



# **Council Committee on Economic Sustainability**

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**09.06.24**

**The Council Committee on Economic Sustainability exists to support opportunities to put Chapel Hill's people to work and create economic prosperity for all, now and in the future.**



**Department Director Update**

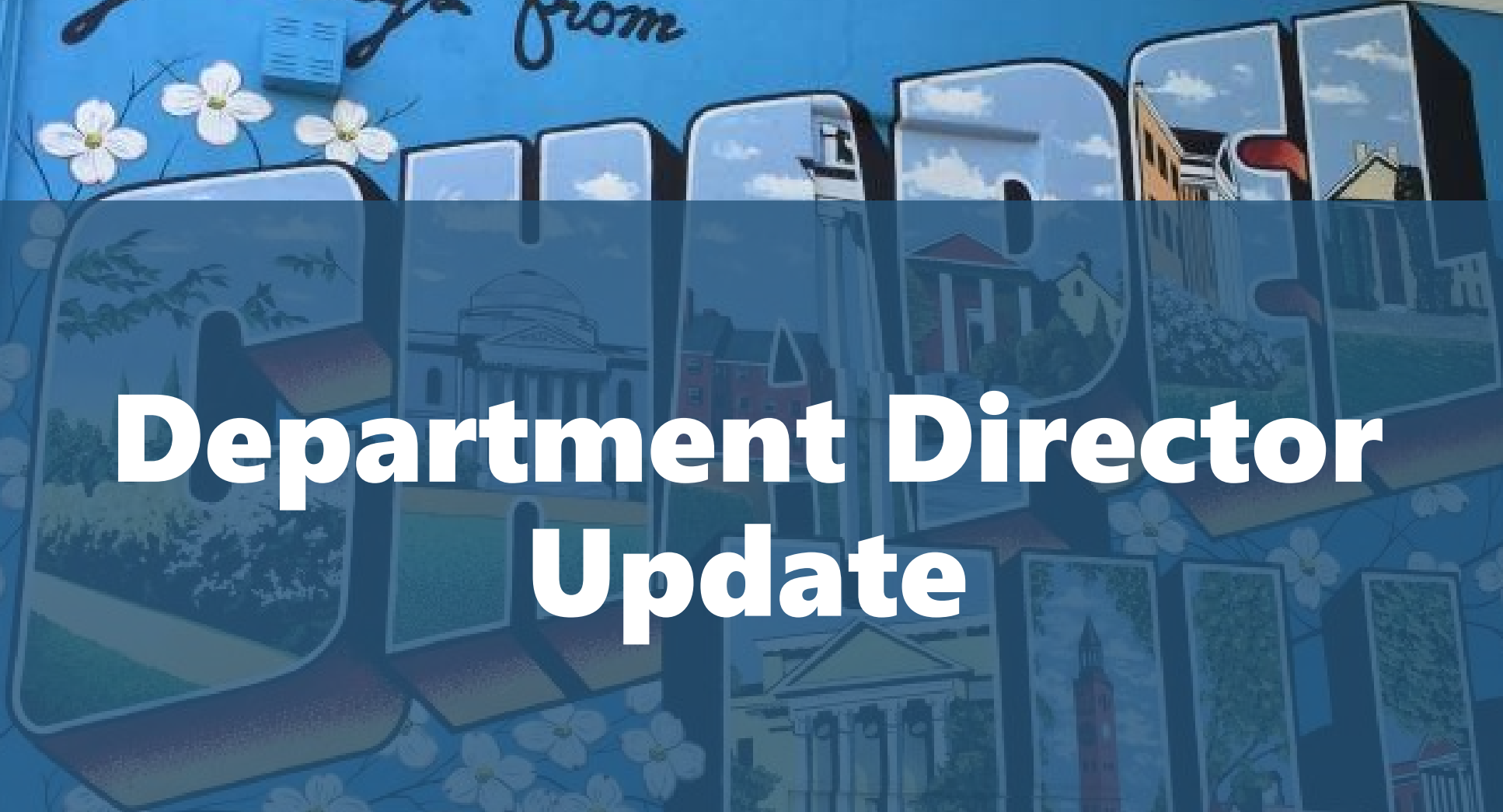


**Streetscape: Community Engagement**

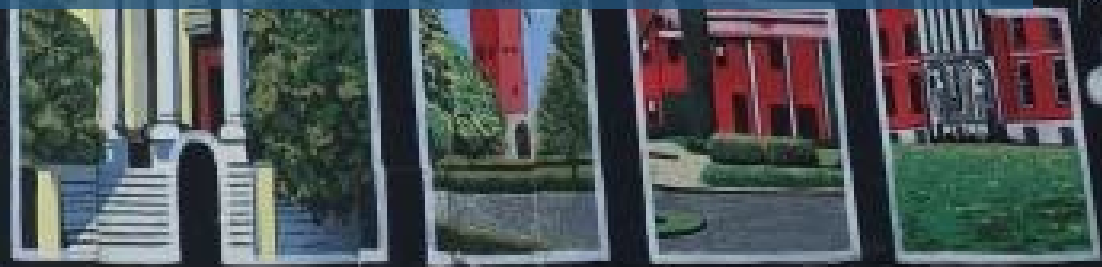


