



**2020 RENAISSANCE –  
A Strategic Plan for a Greater Lexington**

**ACCOMPLISHMENTS**

## OVERVIEW OF ACCOMPLISHMENTS

### Business / Job Development

#### Accomplishments:

- City Council endorsed Business Development Consortium Strategic Plan
- Contract through ElectriCities Retail Strategies (Lacy Beasley) for recruitment – Atlanta show, Charlotte show, Las Vegas show
- Promoting successes on City website - Uptown Lexington businesses that were recognized for façades; Lolly Wolly Doodle and Image Wizards publicity
- Completed Phase I feasibility and Phase II of a “Food Hub” or "Farm to Table" initiative - entrepreneurs invited to participate via website news
- “Lexington, NC Local First” trademark logo to promote support for existing businesses
- Increased *CityWiFi* access in Depot District
- Installed Uptown Lexington’s new *CityWiFi* medallions – decorating streets and promoting *CityWiFi*
- Land purchase and amendment to United Furniture economic development expansion grant agreement - total of \$3,250,000 investment and 400 jobs
- Lexington’s entrepreneurial initiative featured on Fox 8 News – January 12, 2014 with additional exposure via website news
- Ordinance amendment to permit and regulate Food Trucks
- Assisted with opening of approximately 10 new local businesses
- Issued Major Zoning Permits for Taco Bell, Walmart Neighborhood Market, Huntington Place Apartments, Family Dollar, Bojangles
- Approved Economic Incentive Grants for Project Wolfe and Sunshine
- Issued 63 Certificates of Occupancy for new businesses
- Represented at International Council of Shopping Centers (ICSC) retail show in Vegas

### Public Relations / Branding / Marketing

#### Accomplishments:

- Dynamic City website instrument and critical to marketing and promoting progressive community (over 600 citizens have Signed up for eNews, Facebook, Twitter, YouTube)
- With partner ElectriCities, Lexington Public Power video on [City YouTube](#) page
- “Lexington, NC Local First” logo expanded to partner agencies, volunteer appreciation dinner, and customized for City departments
- As part of *CityWifi* signage, partnered and negotiated free of charge a redesign of Uptown Lexington, Inc. logo and new banners
- Participating in Lexington Tourism Authority's "Wayfinding" signage design - subtle tie-in of City logo and *CityWifi* artsy pig mascot
- "Safety First" Lexington Fire Department customized logo on new Quint Fire Truck

- Involvement of citizen-led Strategic Planning Committee in future direction of Lexington
- 14 key City government officials joined local civic clubs as liaisons and ambassadors in the community
- Presentation by Looking Glass Research concerning Barbecue Festival survey data
- Recognized as Top 10 Best BBQ Cities by The Huffington Post
- Recognized as Top 50 Safest Cities in North Carolina by Safewise.com
- Lexington Golf Club exposure on the Golf Channel (Bill Coore interview)

## **Arts / Entertainment**

### Accomplishments:

- 30th Annual BBQ Festival record breaking crowds
- 2nd Annual NC Music and Arts Festival five day event
- 4<sup>th</sup> Annual BBQ Capital Cook-Off

## **Depot District**

### Accomplishments:

- Depot District community art mural project
- Presented plan to Davidson County Commissioners for support
- Successful monitoring visits concerning progress on TIGER II planning grant
- Submitted TIGER V application and participated in debriefing for TIGER IV
- Prepared phased approach and presented to Federal Rail Administration (FRA) and NC Department of Transportation (NCDOT)
- Contracted with Shook Kelley to begin redevelopment of first building; started process of drafting Requests for Proposals (RFP)
- Showed buildings to several interested developers
- Submitted TIGER VI application
- Working with citizen volunteers to clean up graffiti in the Depot District
- Developed a demolition plan and strategy
- Developed potential block redevelopment scenarios for inclusion in Request for Proposals (RFP)
- Collaborated with Davidson County Community College officials to explore possible satellite sites and housing development in depot
- Coordinating with Federal Rail Administration (FRA) and State Historic Preservation Office (SHPO) to gain demolition approval for historic resources  
Coordinated Regional (PART) and local (Davidson County) bus systems and routes for Transportation Hub with timed transfers

