

DRAFT - Commercial Development Strategy - DRAFT

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.

TARGETS: Output of Medical School, Pharmacy School (and research), Applied Sciences and Technology

Strategy	Goal	Actions	Priority	Sample Metrics:	Town's Initial Partner
1. Strengthen the Town-Gown Relationship					
a) Blurred Boundaries		a.1 Identify co-working and Stage II space for companies	1	Square foot space available and absorbed. Retention and Expansion.	University
		a.2 Support University efforts to recruit/retain public-private partners with streamlined entitlement process	1	Successful recruitment/retention of companies and space (Square Foot) and Jobs (employees).	University
b) Diversify downtown		a.3 Create research/office space for UNC partners companies	2	New businesses around downtown, job creation, retention	University
		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	1	Banners and planters/flowers and other elements Arts space operating in 2017 and contributing to downtown	University/Downtown Partnership
		b.2 Increase the economics of downtown through strategic drivers.	2	Strength of downtown and the market it attracts (Additional customers) Business recruitment, retention and expansion.	University/Downtown Partnership
c) New solutions to old problems		c.1 Strategy for Town and University parking downtown	2	Town and University agree on shared strategy	University
		c.2 Parking availability and use in downtown	2	Consistent parking signage for all types of parking (day, night, Town, University) and user-focused communications about parking	
		c.3 Refine parking system downtown	1	Adopt consistent policies for Town-Managed parking spaces (hours, signage, communication)	
		c.4 Identify opportunities to expand use of campus through new parking strategies	1	Evaluate on-campus parking needs and propose adjustments as recommended	University
		c.5 Explore long-term parking opportunities in downtown	2	Evaluate new parking deck(s) and location for downtown. Evaluate policies.	
		c.6 Explore long-range mobility and connection opportunities for downtown.	2	Bike, pedestrian, transit, automobiles and other to help support downtown. Measure: Changes in system and offerings.	
2) Work becomes part of The Life of The Town					
a) Room for business		a.1 Evaluate options for incentivizing the development of office space at Obey, Eph-Fordham and/or Glen Lennox	1	Evaluation complete; Council discussed with private development partners, space being built	Development partners
		a.2 Consider rezoning Milhouse Road area for light-industrial/research companies.	1	Staff prepares text amendment for consideration	
		a.3 Strategy for housing in the community 1- Student 2- Affordable	2	Town and University agree on shared strategy	University and Housing partners
		a.4 Consider joint Incentive Policy with Orange County	1	Business recruitment, retention and expansion	Orange County
		a.5 Consider other incentives (loans or grants) from the Town to encourage business recruitment, retention and expansion	1	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.	2	Post-doctorate, entrepreneurs and citizens identifying the space as the best place to connect. Deals with entrepreneurs occurring.	University and Development partners
c) Seamless learning		c.1 New opportunities for learning for all ages (workshop offerings, computer training, workforce classes and continuing education)	2	Develop strategy with education partners and other agencies	UNC, School system, employers and Durham Tech.
3) Tell our Story					
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.)	1	Implementation of marketing plan (i.e. successful placement of stories under new brand strategy etc.) to fill approved spaces and development. Develop research to support target markets. Look at marketing "case-studies" from other cities on the national map and in the region.	
b) Create business ambassadors.		b.1 Build network of "storytellers" including committee members and others	2	Develop Marketing and Brand strategies that are widely understood and distributed	
c) Get citizens involved.		c.1 Enhance Economic Development Strategy with support strategies for Urban Design and Livability	1	Committee identifies sub-committee need/structure and provides charge	