

CREEDMOOR FORWARD

Strategic 10-Year Plan

City of Creedmoor Board of Commissioners Kick Off Presentation

August 17, 2015

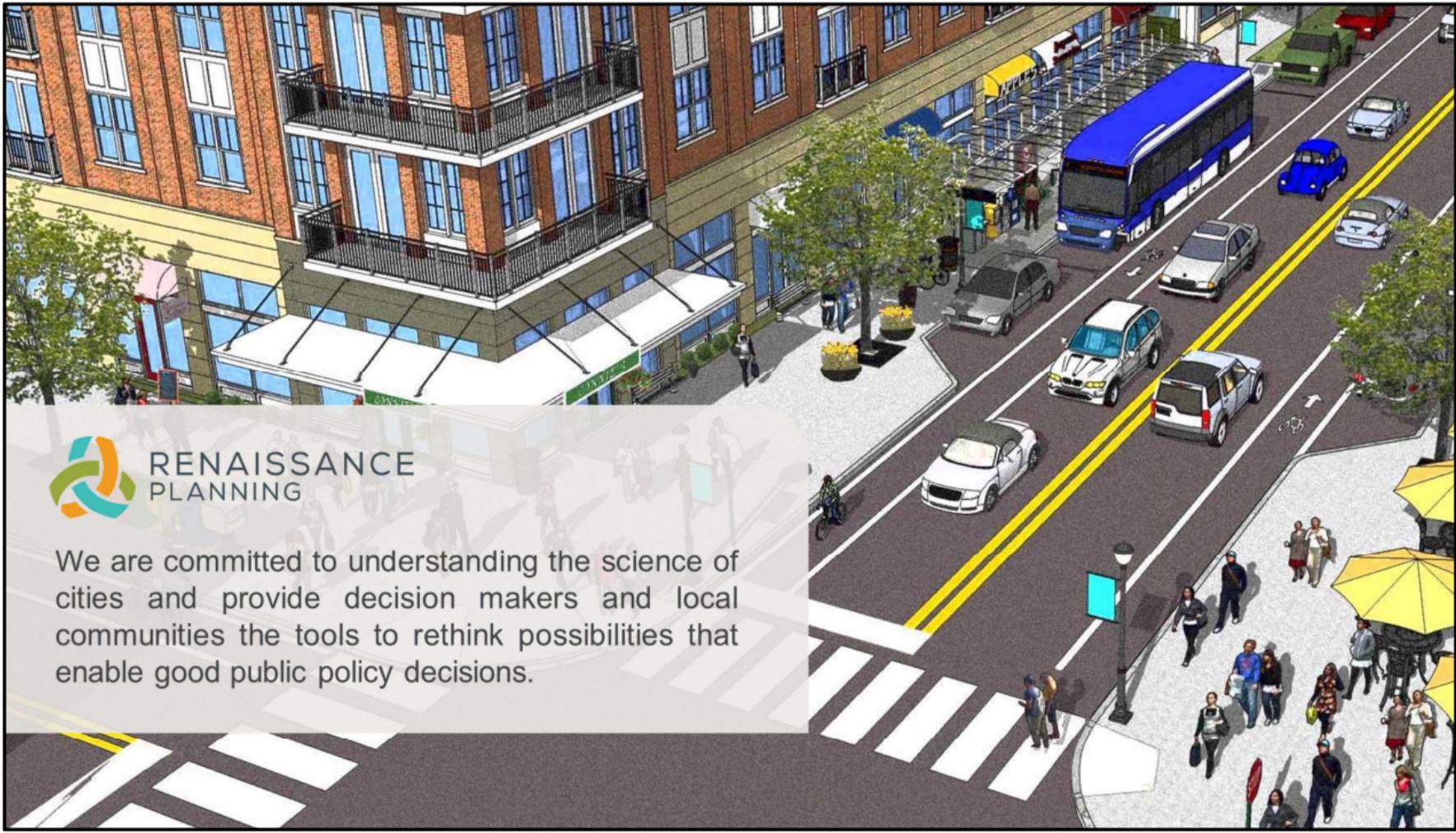
Presentation

- Introduction to Renaissance Planning
- Planning process and strategies
- Scope of work and project phasing
- Strategic position of Creedmoor within the region

