

POLICIES & ACTION PLAN

POLICY RECOMMENDATIONS

Implementation of this Plan is essential to ensuring that the Town's long-term vision becomes reality. While the plan provides a framework for guiding growth, development, and preservation, its success depends on clear, actionable steps that align with local priorities and available resources. The following recommendations are designed to translate the plan's goals into measurable actions, provide guidance for decision-makers, and establish a roadmap for public and private investment. Together, they offer the tools needed to manage change, strengthen the local economy, and maintain the quality of life valued by residents. The policy recommendations respond to the goal statements established as part of the planning process for this document. Each goal focuses on a critical part of the community and provides goal statements, recommended policies, and implementation strategies. The eight goal statements are highlighted below.

Goal 1 - Revitalize Downtown

Create a vibrant and energized downtown that serves as a daily destination for retail, services, and entertainment, supported by well-connected parks and green spaces that safely link downtown to the river and surrounding community assets.

Goal 2 - Improve Traffic Congestion & Safety

Prioritize improved traffic management and implement innovative road designs to reduce congestion and enhance safety for all modes of transportation at key intersections.

Goal 3 - Expand the Town's Pedestrian Network

Expand sidewalks, trails, and greenways to connect neighborhoods, natural assets, parks, and downtown, providing the infrastructure to support active, outdoor lifestyles for residents and visitors.

Goal 4 - Prioritize Commercial Development

Support retail and service businesses that generate well-paying local jobs, promote high-quality commercial development, and strengthen the community's tax base.

Goal 5 - Ensure Balanced Growth

Ensure equitable revitalization and development across all areas of Lillington by promoting a balanced mix of land uses on both sides of the river, with investments that enhance the quality of life for all neighborhoods.

Goal 6 - Preserve Community Identity

Preserve and strengthen community identity by revitalizing existing commercial buildings to maintain the town's history, uniqueness, and small-town charm; reinvesting in infrastructure to support infill development near downtown; enhancing key gateways with attractive signage and branding; and creating welcoming spaces for cultural groups to gather and contribute to the town's future.

Goal 7 - Prioritize connectivity to the Cape Fear River

Promote the Cape Fear River as a vital natural asset that connects neighborhoods, attracts visitors, and supports an active, outdoor lifestyle for residents.

Goal 8 - Capturing Residents & Workers

Create a vibrant live, work, and play environment where residents and workers choose to stay in Lillington to meet their shopping, medical, dining, and entertainment needs.

GOAL 1 - REVITALIZE DOWNTOWN

Create a vibrant and energized downtown that serves as a daily destination for retail, services, and entertainment, supported by well-connected parks and green spaces that safely link downtown to the river and surrounding community assets.

Policy RD-1 | Promote Downtown Redevelopment & Building Activation.

RD 1.1: Promote mixed-use infill development that reflects the scale and architectural character of historic downtown.

RD 1.2: Encourage a mix of housing types on sites that could serve as a transition from commercial to single family residential development.

RD 1.3: Encourage infill and redevelopment in areas well-served by infrastructure and services.

RD 1.4: Ensure new buildings and renovations downtown reinforce existing design & character.

RD 1.5: Continue efforts to join NC Main Street Program.

RD 1.6: Support adaptive reuse of historical buildings and streamline permitting for building upfits and tenant fit-outs.

RD 1.7: Allow medium and high density residential and mixed-use development as part of development or redevelopment of underutilized commercial lands.



Efforts to implement the 10th Street bypass, construction of the S. 8th Street & W. Ivey Street parking lot and the planned streetscape improvements along W. Harnett Street, S. 8th Street, and W. Front Street show the Town's commitment to downtown revitalization.

Policy RD-2 | Increase Connectivity to Downtown & Improve the Public Realm.

RD 2.1: Continue to implement improvements as recommended in the Downtown Master Plan and Bicycle & Pedestrian Plan.

