



Town of Stallings – Priorities FY 2021-22

- 1.) Create a Stallings Downtown (6 priority votes, 5 second priority votes)
 - a. Strategy – 2 prong approach. The first prong is to proactively invest to create a catalyst to spur downtown development aligned with vision and ultimately lead to market-driven downtown development. The second prong is to prevent development that does not align with downtown vision.
 - b. Benchmarks for Success
 - i. Have stand-up market started by 6/30/21.
 - ii. Update and present downtown action plan based on expert panelist feedback (Annual Retreat) 3/22/21.
- 2.) Review and Amend Land Use Plans to Better Align with Council’s Vision (5 priority votes, 1 second priority vote)
 - a. Strategy – Continue alignment with a downtown overlay district and open space enhancements.
 - b. Benchmarks for Success Over Next 12 months
 - i. Present Open Space Ordinances Changes to Council by the end of April 2021.
 - ii. Consider gaining site control over key properties by acquisition, option, or other legal means.
- 3.) Economic Development
 - a. Strategy – Approve an economic development strategic plan and begin implementation and highlight existing businesses.
 - b. Develop an Economic Development Strategic Plan (4 priority votes, 3 second priority votes)

- i. Benchmarks for Success – Approval of an economic development strategic plan by 4/30/21 (Note – Approved 3/8/21). Implementation TBD due to funding requirements.
 - ii. Action Item – Staff will bring Council implementation cost during budget workshops.
 - c. Communications – Highlight Businesses (1 priority, 3 second priority votes)
 - i. Benchmark of Success – Highlight a business in quarterly newsletter (Mayor will take first 6 months, then ED committee will choose business to highlight quarterly). Until pandemic ends, do this quarterly via social media.
- 4.) Transportation (2 priority votes, 4 second priority votes)
 - a. Strategy – Increase Likelihood of CRTPO Funds Through TCC Participation and an Updated Transportation Master Plan. Support the light rail coming to Stallings.
 - b. Benchmarks for Success
 - i. Continue 100% TCC participation.
 - ii. Present draft updated transportation master plan to Council within 18 months (12 months stretch goal) of first resumed TAC meeting.
 - iii. Approve Light Rail resolution by the end of April 2021.
- 5.) Communications – Push News Out on Social Media (1 priority vote, 4 second priority votes)
 - a. Approved Strategy – Maintain Professional Communications Using Existing Resources and Provide Council Cost Estimates to Enhance Communications
 - b. Benchmarks for Success – TBD due to funding needs.
 - c. Action Item – Provide cost estimate during budget workshops for adding communications/marketing position.
- 6.) Enhance Blair Mill Park (2 priority votes, 2 second priority votes)
 - a. Strategy – Continue resource investments into Blair Mill Park (“BMP”) to decrease service level gap between BMP and Stallings Municipal Park.
 - b. Benchmarks for Success –
 - i. Complete construction of the Vickery portion of the Blair Mill greenway by 6/30/22.
 - ii. Other BMP enhancements TBD based on funding.

- c. Action Item – Provide Council with cost estimates during budget workshops for the following BMP enhancements:
 - i. Enhancing grass turf quality and landscaping.
 - ii. Signage.
 - iii. Adding a Food Truck Pad.



Priorities FY 2021-22 with Potential Barriers

- 1.) Create a Stallings Downtown (6 priority votes, 5 second priority votes)
 - a. Strategy – 2 prong approach. The first prong is to proactively invest to create a catalyst to spur downtown development aligned with vision and ultimately lead to market-driven downtown development. The second prong is to prevent development that does not align with downtown vision.
 - b. Benchmarks for Success
 - i. Have stand-up market started by 6/30/21.
 1. Potential barriers for success
 - a. Location logistics, electricity availability.
 - b. Vendor availability/willingness.
 - c. Sufficient supplies to meet market needs.
 - d. Area saturated with established markets.
 - e. Staffing & funding, especially with other service requirements (events, programs, splash pad, etc.)
 - f. Parking for park, splash pad, and farmers market.
 - ii. Update and present downtown action plan based on expert panelist feedback (Annual Retreat) 3/22/21.
 1. Potential barriers for success
 - a. Very heavy resource investment for years
 - b. Funding & staffing
 - c. Expertise Capacity
 - d. Market reality

