



[P E R S P E C T I V E S]

OF CHAPEL HILL & CARRBORO, NC



LIFE | BUSINESS | RECREATION | EDUCATION | ARTS | HOUSING

RELOCATION GUIDE 2009



ORANGE & CHATHAM COUNTIES

pittsboro

Pittsboro is located in northern Chatham County and is the county seat. Pittsboro's downtown area and residential population are rapidly growing as many seek a more rural lifestyle, while still maintaining access to the Research Triangle area and Greensboro.

Pittsboro's residents are a diverse group of artists, farmers, merchants and students. Notable businesses include the North Carolina Zen Center, the Chatham Co-Op Grocery and Piedmont Biofuels. Recently opened in Chatham is the Central Carolina Business Campus, anchored by Central Carolina Community College and Chatham Hospital, which is part of UNC Health Care.

Elsewhere in Chatham, Saxapahaw hosts a farmers' market and bluegrass band every Saturday, and in Silk Hope, the Shakori Hills Farm hosts the extremely popular 4-day GrassRoots Festival of Music and Dance each year. Chatham County is also home to Jordan Lake State Recreation Area. The 14,000 acre lake invites boating, camping, picnicking, swimming and bald eagle watching.



hillsborough

Hillsborough is the county seat of Orange County and has a rich history. Local Native American groups have populated the region for thousands of years, and descendants of the Occaneechi tribe still call it home. The town was founded in 1754 and used as the home of the North Carolina state legislature during the American Revolution. During the Civil War, Confederate General Joseph E. Johnston and Union General William T. Sherman met near Hillsborough to discuss the terms of surrender of more than 89,000 troops, thus effectively ending the conflict.

In more modern history, the Occoneechee Speedway, just outside of Hillsborough, was one of the first two NASCAR tracks to open and the only one remaining from the 1949 inaugural season.

Today, about 5,500 people live in Hillsborough. However, the Town's many events attract visitors from all over the county and the Triangle. Lovely Churton Street is the main site of downtown activity and a treasure trove of restaurants, shops and historic sites. Last Fridays are especially popular and involve artists exhibits, street vendors and live music. Other local favorite events include Hillsborough Hog Day, the Chili and Salsa Cook-off, 2nd Saturday Guided Walking Tours, and the Holiday Candlelight Tour.



Much of downtown Carrboro, and parts of Chapel Hill offer free WiFi or wireless internet access. Wireless spaces provided by the town include Carrboro Town Hall, the Carrboro Century Center and the Carrboro Fire Department. Local businesses that contribute bandwidth to the project include Weaver Street Market and the Open Eye Café. Find out more at www.tocwireless.net.



University Mall in Chapel Hill reinvented and revitalized itself by inviting in locally-owned and unusual businesses in addition to its well known brands, making it a shopping destination like no other. Anchored by A Southern Season – one of the largest gourmet emporiums in the country – it is certainly a local favorite.

buy local: community rallies around grassroots campaign

Buy Local is a grassroots initiative dreamed up several years ago at a Chapel Hill-Carrboro Chamber of Commerce committee meeting. A group of attendees started talking about how cool it would be if there were a campaign that reminded residents to spend their dollars in the communities where they live, work and play.

One of the committee members, Gwendolen Gray — graphic designer and co-founder of local creative services firm Calliope — dreamed up a logo for the idea. Then, that holiday season, fellow Chamber member Bonnie Schaefer — publisher of newspaper monthly Southern Neighbor — used the logo in a flyer. It was distributed to advertisers to put in their windows and started a groundswell of favorable buzz. And the following spring, the Buy Local message started showing up all over town in the form of additional flyers and window clings distributed

by the Chamber. “The great thing about Buy Local,” says Gray, “is that no single business or organization owns it. It’s truly a community effort to remind residents that the money they spend here stays here and personally benefits them.”