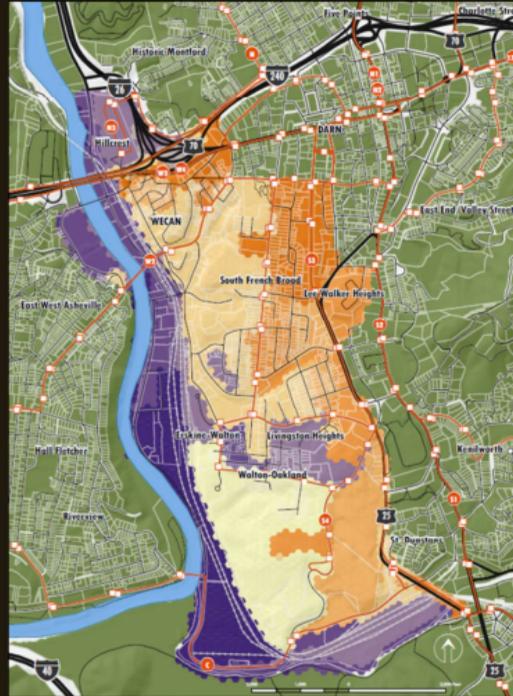


RENAISSANCE
PLANNING

We are committed to understanding the science of cities and provide decision makers and local communities the tools to rethink possibilities that enable good public policy decisions.



WHAT WE DO



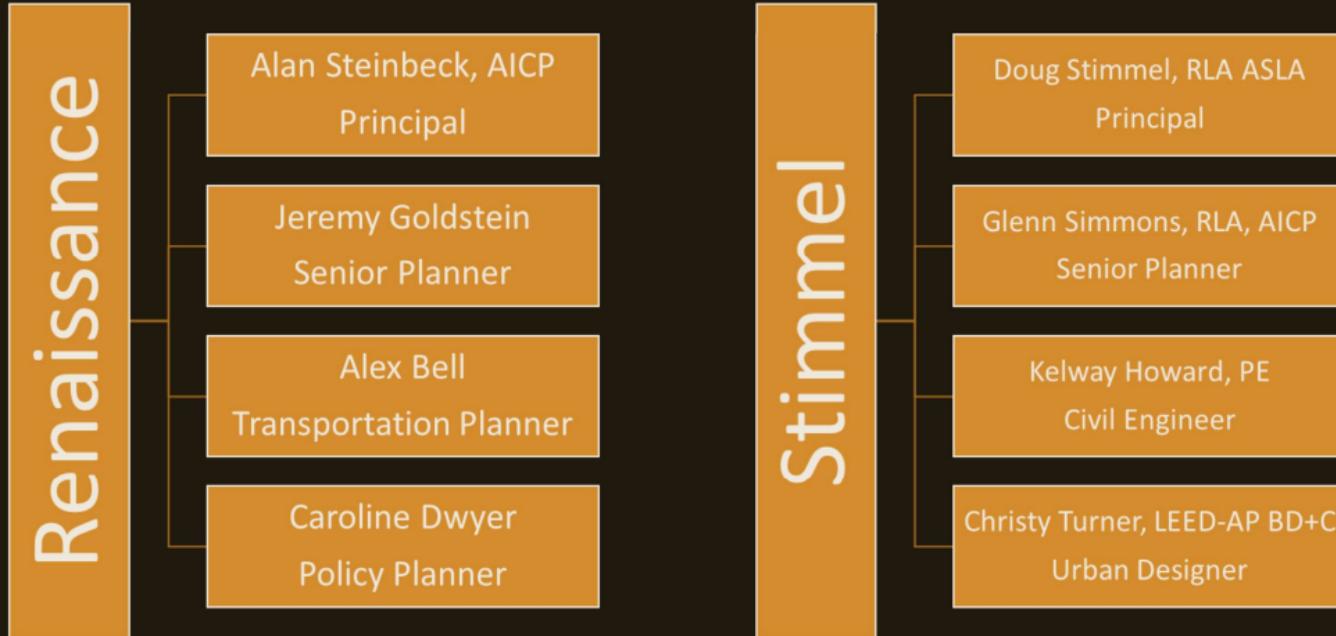
- Integrated planning
- Strategic positioning
- Multimodal transportation
- Community development & revitalization
- Catalytic strategies & actions
- Geospatial analysis

SMALL CITY EXPERIENCE

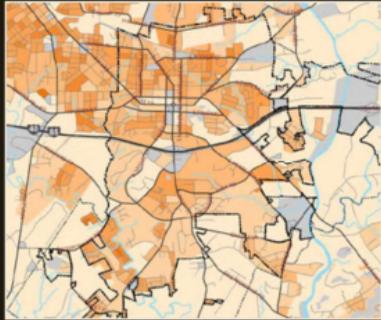
- Asheboro
- Castle Hayne
- Blowing Rock
- Forest City
- Gastonia
- Leland
- Rocky Mount
- Spruce Pine
- Wilson
- Ajo, AZ
- Barbourville, KY
- Canton, MS
- Clarksdale, MS
- Independence, VA
- Itta Bena, MS
- Lansing, IL
- Marysville, WA
- Oneida, NY
- Salamanca, NY
- Salina, KS
- Tuskegee, AL
- Uhrichsville, OH
- Wheeling, WV
- Williamson, WV



