



TOWN OF CARTHAGE
**STRATEGIC
PLAN**

2022-2025

Prepared by Town Staff

Strategic Goals set by the
Board of Commissioners
during a Strategic Planning
Session held August 20, 2022





Overview of Strategic Plan

Goal 1: Improvements to all Town Parks.

Goal 2: Promote manufacturing of goods, to include agricultural goods, in Carthage

Goal 4: Create partnership with Moore County focused on developing Carthage in a way that benefits both County and Town stakeholders.

Goal 3: Promote and support current and new small- and veteran-owned businesses.

Goal 6: Continued growth in the residential and commercial development sectors but with limitations on density and infrastructure growth.

Goal 5: Actively work to bring a byway or truck route to primarily reduce large truck traffic through Carthage.

Goal 7: Review of all General Ordinances to ensure they are current and supportive of the Board of Commissioner's strategic goals.



Purpose of Strategic Plan

Adoption of these strategic goals were made by the Board of Commissioners in accordance with other Town plans such as the Bike and Pedestrian Plan and the 2040 Land Use Plan.

The purpose of this strategic plan is for the Town of Carthage, both the Board of Commissioners and Town Staff, to have guidance for future plans and objectives to enhance the Town of Carthage and to enhance the quality of life for Carthage residents.

These strategic plans were made with the intent to guide Town Staff in accordance with the goals from the Board of Commissioners.

Goal 1: Improvements to All Town Parks

General Goals:

1. Replace aging equipment at Nancy Kiser Park
2. Develop the park to be able to host community events (i.e. music concerts, movies, food trucks, festivals, etc.)
3. Install equipment at Needmore Park

Town Staff Goals:

1. Get estimates and pricing to replace current equipment.
2. Contract out work for installing new equipment.
3. Event planning for community events and possibly fundraise for park improvements.

Goal 2: Promote Manufacturing of Goods including Agricultural Goods in Carthage

General Goals:

1. Ensure planning and zoning ordinance and maps allow space and ease of use for small manufacturing sites as well as agriculturally based manufacturing (i.e. products made from livestock or farming in general).
2. Town support services for agricultural-based businesses in rural areas of Carthage.
3. Brick and mortar store front space is limited in Carthage. Acquire space for development of large pavilion where a "market" can be established to give small businesses a place to sell their products.

Town Staff Goals:

1. Go through Town Ordinances and UDO to allow for more agricultural uses in different zones or to relax current ordinances.
2. Encourage and participate in more outreach for agricultural businesses.
3. Look into spaces for a potential farmer's market and/or host a monthly/annual farmer's market.

Goal 3: Promote and support current and new small- and veteran-owned businesses.

General Goals:

1. Outreach to existing and new coming businesses and identify what their needs are.
2. Discover new ways to support local businesses such as nonprofits and other organizations or programs.
3. Keep consistent communication with business owners.

Town Staff Goals:

1. Be present at meetings where Town Staff is needed to identify needs of small, local businesses.
2. Outreach to nonprofits and organizations to allow for new programs to be kickstarted for promotion of small- and veteran-owned businesses.
3. Consistent outreach and partnership with business owners about needs and promotion for their businesses.

Goal 4: Facilitate Partnership with Moore County that benefits both County and Town Stakeholders.

General Goals:

1. Development of small businesses and support services for all.
2. Well-planned growth in the downtown core.
3. Property acquisition and development to benefit Carthage citizens and businesses as well as visitors to Carthage using County services.

Town Staff Goals:

1. Host several meetings with Moore County and other municipalities to create new partnerships.
2. Communicate with Moore County the Town's plans for creating a vibrant downtown-core area.
3. Look into potential sites for purchase to develop Carthage along the downtown areas and the thoroughfare corridor.

Goal 5: Actively work to bring a byway/truck route to primarily reduce large truck traffic through Carthage.