## **Education / Schools**

### Accomplishments:

- Supported Lexington City Government Youth Council (LCGYC) movie nights
- City official attending monthly LCS Board of Education meetings
- Attendance at Annual Human Relations Student Awards Banquet
- Lexington Utilities "Student Athlete of the Week" - recognizing both classroom and athletic competition performance
- Promoting Lexington City Schools accomplishments via website news - LSHS graduation rate 86.1% in 2012-13 (vs. statewide 82.5% rate)
- Promoting Vice President Joe Biden's visit to Davidson County Community College on City website
- Allocated neighborhood funds towards Jacket Academic Booster Club
- Police Department teaches DARE and GREAT to students at Lexington City Schools
- Chief of Police serves on the Board of Directors for the Jacket Academic Booster Club
- Lexington Utilities partnered with ElectriCities to facilitate the first E-tracker class at Lexington High School to help students understand the relationship between weather and energy consumption
- Worked with LCGYC to paint Yellow Jackets on Hemstead Street

## **Health / Wellness**

### Accomplishments:

- Completed Phase I feasibility and Phase II of a "Food Hub" or "Farm to Table" initiative - entrepreneurs invited to participate via website news

## **Hispanic Population**

### Accomplishments:

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## **Neighborhood Stabilization / Community Design**

### Accomplishments:

- Installed benches in Uptown Lexington
- Installed new CityWiFi banners and medallions – decorating Uptown streets and promoting CityWiFi
- Electric personnel demonstrated initiative to fix broken banner and decorative light at the Square in Uptown Lexington
- Negotiated installation of Decorative Crosswalks at the Square in Uptown Lexington
- Depot District community art mural project
- Painted NCDOT stop light poles and crosswalk controls at State Street and West Center Street to be uniform with decorative poles uptown

- Negotiations with NCDOT for appearance improvements to bridges, landscaping, etc.
- Began Public Services initiative to clean streets, curbs and gutters - included website news to request citizens refrain from blowing yard debris in streets
- Painting fire hydrants in Uptown Lexington
- Coordinated Day of Service with partners to clean streets and improve properties
- Removed 21 blighted structures, processed 1,219 nuisance cases/complaints
- Beautification of Municipal Club parking areas
- Municipal Club renovations Phase I complete - ballroom and kitchen renovations
- Approved Encroachment Agreement for NC Highway 64 West Gateway Bridge Lighting Enhancement Project
- Drafted Comprehensive Property Standards Code to address appearance of commercial buildings, as well as minimum housing and nuisance issues
- Winston Road Streetscape placed first for the MPO projects to be submitted to NCDOT
- Accepted \$225,000 Scattered Site Housing Program grant for owner-occupied, single-family housing rehabilitation for low and moderate income persons in Davidson County
- Partner funding to Lexington Housing Community Development Corporation, including closeout of Erlanger revitalization
- Active partnership with Habitat for Humanity
- Additional planning resources hired to increase support of neighborhood planning and initiatives
- Removed 21 blighted housing structures
- Application filed to request Community Planning Team Assistance from American Planning Association (APA) for Uptown East Revitalization project
- City Council endorsed the issuance by the Lexington Housing Authority of its not to exceed \$5,500,000 Multifamily Housing Revenue Bonds (Terrace Lane Apartments Project), Series 2014 and not to exceed \$5,500,000 Multifamily Housing Revenue Bonds (Southside Apartments Project), Series 2014, respectively.
- Established Local Historic Overlay District
- Held Uptown East Neighborhood Planning Meeting

## **Population Growth**

Accomplishments:

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## **Recreation / Community Centers**

Accomplishments:

- Completed grant funded Green Needles and Erlanger Parks and held ribbon cuttings
- Completed Recreation facilities study with citizen public forums and held mini-retreat for City Council
- Accepted donation of Hillside Pool to be renovated into the community pool in 2015
- "Re-creation of Recreation" master plan delivered at City Council 2014 Retreat

- City Council approved contract with Tompkins Consulting to facilitate citizen involvement in the multi-year phase-in of the "Re-creation of Recreation" master plan
- Parks and Recreation Department recognized by National Recreation and Parks Association for launching School Wellness Program
- Allocated neighborhood funds to Davidson County Post 8 Baseball for American Legion Baseball State Tournament
- Approved partnership with YMCA for management and operation of Radcliffe Pool
- The Golf Department provided a 3-day clinic for the Parks and Recreation Department for 60 young participants involved with the summer programs

## **Transportation**

Accomplishments:

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