

**CITY COUNCIL WORKSHOP AGENDA**  
Sanford City Hall  
225 East Weatherspoon Street, Sanford, NC  
April 12, 2022 – 6:00 P.M.

1. Consider System Development Fees
2. Consider Additional Finance Staff
3. Consider Discussion on Strategic Planning by Lee Worsley
4. Consider Discussion on Tobacco Warehouse Master Lease – Work Force Housing Opportunities
5. Discussion on Date of National Night Out
6. Consider Interlocal Agreement with the Town of Broadway for Leaf and Limb Disposal
7. Consider Developer Agreement Associated with Lemon Springs Road Sewer Pump Station
  - Consider Developer’s Agreement for Highway 78 North
  - Consider Developer’s Agreement for Main Street Townhomes
  - Consider Ordinance Amending Annual Operating Budget – Lemon Springs Lift Station

Priority/Goal Areas (Each will need a definition)

1. Economic Prosperity for All
  - a. Explore Opportunities to Partner with Central Carolina Community College and Lee County schools, including public and private, to improve workforce opportunities
    - i. Empower SAGA during Fiscal Year 2022-23 to develop a gap analysis for the Lee County Promise Program
  - b. Improve Public Transportation and Mobility Options
    - i. Explore feasibility of micro-transit options (example Via Ride Share)
    - ii. Continue partnership with NCDOT to explore mobility hub (rail/multi-modal station) along S-Line Corridor
    - iii. Continue to partner with NCDOT on mobility improvements throughout the city
  - c. Develop preferred/target industries to provide diverse workforce opportunities
    - i. Tailor recruiting efforts to companies that provide large and diverse opportunities
    - ii. Direct SAGA to develop a strategy to position Sanford as a regional hub for the technology industry. Draft strategy available to the Board in FY 2022-23.
2. Preserving and Creating Affordable Housing
  - a. Support Housing Initiatives in East Sanford
    - i. Public/Private partnership for site-specific redevelopment (Utilize developer agreement to partner with the private sector. Example, Singer Building)
    - ii. Invest in 1st Street Initiative ((improved public space, including Sanford Agricultural Marketplace, park amenities, etc.)
  - b. Increase access to affordable housing
    - i. Establish criteria to identify areas of opportunity in FY 2022-23
    - ii. Explore changes to land-use policies to increase affordable housing opportunities (UDO, to be completed in summer 2022)
    - iii. Financial support of Brick Capital CDC's homebuyer education and housing counseling
    - iv. Identify and develop strategies to maintain existing affordable housing
      1. Strategies due in FY 2022-23
  - c. Improve the condition and number of affordable housing stock
    - i. Continue to fund urgent repair and single-family rehab programs
    - ii. Continue partnerships with nonprofits.
  - d. Develop and improve programs to address homelessness
    - i. Continue to support S3 Housing Connect Initiative
3. Vibrant Downtown
  - a. **Develop and Implement Strategies to link Sanford and Jonesboro**
    - i. Explore the feasibility of establishing a Municipal Service District in Jonesboro.
  - b. Improve Mobility in Downtown
    - i. Continue to Improve Walkability/Bikeability (partner with NCDOT, improvements to development codes)

- ii. Increase ability to safely cross Horner Blvd.
      - a. Partner with NCDOT
  - c. Recruit and Retain Downtown Businesses
    - i. Make use of vacant buildings for business in Sanford and Jonesboro
    - ii. Direct SAGA to develop a strategy to position Sanford as a regional hub for the technology industry. Draft strategy available to the Board in FY 2022-23
    - iii. Identify and take advantage of public/private opportunities in downtown
    - iv. Continue to support the RISE Program
  - d. Continue to invest in public infrastructure ((bond referendum))
- 4. Planning and Infrastructure to Accommodate/Encourage Growth
  - a. Leverage Sanford's Water and Sewer Assets
    - i. Invest in distribution and collection system
    - ii. Developing and implementing long-range plans to allow for strategic infrastructure investments
  - b. Improve Streetscape
    - i. Initiate a bond referendum to expand streetscape projects (determined by Council)
  - c. Develop and Maintain Plans
    - i. Enhance long-range growth planning
    - ii. Continue discussions on urban growth boundaries
    - iii. Continue to update UDO and other land use ordinances
  - d. Add amenities to meet the needs of residents
    - i. Update Parks Master Plan (FY 2022-23)
    - ii. Fund amenities through Bond Referendum
  - e. Leverage Highway Corridors
    - i. Enhance street lighting along corridors (FY 2022-23)
    - ii. Create and enhance corridor standards
    - iii. Increase staff capacity to enforce existing corridor standards
    - iv. Continue to partner with NCDOT on transportation planning initiatives
- 5. Engagement
  - a. Support programs that help grow future community leaders
    - i. Resume Sanford 101 Program (in FY 2022-23)
    - ii. Continuing to participate in Leadership Sanford
  - b. Develop improved information dissemination strategies
    - i. Strengthen core identity to welcome new residents and build a stronger connection with them - investigate options to distribute information
    - ii. Enhance and market existing tools such as subscribed alert system, website, and Facebook page.
    - iii. Ensure all City information is bilingual by FY2024-25
  - c. Strengthen local and regional Partnerships
    - i. Look for ways to collaborate and partner outside Lee County
    - ii. Continued engagement with Broadway and Lee County
  - d. Develop Diverse Community Building Programs
    - i. Explore opportunities

- ii. Explore how parks can continue to bring the community together
- e. Engage the various cultures in Sanford
  - i. Engage the Latinx population
  - ii. Continue to explore opportunities

Highlighted items are areas where Council feedback is desired to better build out potential strategies