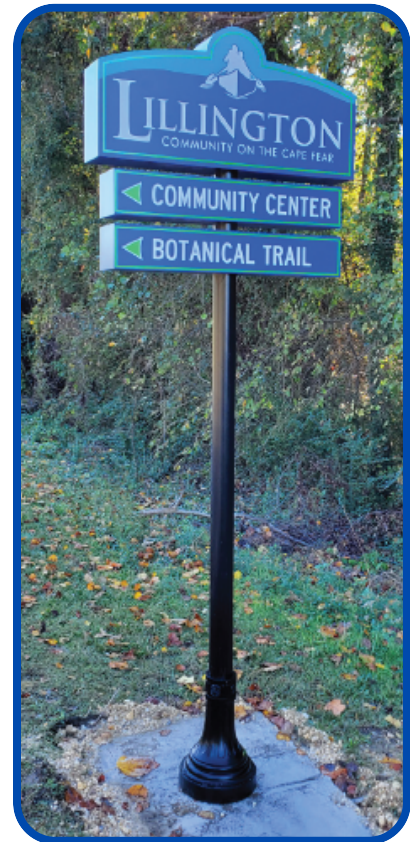
RD 2.2: Enhance the pedestrian environment & improve walkability in Downtown Lillington by increasing pedestrian amenities (ex: lighting, wider sidewalks, shade trees, benches, and outdoor furniture).

RD 2.3: Create design standards in downtown core with shorter blocks, building access from roads with parking to the side or behind.

RD 2.4: Continue to incorporate a wayfinding signage program to clearly direct drivers toward public parking lots and community facilities.

RD 2.5: Expand opportunities for on-street parking and facilitate shared parking agreements.

RD 2.6: Consider parking time limits in strategic on-street parking areas.



Example of the Town's wayfinding signage.

Policy RD-3 | Focus on Business Recruitment & Property Marketing.

RD 3.1: Study the potential for public- private partnerships for new development and redevelopment opportunities.

RD 3.2: Expand and better promote the existing façade improvement program to strategically target underutilized buildings to attract private investment.

RD 3.3: Strengthen partnerships with local realtors, developers, Harnett County Economic Development and business associations to recruit restaurants, boutiques, and essential service providers.



Example of renovated building with ground floor retail and second floor residential.

RD 3.4: Create a downtown property inventory and feature key sites on the Town's website and economic development materials.

RD 3.5: Regularly meet with Campbell University representatives to discuss connecting alumni to investment, sponsorship and mentorship opportunities that align with the town's development goals.

Policy RD-4 | Promote Downtown as a Cultural Destination.

RD 4.1: Establish gateway corridors into Downtown that address uniform signage, landscaping, town branding, etc.

RD 4.2: Encourage a variety of locally owned small businesses downtown where people can access their essential daily needs.

RD 4.3: Launch a coordinated marketing campaign to promote available downtown properties and investment opportunities.

RD 4.4: Program downtown public spaces with seasonal events, pop-up markets, and cultural performances to build momentum and visibility.

RD 4.5: Establish a Downtown Advisory Board to lead beautification, business engagement, and placemaking efforts.

RD 4.6: Explore opportunities, both informal and formal, for the Town to create a downtown plaza to host community events.

RD 4.7: Evaluate ordinances to allow temporary uses such as food trucks, pop-up retail, and street performers during permitted events.



*Downtown Lillington
businesses on S. 8th St.*

GOAL 2 - IMPROVE TRAFFIC CONGESTION & SAFETY

Prioritize improved traffic management and implement innovative road designs to reduce congestion and enhance safety for all modes of transportation at key intersections.

Policy TS-1 | Build Partnerships.

TS 1.1: Continue to cooperate with and support the efforts of NCDOT to improve the function of roads under NCDOT's jurisdiction for the benefit of all roadway users.

TS 1.2: Promote cooperative inter-jurisdictional transportation planning.

TS 1.3: Coordinate with CAMPO to ensure regional travel model updates reflect recent land use changes and approved developments within and surrounding Lillington.

TS 1.4: Pursue a Complete Streets program for priority intersections, working with Division 6 engineering staff to formulate street crosswalks, striping, retrofits, and improvements.

Policy TS-2 | Improve Traffic Management.

TS 2.1: Address safety issues at intersections listed in the Comprehensive Transportation Plan (CTP).

TS 2.2: Evaluate corridor safety and congestion points along US 421 and NC 27/NC 210, especially near downtown.

