

# CREEDMOOR FORWARD

## Strategic 10-Year Plan



City of Creedmoor Workshop  
October 15-16, 2015

# AGENDA

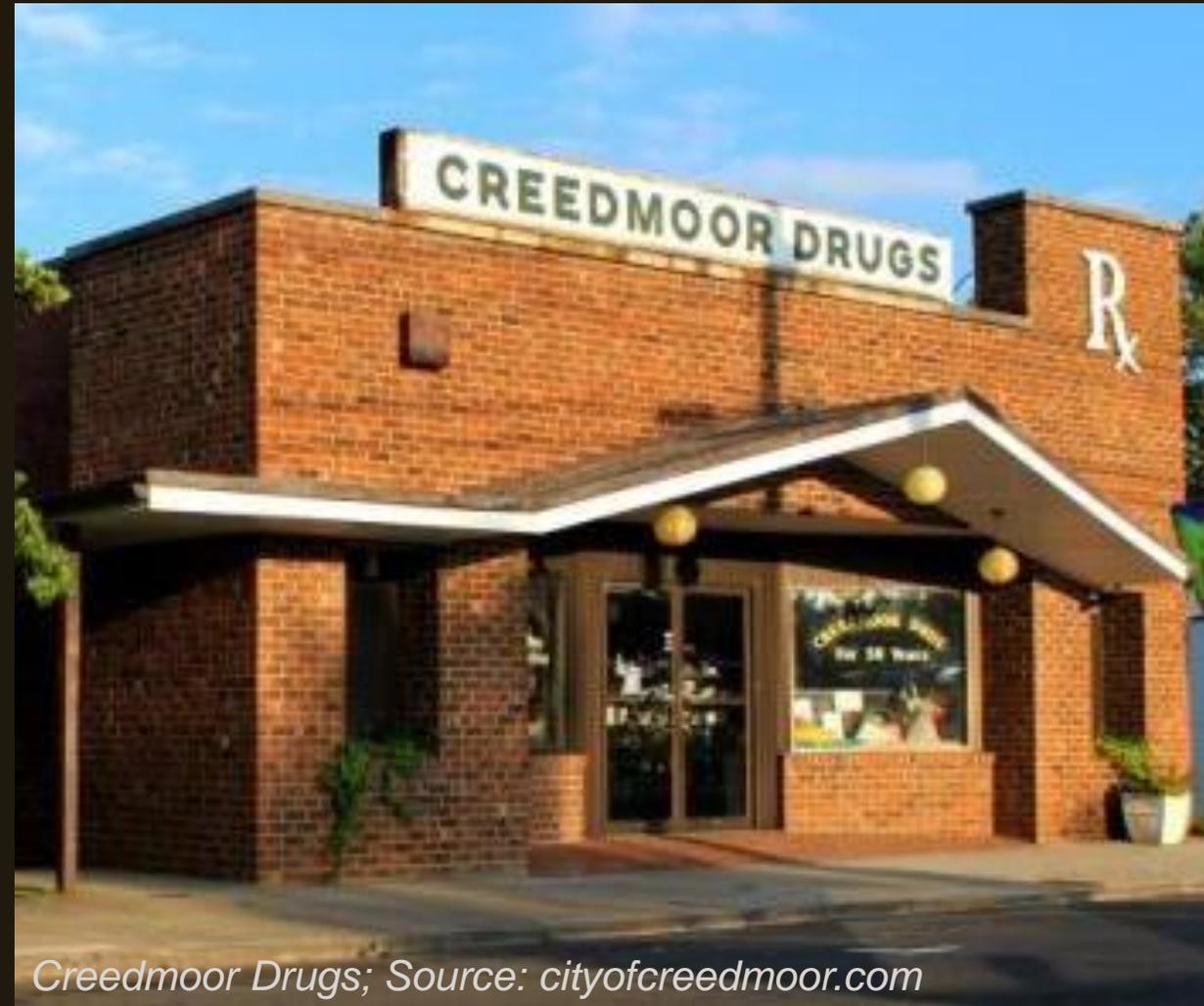
- Outcomes, Opportunities & Challenges
- Project Summary
- Strategic Positioning
- Future Development
- Priority Projects
- Visioning Exercise



