



2024 Council Priorities & Action Strategies

The Stallings Town Council strives to provide excellent services in a fiscally responsible manner, pursue our residents' ideal future community, and invest in economic development to achieve a sustainable tax base. The Council will pursue this through a variety of methods including the creation of a Town Center, enhancing the Union West Business Park, and exploring sewer capacity alternatives.

- 1.) **Focus on Long-Range Financial Planning** – *The Town will focus on fiscally responsible financial planning and management while making thoughtful and strategic investments to ensure excellent service delivery, key strategic investments, and the effective pursuit of Council priorities.*
 - a. Focus on managing through the next two to three budgets.
 - i. Action Items:
 1. Follow the Town's adopted budget creation and priority setting process and adopt a budget by 6/30/24.
 2. Continue updating, on an annual basis, both the 5-Year Financial Plan and Capital Improvement Plan (CIP).
 3. Hold a referendum on the occupancy tax by 12/31/24.
 - b. Ensure prudent management of expenditures:
 - i. Invest wisely in supporting, attracting, and retaining competent staff.
 1. Action Items:
 - a. Fund, conduct, and implement a pay study during FY 24-25 that looks holistically at salaries, benefits, policies, etc.
 - b. Staff present a policy capping CPI increases as outlined in the Pay Policy by 12/31/24.
 - c. Implement a functional performance pay policy by 6/30/26.
 - d. Evaluate employee cost-savings incentive programs by 6/30/25.
 - ii. Focus parks events/programming primarily at Stallings residents.
 1. Action Items:
 - a. The Parks Department will develop an action strategy aimed at targeting parks events/programming primarily at Stallings residents. Share with Council by 12/31/24.
 - 2.) **Pursue Sewer Alternatives** – *Having adequate sewer capacity is essential to ensuring a long-term sustainable tax base, supporting economic development efforts (including the Atrium Hospital/Light Rail area and Union West Business Park), while also supporting the community priority of building a Town Center. The Town will keep all options open while continuing to explore obtaining sewer capacity in key areas from Charlotte Water.*
 - a. Action Items:

- i. Approve a budget amendment in FY 24-25 to carry over a portion of the contract with consultant Kimley-Horn to allow for continued coordination with Charlotte Water.
- ii. With the assistance of our consultant Kimley-Horn, continue in FY 24-25 exploring options for additional sewer capacity from Charlotte Water.
- iii. Complete a preliminary Capacity Assurance Program application to Charlotte Water by 6/30/24.

3.) **Support/Enhance Union West Business Park** – *Supporting and growing economic development efforts for existing and new businesses in Union West Business Park (“UWBP”) as an opportunity to help foster a sustainable tax base for all residents and businesses in Stallings.*

a. Action Items:

- i. Staff to bring recommended development ordinance updates to Council by 12/31/24, that encourage/support existing and new industrial businesses in UWBP.
- ii. Council will identify representatives by 12/31/24 to engage with NC General Assembly members regarding repairing the roads and potential property annexation.
- iii. In FY 24-25, task the Economic Development Committee with continuing to monitor and identify improvement opportunities. At the appropriate time in the future, explore a municipal service district for the UWBP aimed at potentially supporting enhancements.
- iv. Task MUCEDC with prioritizing marketing UWBP by 6/30/24.

4.) **Pursue Town Center Creation** – *Our residents desire a Town Center that can serve as both the vibrant cultural heart/destination/identity of our community and as a positive economic catalyst. The Council recognizes this will take many years to fully realize the Town Center vision but is committed to helping build the foundation.*

a. Action Items:

- i. Call it “Town Center” instead of “Downtown.” More appropriate to what the Council is trying to accomplish.
- ii. Per DFI’s recommendation aimed at supporting Town Center oriented retail, continue to encourage higher residential density (multi-family) in the Town Center. (TBD based on opportunities).

- *Rationale: DFI study advised current low residential density is a challenge for attracting specialty (non-chain/boutique) retail. DFI recommended encouraging higher density residential to support retail.*
- *When asked to clarify what is meant by “higher density,” DFI advised:*
 - *“We studied both the multifamily and townhouse scenario (you have financial impacts for both), and we believe the multifamily scenario will do more to support the downtown-oriented retail that is desired by the Town. Additionally, this type of product is attractive to developers in the Stallings market,*

evidenced by recent developments in Indian Trail and the proposed development for the 13-acre site across from Pad A. Therefore, 'higher density' would mean projects that align with the 200+ unit developments occurring in the market."

- iii. If the Town receives a significant development plan within the Town Center area from a private developer that requests public participation, consider contracting with DFI for a third-party review of the development plan.
 - iv. Implement Town Center streetscape requirements into the Stallings Development Ordinance by 6/30/24.
 - v. Continue to explore sewer alternatives. (See priority #2 above).
 - vi. To support activity in the Town Center area, hold 11 parks events at Stallings Municipal Park in 2024.
 - b. 2725 Old Monroe Road – Due to sewer limitations, pursue an interim use (5 to 10 years) until the sewer capacity situation is resolved. Interim use should be aligned with Town Center goals. Consider this as an asset that can be used as a Town Center economic catalyst tool.
 - i. Action Items:
 - 1. Provide a general list to Council of interested potential tenants by 3/29/24 for Council consideration. Continue to pursue the use(s) identified by Council via the Town's broker.
- 5.) **Maximize Positive Development Around the Hospital/Light Rail** – *Recognize the area's importance, invest in beautification/placemaking, support the light-rail, and plan to maximize positive development with the twin-anchors of the Atrium Hospital and the planned light rail.*
- a. Action Items:
 - i. Council approval of planning/zoning updates by 12/31/24, including updating to the transit overlay district into the development ordinance, small area plan, and CLUP.
 - ii. Ensure Atrium can participate as a stakeholder in the above-described planning process.