



# **Council Committee on Economic Sustainability**

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**12.13.24**

**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**

 **Semester Reflections**

 **Goals & Closing:  
Staff Recommendations**

*Greetings from*



# Department Director Update



# Department Director Update

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- Project Pipeline Activity
- Capital Market Status

A vibrant street scene with people walking. In the foreground, a semi-transparent teal banner covers the middle of the image, featuring the text "Semester Reflections" in large, white, bold font. The background shows a sidewalk with several people: a woman on the left looking at her phone, a man in a blue shirt and khaki pants walking towards the camera, a man with a backpack and a grey cap walking away, and a woman in a black dress walking away. To the right, a sign for "PROV COMEDY" is visible. The scene is set against a brick building with red doors and blue balloons in the background.

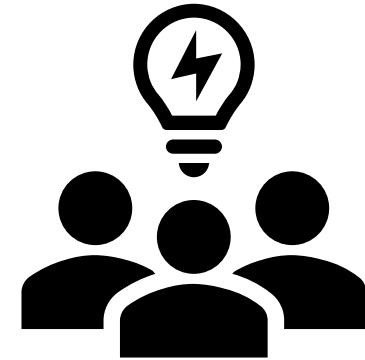
# Semester Reflections

PROV COMEDY  
CLASSES & SHOWS  
GAIN CONFIDENCE!  
MEET NEW FRIENDS!  
TEENS · ADULTS · SENIORS  
PROV YOUR LIFE!™  
FRANKLIN ST. - CHAPEL HILL  
[ThePIT-ChapelMill.com](http://ThePIT-ChapelMill.com)

# Semester Reflections

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- Actions: Budget, Plan, Zone, and Own
- Downtown
  - Vision
  - Stakeholders
  - Categories



# Semester Reflections

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I will know Downtown is successful when

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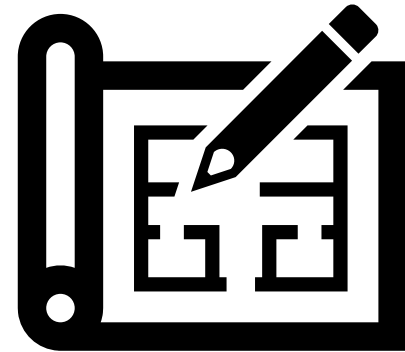
An aerial photograph of a city street scene. The image is partially obscured by a semi-transparent blue rectangular overlay. The text 'Goals & Closing: Staff Recommendations' is centered within this overlay in a large, white, bold, sans-serif font. The background shows a multi-lane road with several cars, a white van with 'MEDITERRANEAN DELI & CATERING' on its side, and buildings along the street. A 'SPANNY'S' sign is visible on a brick building on the left. The sky is blue with some light clouds.

# Goals & Closing: Staff Recommendations

# Staff Recommendation: 1

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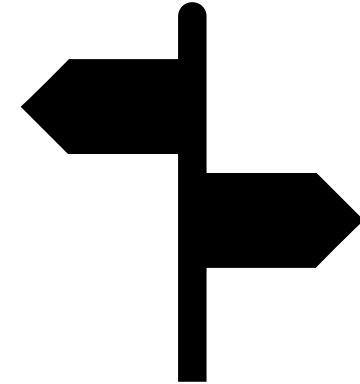
- Innovation District Masterplan
  - Highest & Best Use Analysis
  - Defining the District
  - Implementation Plan



# Staff Recommendation: 2

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- Wayfinding & Placemaking
  - New Signage
  - Community Kiosk
  - Placemaking Implementation



# Staff Recommendation: 3

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- Downtown Strategy (Discussion)
  - Convene Partners
  - Infill & Redevelopment
  - Support Existing Businesses

