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Date: February 19, 2020

To: Chapel Hill Town Council

From: Mayor Pam Hemminger

Re: Petition to expand existing land use types to include Experiential Retail

Council Colleagues:

Recently, the Town of Chapel Hill received an application for an Escape Room at 140 West which could not be considered due to limitations in our land use ordinances.

As we know, from several presentations, the retail industry is shifting to include more “experiential retail” which is now considered to be a critical component for retail areas. We know, too, that careful thought should be given to how these uses fit into mixed use developments.

In order to address this growing interest, I am writing to petition the council to have the manager and staff evaluate options for expanding our existing land uses to include experiential retail in Chapel Hill and to bring a process forward to move this forward expeditiously.

Thank you for your consideration.

Sincerely,

Pam Hemminger