*Creedmoor's New Water Tower; Source: Renaissance*

# DESIRED PROJECT OUTCOMES

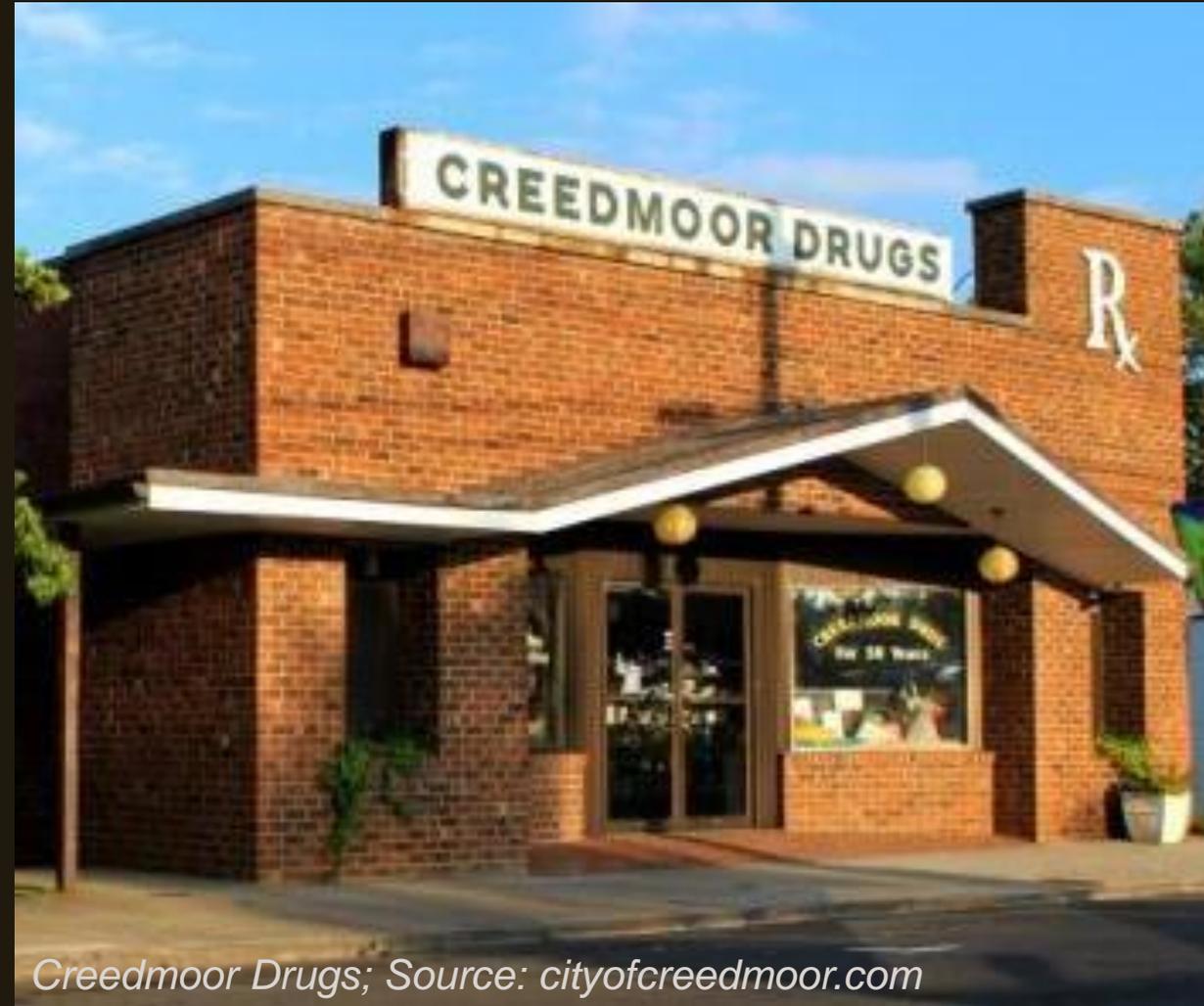
- Invest today for an exceptional tomorrow
- Leverage Creedmoor's assets and opportunities



*Creedmoor Drugs; Source: cityofcreedmoor.com*

# DESIRED PROJECT OUTCOMES

- Catalyze positive change
- Align capital improvements and development with strategic community goals



*Creedmoor Drugs; Source: cityofcreedmoor.com*

# OPPORTUNITIES & CHALLENGES

## *Opportunities*

- Natural recreation areas
- Compact downtown district
- Proximity to regional employment
- City commitment to high-quality growth



# OPPORTUNITIES & CHALLENGES

## *Challenges*

- Environmental regs.
- Roadway conditions
- Geological factors
- Limited retail market
- Lack of employment opportunities
- Size of the city



*Lake Rogers Park; Source: Renaissance*



**PLAYGROUND RULES**

- 1. Playground equipment is intended for children ages 2-12.
- 2. The playground is supervised at all times and will be closed if the supervisor is absent or if there is an unsafe condition.
- 3. No running.
- 4. No roughhousing or horseplay.
- 5. No climbing on equipment.
- 6. No use of equipment for other than intended purposes.





