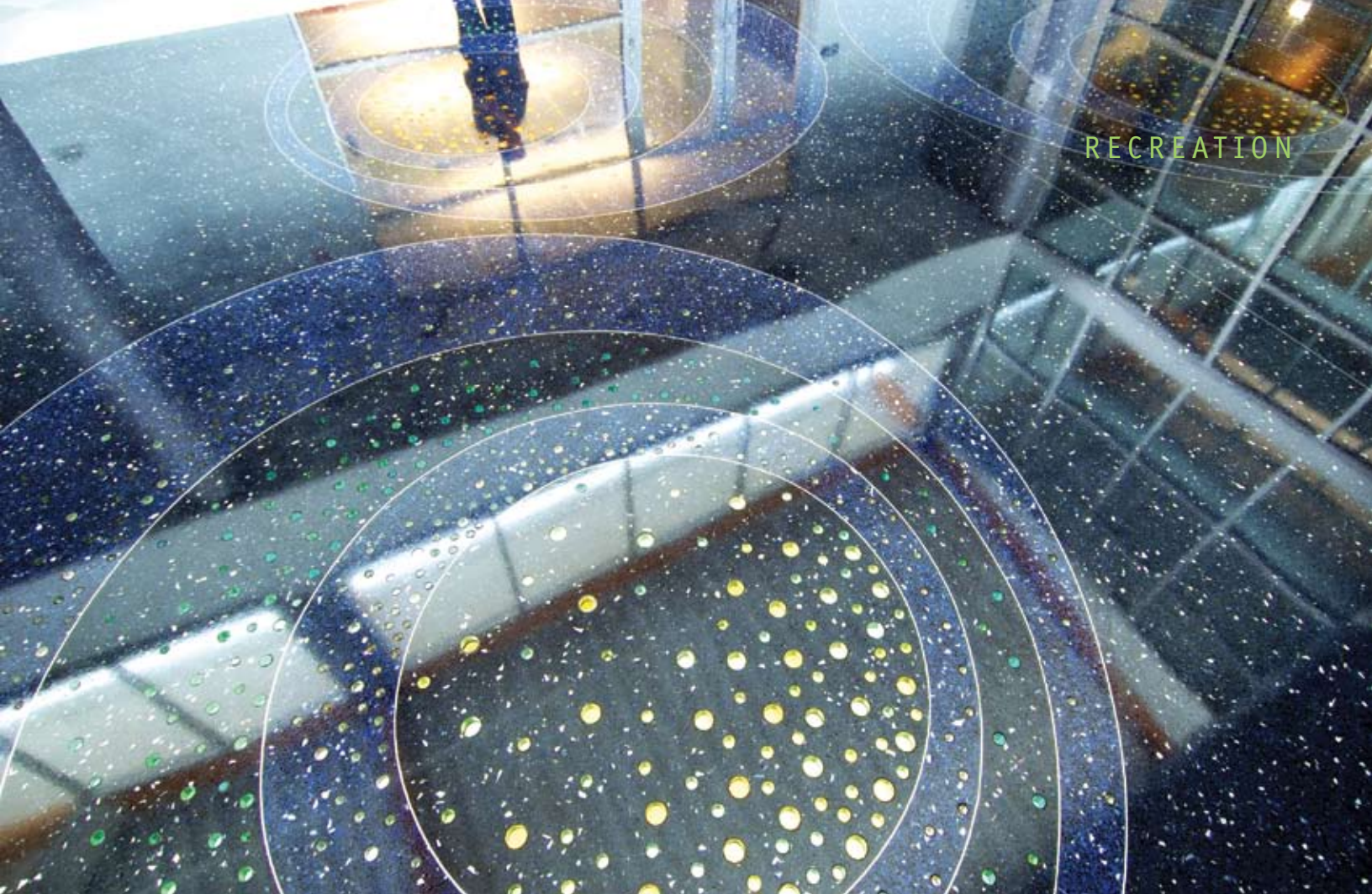
In 2008, the same Chamber committee decided it was time to take another look at the potential of Buy Local, this time harnessing the power of social media. Led by Gray and Alan Hecht of Multi-Channel Marketing, a group of volunteers updated the logo and added the tagline, “what does your footprint say about you?” They also added a simple Web site — we-buylocal.org and set up community networking tools on Facebook and LinkedIn to attract like minded individuals and solicit comments and suggestions. “The next, and most, important step,” says Hecht, “is for us to reach out to all parts of our community and get them involved and excited about adding their unique voice to build this out and create real sustainable momentum for Buy Local.”

