓ Dec. 13th Entrepreneur Council Meeting
- ✓ Jan. 3rd Entrepreneur Council Meeting

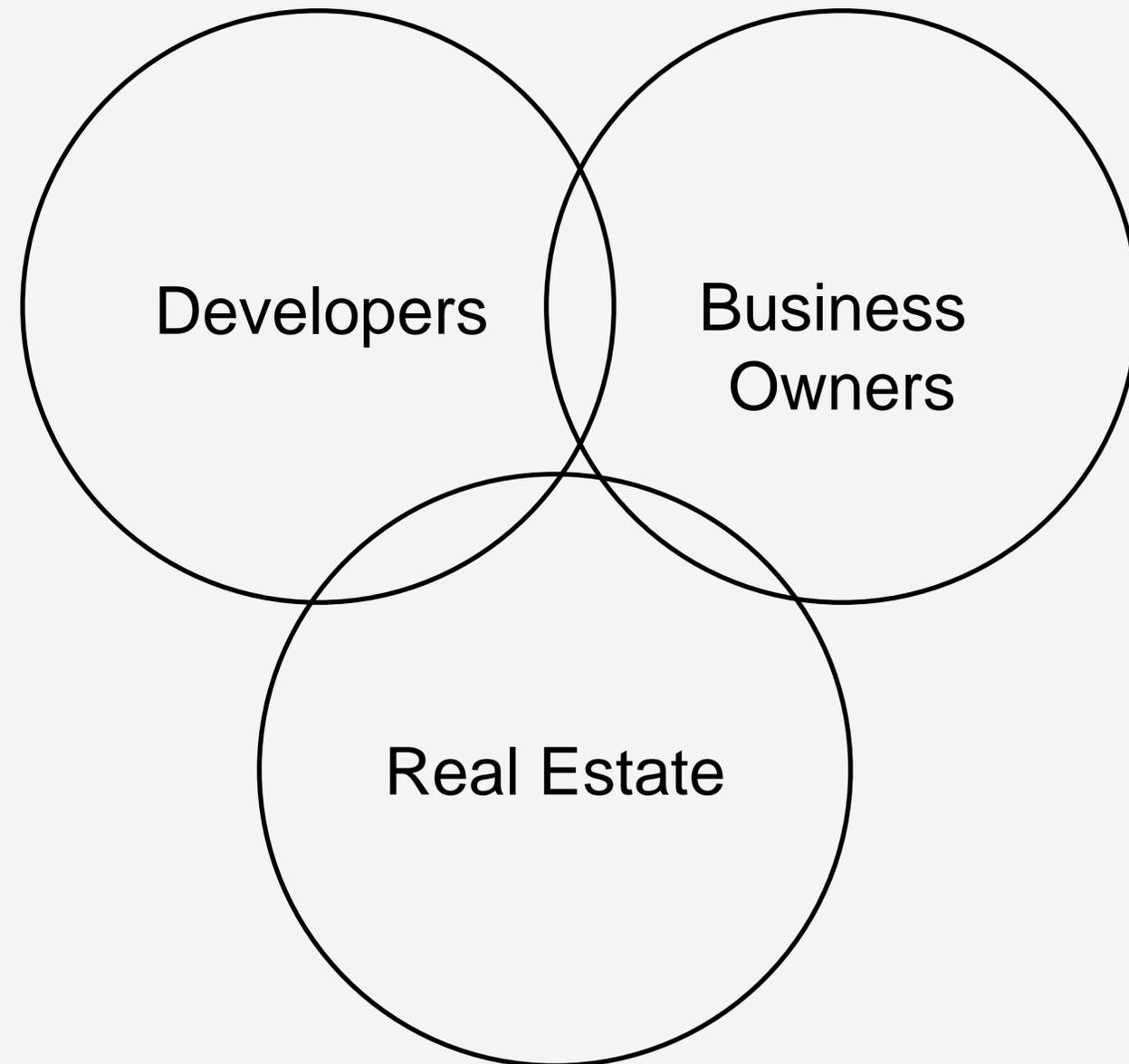


**Chatham Park
Rendering**



Business Listening Session

Business Listening Session



Q:- What is the Town doing well in the area of creating jobs and growing the commercial tax base?

Q:- What could the Town do differently?