**SMOKIN'**  
HARLEY-DAVIDSON

WINSTON-SALEM, NC







0...  
OOT

BATTEN  
and  
1810 Hwy 101

CHESTNUT HILL  
HOTEL  
RESTAURANT

Green & Co. PA  
www.gco.com



Granville Gun Works  
Gunsmith

Barber Shop

HOURS  
TUES-FRI 9:00-5:30  
SATURDAY 8:00-1:00  
SUN & MON CLOSED

Mered  
Mast

CFK-3738

FRESH PEACHES

HEAD GARAGE











Creedmoor

CREEDMOOR

VOLUNTEER

FIRE DEPT.

NO PARKING  
FIRE LANE

NO PARKING  
FIRE LANE

NO PARKING  
FIRE LANE

NO PARKING  
FIRE LANE







  
Creedmoor Gymnasium  
&  
Activity Center  
*A Creedmoor Family Recreation Site*









**CREEDMOOR**  
**B.C. ROBERTS**  
**FIELD**

BY ORDER OF BRISTOL  
DICKERSON  
FENCING  
LANDSCAPING  
PHONE 252-224-2272



BALL

STRIKE

OUT

HOME

INN

GUEST





EXIT

THE NUTRITION CENTER WILL BE  
CLOSED  
FROM 1:00 PM - 2:00 PM  
  
THANK YOU FOR YOUR  
COOPERATION









# PROJECT SUMMARY

10-year, strategically-focused capital improvement plan

- Vision statement and policy framework
- Economic profile
- Land capacity/ demand analysis
- Policy assessment
- Project prioritization and short-term action plan
- Implementation plan



# PROJECT SUMMARY

## PLAN OUTCOMES:

- Make investments with a lasting impact
- Clarify city's commitment to business
- Respond to resident interest in better recreation / activities
- Maximize redevelopment opportunities
- Boost return on investment



# PROJECT: PHASE I

## ANALYSIS:

- Economic profile
- Plan & Policy audit
- Supply & demand analysis
- Regional strategic positioning
- Facilitated workshop
- Community Vision



*Voting on community priorities at the 2015 Creedmoor Music Festival; Source: Renaissance*

# PROJECT: PHASE II STRATEGIES:

- Policy framework
- Project feasibility assessment
- Catalyst projects:
  - R.O.I. evaluation
  - Scheduling / staging
  - Action plan



*Voting on community priorities at the 2015 Creedmoor Music Festival; Source: Renaissance*

