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# CREEDMOOR | FORWARD

STRATEGIC 10-YEAR PLAN

*Investing today for an exceptional tomorrow*



**UPDATE** | Strategic 10-Year Plan | January 19, 2016

Presented by:



RENAISSANCE PLANNING

# CONTEXT



## HOW DID WE GET HERE?

- Sale of Creedmoor's water system resulted in a financial "windfall" for the city
- Feedback from residents, elected officials, and city staff, to date, resulted in the creation of a "priority projects list" for capital investments
- Renaissance Planning was hired to help vet projects and position Creedmoor for success



# CONTEXT



## WHAT HAS RENAISSANCE DONE?

### Investigate “What Is”

- Location and historical context
- Demographic data
- Employment and economy
- Natural and environmental resources
- Land capacity and development potential
- Relative “development attractiveness” in Creedmoor
- Multiple meetings with city staff and elected officials
- Multiple tours and visits to Creedmoor
- Two-day community workshop to understand residents’ vision for the future and to formulate strategic goals needed to achieve that vision

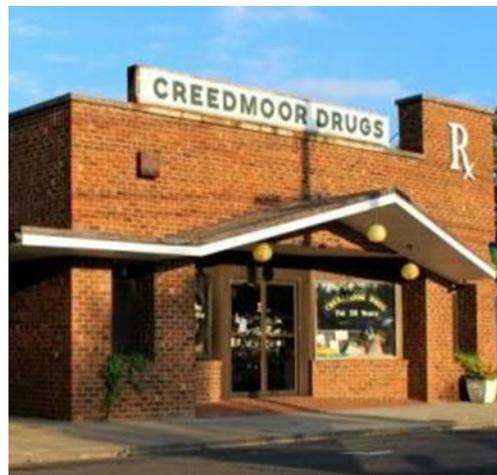
# STRATEGY & APPROACH

## WHY IS A STRATEGIC APPROACH IMPORTANT?

Renaissance will use data, information, and feedback to “strategically position” Creedmoor for high-quality, desired growth.

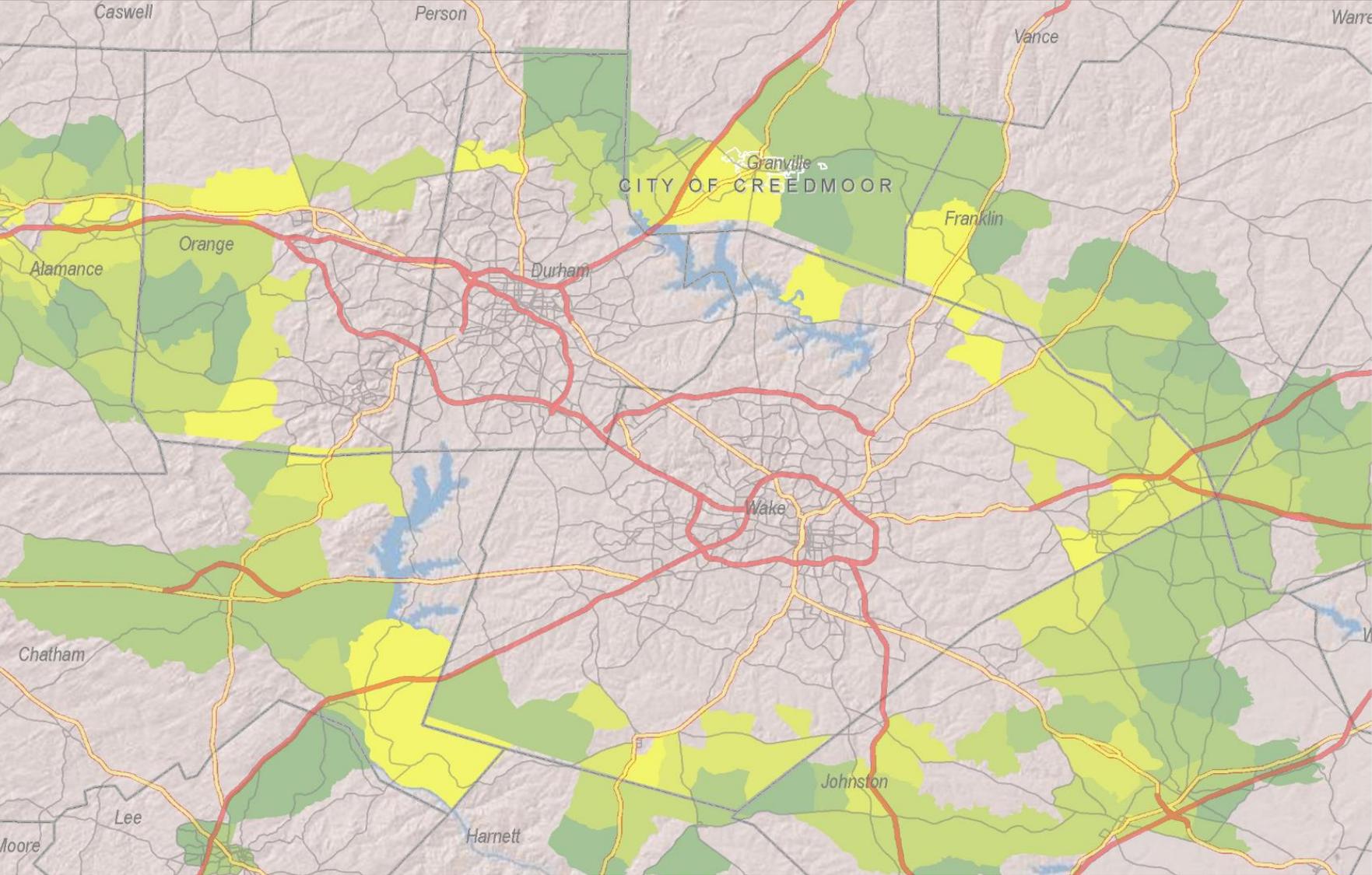
### Strategic Positioning Means:

- Cultivating a deep understanding of Creedmoor’s opportunities and challenges, relative to other communities in the Research Triangle
- Identify and promote differentiating characteristics, that will drive positive change, as Creedmoor moves into the future

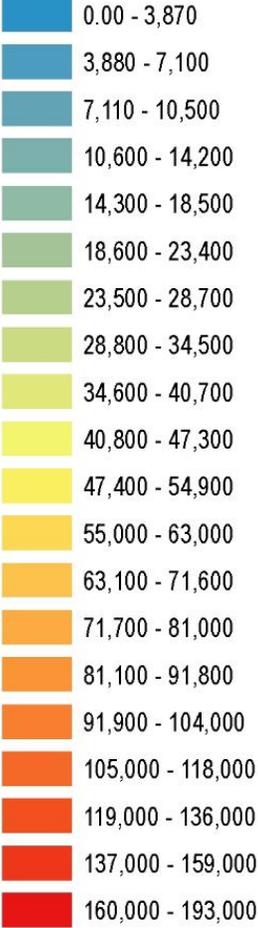


# STRATEGY & APPROACH

# REGIONAL JOB ACCESS PEERS



**Job Access Scores  
Similar to Creedmoor**



# STRATEGY & APPROACH



## HOW DO WE HELP “STRATEGICALLY POSITION” CREEDMOOR?

- Learn about Creedmoor- past, present, and future
- Identify Creedmoor’s strengths and challenges
- Leverage Creedmoor’s best opportunities and maximize their value:
  - Recognize that constraints exist (people, time, and money)
  - Effectively prioritize available resources
- Recommend actions, projects, and policies that will:
  - Promote and build on strengths and assets
  - Minimize and/or overcome challenges



# PLAN & RECOMMENDATIONS



## FROM “WHAT IS” TO “WHAT IF”

### Rethink Possibilities

- ! Craft a community vision for the future of Creedmoor
- ! Identify the keys to moving “Creedmoor Forward”
- ! Recommend strategic goals to achieve vision
- ! Recommend potential actions, projects, and policies to achieve strategic goals