RENAISSANCE/STIMMEL TEAM



PROCESS



Data



Engagement



Common
Vision



Elements

Policy
plan

Physical
plan

Strategic
plan

A COMPLETE STRATEGY



Policy
plan

- Growth management practices
- Land use policies

Physical
plan

- Downtown strategies
- Public facilities
- Public infrastructure

Strategic
plan

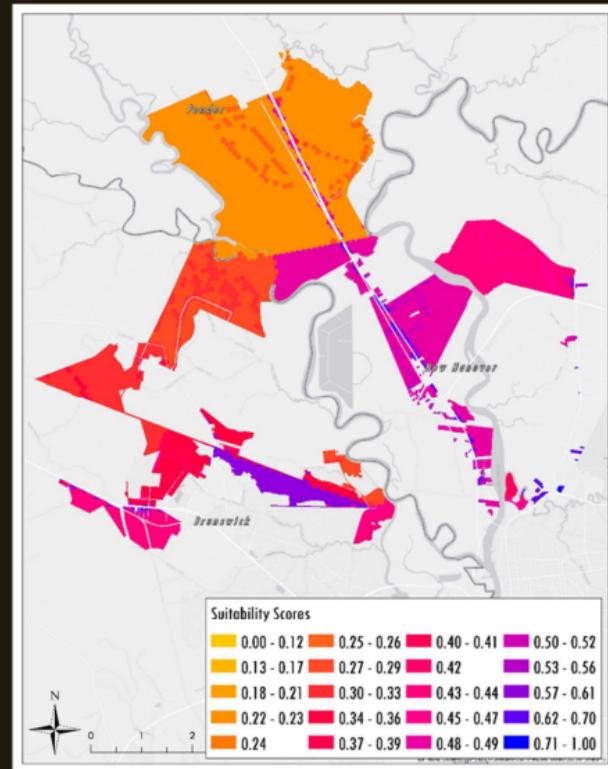
- Economic development
- Action steps
- Implementation phasing and funding

Desired Outcomes

- Investing today for an exceptional tomorrow
- Identifying assets and opportunities
- Prioritizing projects and policy decisions
 - Catalyze change
- Aligning development and other decisions with strategic goals

PHASE I ACTIVITIES

- Economic and demographic profile
- Audit of existing plans and policies
- Assessment of land development potential
- Return on investment analysis
- Catalytic public investments



PHASE I ACTIVITIES

- Strategic positioning
- Facilitated workshop
- Brief vision and policy framework
- Ten-year strategic plan
- Stormwater improvements