**Quarterly Downtown Vibrancy Report  
Downtown Chapel Hill Partnership**

*Greetings from*



# Department Director Update



# State

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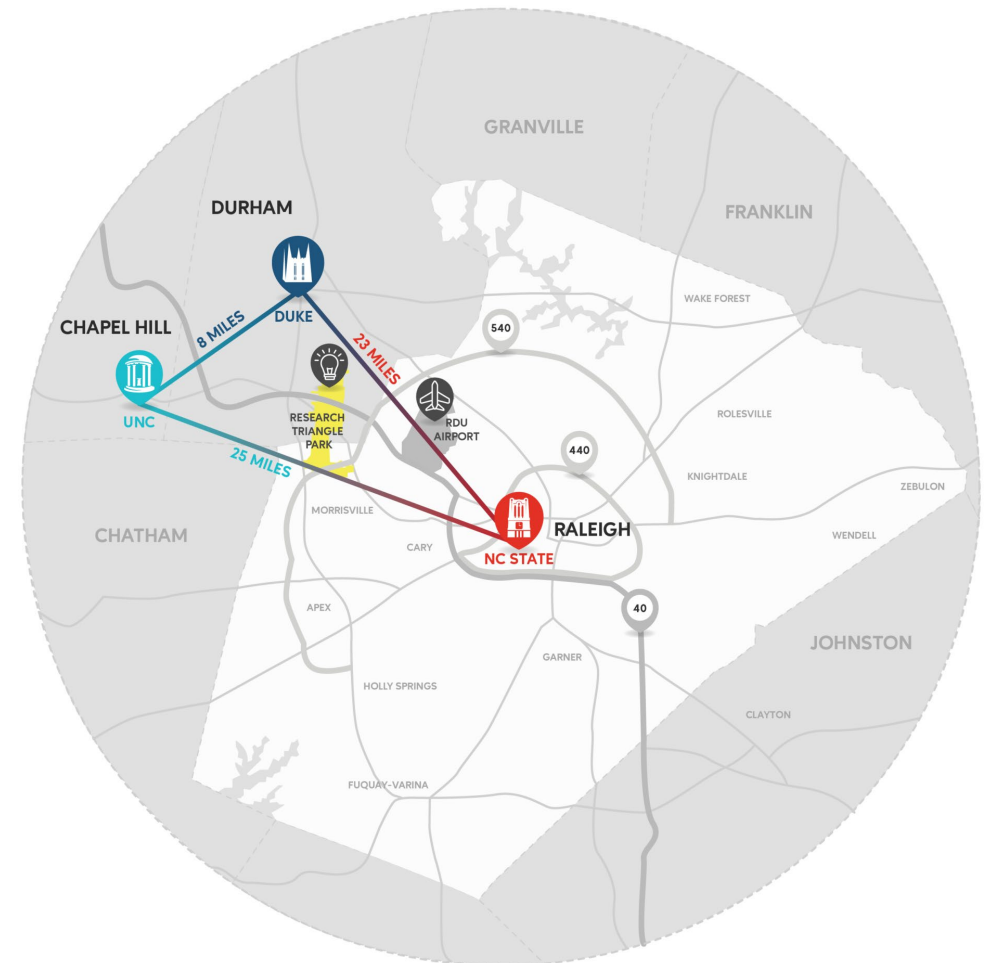
- Lack of suitable building/site #1 reason companies don't locate here.
- North Carolina is the #2 State for doing business.
- More projects are looking for buildings than sites.
- Less office, headquarter, R&D projects this year.



