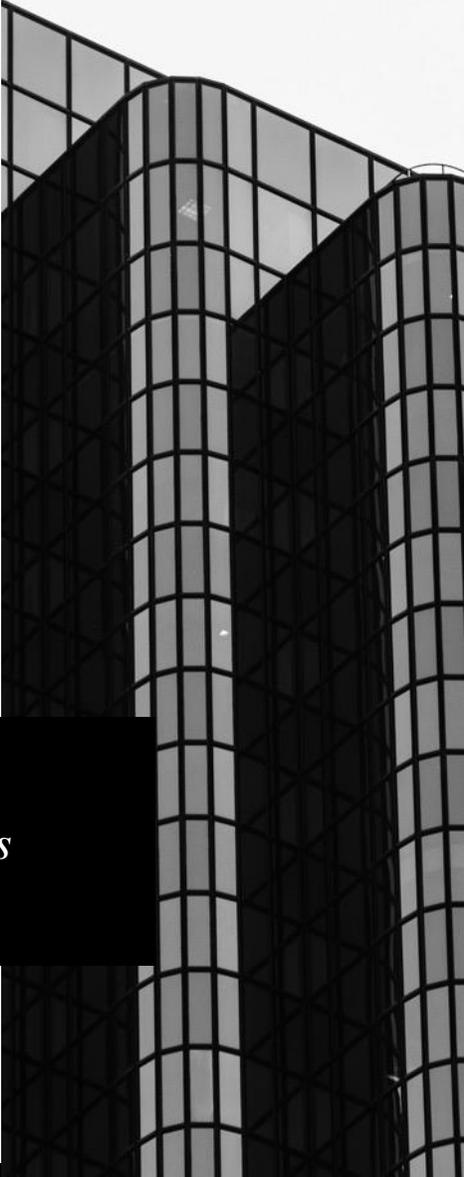


Chapel Hill  
Downtown Partnership



# 20/20 IN FOCUS

*Update on high level goals*



2019

*What's happened in  
downtown this year*

# BUSINESS CLIMATE

## Closings

- 15 Street level closings
  - 2 automotive businesses
  - 1 test prep service
  - 2 boutiques
  - 1 drug store
  - 9 Restaurants/Food service

## Openings & in process

- 10 New businesses
  - 5 Restaurants
  - 1 café
  - 1 book shop
  - 1 bank
  - 1 bar
  - 1 Kombucha shop
- 4 Businesses in process
  - 2 restaurants
  - 2 bars
- 5 Signed leases (business still confidential)

## POP UPS

- Two Locations
  - 109 E. Franklin St.
  - 140 West
- Collaborations with:
  - Community Arts & Culture
  - UNC Arts Everywhere
  - Orange County Arts Commission
- 10 pop-up events
- Moving suites at 140 West because of new leasee



# EVENTS IN DOWNTOWN

- Collaborations with:
  - Community Arts & Culture
  - UNC Arts Everywhere
- Over 10 event collaborations
- Restructured Festifall
- New Santa Rescue