Q:- General observations, challenges, and barriers

“

**“Development in Chapel Hill
will take you twice as long
and cost you twice as much”**

Key Take-Aways

Doing Well

- Incenting Wegman's
- Increased private investment (other than UNC)
- BlueHill Form Based Code-increased private investment when development process is streamlined
- Inviting Downtown
- Future connectivity plans
- Good sense of community and quality of life

Do Differently

- Consider Downtown Form Based Code to make upgrades & improvements easier
- Explore ways to incent the tenant, rather than the developer
- Revise permit application process (17 page summary document is **too long**)
- Encourage nationally recognized Co-Working (ex. WeWork, Spaces, etc.)
- Consider 3rd party inspections process for larger development projects to meet deadlines



Observations

Cost

Affordability is a major concern when compared to the Triangle region, but nationally Chapel Hill is cheap compared to the West Coast/North East.

Pre-Leasing

Pre-leasing tenants is crucial for developers to secure project financing. Slow development process makes it difficult to sign tenants with uncertain occupancy dates.

Housing

Housing stock is older and more expensive. New developments in Raleigh/Durham are attractive to young homebuyers

Opportunity

Difficult to find fellow young professionals outside of existing UNC networks. Feeling that local events and resources are closed off to those not affiliated with the University.



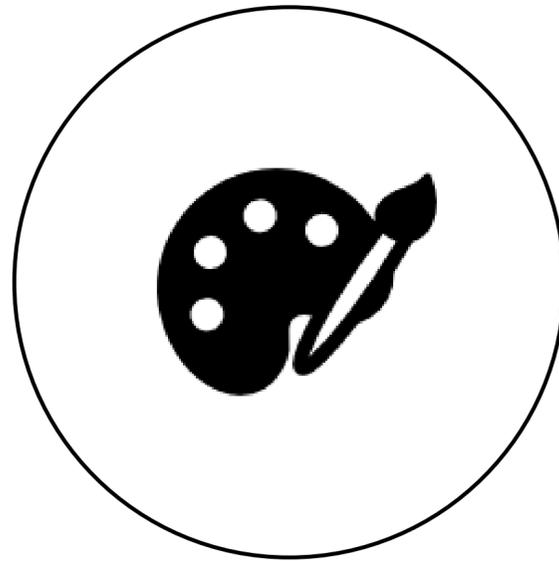
An aerial site plan of Chatham Park, showing various buildings, parking lots, and landscaping. The plan is overlaid with a semi-transparent white box containing the text "Staff Tour Chatham Park". The text is in a bold, black, sans-serif font. The background is a detailed architectural drawing of the park's layout, including roads, trees, and building footprints. A road on the left is labeled "HIGHWAY 64 BYPASS".