# Regional

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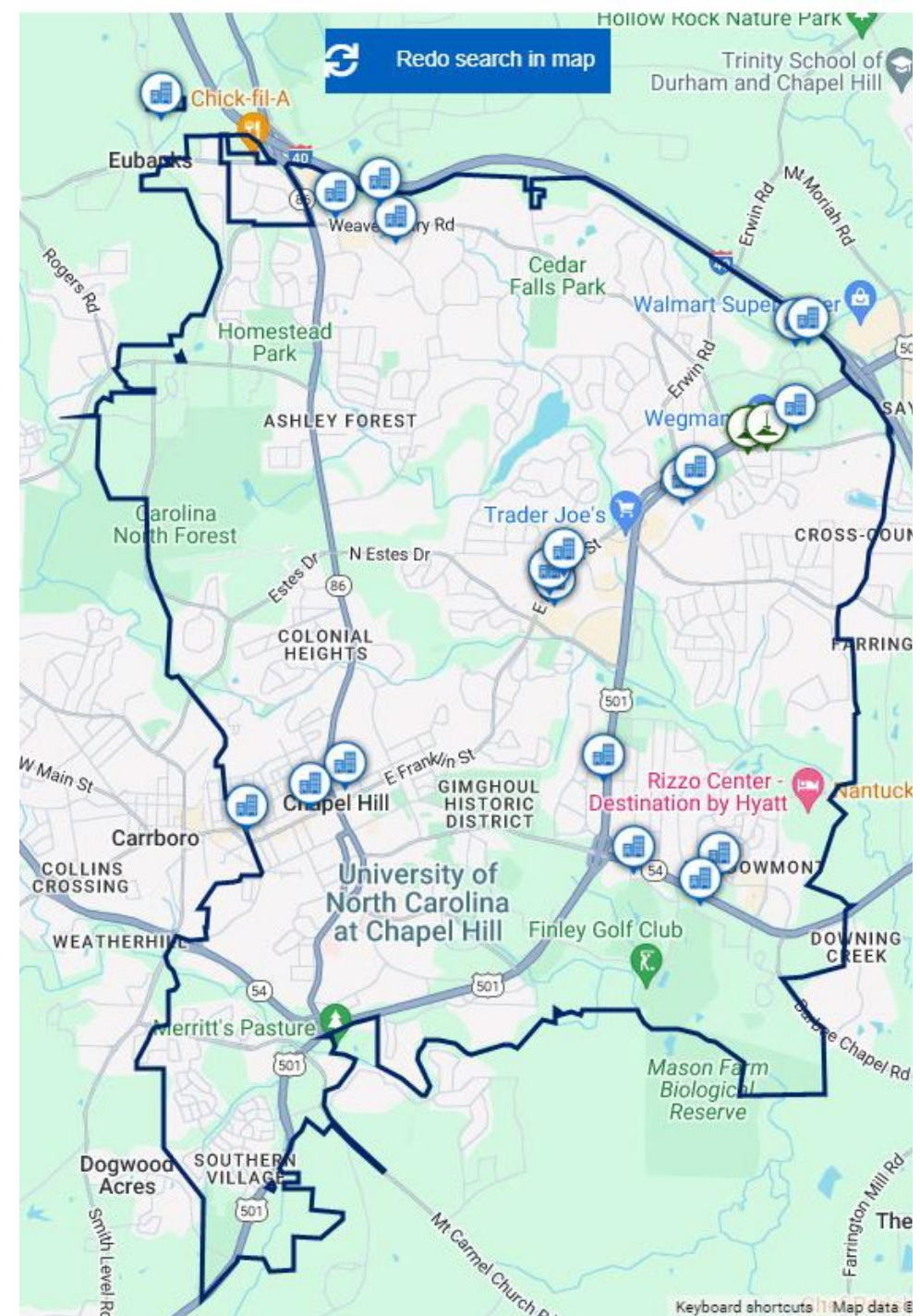
- Office market is over-built.
- Members of Research Triangle Regional Partnership.
- Priority Industries = AgTech, CleanTech, Technology, Life Sciences, and Advanced Manufacturing
- Regional marketing efforts are strong



