

Theme Committee

October 5, 2011

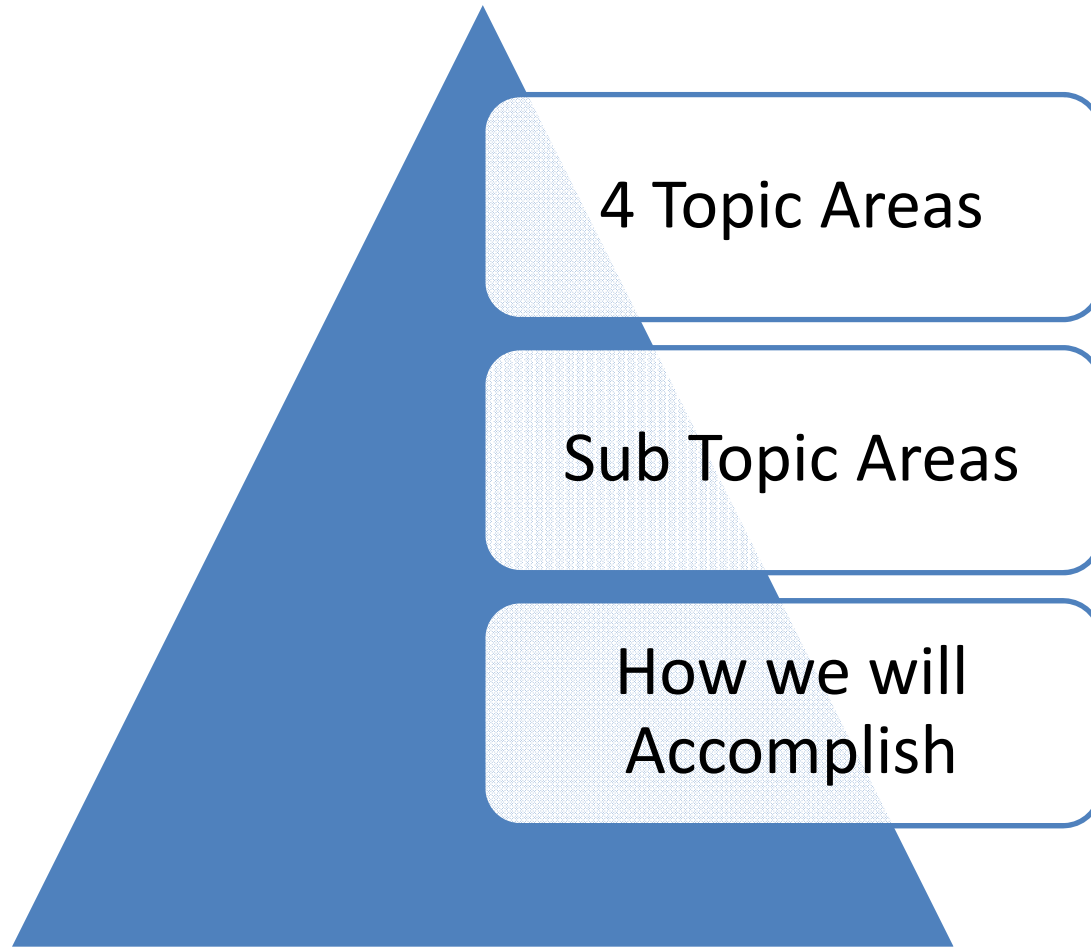
Vision Statement:

“Cornelius is a vibrant and inclusive small community on Lake Norman, dedicated to promoting the highest quality of life for all residents.”

Guiding Principles

- Community Partnerships
- Infill & Redevelopment
- Economic Vitality
- Character and Identity
- Excellence in Town Services
- Local Activity Centers
- Mobility
- Realizing the Vision

How Recommendations Are Broken Down



Break Down of Recommendations

- Economic
- Mobility
- Community Building
- Town Services

Economic Development Strategy Topics

- Brand Cornelius
- Attracting New and Diverse Business
- Supporting Existing Business

Brand Cornelius

- Create a Communication Task Force charged with developing a town brand and communication plan
- Create a Public Relation campaign to best position Cornelius for national events coming to the area including the DNC and other events. (FY 11-12)

Attracting New and Diverse Business

- Create a “Bulls Eye” map as part of Land Use that will show where potential sites for new industry can locate.
- Create a catalog of available sites with detailed information.
- Create Business Opportunity standards that will allow expeditious review process and remove undue governmental regulatory burden.
 - Work with Meck County to create a better expedited review
- Create a 5 year Economic Development Plan for Cornelius focused on recruiting industry and business to Cornelius.

Supporting Existing Business

- Conduct a Small Business Assessment to determine how government is limiting success.
- Create a Cornelius focused Business Group and Business Liaison position that will work in cooperation with existing entities to promote and retain Business within town.

