



## **FY 22-23 Town Priorities & Action Strategies<sup>1</sup>**

### **Priority #1 – Downtown Creation (Economic Development)**

Strategy – Partner with the UNC School of Government through the Development Finance Initiative (“DFI”) for development expertise in moving the downtown action plan forward and developing next steps.

- Action Items:
  - Approve DFI Phase 1 Downtown District Feasibility Assessment Proposal. DFI work will trigger next action steps.
  - Continue to invest in making downtown a destination point.
  - Promote a uniform and pedestrian-friendly downtown streetscape.
  - Build resilient community support for downtown.
- Benchmark for Success:
  - Meet with DFI representatives and approve the Phase 1 Downtown District Feasibility Assessment proposal on 2/28/22.
  - Complete the DFI Phase 1 Downtown Feasibility Assessment by 2/28/23.
  - Based on Phase 1 results, identify next steps by 3/31/23.
  - Continue operating a downtown farmers market in 2022.
  - Hold at least three parks and recreation events in the downtown area in 2022.
  - Add downtown streetscape requirements into the zoning ordinance by 12/31/22.
  - Council will secure at least four members for a downtown support committee within one year of Phase 1 completion.

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<sup>1</sup> Priority #1 received unanimous support in preliminary individual conversations. The other three priorities were referenced in three discussions are not meant to be prioritized in any order.

## **Priority #2A – Maximize Positive Development Around Hospital/Light Rail (Economic Development)**

Strategy – Recognize the area’s importance, invest in beautification/placemaking, and plan to maximize positive development with the twin-anchors of the Atrium Hospital and Light Rail.

- Action Items:
  - Confirm the North Carolina Department of Transportation’s (“NCDOT”) enhanced landscaping plan for the bypass area.
  - Initiate/continue conversations with Atrium to understand their development goals.
  - Prioritize planning resources to this area vs. updating transportation master plan due to limited value add.
  - Update Small Area Plan (“SAP”)/Station Area Plan/Development Ordinance (“SDO”)

### SAP/Station Area Plan/DO Action Plan

- Create a Transit Overlay District (“TOD”) (Complete by 12/31/22)
  - Incorporate into SDO
  - Show on Zoning Map
  - Notes: In-house workload. Legal review and advertising costs. Public Input.
- Comprehensive Land Use Plan Update (“CLUP”) (Complete by 12/31/23)
  - Updates to the future land use categories to better fit with SDO.
  - Alter based on Atrium and planned light rail corridor/station.
  - Notes: Primarily in-house, but possible funding may be needed for consultant.
- US-74 Station Area Plan/SAP/SDO Update (2022 to 9/30/24)
  - In 2022, develop scope of work prior to submitting grant application.
  - In Late Summer/Early Fall 2022, submit for Charlotte Regional Transportation Planning Organization (“CRTPO”) 80% planning grant. (Awarded grant in mid-2023.)
  - Once/if the grant is awarded in mid-2023, select consultant(s) and start executing plan with goal of being finished by 9/30/24.
- Transportation Master Plan Update (Timeframe TBD)
  - Once HWY 74 Station Area/SAP/SDO plan updates are complete, determine whether to proceed with a new transportation master plan process.

- Benchmarks for Success:
  - Finalize landscaping plan with NCDOT by 9/30/22.
  - In Fiscal Year (“FY”) 22-23 budget, provide resources for maintenance of bypass landscaping upgrades and any funding needed for CLUP update.
  - Complete transit overlay district (TOD) work by 12/31/22.
  - In FY 23-24 budget, provide resources for US 74 Station Area/SAP/SDO updates.
  - Install large gateway signage in roundabout by 6/30/23.
  - Complete CLUP update by 12/31/23.
  - Secure CRTPO grant for Station Area/SAP/DO Updates by 6/30/23.
  - Complete Station Area/SAP/DO updates by 9/30/24.
- Long-Term Notes:
  - Work should consider the long-term development strategy for the area, considering:
    - Pedestrian connectivity across the bypass/HWY 74.
    - High profile projects, such as hotels and medical offices.

- Prospects of recruiting manufacturing related to the medical anchor tenant.
- High density, high quality residential.
- Anticipating and accommodating potential for light rail.
- Ensuring zoning is in place to support the strategy.
- Make policy decisions in keeping with zoning and area plan.

**Priority #2B – Develop a More Proactive Communications Strategy**

Strategy – Use existing resources to efficiently improve external communications. If unsatisfactory, consider increasing resources for communications during FY 23-24 budget process.

- Action Items:
  - Review neighborhood homeowners association (“HOA”) email contact information, ensure it is current, and add it to the sunshine list.
  - Develop a blog post system for the website for timely and pertinent information in lieu of the quarterly newsletter. It should contain “tags” to assemble information by category for ease of use.
  - Complete citizen survey.
  - Outfit Council chambers with virtual meeting capabilities.
- Benchmarks for Success:
  - Update HOA email list to ensure it’s current by 5/1/22 and blend with sunshine list.
  - Have first blog post by 7/31/22. Send out via Town communications channels.
  - During FY 23-24 budget process, determine if Council is satisfied with blog posts. If not, consider adding communications staff/resources.
  - Complete citizen survey by 12/31/22.
  - Outfit Council chambers with virtual meeting capabilities by 12/31/22.

**Priority #2C – Ensure/Encourage Completion of Critical State Intersection Projects**

Strategy – For the Potter-Pleasant Plains intersection, keep moving forward but ensure that the local resource commitment is appropriate given this is a state-owned intersection. For Old Monroe Road, continue to monitor scope and schedule as this is a NCDOT project.

Action Items:

- Potter-Pleasant Plains - Continue to work towards closing the estimated budget deficit so that the local funding level is appropriate. Continue to press the State for additional funding and consideration of greater state responsibility in the project.
- Old Monroe Road - Begin doing a monthly project update in the staff report.

Benchmarks for Success:

- Potter-Pleasant Plains – Let the project within 6 months of the Council determining the estimated Town resource commitment is acceptable.
- Old Monroe Road – During FY 22-23, provide Council with a monthly update.