# Local

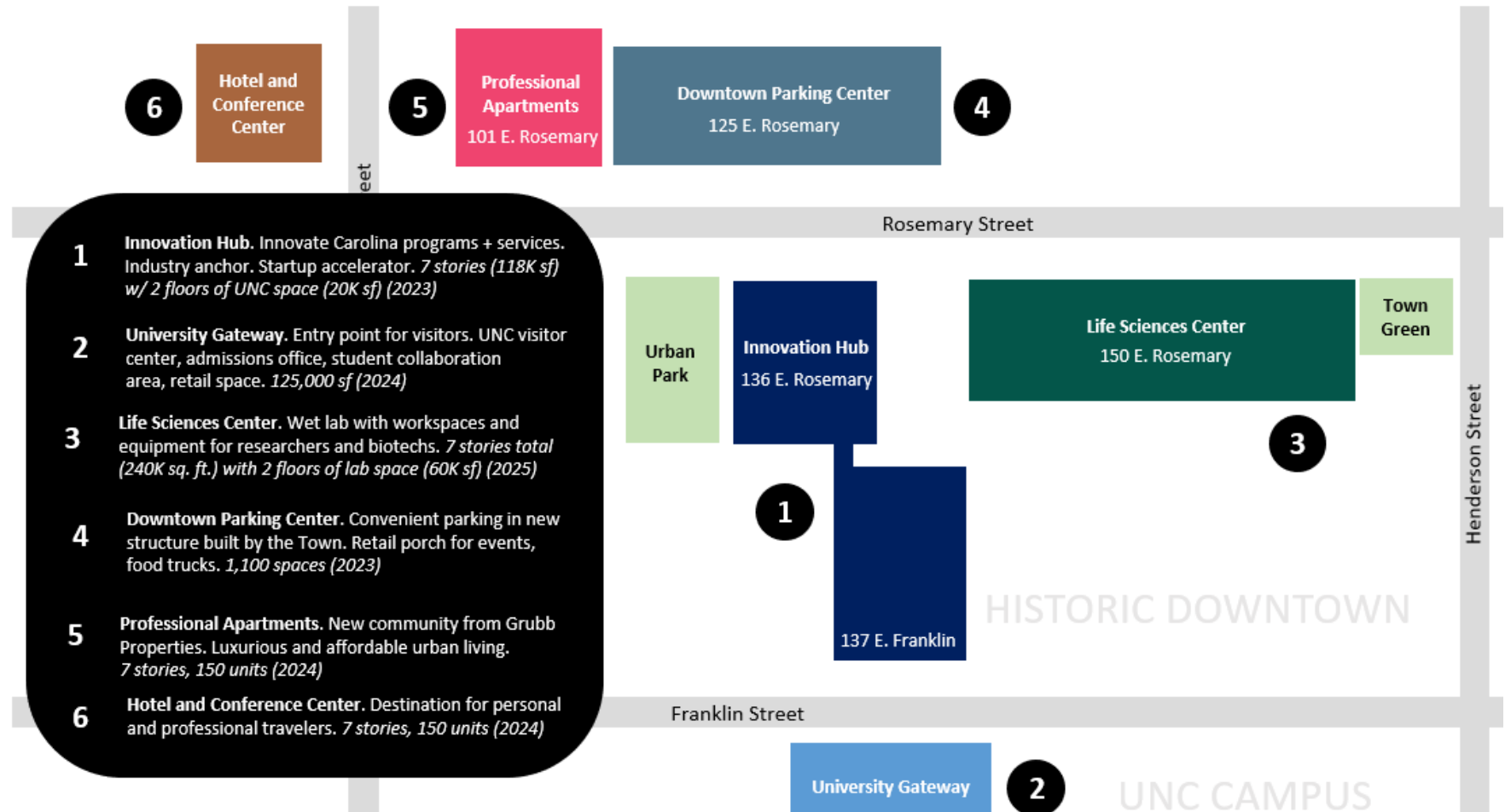
## 5 Focus Areas

- Product & Posture
- Access to Opportunity
- Real Estate & Active Projects
- Existing Business Services & Support
- Community Partnership



# Local

- Element Hotel
- Life Sciences Center
- Porthole Alley
- Wetlab-Office  
150 E Rosemary
- Link Apartments





A vibrant street scene with a diverse group of people walking. In the foreground, a woman on the left is looking at her phone, while a man in the center pushes a stroller. To the right, a woman is walking away from the camera. The background shows a brick building with red-framed windows, blue balloons, and a sign for comedy shows. The scene is bright and sunny, suggesting a community event or festival.