General Goals:

1. Truck traffic through Town, especially the downtown core, should be reduced to allow for increased pedestrianism and public safety.
2. Reduction in traffic will contribute to the preservation and safety of historic buildings around the Courthouse Square.
3. Rerouting of truck traffic will alleviate congestion around the circle leading to a more comfortable environment for citizens shopping/visiting or using County government services.

Town Staff Goals:

1. Create a Resolution for the Board of Commissioners stating a need/desire for a bypass/truck route.
2. Work with NCDOT to find best options for bypass/truck route.
3. Host public meetings to discuss a bypass/truck route to gather public opinion and support.

Goal 6: Continued growth in both residential and commercial development but with limitations on density and infrastructure growth.

General Goals:

1. Develop the water and sewer infrastructure to accommodate growth as needed.
2. Complete review of the Unified Development Ordinance to ensure standards and regulations are in line with smart, well-planned, and well-placed growth.

Town Staff Goals:

1. Work with stakeholders for water and sewer infrastructure.
2. Revise and update Unified Development Ordinances that deal with residential growth and commercial growth.
3. Create a Resolution for specific allocations for water/sewer usage to commercial use only.

Goal 7: Review of all General Ordinances to ensure they are current and supportive of the Board of Commissioner's strategic goals.

General Goals:

1. Repeal ordinance(s) that prohibit skating/skateboarding in Town public parks.
2. Amend the Special/Temporary Event ordinance to allow more frequent community events.
3. Ensure ordinance is not prohibitive of small business development.

Town Staff Goals:

1. Revise and update outdated ordinances in both the Town Ordinances and the Unified Development Ordinances.
2. Present these updates during the Board of Commissioners' meetings to be amended.

Strategic Plan Quick Reference Guide

Goal 1: Town of Carthage Park Improvements

Town's Staff: Equipment estimates / install new equipment / fundraise.

Goal 2: Promote Agricultural and small businesses

Town Staff: Update UDO for adequate zones / outreach / host farmer's markets

Goal 3: Support Small- and Veteran-owned Businesses

Town Staff: Outreach/ Create Programs / Consistent Partnership

Goal 4: Create partnerships with Moore County and other municipalities.

Town Staff: Host meetings / strengthen communication / property acquisition

Goal 5: Work on obtaining a byway/truck route around Carthage.

Town Staff: Resolution / Work with NCDOT / Host public input meetings

Goal 6: Enhance Smart-growth initiatives to bring more commercial business.

Town Staff: Work with stakeholders / Update UDO / Resolution for allocations

Goal 7: Review and Update General Codes and the Unified Development Ordinances.

Town Staff: Revise Ordinances / present at meetings

The purpose of this strategic plan is for the Town of Carthage, both the Board of Commissioners and Town Staff, to have guidance for future plans and objectives to enhance the Town of Carthage and to enhance the quality of life for Carthage residents.

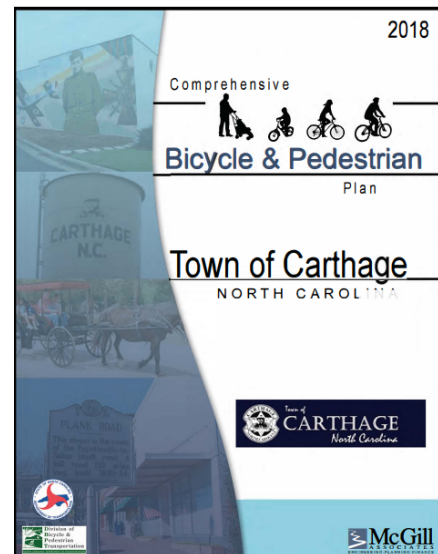
Additional References:

**PLANS CAN BE FOUND ON OUR WEBSITE
AT WWW.TOWNOFCARTHAGE.ORG**

Town of Carthage Bike and Pedestrian Plan



Town of Carthage 2040 Land Use Plan



CONTACT US!

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