

Citizens Petition
February 23, 2004

We the undersigned are petitioning the Town of Chapel Hill to update the Chapel Hill Comprehensive Plan to include a chapter titled, "Business Development". We envision this chapter would:

- Add an innovative economic development component that focuses on sustainability and complements the existing social and environmental structure of the Comprehensive Plan
- Provide the Town of Chapel Hill with a cohesive vision and strategy that solidifies the type of businesses the Town seeks to recruit and retain over the long term
- Demonstrate how these businesses would, in turn, build a commercial tax base which the Town can support, create higher-value jobs for students and residents, and provide career opportunities that would keep college graduates in Chapel Hill
- Allow Chapel Hill to clearly articulate its position on its own economic vitality while supporting complementary efforts such as the Orange County Economic Plan and the Council for Sustainable Community.

If we do not focus on growing our commercial tax base, the tax burden on residential property owners could become unmanageable. Therefore, adding this chapter is a win/win for the City, its residents, existing and future businesses, and even other area economic development initiatives.

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