TS 2.3: Continue to pursue pedestrian safety and traffic calming measures on S. Main Street.

TS 2.4: Utilize roundabouts, like the example shown to the right, or other innovative intersection designs where appropriate.

TS 2.5: Identify and improve intersections with high traffic volumes or accident history through traffic studies, turn lanes, or signal enhancements.

TS 2.6: Implement signal coordination and updated timing plans on key corridors to improve traffic flow and reduce delays.



Town of Cary new roundabout.

Policy TS-3 | Capital Improvements.

TS 3.1: Identify and prioritize transportation related capital projects and work with Town leadership to develop and secure annual funding for a capital improvement plan.

TS 3.2: Budget and submit LAPP funding for intersection improvements at: US 401/NC 210 (north), US 401/Front St., US 401/W. Old Road (and widening), US 401/NC 210 (South) and 10th Street bypass.

TS 3.3: Incorporate medians that allow for the stacking of vehicles at the McKinney Pkwy and US 401/421 intersection.

TS 3.4: Budget to implement ‘short-term intersection priorities’ from Lillington’s adopted Bicycle and Pedestrian Master Plan.



Downtown Lillington
Intersection.

Policy TS-4 | Prioritize Transportation Improvements with New Development.

TS 4.1: As development occurs, work with the development community to implement transportation improvements per the Town’s CIP.

TS 4.2: Require cross-access between commercial sites, and require secondary access to local roads to reduce traffic pressure on main arterials.

TS 4.3: Revise the UDO to minimize curb cuts to consolidate commercial driveways on major thoroughfares.

TS 4.4: Coordinate land use and transportation plans and policies to ensure they are mutually supportive.

TS 4.5: Ensure adequate right-of-way is preserved when development occurs to allow for the construction of new roads and sidewalks per the CTP & the CTP addendum map.

TS 4.6: Ensure large-scale commercial and residential developments include transportation upgrades such as access roads, turning lanes, and pedestrian facilities.

TS 4.7: Require adequate roadway connections in new development to relieve demands on existing thoroughfares.

Policy TS-5 | Improve Local Street Network & Connectivity.

TS 5.1: *Extend and connect local streets in new developments to reduce traffic pressure on major corridors and improve access.*

TS 5.2: *Evaluate the feasibility of new collector roads or bypass routes to divert through traffic from downtown and sensitive areas.*

TS 5.3: *Continue to explore public/private partnerships for construction of strategic collector roads planned for in the CTP.*

Policy TS-6 | Promote Traffic Calming & Pedestrian Safety.

TS 6.1: *Install traffic calming features in residential neighborhoods, such as speed humps, raised crosswalks, and narrowed lane widths.*

TS 6.2: *Implement pilot programs or demonstration projects to test traffic calming strategies in areas with frequent complaints or cut-through traffic.*

TS 6.3: *Prioritize pedestrian and cyclist safety through high-visibility crosswalks, signage, and pedestrian refuge islands.*

TS 6.4: *Improve pedestrian infrastructure and ADA accessibility at high-traffic intersections and near schools, parks, and civic facilities.*

TS 6.5: *Coordinate with school officials and public safety staff to strengthen Safe Routes to School programs.*

TS 6.6: *Prioritize filling in gaps between sidewalk sections, particularly on arterial streets.*



Safe Routes to School

Safe Routes to School programs aim to make it safer for students to walk and bike to school and encourage more walking and biking where safety is not a barrier. Community members; public health, planning and transportation professionals; and school communities all have roles to play to change norms in how we move around our communities and make it appealing and safe for students to walk, bike or roll to school.

GOAL 3 - EXPAND THE TOWN'S PEDESTRIAN NETWORK

Expand sidewalks, trails, and greenways to connect neighborhoods, natural assets, parks, and downtown, providing the infrastructure to support active, outdoor lifestyles for residents and visitors.

Policy PN-1 | Expand Sidewalk & Greenway Network.