# COMMUNITY VISION & GOALS



## VISION

### *Creedmoor in Year 2025*

By leveraging the City's natural assets, and by creatively overcoming constraints to development, Creedmoor has experienced high-quality, beneficial growth, attracting new residents and creating a desirable destination for visitors. Thoughtful and strategic actions, projects, and policies have contributed to:

- A revitalized and vibrant downtown district full of businesses, restaurants, art, and people;
- Greater choices and opportunities for residents, visitors, and business owners, including retail, services, commercial space and housing
- Improved public safety facilities;
- Upgraded infrastructure; and
- A diverse selection of recreation facilities and program offerings for residents of all ages.

By actively promoting the City's location advantages, and by marketing the investments made in Creedmoor's future, the City has captured new residents, retained existing residents, and created a new "must visit" destination in the Research Triangle.

# COMMUNITY VISION & GOALS



## KEYS TO MOVING CREEDMOOR FORWARD

- ! Maintain Creedmoor's position as the "small town heart" of South Granville County
- ! Increase the City's population and generate outside interest in the community, by improving the public's perception of Creedmoor as a great place to live, work, and play
- ! Provide regionally significant businesses and recreational opportunities, and services
- ! Make investments within a framework of attracting outsiders into the City



# COMMUNITY VISION & GOALS



## KEYS TO MOVING CREEDMOOR FORWARD

- ! Build Creedmoor's capacity to proactively conduct Community Development and Economic Development activities
- ! Leverage local efforts and initiatives by building partnerships with outside organizations and government agencies
- ! Promote and support a level of quality in new development that fits with Creedmoor's position and potential in the region
- ! Clearly articulate the community's vision to outside interests, given the opportunities and limitations that exist

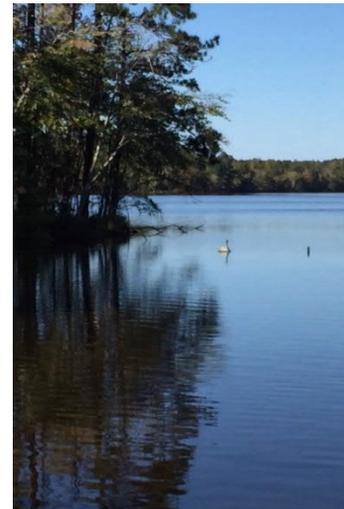


# COMMUNITY VISION & GOALS



## STRATEGIC GOALS

- ❑ Infrastructure in Creedmoor is up-to-date, safe, and enhances the appearance of the community
- ❑ Creedmoor's downtown district is aesthetically appealing and home to a variety of amenities, businesses, and entertainment options
- ❑ High-quality indoor recreation facilities and diverse recreation programming are available to residents and visitors of all ages
- ❑ Ample options and amenities for outdoor recreation, such as athletic fields, walking trails, and parks are available to both residents and visitors.



# COMMUNITY VISION & GOALS



## STRATEGIC GOALS

- ❑! Public safety facilities are updated, highly functional, and aesthetically appealing
- ❑! Creedmoor maintains a reputation as a business-friendly community, attracting new businesses and retaining existing ones
- ❑! Creedmoor enjoys mutually beneficial relationships with a variety of local, state, and federal agencies, and other public and private partners, leveraging local efforts and initiatives, and driving positive change.



# PRIORITY PROJECTS

## PRIORITY PROJECTS (to date)

- Community center
- Public safety center
- Walking trails (Lake Rogers, “The Gauntlet”
- “Ledge Creek Flats”
- Splash Pad at Lake Rogers Park
- Downtown office/ flex space
- Streets prioritization list
- Chief Street Alley
- Stormwater Master Plan
- Improved street lighting
- Road realignment project at US 15, NC 50, and NC 56)
- Revolving loan fund for economic development incentives





# WHAT'S NEXT?

## NEXT STEPS

- What resonates? Confirm vision, strategic position, and goals
- Vet and prioritize projects
- Craft implementation plan
- Prepare for retreat on February 27<sup>th</sup>

