



2025 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, exploring sewer capacity alternatives, considering quality of life improvements for our residents that are not dependent on County sewer capacity, and pursuing positive development around the hospital/light rail area.

Key: (Responsible Party for Execution)

- 1.) **Focus on Mid-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 budgets (2-year cycle):
 - i. Action Items:
 1. Follow the Town's adopted budget creation and priority setting process and adopt a budget by 6/30/25. (Admin)
 2. Continue updating, on an annual basis, both the 5-Year Financial Plan and Capital Improvement Plan (CIP). (Finance, Admin)
 3. Develop a property revaluation strategy, with a range of options relative to a "revenue neutral" tax rate by 6/30/25. (Council, Finance, Admin)
 4. Consider doing a 2-year budget during FY 26-27 budget process. (Council, Finance, Admin)
 - b. Ensure prudent management of expenditures:
 - i. Invest wisely in supporting, attracting, and retaining competent staff.
 1. Action Items:
 - a. Implement the pay study during FY 24-25 that looks holistically at salaries, benefits, policies, etc. (Council, Admin)
 - b. Implement a functional performance pay policy by 6/30/27. (Admin)
 - c. Follow the Town's adopted pay policy for FY 25-26. (Council, Admin)
 - c. Communicate to engaged citizens regarding the budget:
 - i. Action Items:
 1. Prior to budget adoption, hold a meeting with Town Council and all Committee Members to provide a budget update and receive any input by 5/30/25. (Admin)

2. Hold a public hearing where any residents can provide public input prior to FY 25-26 budget adoption. (Admin)
3. Publish the FY 25-26 budget process meeting schedule so any interested resident can attend. (Admin)

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. Staff will present to Council on the current status of the sewer situation by 6/30/25. (Eng)
- ii. Monitor Centralina Regional Council's intent to study the "package plant" issue and assess its relevance and timeline for the Town of Stallings. (Eng)
- iii. Fund and commission an independent third-party study in the FY 25-26 budget analyzing pros and cons of current "package plant" technology. (Eng)
- iv. Develop and adopt a Town of Stallings position on the appropriate uses of "package plants" concerning development in Stallings. (Council, Admin)
- v. Seek independent third-party expert evaluation of the specific "package plant" technology being proposed as part of each individual development application where possible during conditional zonings, etc. (Eng, Admin, P/Z)

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. In FY 25-26, task the Economic Development Committee with continuing to monitor and identify improvement opportunities. At the appropriate time in the future, explore funding mechanisms for the UWBP aimed at potentially supporting enhancements. (ED Committee)
- ii. Council's identified representatives will come up with a timeline by 9/28/25 to engage with NC General Assembly members regarding repairing the roads and potential property annexation. (Council)
- iii. Reconsider local funding for the UWBP roads mid-year if Council determines State funding efforts are unsuccessful. (Council, Admin)
- iv. Economic Development Committee will engage with the County's new economic development entity by 9/28/25 to: (ED Committee)
 1. Learn more about the new organization's structure;
 2. Discuss potential partnership for retail recruitment;
 3. Discuss how the new organization might help with business recruitment;
 4. Discuss best way for business retention such as potentially sending a delegation to existing businesses; and
 5. Enhancing Union West Business Park.

4.) **Implement Adopted Plans and Studies Not Dependent on Sewer Capacity** – *The Town Council wants to ensure that any sewer capacity issues will not prevent the Town from improving its quality of life for residents in other ways.*

a. Action Items:

- i. During FY 25-26 budget process, staff will present additional project opportunities for Council to consider pursuing potentially including
 1. Greenways. (Parks)
 2. Sidewalks. (Eng)
 3. Streetscape Plans. (Admin)
 4. Large parcel for Sale Within the Town Center. (Admin)
 5. Any other projects the Council seeks to pursue. (Council)

5.) **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. (All)
- ii. To enhance Town Center as an activity center, develop and approve a lease with Armored Cow Brewery by 7/15/25. (Admin, Council, ED Committee)
- iii. Staff to present information to Town Council on available listed land by 7/15/25. (Admin)
- iv. 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). (P/Z, Council)

- *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."*

- v. 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. (P/Z, Council)

- vi. Continue to explore sewer alternatives. (See priority #2 above).
- vii. To support activity in the Town Center area, hold 11 parks events at Stallings Municipal Park in 2025. (Parks)

6.) **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. Staff will present small area plan and comprehensive land use plan updates to support hospital and light rail development by 6/30/25. (P/Z)
- ii. TOD district (ON HOLD). Due to General Assembly legislative changes, the TOD overlay is on hold until the General Assembly makes a decision on how to address the recent downzoning legislation that has caused challenges for local governments. If/when the General Assembly makes a change, staff can present options for Council's consideration. (P/Z)

Miscellaneous

- The Town Council wants to ensure/encourage the completion of critical state intersection projects with no additional costs to the Town of Stallings.
 - o Action Item(s)
 - Staff to present information on area transportation projects, possibly in conjunction with NCDOT to ensure Town Council is fully aware of current and future projects by 9/30/25. (Eng)