PHASE II ACTIVITIES – TEN-YEAR PLAN

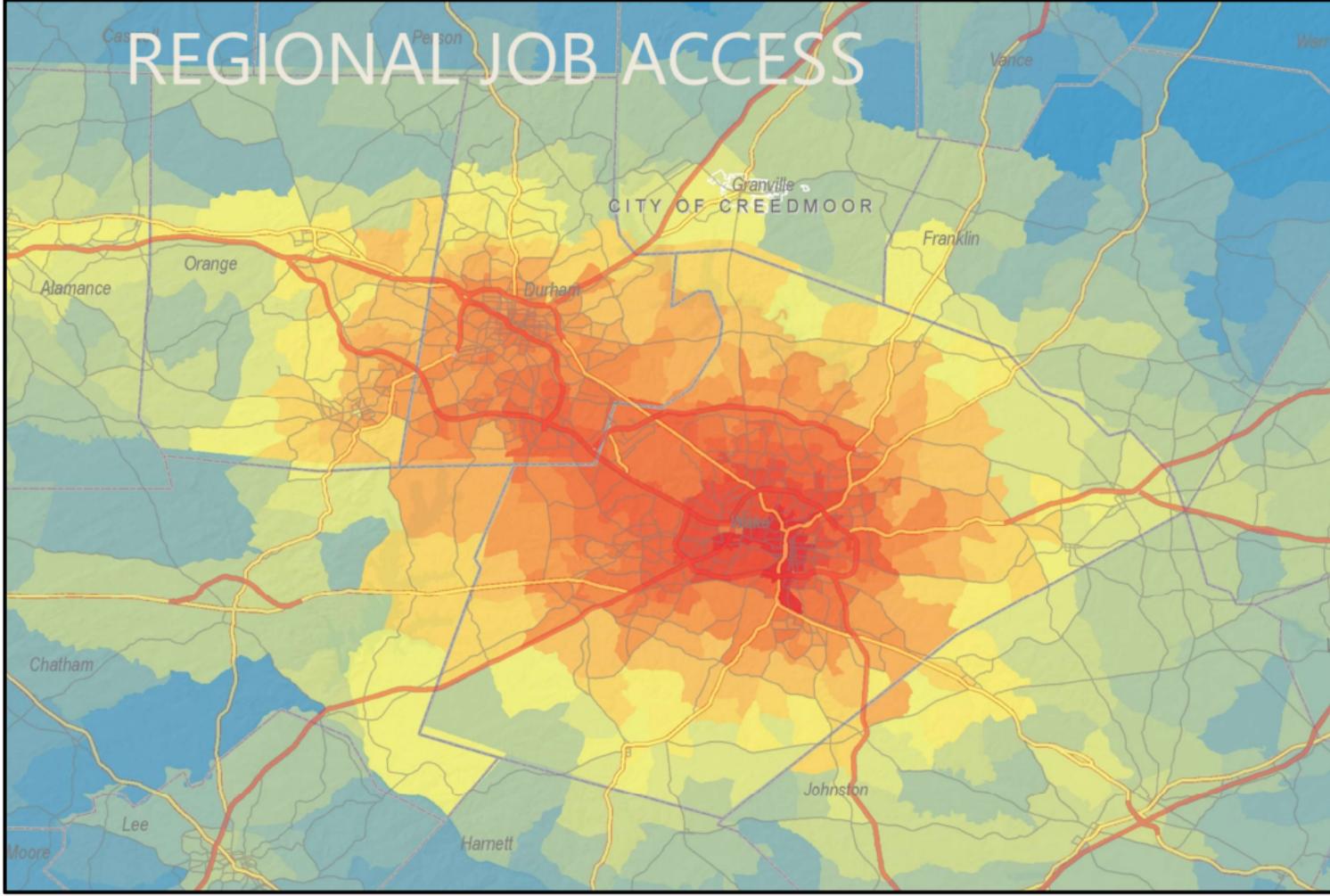
- Public catalyst project development
 - Phasing and implementation plan
 - Development sites and or partnerships
- Plans and policies updates/refinements
 - Land use vision
 - Development standards and incentives
- Decision-making tied to goals



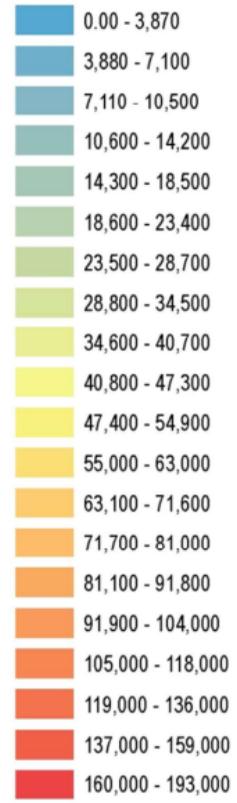
PRELIMINARY ECONOMIC PROFILE

- Job Access Map Series
 - Regional Accessibility
 - Home Values
 - Access Per Dollar
- Residential Profile
- Retail Patterns