# Streetscape: Community Engagement

COMEDY  
GAMES & SHOWS  
BUILD CONFIDENCE!  
MEET NEW FRIENDS!  
TEENS - ADULTS - SENIORS  
IMPROV YOUR LIFE!™  
FRANKLIN ST - CHAPEL HILL  
[ThePIT-ChapelHill.com](http://ThePIT-ChapelHill.com)

# Peace and Justice Plaza

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**Worked with a local community member, Danita Mason Hogans to Trust-Based Relational Facilitation for engagement:**

- 6 oral interviews,
- 16 diverse community organizations
- Met with approximately 160 community members to gain historical understanding and solicit collective thoughts and opinions about the future of the Plaza.



# Engagement Overview

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- Over 2 days:
  - 3 Public Community Walks
  - 2 Focus Group Walks
  - 4 Pop Up Events
  - 50 Forum Attendees
  - 100+ Walk Participants



# Great Streets Workshop

APRIL

9

**3:00-**

**4:00 PM:**

*LET'S TALK ABOUT GATHERING SPACES*

MEET @ PEACE & JUSTICE PLAZA OR 140 WEST PLAZA

**5:00-**

**7:00 PM:**

*PANEL DISCUSSION ON GREAT STREETS*

Learn about this project & hear stories from across the country of successful streetscape projects!

MEET @ THE JUNCTION (136 E. ROSEMARY ST. // FOOD PROVIDED)

APRIL

10

*WALK DOWNTOWN WITH US!*

We'll chat about what's working and what the future could hold!