From clothing, to toys, to pet supplies, and home and garden products, Twig offers a variety of functional and modern products created from quality, organic, and sustainable materials. Many of the products are from smaller fashion labels and still others are entirely handmade. Twig encourages customers to be informed about their purchases.




**buy
local**

what does your footprint
say about you?



aquatic art



Chapel Hill is a Cool City—a city taking action in the fight against global warming—as designated by the Sierra Club. The community's substantial commitment to lowering emissions includes one of the most successful free transit systems in the country. Chapel Hill Transit gives approximately 6.5 million rides a year in hybrid buses. During the Sierra Club's 2008 Mayor's Climate Production Awards Program, Kevin Foy, Mayor of Chapel Hill, accepted the Outstanding Achievement Award on behalf of his city.

Chapel Hill's brand new Aquatic Center is a state-of-the-art swimming facility as well as a home for original public art. Located within the 40-acre Homestead Community Park, the \$6.5 million facility will feature two indoor swimming pools.

The first is a 25 meter lap pool and is the town's largest facility for swim teams, aquatics programs and recreational swimming. According to Bill Webster, Assistant Director for Chapel Hill Parks and Recreation, once the full schedule is in place, it is anticipated that the pool will be open at 5:30 a.m. to accommodate early morning lap swimmers. The second is a smaller four lane pool. This zero-entry pool will be set at a warmer temperature and will be used for activities like youth swim lessons and water aerobics.

Chapel Hill has two other pools operated by Parks and Recreation – the Community Center pool located off Estes Drive and an outdoor pool located at the Hargraves Center. Webster says that this new 27,000 square-foot facility will offer a full range of classes and services including open swim, swim classes, senior classes, Red Cross certification and the like.

The main lobby of the Chapel Hill Aquatic Center is actually a work of art funded in part through the Town of Chapel Hill's Percent for Art ordinance, which allocates one percent of selected capital projects for public art. In this case, Ray King, a light and glass artist, designed a terrazzo floor studded with over 2,000 light responsive, laminated glass disks. The glass refracts color to create a feeling of walking on light.



from parking lot to public art on franklin street

Shops, restaurants and residences will mix it up at 140 West Franklin Street, slated for development in the heart of Chapel Hill. The result of a public/private partnership, the complex is being built on a town-owned parking lot and so the public had lots of input on the design. Stand-out amenities that will benefit the entire community include pedestrian-friendly design, courtyards featuring significant public art, a percentage of affordable housing units and a nearly 30,000 sq. ft. open, public plaza.

The ground floor of the complex will feature 26,000 sq. ft. of retail and restaurant space, as well as two levels of underground parking. The residential space will rise eight stories above street level and offer 140 condominium units with more than 30 floor-plans.

The public/private project is estimated at \$75 million. As part of the agreement, the developer will contribute \$200,000 in programming for the new public space and invest more than \$650,000 in public art. The building is also expected to meet high energy-efficiency standards.

Mikyoung Kim, a Boston-based artist and designer, is the lead artist and designer for the public-art portion of the development. She will be creating the first piece of art for the project, which will incorporate water and natural light, as the Town's goals include green design, sustainability and stormwater reclamation. The piece, as planned, will be titled "Exhale."



The Chapel Hill Museum's exhibit "The History of Franklin Street," reveals the people and places who helped form the character of Chapel Hill. The exhibit includes photos, documents and memorabilia dating from 1793.

carrboro's industrial roots

In 1862, the Durham-Greensboro Southern Railway decided to add a stop to serve UNC. But administrators expressed concern that the depot would disrupt "scholarly pursuits," so it mandated the station be located at least a mile from campus. Soon the area close to the train began to develop, and at first the area was simply called "West of" as in 'west of Chapel Hill.'