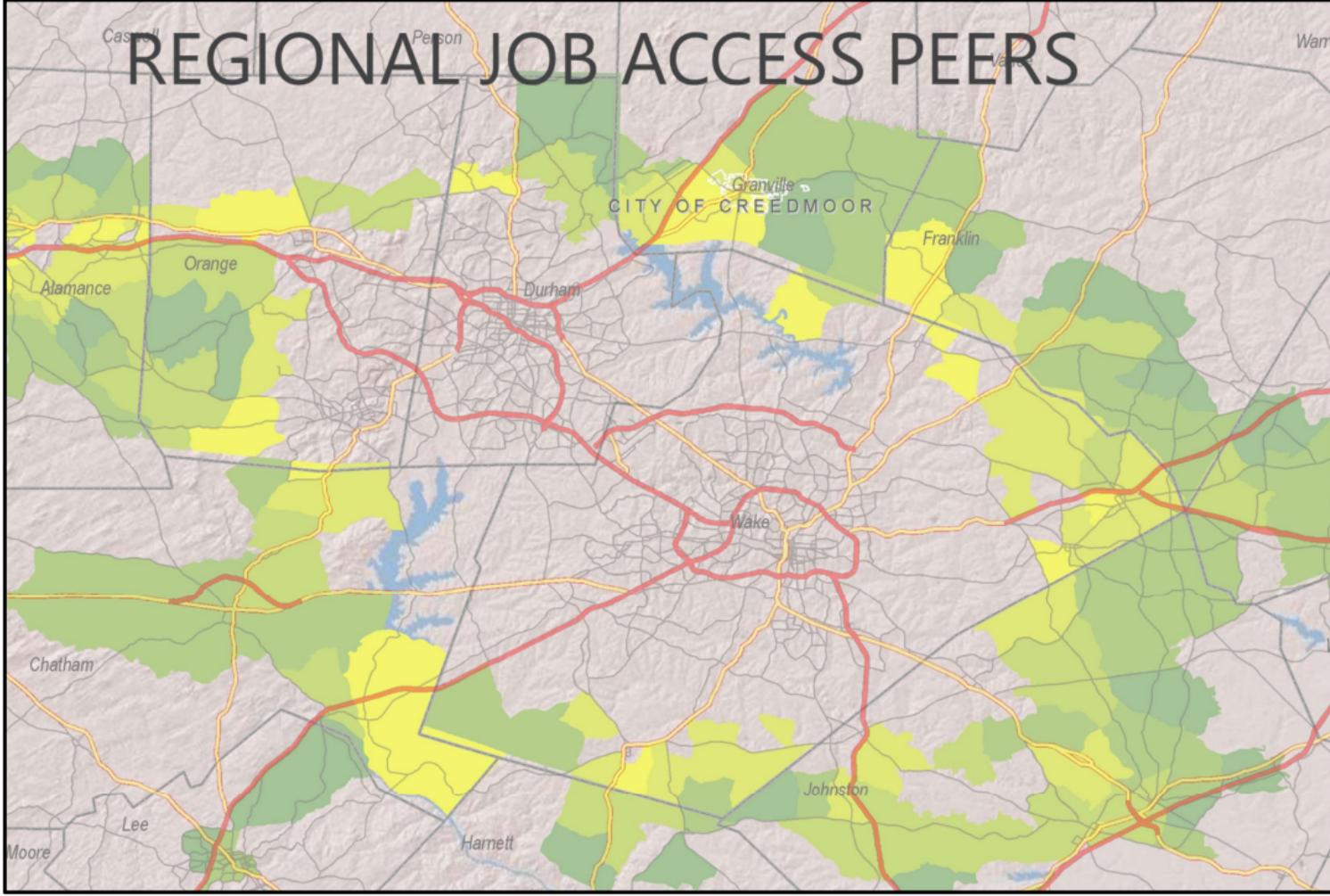
REGIONAL JOB ACCESS



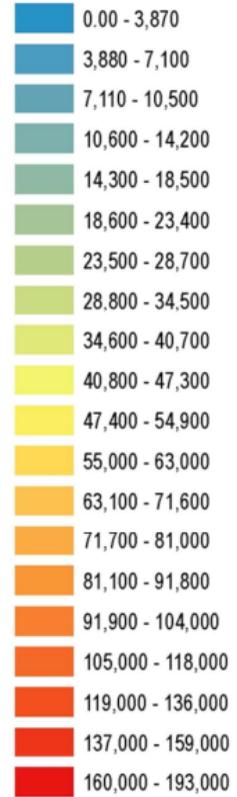
Regional Job Access



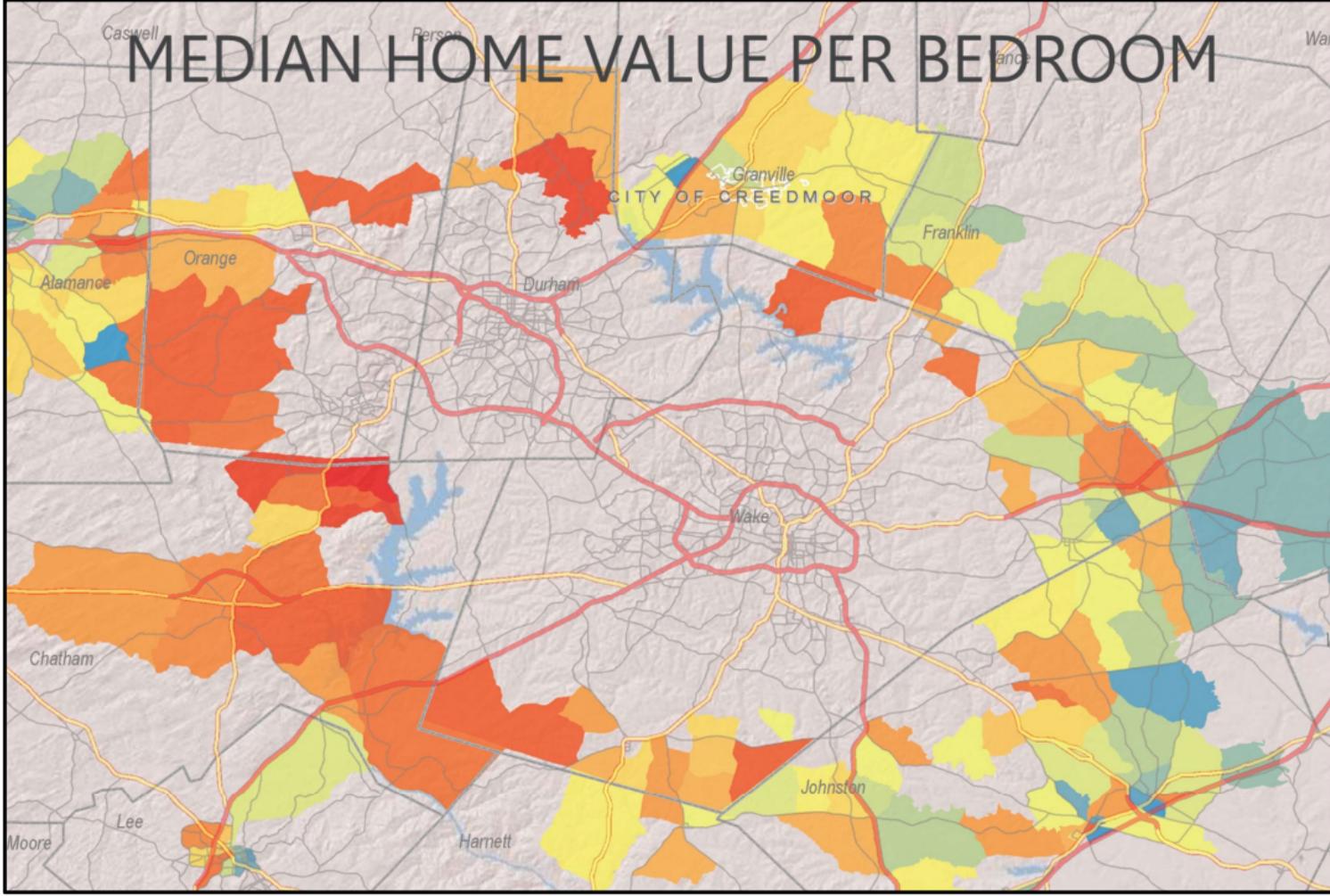
REGIONAL JOB ACCESS PEERS



Job Access Scores Similar to Creedmoor



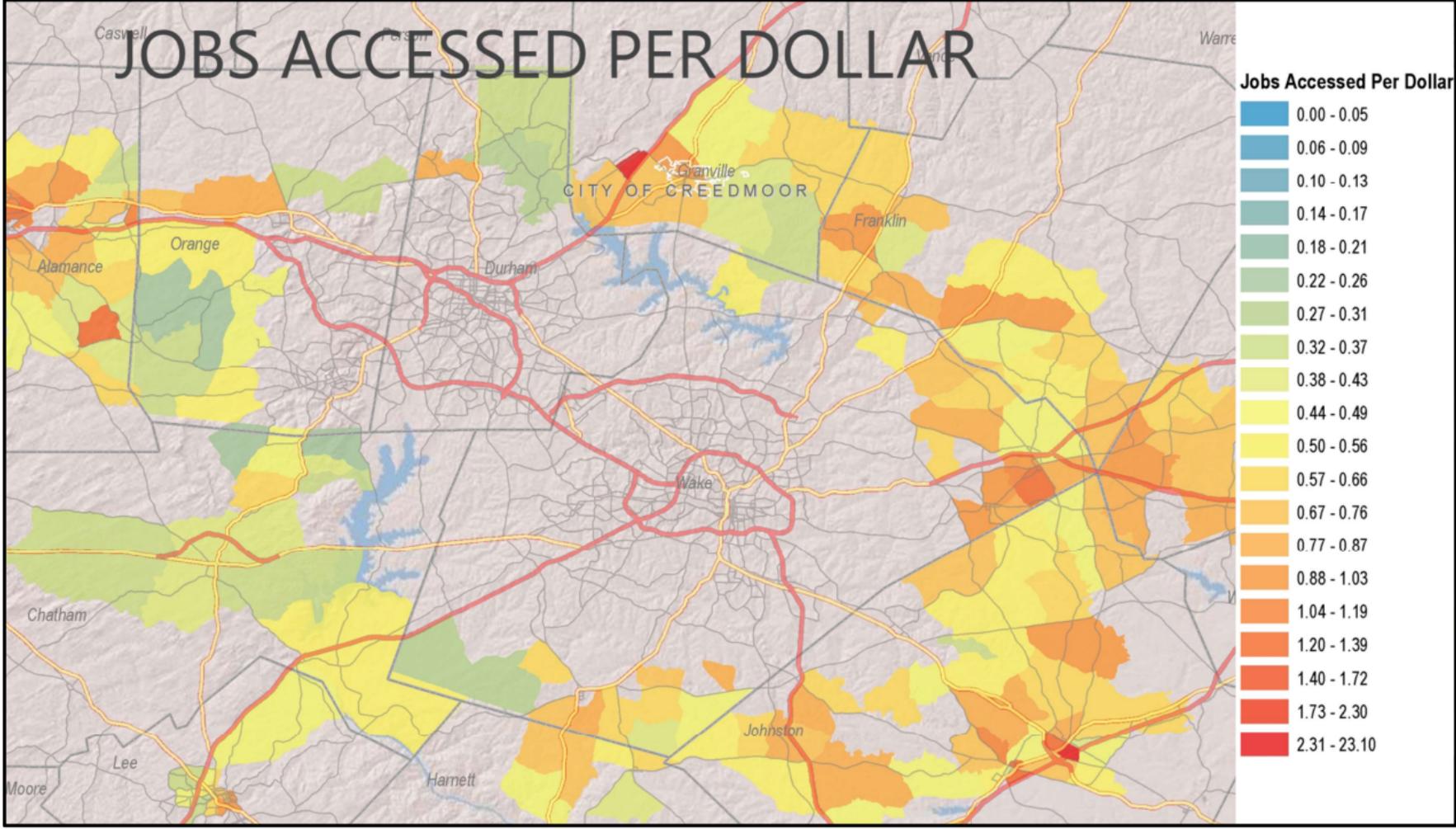
MEDIAN HOME VALUE PER BEDROOM



Median Home Value per Bedroom

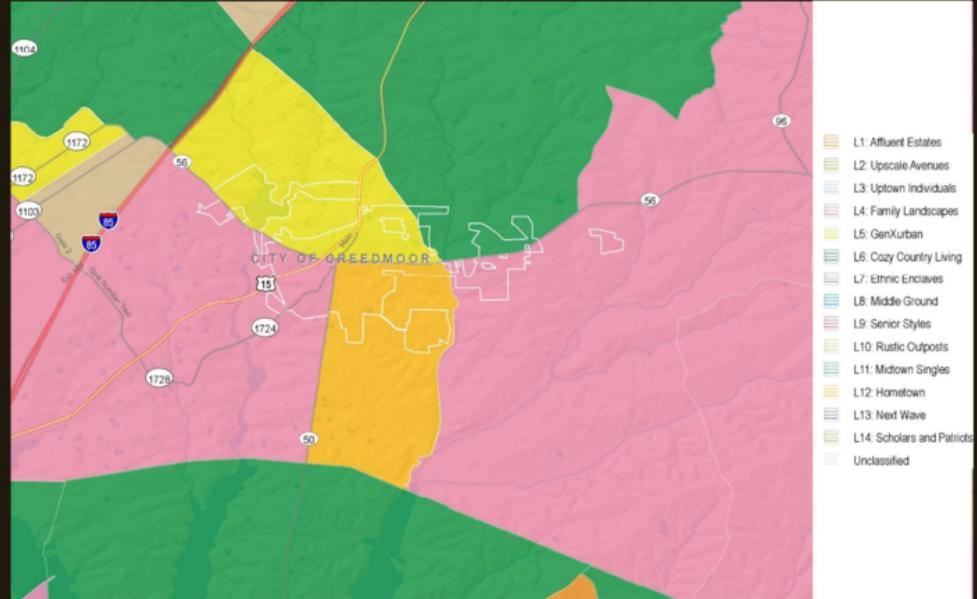
Blue	\$3,448.45 - \$24,638.77
Light Blue	\$24,638.78 - \$28,452.08
Medium Blue	\$28,452.09 - \$31,233.72
Teal	\$31,233.73 - \$33,873.90
Green	\$33,873.91 - \$36,361.70
Light Green	\$36,361.71 - \$38,791.44
Yellow-Green	\$38,791.45 - \$41,193.87
Yellow	\$41,193.88 - \$43,664.67
Light Yellow	\$43,664.68 - \$46,247.72
Yellow-Orange	\$46,247.73 - \$48,875.95
Yellow	\$48,875.96 - \$51,686.40
Light Orange	\$51,686.41 - \$54,441.48
Orange	\$54,441.49 - \$57,647.07
Light Orange	\$57,647.08 - \$61,460.96
Orange	\$61,460.97 - \$66,329.20
Dark Orange	\$66,329.21 - \$72,896.23
Red-Orange	\$72,896.24 - \$81,958.65
Red	\$81,958.66 - \$94,833.33
Dark Red	\$94,833.34 - \$120,398.76
Very Dark Red	\$120,398.77 - \$447,641.41