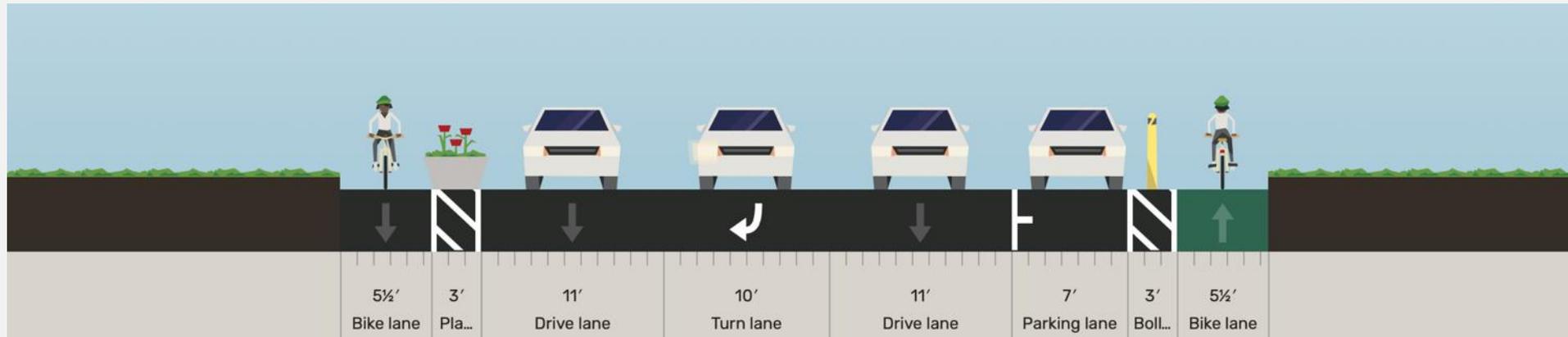


2020

*Looking forward*

# W. FRANKLIN ST. LANE RE-ALLOCATION

- First public meeting Thursday at Friends of Downtown
- Currently reaching out to local businesses
- Will be on Council Agenda March 24<sup>th</sup>
- NCDOT must have town's choice by April 1<sup>st</sup>
- Slowing traffic and reducing crossing distances will benefit retail and restaurants, and make downtown more walkable



# BEAUTIFICATION

- Have doubled our budget for downtown beautification
- Currently receiving proposals to replant downtown planters
- Examining ways to add additional planters
- Priorities:
  - Improve maintenance
  - Add color to downtown



# MARKETING MANAGER

- Have just hired a new marketing manager
- Job Priorities:
  - a new marketing plan for downtown Chapel Hill
  - Improved social media interactions
  - Better communication with businesses

# STRATEGIC PLAN

- Hired Progressive Urban Management Associates with a specialization in plans for BIDs
  - Previously worked in Berkeley, Hollywood, New Haven, Washington, D.C., and Minneapolis
- 2 visits so far
  - 4 round tables
  - >20 one-on-one interviews
- Online Survey next
- Will set work plan for next 5-10 years
- Final plan will be presented at Annual Meeting (May 14<sup>th</sup>, 2020)



## PROGRESSIVE URBAN MANAGEMENT ASSOCIATES

*Market-Based • Inclusive • Tactical*



Progressive Urban Management Associates (P.U.M.A.) is a leader in guiding downtowns, neighborhoods, and communities to prepare for the future. Collaborative and inclusive, we immerse ourselves fully in each place we work to understand the community's unique needs and opportunities. Our approach blends community aspirations with an understanding of local market conditions and national trends to create tactical plans designed to be implemented.

Follow @PUMAWORLDDHQ

Tweets by @PUMAWORLDDHQ

**P.U.M.A.**  
@PUMAWORLDDHQ  
Fascinating read on the genesis of the YIMBY movement in CA "People have realize that homelessness is connected to housing prices; its hypocritical to say you don't like density but are worried about climate change"  
nytimes.com/2020/02/13/bus... via @NYTimes

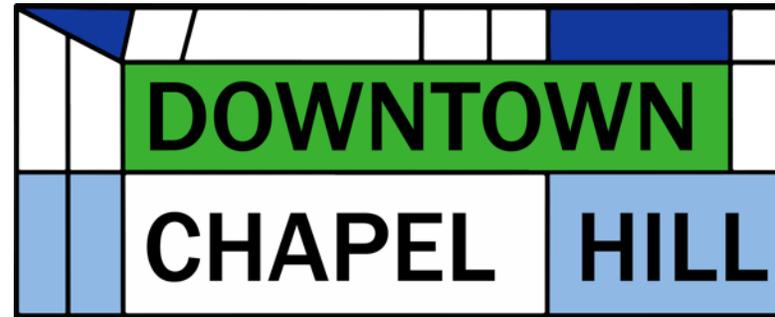


# PROJECTS IN PROCESS

- Columbia & Rosemary Hotel
- UNC Porthole Alley Re-Development
- 137 E. Franklin St. & Rosemary St. Parking Deck Swap
- 505 W. Franklin St. Redevelopment
- W. Franklin St. Parking Deck



# THANK YOU



Matt Gladdek  919-381-7577

 [Matt@downtownchapelhill.com](mailto:Matt@downtownchapelhill.com)

 <http://downtownchapelhill.com>