- e. Community support (short & long-term)
- f. Site control and development not aligned with downtown vision
- g. Changing priorities for elected officials over election cycles

2.) Review and Amend Land Use Plans to Better Align with Council’s Vision
(5 priority votes, 1 second priority vote)

- a. Strategy – Continue alignment with a downtown overlay district and open space enhancements.
- b. Benchmarks for Success Over Next 12 months
 - i. Present Open Space Ordinances Changes to Council by the end of April 2021.
 - 1. Potential Barriers for Success – None anticipated.
Funding provided and work on-schedule.
 - ii. Consider gaining site control over key properties by acquisition, option, or other legal means.
 - 1. Potential barriers for success
 - a. Funding – possible heavy resource commitment.
 - b. Timing – incompatible development comes before site control is enacted.
 - c. Unwillingness of property owners to partner/share vision.
 - d. Expertise capacity.

3.) Economic Development

- a. Strategy – Approve an economic development strategic plan, begin implementation, and highlight existing businesses.
- b. Develop an Economic Development Strategic Plan (4 priority votes, 3 second priority votes)
 - i. Benchmarks for Success – Approval of an economic development strategic plan by 4/30/21 (Note – Approved 3/8/21). Implementation TBD due to funding requirements.
 - 1. Potential barriers for success (implementation)
 - a. Implementation cost and funding.
 - b. Community support for development that increases commercial tax base % and lessens residential.
 - c. County sewer capacity.
 - d. Market realities.
 - ii. Action Item – Staff will bring Council implementation cost during budget workshops.

- c. Communications – Highlight Businesses (1 priority, 3 second priority votes)
 - i. Benchmark of Success – Highlight a business in quarterly newsletter (Mayor will take first 6 months, then ED committee will choose business to highlight quarterly). Until pandemic ends, do this quarterly via social media.
 - 1. Potential benchmarks for success – None anticipated.
- 4.) Transportation (2 priority votes, 4 second priority votes)
 - a. Strategy – Increase Likelihood of CRTPO Funds Through TCC Participation and an Updated Transportation Master Plan. Support the light rail coming to Stallings.
 - b. Benchmarks for Success
 - i. Continue 100% TCC participation.
 - 1. Potential barriers for success
 - a. Staff workload.
 - ii. Present draft updated transportation master plan to Council within 18 months (12 months stretch goal) of first resumed TAC meeting.
 - 1. Potential barriers for success
 - a. Staff turnover.
 - b. Funding.
 - c. Implementation costs being higher than anticipated.
 - iii. Approve Light Rail resolution by the end of April 2021.
 - 1. Potential barriers to success – not satisfied with resolution.
- 5.) Communications – Push News Out on Social Media (1 priority vote, 4 second priority votes)
 - a. Approved Strategy – Maintain Professional Communications Using Existing Resources and Provide Council Cost Estimates to Enhance Communications
 - b. Benchmarks for Success – TBD due to funding needs.
 - i. Potential barriers for success – funding, finding the right person.
 - c. Action Item – Provide cost estimate during budget workshops for adding communications/marketing position.
- 6.) Enhance Blair Mill Park (2 priority votes, 2 second priority votes)

- a. Strategy – Continue resource investments into Blair Mill Park (“BMP”) to decrease service level gap between BMP and Stallings Municipal Park.
- b. Benchmarks for Success –
 - i. Complete construction of the Vickery portion of the Blair Mill greenway by 6/30/22.
 - 1. Potential Barriers for Success
 - a. Funding
 - b. Bids coming back high.
 - c. Unexpected environmental and/or construction issues.
 - ii. Other BMP enhancements TBD based on funding.
- c. Action Item – Provide Council with cost estimates during budget workshops for the following BMP enhancements:
 - i. Enhancing grass turf quality and landscaping.
 - ii. Signage.
 - iii. Adding a Food Truck Pad.