Shortly, a developer named Tom Lloyd built a cotton mill in the town, which spurred more growth. That mill was purchased by the Julian Carr family in 1909. Carr donated electricity and streets to the community. Carrboro was renamed in honor of him in 1914. This same mill eventually became a part of the Blanche Hosiery Corporation and later the Durham Hosiery Mills.

In 1975—after a period of vacancy—the mill was scheduled for demolition to make room for a new mall. The community sprang in to action, petitioning for renovation and in 1977, after a \$8.5 million restoration, the building reopened as Carr Mill Mall. Another historic Carrboro building is the 1921 brick school house which now houses the Town Hall.

In 1945, the Farmer's Exchange was opened in Carrboro. Today, the Carrboro Farmer's Market is nationally recognized and remains a local gathering point and important resource for the community.



southern hospitality

The Carolina Inn is also known as the University's living room. It sits at the site of the original chapel for which Chapel Hill is named. It was built by UNC alumnus John Sprunt Hill who is also credited with founding the Carrboro Farmer's Exchange. First open in 1924, the original front of the building was modeled after the Potomac River front of Mt. Vernon.



There has been a village on the site of Hillsborough for hundreds of years, beginning with three successive Native American villages spanning from AD 1000 to 1710. Founded in 1792, Hillsborough is home to more than 100 late 18th and 19th century structures that illustrate the town's historical significance.



The University of North Carolina was the first public university in the United States (1789), and the only one to graduate students in the 18th century.



The Horace Williams House (c.1840) retains its original pine floor boards, mantel and window surrounds. Horace Williams was a popular professor of philosophy and taught Thomas Wolfe. It is currently owned by UNC and is maintained by the Preservation Society of Chapel Hill.



UNC Lineberger scientists collaborate locally, nationally, and internationally to uncover the molecular causes of cancer.

UNC hospitals

The Carrboro Department of Recreation and Parks offers active-life programs for people 50 and older. Activities include ballet for fitness and Nia, programs like the Community Book Forum and day trips like antiquing in the Sandhills.

The UNC Lineberger Comprehensive Cancer Center takes a multidisciplinary approach to combating cancer, uniting 250 faculty members from more than 25 departments and disciplines. The center is one of just 39 facilities in the country designated by the National Cancer Institute. The new \$200 million North Carolina Cancer Hospital will open in the fall of 2009, with more than 320,000 sq.ft. of space and numerous amenities for patients and families.

Nationally known, Lineberger is an important local resource and treats patients from every county in North Carolina. Their matrix approach gives patients the benefit of many medical specialists in one place and often in one visit. Each patient's treatment plan is determined by a consensus conference among numerous medical specialists. A nurse navigator is assigned to each patient to guide patients and families through the cancer experience. UNC has extensive patient and family support programs and psycho-oncology services. As one of eight Centers of Survivorship funded by the Lance Armstrong Foundation and the V Foundation, UNC is integrating survivorship initiatives into clinical care and partnering with North Carolina communities to develop programs.

Because research is combined with patient care, patients receive access to new cancer treatments through national clinical trials. In all, UNC Lineberger is responsible for 238 active treatment trials. Their internationally recognized research programs include Cancer Cell Biology, Immunology, Molecular Carcinogenesis, Cancer Genetics, Molecular Therapeutics, and Virology, all focused on the molecular and genetic basis of cancer and progression. In addition, new technologies such as da Vinci robotic surgery, CyberKnife, or precision radiation therapy facilitate shorter hospital stays and fewer treatment side effects. UNC Lineberger is a national leader in developing nanotechnologies to improve diagnostics and drug delivery.

The University Cancer Research Fund, established at UNC Lineberger and the UNC School of Medicine by the NC Legislature in 2007, provides annual monies—\$40 million in 2008—to address North Carolina's growing cancer problem. The mission is to reduce cancer rates in North Carolina as well as to help those who do develop cancer to live longer and better lives.