JOBS ACCESSED PER DOLLAR

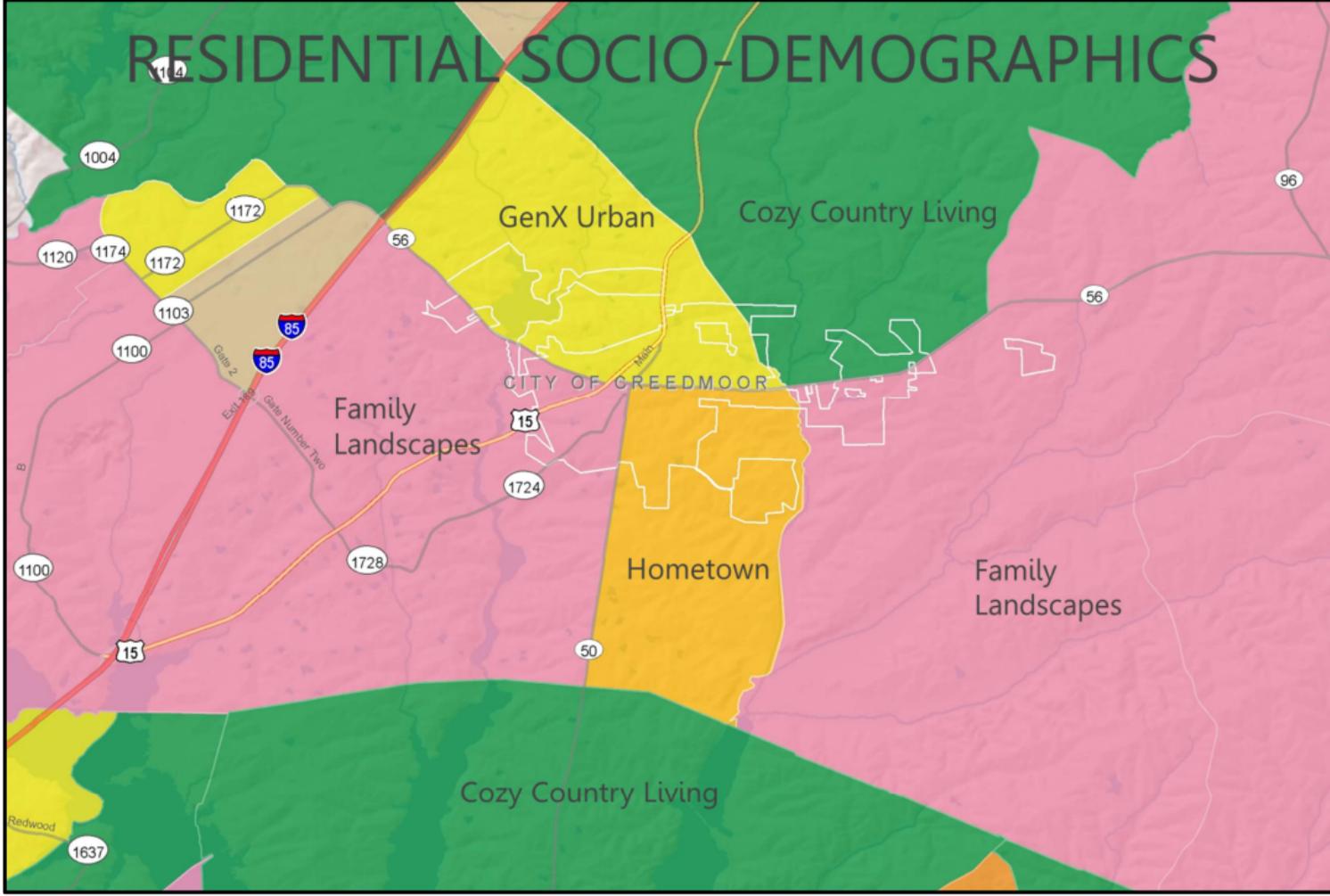


RESIDENTIAL PROFILE

- Limited population, housing growth through 2020
- City to get slightly older, wealthier
- Spending habits: consistent with national peers
 - Entertainment, dining, retail, home furnishings slightly higher than others



RESIDENTIAL SOCIO-DEMOGRAPHICS



- L1: Affluent Estates
- L2: Upscale Avenues
- L3: Uptown Individuals
- L4: Family Landscapes
- L5: GenXurban
- L6: Cozy Country Living
- L7: Ethnic Enclaves
- L8: Middle Ground
- L9: Senior Styles
- L10: Rustic Outposts
- L11: Midtown Singles
- L12: Hometown
- L13: Next Wave
- L14: Scholars and Patriots
- Unclassified

EARLY FINDINGS & INDICATIONS

- There is latent home value that can be tapped
- There may be pent up demand for new retail (albeit a small amount)
- Future trends suggest increasing wealth and demographic changes
- New investment that appeals to these changing market conditions may provide the catalyst for growth

Next Steps

- Initial work products
 - Complete strategic positioning
 - Project summary
 - Schedule
- Commence land suitability analysis and policy audit
- Individual project development