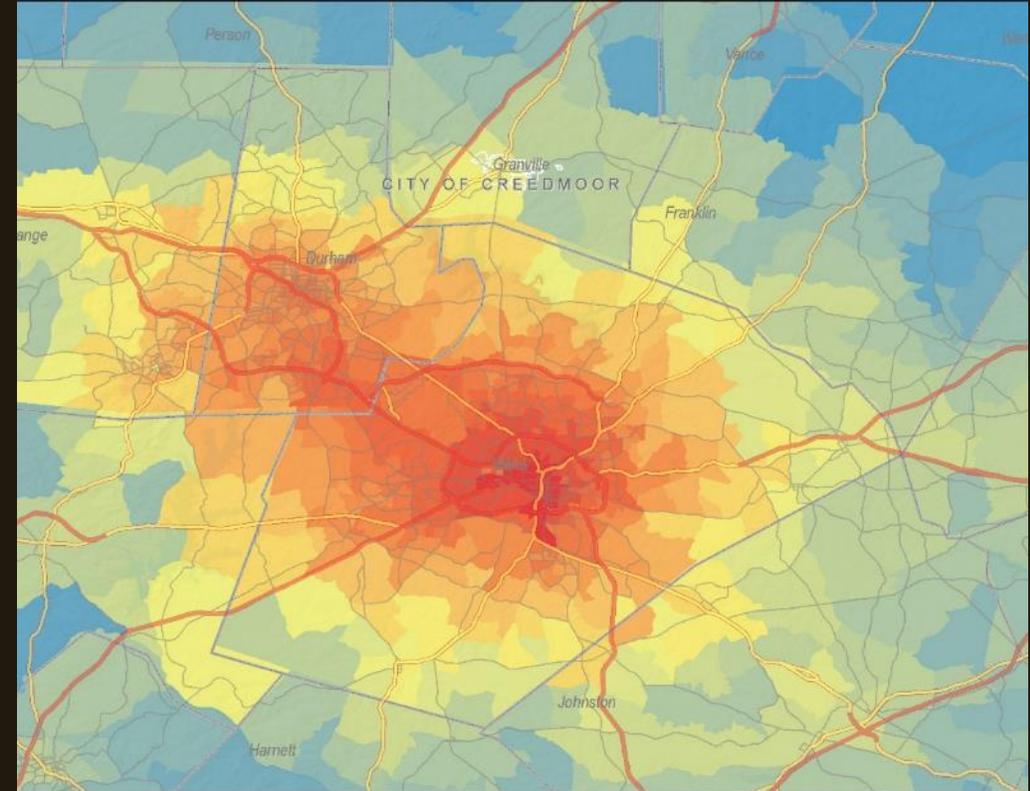
# STRATEGIC POSITIONING

- Future growth and development is assessed and evaluated
- Cities compete for residents / visitors
- Access to opportunities attracts residents and visitors



# FINDINGS OF ANALYSIS TO DATE

- Well positioned regionally
- Short on services
- Low on spending power
- Strong attractiveness within the county
- Land capacity
- Limited growth forecasted



# AREAS FOR STRATEGIC ACTION



Hire Key Personnel



Capture Outside Funding



Build Community Organizational Support



Balance Development Burdens & Incentives



Implement Catalytic Projects

# PRIORITY PROJECTS

- The city identified and ranked Creedmoor's "priority projects"
- The 10-year strategic plan will assess project benefits and implementation options



# PRIORITY PROJECTS

1. Improved street lighting on NC 56 east of Food Lion
2. Combined public safety building
3. Senior Center (Wi-Fi lounge, senior activities, indoor recreation)

# PRIORITY PROJECTS

4. Develop flex space/ Class A office in downtown with potential for mixed use residential or senior housing
5. Chief Street Alley: construct ROW
6. Relocate Main Street overhead utility lines to underground service

# STREET LIGHTING IMPROVEMENTS

- NC 56 east of Food Lion
- Look into LED lighting options
- Tie this area to existing/planned greenways



# PUBLIC SAFETY FACILITY

- Combined fire/police facility
- Two site options
- Redevelopment potential with community center
- High priority among surveyed residents



# SENIOR/COMMUNITY CENTER

- Wi-Fi Lounge
- Senior activities
- Indoor recreation
- Other community indoor/outdoor recreation opportunities



*Existing Creedmoor Community Center; Source: RPG*

# DOWNTOWN INFILL DEVELOPMENT

- Flex Space
- Class A Office Space
- Potential Mixed Use Residential
- Potential Senior Housing



# CHIEF STREET ALLEY

- High traffic area in downtown
- Design phase is complete, funding for construction needed
- Improve stormwater drainage and circulation



# MAIN STREET BEAUTIFICATION

- Underground utility lines
- Streetscape upgrades
- Variety of funding options available



# COMMUNITY PRIORITIES

*Residents and visitors vote on priorities during Creedmoor's 2015 Music Festival*



# COMMUNITY PRIORITIES

- 17% Outdoor Recreation
- 15% Attracting New Business and Growth
- 14% Public Safety
- 13% Downtown Redevelopment/Investment
- 13% Indoor Recreation
- 13% Infrastructure
- 9% Beautification/Aesthetic Improvements
- 8% Improved Transportation Options



*Voting on community priorities at the 2015 Creedmoor Music Festival; Source: Renaissance*

# VISIONING EXERCISE

In 10 years, what do you think Creedmoor will look like?

What are the most important issues facing Creedmoor in the next 10 years?

What are the primary issues and opportunities affecting growth in Creedmoor?

Which priority projects/ strategies will be the most effective in making Creedmoor a more desirable place to live/work? The least effective?