MEET @ 101 E. ROSEMARY STREET

**9:00-10:00 AM:**

*WEST DOWNTOWN*

**10:00-11:00 AM:**

*CENTRAL DOWNTOWN*

**2:00-3:00 PM:**

*EAST DOWNTOWN*



registration suggested



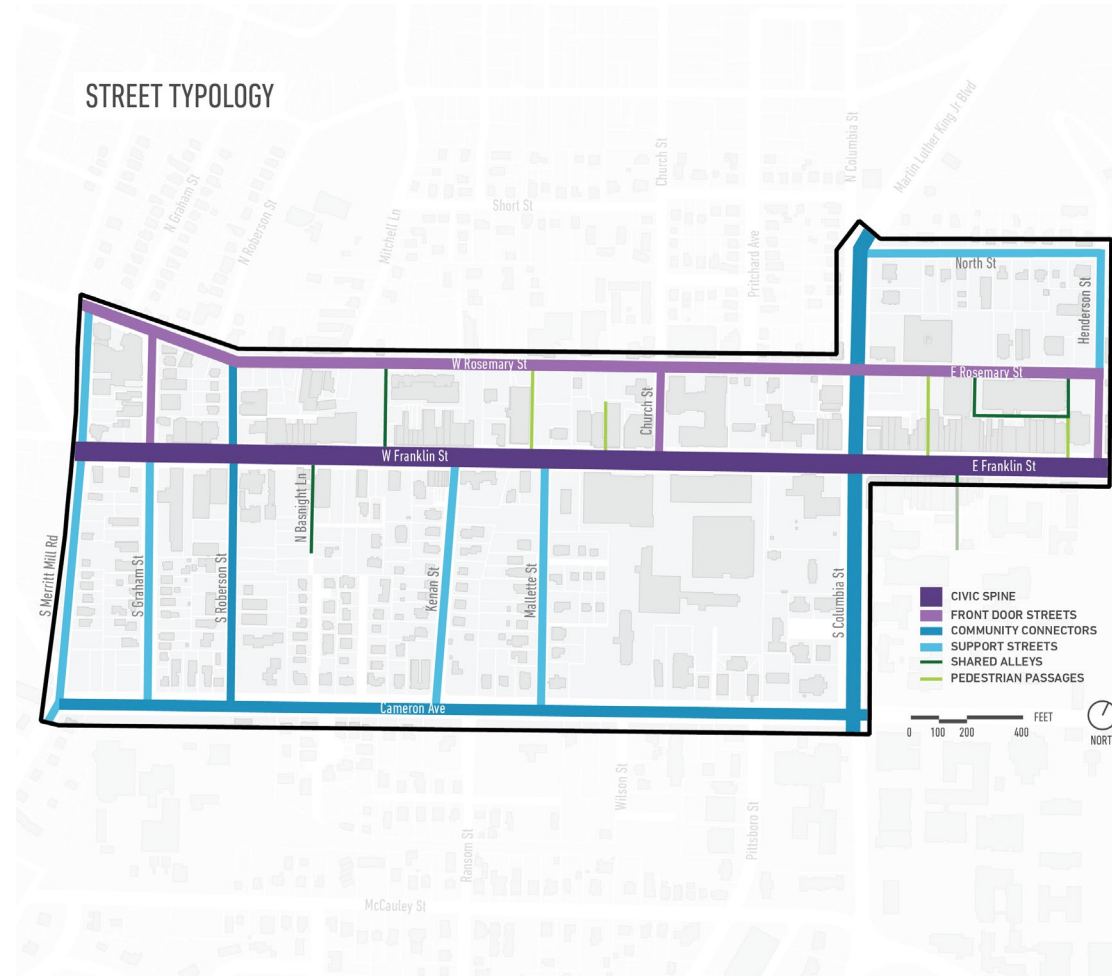
# Key Themes From Public Input

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- Providing Accessible, Safe, and Comfortable Pedestrian Spaces
- Gathering Spaces
- Expressing Community Character Through Materials
- Tree Coverage

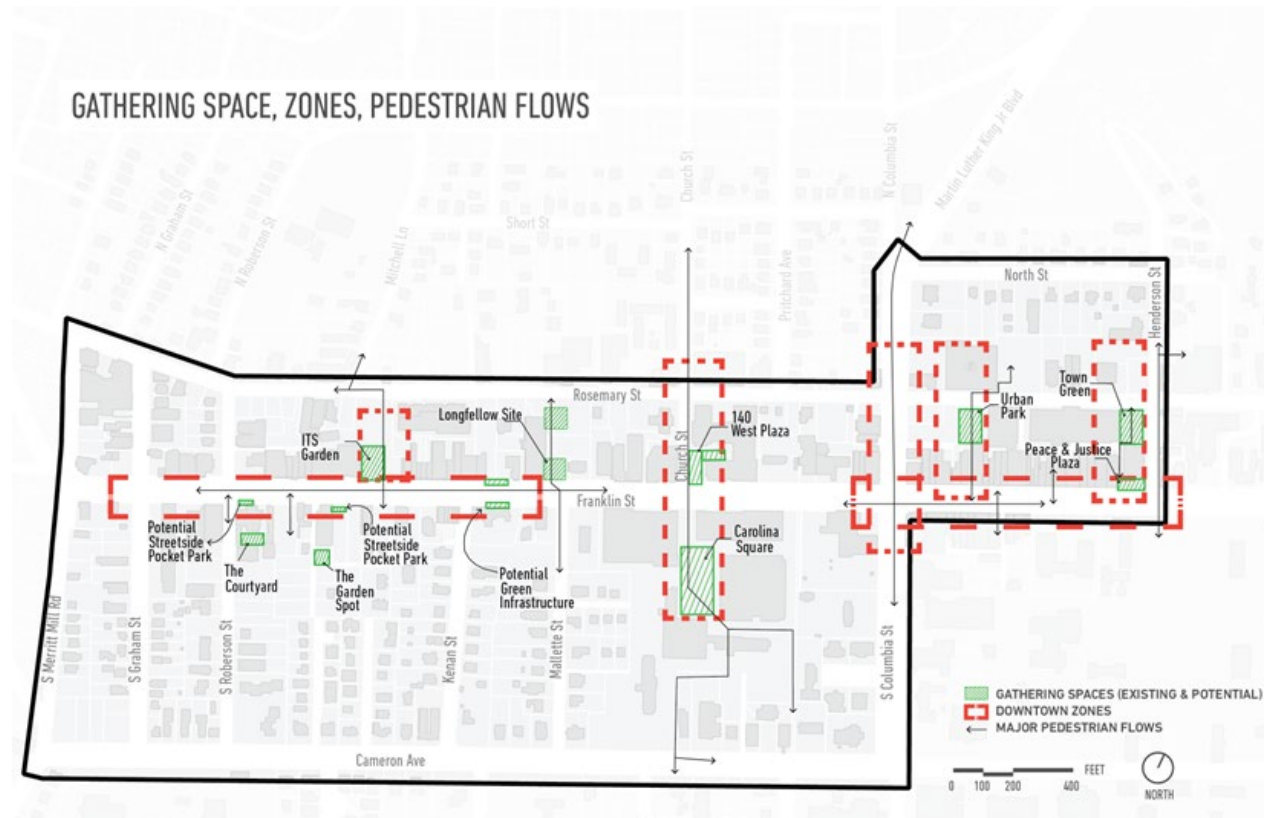
# Downtown Street Types

- Organizes streets by shared characteristics – activities, mobility functions, development, materials, etc.
- Guides refined development of block-by-block design