Staff Tour Chatham Park

DESIGN & COMMUNITY VALUES



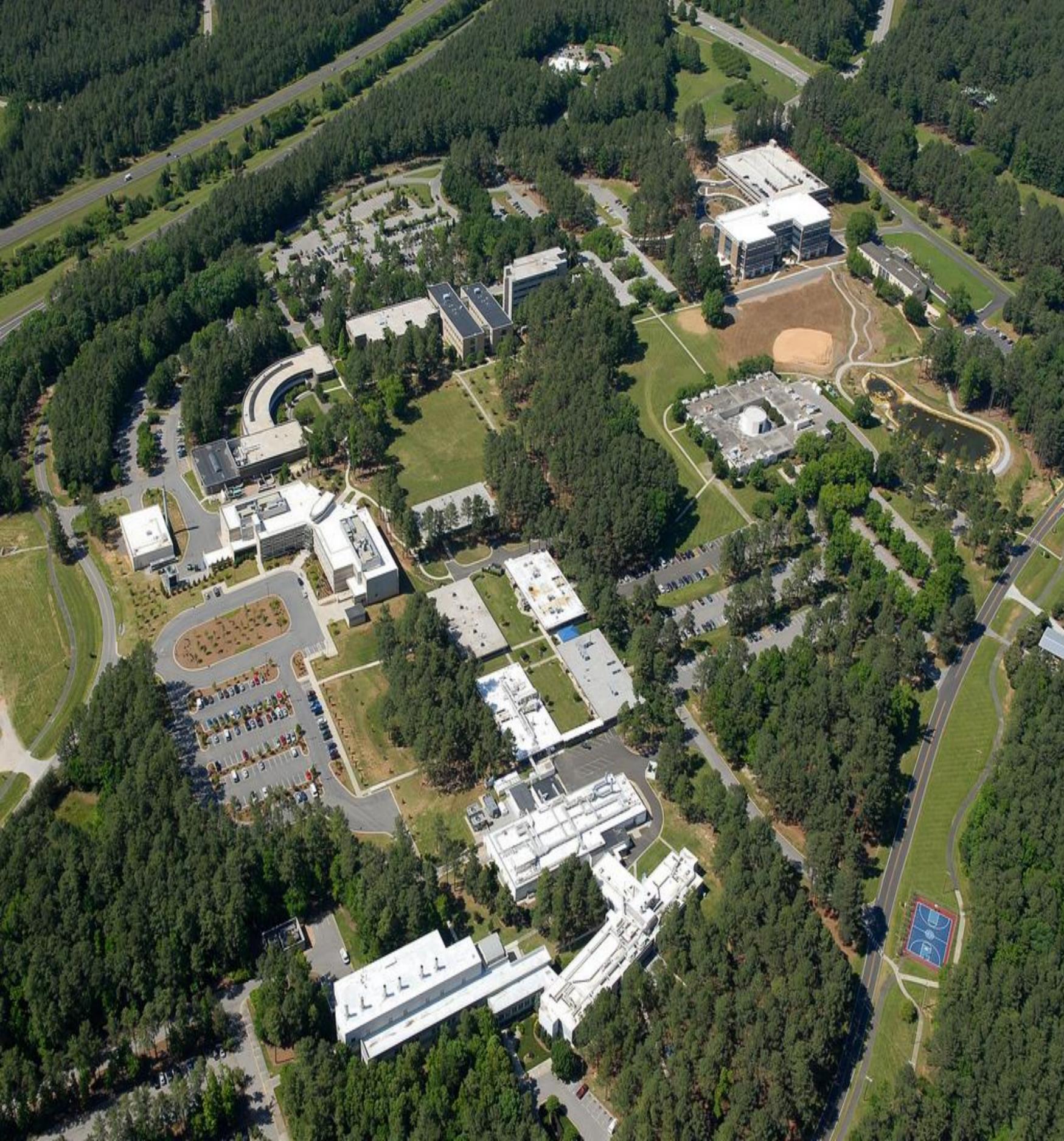
Sustainability



Public Art & Design



Green Space



22 million SF non-residential space approved

After a 40 year buildout, Chatham Park will have a population the size of Chapel Hill combined with non-residential space (office & retail) larger than RTP.

Commercial space for the first phase of Chatham Park is already 85% preleased.

Chatham Park



- **Focus on Millennial Market**
 - Gigabit Internet
 - 50 miles of Greenways
 - 30% open space
 - 600 acres of park land
 - Range of home prices
 - Pocket Neighborhoods
- **Planning for the Future**
 - Solar farms
 - Homes with EV chargers
 - Drone/helicopter landing pads
 - Smart Meters to monitor energy consumption
 - Affordable Housing Fund

IMPACT

How can Chapel Hill proactively plan for regional growth?