Mobility Strategy Topics

- Roads
- Bus Transit Service
- Sidewalks
- Bike lanes, Greenways, Etc.
- Commuter Rail Service

Roads

- Address the impacts of widening I-77, Exit 28 bridge reconstruction (DDI), and the Exit 28 Area Plan on local mobility and economic development opportunities in the Town
- Update / rewrite the Comprehensive Transportation Plan to include recommendations from the CMP (FY 12-13)
- Identify the limits of our current and proposed road infrastructure (FY 12-13)
- Develop tools to monitor the impact of individual development petitions / cumulative impacts on the surrounding transportation system (Synchro, CommunityViz, etc.) (FY 12-13)
- Prioritize road improvements based on our development needs to allow for better expenditure of Town funds (FY 12-13)
- Ensure LRTP is consistent with Town priorities (FY 12-13)
- Identify key liaison/point of contact for big Town/NCDOT transportation projects
- Evacuation route/signing alternative for I-77 with a coordinated review with Cornelius Police/Duke Power, etc.

Bus Transit

- Expand and upgrade bus service (CATS / Local Circulator opportunities) throughout Town (FY 11-12)
- Bus stops....
- Explore Park and Ride, Bus Rapid Transit downtown and airport, Coach service, special events, & expand local opportunities (FY 11-12)

Sidewalks

- Finalize and Implement Pedestrian Plan per recommendations. Set aside dollars on a yearly basis. (Timing TBD)
- Improve “Share the Road” signage program (FY 14-15)
- Begin Public Awareness Campaign
Annually...education material, get the word out initiatives, events, etc. (FY 11-12)
- Improve crosswalk quality and signage (Timing tbd)
- Complete sidewalk connections (Timing tbd)

Bikeways / Greenways

- Complete / Prioritize Bikeway and Greenway Connections...coordinate with Davidson & Huntersville for regional network (FY 12-13)
- Coordinate with Carolina Thread Trail / Lake Norman Bike Route / Red Line Thread Trail initiatives
- Way-finding / other signage

Commuter Rail Service

- Monitor / challenge / question
- Form an oversight committee to monitor/evaluate studies, strategies, and recommendations for commuter rail service and their impacts on the Town of Cornelius
- Commuter rail and transit-oriented development surrounding a commuter rail station has not been a focus for the CMP. Lack of data and analysis limits our ability to form a recommendation at this time.

Community Building Strategy Topics

- Connecting with Each Other
- Creating Sense-of-Place
- Philanthropy

Connecting with Each Other

- Create Neighborhood Coordinator as a volunteer position (FY 11-12)
- Develop community engagement Initiatives (FY 12-13)
- Cornelius Citizen Academy (FY 12-13)
- Neighborhood Award Program (FY 13-14)
- Develop a crisis communication plan (FY 12-13)
- Determine the feasibility of a community center (FY 13-14)

Reinforce a Sense of Place

- Sense of place should be reinforced and present in all general recommendation categories
- Implement additional phases of Wayfinding (FY 13-14)
- Hire Architect to develop specific design standards for entire town (FY 12-13)
- Once complete, disband ARB to remove a level of review from the process (FY 13-14)
- Create a Task Force to create a Town Beautification Plan (FY 12-13)
- Create a Gateway Landscaping Plan for Exit 28 (FY 11-12)
- Work with business owners to improve aesthetics (FY 13-14)
- Determine the feasibility and mechanisms to save Champion Trees in the ROW...Historic Designation of trees? (FY 12-13)
- Apply for Phase 2 Tree Inventory and Assessment (FY 12-13)
- Obtain Tree City USA designation (FY 13-14)

Philanthropy

- Investigate with Foundation for the Carolinas to create a foundation under their umbrella for Town of Cornelius projects

Excellence in Town Services

- Internal Services

Internal Services

- Implement Smart Technology Practices...development review, etc. (FY 12-13)
- Evaluate potential funding strategy opportunities, i.e. debt service, GO Bonds, etc to fund key projects. (FY 11-12)
- Consider Bond Referendum on ballot (if applicable) (FY 12-13)
- Create 5-year Town Budget consistent with prioritized recommendations (with costs) for programming by the Board in multi-year budget cycles. This process will serve as a Blueprint for implementation
- Prioritize capital improvements (FY 11-12)
- Assess Key Properties needed to implement key long term goals. (FY 12-13)

Land Use

- General Development Map / Priority Locations for E.D.
- Validate Model with holding capacity analysis (emphasis on supporting infrastructure). Need to coordinate decisions put in the CMP with Davidson and Huntersville.
- Activity Centers (waterfront, downtown, may be added into the other categories)
- Limits on Big Box Stores...Modify Standards within Land Development Code to reinforce building size and orientation standards, parking impacts, and redevelopment/reuse.
- Update every 5 years
- Establish policy priorities to incentivize redevelopment
- Evaluate External Opportunities to promote redevelopment
- Independent Legal Review of Current plans and evaluate revocation opportunities
- Coordinate with property owners to modify approved plans to meet town standards. Develop an annual approval process to consider revocation