



City of Sanford 2022-2023 Strategic Framework

May 2022



Goal 1:



Economic Prosperity for All

OBJECTIVES & INITIATIVES

Explore Opportunities to Partner with Central Carolina Community College and Lee County schools, including public and private, to improve workforce opportunities

- Empower Sanford Area Growth Alliance (SAGA) to develop a gap analysis for the Lee County Promise Program (FY 2022-2023)

Improve Public Transportation and Mobility Options

- Explore feasibility of micro-transit options (e.g. Via Ride Share)
- Continue partnership with NCDOT to explore mobility hub - rail/multi-modal station - along S-Line Corridor
- Continue to partner with NCDOT on mobility improvements throughout the city

Develop Target Industries to Provide Diverse Workforce Opportunities

- Tailor recruiting efforts to companies that provide large and diverse opportunities
- 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

Goal 2:



Preserving & Creating Affordable Housing

OBJECTIVES & INITIATIVES

Support Housing Initiatives in East Sanford

- Public/private partnership for site-specific redevelopment - utilize developer agreement to partner with the private sector (e.g. Singer Building)
- Invest in 1st Street Initiative through improved public space, Sanford Agricultural Marketplace, park amenities

Increase Access to Affordable Housing

- Establish criteria to identify areas of opportunity (FY 2022-23)
- Explore changes to land-use policies to increase affordable housing opportunities (e.g. UDO) - completed in summer 2022
- Financial support of Brick Capital CDC's homebuyer education and housing counseling
- Identify and develop strategies to maintain existing affordable housing

Improve the Condition and Number of Affordable Housing Properties

- Continue to fund urgent repair and single-family rehab programs
- Continue partnerships with nonprofits

Develop and Improve Programs to Address Homelessness

- Continue to support S3 Housing Connect Initiative

Goal 3: Vibrant Downtown



OBJECTIVES & INITIATIVES

Develop and Implement Strategies to Link Sanford and Jonesboro

- Explore the feasibility of establishing a Municipal Service District in Jonesboro
- Develop strategies to jointly market downtown Sanford and Jonesboro
- Study mobility improvements between downtown Sanford and Jonesboro - walkability, public transit, corridor improvements (landscaping, streetscapes, lighting)

Improve Mobility

- Continue to improve walkability/bike-ability through partnership with NCDOT and improvements to development codes
- Increase Horner Boulevard safety

Recruit and Retain Downtown Businesses

- Make use of vacant buildings for business in Sanford and Jonesboro
- Direct SAGA to develop a strategy to position Sanford as a regional hub for the technology industry (FY 2022-2023)
- Identify and take advantage of public/private opportunities in downtown
- Continue to support the RISE Program

Continue to invest in public infrastructure

- Develop plan for Bond Referendum

Goal 4: Planning & Infrastructure for Growth



OBJECTIVES & INITIATIVES

Leverage Sanford's Water and Sewer Assets

- Invest in distribution and collection system
- Develop and implement long-range plans to allow for strategic infrastructure investments

Improve Streetscape

- Initiate a Bond Referendum to expand streetscape projects (determined by Council)

Develop and Maintain Plans

- Enhance long-range growth planning
- Continue discussions on urban growth boundaries
- Continue to update UDO and other land use ordinances

Add Amenities to Meet the Needs of Residents

- Update Parks Master Plan (FY 2022-23)
- Fund amenities through Bond Referendum

Leverage Highway Corridors

- Enhance street lighting along corridors (FY 2022-23)
- Create and enhance corridor standards
- Increase staff capacity to enforce existing corridor standards
- Continue to partner with NCDOT on transportation planning initiatives

Goal 5: Engagement



OBJECTIVES & INITIATIVES

Support Programs that Help Grow Future Community Leaders

- Resume Citizens Academy Program (FY 2022-23)
- Continuing to participate in Leadership Sanford

Develop Improved Information Dissemination Strategies

- Strengthen core identity to welcome new residents and build a stronger connection with them - investigate options to distribute information
 - Explore opportunities to develop welcome kit with Chamber of Commerce and Sanford Tourism Development Authority
 - Leverage existing systems - such as sign-ups for water service - to identify and provide newcomer information
- Enhance and market existing tools such as subscribed alert system, website, and City Facebook page
- Ensure all City information is bilingual (by FY 2024-2025)

Strengthen Local and Regional Partnerships

- Look for ways to collaborate and partner outside Lee County
- Continue engagement with Broadway and Lee County

Develop Diverse Community Building Programs

- Explore opportunities to implement Equity Task Force recommendations
- Explore how parks can continue to bring the community together
- Explore opportunities through downtown events

Engage the Various Cultures in Sanford

- Engage the Latinx population
- Continue to explore opportunities

The development of this framework was facilitated by

**Triangle J
Council of Governments**



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