Entrepreneur Council

BACKGROUND



Mayor's Innovation Summit

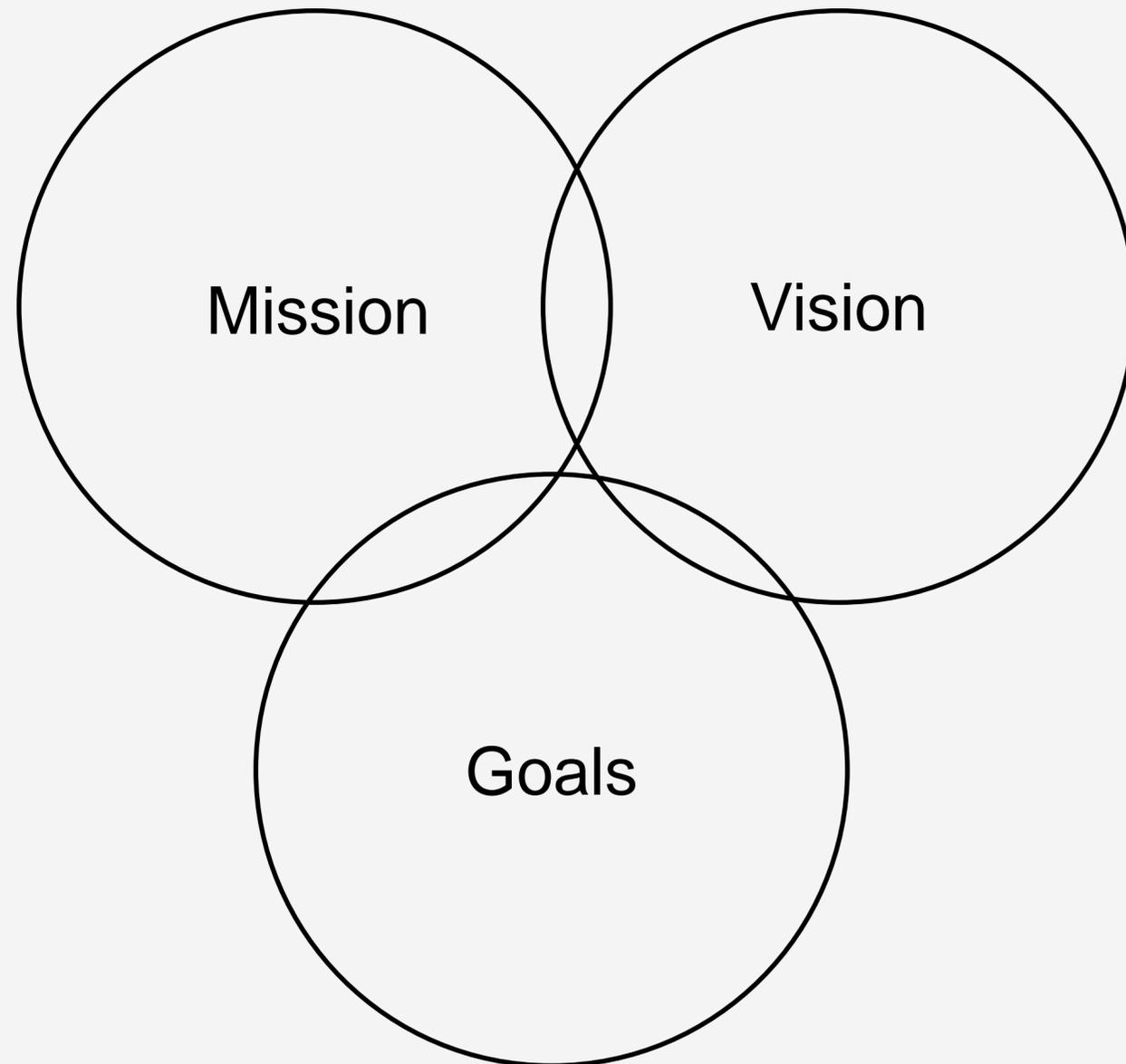
February 23rd, 2017

Who: Entrepreneurs, Innovators, University Partners, Business School, Business Owners, Town & County Economic Development

Attendees were invited to volunteer to continue discussion on supporting entrepreneurship, innovation, and business creation in Chapel Hill

A leadership group has been meeting regularly to determine their mission, vision and goals with Town staff acting as facilitators to schedule and convene meetings. The primary goal is to provide an opportunity for private business leaders (non-government, non-university) to play a larger role in our community.

E-Council



Mission:- Catalyze and invigorate our entrepreneurial community

Vision:- To be a vibrant and expanding entrepreneurial ecosystem

Goals:-

- 1) Hold events and programming to support group mission/vision
- 2) Serve as a community hub to engage and connect entrepreneurs to the resources they need

E-Council Next Steps

**Explore Structure
& Bylaws**

The E-Council is considering possible organizational structures but have a strong desire to remain nimble and action driven.

**Programming
& Events**

Explore programming that engages a variety of business owners, founders, service providers and community members to encourage connections and collisions.

Regular Meetings

Commitment to meet monthly to further explore opportunities for cross-organization collaborations and engagement.

Founders
Group

Monthly meetup for founders to share their business hurdles and foster collisions & connections among fellow founders and business owners. Events will likely start in February 2018.

E-
Council

Quarterly feedback from Founders Group will help inform E-Council of recurring problems for business owners and identify potential weaknesses in our local ecosystem.

Output

Feedback will inform future actions of the council as they move forward to identify opportunities to support and engage the local community.