# Key Public Spaces

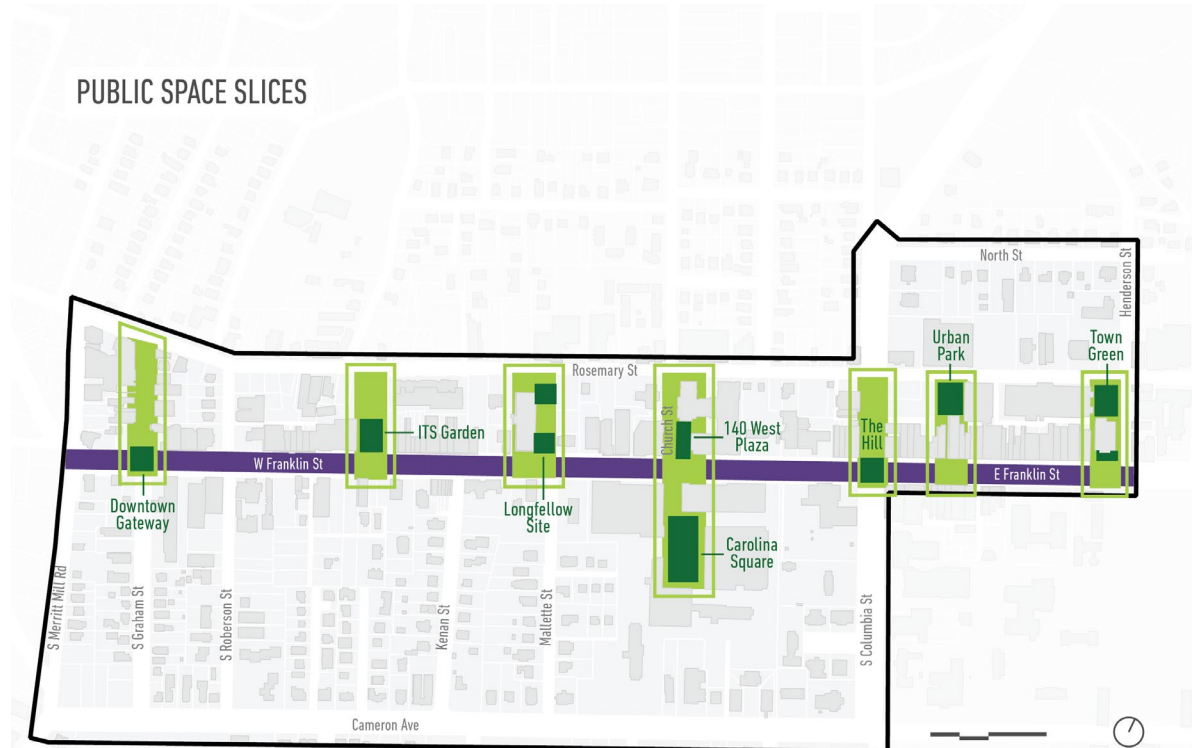
- Organizes streets by shared characteristics – activities, mobility functions, development, materials, etc.





# Public Space Slices

- The baseline condition is punctuated by “slices” of signature experiences – aligned with gathering spaces or key moments – that reveal the uniqueness of downtown and provide opportunities for special activities and events



An aerial photograph of a busy downtown street scene. The image is overlaid with a semi-transparent blue rectangle. The text 'Quarterly Downtown Vibrancy Report' is centered within this rectangle in a large, white, bold, sans-serif font. The background shows a multi-lane road with several cars, a white van with 'MEDITERRANEAN DELI & CATERING' branding, and a brick building with a 'SPINNY'S' sign. The sky is blue with scattered white clouds.

# Quarterly Downtown Vibrancy Report

# Questions?

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