



THE TOWN OF  
**BOILING SPRINGS**

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# **The Town of Boiling Springs**

## **Strategic Plan**

### **2023-2024**

#### **Town Council**

Mayor Daniel Thomas

Councilmember Tommy Greene

Mayor Pro Tem Patrick Litton

Councilmember Caleb Edwards

Councilmember Marty L. Thomas

Councilmember Tonya Gantt

Justin Longino, Town Manager

On March 18<sup>th</sup>, the Boiling Springs Town Council and staff met at the Shelby-Cleveland County Airport to review the past year and determine goals for the next 12 months. These goals and decisions will guide the budgeting process and give staff direction for decisions made through 2023-2024.

The ethos for Boiling Springs continues to be “respectful growth” with a focus on encouraging new business development while ensuring we continue to provide the highest quality of life to our residents.

The following is the result of this meeting and a plan to guide the Town forward.

## **Downtown Master Plan and Corridor Study Priorities**

The Downtown Master Plan and Corridor Study is a big-picture plan with broad goals. To ensure staff effectively works toward a shared vision, the Town Council identified these two overall priorities to guide the continued implementation of this plan.

The priorities are not listed in order of importance.

### **Priority 1: Continue to make progress on the downtown streetscape.**

Transforming our downtown core will take an abundance of time, effort, and money. The Council has chosen to take a phased approach, with the first step being focused on the South Main Streetscape. McGill & Associates continues to assist staff with this project and the continued success of this will include, but is not limited to:

- Continued partnership with McGill & Associates
- Public input on the design and amenities for downtown
- Creating a safer downtown
- Improving the traffic signals, through aesthetics and the addition of protected left turns
- Creating a public gathering space

### **Priority 2: Reimagine the Old Town Hall building.**

The Old Town Hall building has been a quagmire since it was vacated several years ago. Council continues to have the desire to use this prominent land as a catalyst for change on that end of downtown. Success for the coming year will include:

- Releasing a Request for Quotes before the end of 2023. This will include a scope for firms to use in evaluating next steps for the property, a cost analysis of those options, and opportunities for stakeholder relations going forward.
- Continued conversation with Gardner-Webb over their interest in the building or property. This could include partnership, purchase, or land-swapping options.

## Overall Priorities

The following overall priorities were preserved due to their continued success. The objectives under each priority have been adjusted to deliver newly created, specific, measurable goals for this year.

### Priority 1 Business Recruitment

- Objective 1A Town Commons Plaza**  
Continue Retail Strategies training and follow the established Conceptual Execution Package timeline.
- Objective 2A Form a Business Committee**  
This committee should set specific business recruitment goals and review regulations to balance having a well-regulated and uniform community without overburdening potential investors and business owners.
- Membership should consist of members of the Town Council, Town Staff, and local business stakeholders. Actionable items for this group should include, but not be limited to a survey to seek input on current regulations and a survey for GWU parent/students in gauge potential needs.
- This should be created and have its first meeting before the end of 2023.*

### Priority 2 Staffing

- Objective 1A Review Current and Potential Positions**  
This should include the evaluation of a planner and/or grant writer and recommendations on the Code Enforcement position. It will also consider the effectiveness of the Police Department's staffing levels. *Review will be included in the FY23 budget process.*
- Objective 2A Explore expanding benefits for current and future employees**  
*Review will be included in the FY23 budget process.*

### **Priority 3 Infrastructure**

- Objective 3A Sewer Extension Policy**  
Continue to seek public input on the draft policy and present a final version of the policy to Council before the end of 2023.
- Objective 3B Explore Purchase Options for Water**  
Evaluate Cleveland County Water and Shelby Water purchase options. This should be reviewed during the FY 23 budget process.
- Objective 3C Continue Work Toward Intersection Improvements**  
Monitor beacon installation approaching Hillcrest from E. College.  
  
Work toward downtown intersection improvement and other improvements to increase pedestrian safety.

### **Priority 4 Quality of Life and Placemaking**

- Objective 4A Evaluate the Park & Usage of the Space**  
  
Complete the Parks Master Planning process.  
  
Continue to promote the park and consider additional park events.
- Objective 4B Explore Partnerships with the Earl Scruggs Center**
- Objective 4C Community Engagement**  
  
Continue to build town events (Music on Main, Christmas Tree Lighting, Webbstock, etc.) and explore options for a signature Town event.  
  
Continue to expand marketing for the town. This could include signs for amenities, expanding our digital and physical marketing, and/or determining our niche.  
  
Form an events committee to assist with increasing events.