Each year, the Foundation for a Sustainable Community bestows awards on local businesses that stand out in their approach to creating a sustainable enterprise. For 2008, Lantern Restaurant won the Sustainable Business of the Year Award and Kidzu Children's Museum won the Sustainable Non-Profit of the Year Award.



game day in chapel hill

The day is crisp, the leaves are gold and auburn and the sky is, of course, Carolina Blue. Nothing defines fall in a college town like football.

In order to make the day a little more fun and convenient for residents and traveling fans alike, Chapel Hill has long provided express shuttle service from area parking lots to and from the game. But before and after the game, fans want to discuss strategy and re-live the great plays. So a number of local groups initiated Touch Downtown Chapel Hill to encourage Tar Heels to come over early and plan on staying late.

Fans that venture over to campus to pregame enjoy Tar Heel Town, a family friendly array of interactive activities to get everyone revved up for the game. In addition to face painting and the bouncy castle, one of the most popular events is the Old Well Walk. This Carolina tradition begins about 2 hours and 30 minutes prior to kickoff. Starting at the Old Well on Cameron Avenue, Coach Davis and the Marching Tar Heels make their way to Kenan Stadium along with cheerleaders and the mascot, Rameses. Fans grab a spot along the route to cheer the Heels to victory. After the game, fans can head to Franklin Street to enjoy nearly 100 restaurants and more than 50 shops that define the downtown area.

Touch Downtown is a collaborative effort among multiple town and University organizations including the Chapel Hill-Carrboro Chamber of Commerce. "We expect the economic impact of each home football game to exceed \$6 million," said Aaron Nelson, President and CEO of the Chapel Hill-Carrboro Chamber of Commerce. "And with a coordinated effort like this one, we look forward to seeing local spending grow, supporting local businesses and our important local government services."

In addition to the Chamber, Touch Downtown partners include the Chapel Hill/ Orange County Visitors Bureau, the Chapel Hill Downtown Partnership, the General Alumni Association, the UNC Rams Club and UNC Athletics. For more information visit www.touchdowntown.com or www.tarheelblue.com.



PHOTO COURTESY OF DONN YOUNG PHOTOGRAPHY AND SCULPTURE BY MIKE ROIG

In 2008, the Chapel Hill Downtown Partnership, in conjunction with Chapel Hill Parks and Recreation, kicked off Locally Grown – an event to support local business, local food and local music. Entertainment included live music, an arts and crafts market, street performers, and kids activities. The Chapel Hill Downtown Partnership brings together resources from the Town, University and the downtown community to promote the Franklin Street area.



a sustainable community

In a time of great change, in a time where the new paradigm is collaboration rather than competition, academics, communities and businesses are coming together in North Carolina’s Triangle to promote sustainability.

So what is sustainability? It’s balancing people, planet and performance. The recognition that businesses have a lot of power in creating sustainable communities led the Chapel Hill-Carrboro Chamber of Commerce to convene the Council on a Sustainable Community about five years ago. The ideas and actions from that group resulted in the Foundation for a Sustainable Community – a permanent organization charged with the goal of advancing creative solutions to long-term community sustainability.

Today, the Foundation has partnered with local universities and other chambers to create the Institute for Sustainable Development (ISD). “This partnership between public and private universities, between academia and the chambers, between large corporations and small businesses, is attracting a lot of national attention,” says Chris Carmody, Director of the Sustainable Business Initiative.

The ISD has indeed created something remarkable: Green Plus Sustainability Tools for Small Business. The goal of the initiative is to provide businesses the resources and information they need to reinvest in the community, be a good steward of the environment and to improve profitability.

According to Carmody, participating businesses will receive access to an online platform that links them to like businesses in order to exchange sustainability ideas and to access academic expertise through partner university students and faculty. Green Plus Sustainable Enterprise Certification is intended to quantify the green practices of business and measure improvement over time. Carmody adds that certification will also help small businesses receive well-deserved recognition from their communities, customers and suppliers.

Program partners include the Duke Center for International Development, the UNC Center for Global Initiatives, the UNC School of Social Work, North Carolina Central University, the Chapel Hill-Carrboro Chamber of Commerce, the Durham Chamber of Commerce and GlaxoSmithKline.