

# Downtown Chapel Hill:

## Foundational Elements (Revised)

March 2004

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Listed below are examples or suggestions of mission statements for the new 501(c)3 organization. Also offered are goal-type statements organized by the four areas used by the National Main Street program of the National Trust for Historic Preservation.

Given our limited experience with your group and your downtown, and not knowing the full intentions of the leadership, it is difficult and perhaps not too helpful for us to draft these statements independently. A far more effective means is to move the group through a process that enables them to create their *own* statements. They are then more on target, insightful, and unique to downtown Chapel Hill at this point in its development. The process of discovering and agreeing upon this important language builds commitment, ownership, and excitement for the journey.

Perhaps these words will provide direction and guidance for the group. They can serve as a launching pad for your own, better creations.



### Possible Mission Statements

1. Re-establish downtown Chapel Hill as the heart of the community and university.

OR

2. Bring the resources of the Town, University, and downtown community together to make downtown attractive, economically viable, and alive.

OR

3. Transform downtown Chapel Hill. Make it exciting, memorable, viable, attractive, and fun.

OR

4. Re-establish downtown Chapel Hill as the economic heart of the community through viable promotion, economic restructuring, design, and organization.

**Agreed Upon Mission:**

*Bring the resources of the Town, University, and downtown community together to maintain, enhance, and promote downtown as the social, cultural, and spiritual center of Chapel Hill through economic development.*

## Possible Goal Statements

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### Design

1. Incorporate good design and smart practices to establish downtown Chapel Hill as a beautiful and distinctive space.

### Related Topics:

- Façade improvement grants
- View corridors
- Gateways/entrances
- Streetscape
- Design guidelines, design policy, design review
- Public spaces
- Historic integrity
- Signage – way finding, parking, amenities

### Marketing/Promotion

1. Position the downtown effectively and tactically among other retail, entertainment, and office markets.
2. Bring customers to the downtown, emphasizing quality and unique experiences, goods, and services.

### Related Topics:

- Festivals and special events
- General marketing and advertising to primary and secondary markets
- Internal communications
- Joint hours, promotions, and advertising by merchants
- Joint promotions with the University
- Market research

### Economic Restructuring

1. Work with owners to bring properties up to code and into modern, viable uses.
2. Incorporate a viable and feasible mix of uses downtown – retail, residential, entertainment, services, university, cultural, and government.

## Related Topics:

- Investment capital
- Merchant and/or property owner involvement
- Joint marketing and packaging of properties
- Cluster planning
- Code enforcement
- Business recruitment
- Business retention
- Creation and recruitment of locally-owned businesses

## Organization

1. Establish a viable, new 501(c)3 organization composed of three main stakeholders – the University of North Carolina-Chapel Hill, the downtown community, and the Town of Chapel Hill – and involving a broad range of other stakeholders.
2. Create partnerships that bring resources into the downtown and build widespread support.

## Related Topics:

- Planning and tracking of progress
- Staff
- Volunteers
- Funding
- Training and education
- Database management
- Board development
- Office space
- Partnerships

## Transportation

### Related Topics:

- Public transit
- Parking
- Pedestrian and cyclist amenities
- Traffic management