PN 1.1: *Prioritize and budget for a network of sidewalks, trails, and greenways that link the downtown, parks, and Cape Fear River.*

PN 1.2: *Improve signage, graphics, and outreach about the planned trails, greenways, and routes throughout the Town of Lillington to increase usage.*

PN 1.3: *Maintain and enhance safety and accessibility of existing pedestrian facilities, including – replacement of damaged sections, ADA curb ramp requirements, and lighting.*

PN 1.4: *Complete the sidewalk network in older neighborhoods and connect them to commercial corridors, schools, and parks.*

PN 1.5: *Prioritize sidewalk and trail extensions near schools, housing developments, and employment centers.*

PN 1.6: *Leverage state and federal funding to expand the greenway system and link to the Cape Fear River Trail.*

Policy PN-2 | Plan Implementation & New Plan Development.

PN 2.1: *Maintain and update Lillington's Bicycle and Pedestrian Plan to reflect Harnett County's Bicycle, Pedestrian, & Greenway plan and evolving progress.*

PN 2.2: *Plan and design streetscapes to support walkability by incorporating wide sidewalks, shared-use paths, and safe crossings.*

PN 2.3: *Plan for greenway trails to provide secondary benefits of stormwater control, environmental habitat preservation, and flood control measures.*

PN 2.4: *Conduct a townwide ADA accessibility audit of sidewalks and curb ramps.*

PN 2.5: *Implement an annual sidewalk repair and infill program to close gaps and address hazards.*

PN 2.6: *Improve crossings at busy streets through pedestrian-activated signals and refuge islands.*



New curb ramp at an intersection.

Policy PN-3 | Capital Improvements.

PN 3.1: Expand the pedestrian network to better connect residents and visitors between downtown and the Cape Fear River through a combination of sidewalks, greenways, and trails. This area can function as the “spine” of the network.

PN 3.2: Focus investments in sidewalks within areas that lack safe pedestrian infrastructure, ensuring equitable access to parks, schools, and commercial areas.

PN 3.3: Add street trees along existing sidewalks where underground utilities allow. Consider bushes and hedges where trees are not feasible.

PN 3.4: Add high-visibility crosswalks and bulb-outs at key intersections. For example, W. James St. at South 11th St. by STAR Academy High School.

PN 3.5: Partner with Harnett County to pursue funding on Raven Rock Rail Trail from Harnett County’s Bike, Pedestrian & Greenway Plan.

PN 3.6: Consider on street parking, landscaping, and ADA upgrades on W. James St. due to proximity of an old high school as a civic center.



Example of a high-visibility crosswalk

Policy PN-4 | Maintain and update standards to promote pedestrian-oriented developments.

PN 4.1: Ensure new developments incorporate and build an interconnected network of greenway trails and connected shared-use paths to a town-wide trail system.

PN 4.2: Ensure sidewalks are 10 feet wide when planned in commercial areas, including downtown.

PN 4.3: Require pedestrian connectivity and internal sidewalk networks in new subdivisions and commercial developments.

PN 4.4: Update UDO regularly to encourage walkable blocks, pedestrian cut-throughs, and shade trees & buffers.

PN 4.5: Incentivize projects that incorporate prominent mid-block pedestrian passageways or shared-use paths.

GOAL 4 - PRIORITIZE COMMERCIAL DEVELOPMENT

Support retail and service businesses that generate well-paying local jobs, promote high-quality commercial development, and strengthen the community's tax base.

Policy CD-1 | Strategic Commercial Growth Areas.

CD 1.1: Partner with Harnett County Economic Development to conduct site readiness of available light industrial parcels.

CD 1.2: Create an inventory of available parcels and buildings. Define proposed uses and coordinate marketing with Harnett County Economic Development.

CD 1.3: Analyze retail leakage report and recruit these types of businesses and services to available buildings and locations.

CD 1.4: Preserve areas designed as "Commercial & Service," "Civic & Institutional," and "Employment & Light Industrial" on the Future Land Use Map from single-use residential development.

CD 1.5: Identify strategic commercial nodes and corridors for growth and investment.

CD 1.6: Update zoning to allow for flexible, context-sensitive commercial uses, including neighborhood-scale retail.

CD 1.7: Coordinate with large employers to ensure adequate building and land inventory is available to satisfy future expansions and facility needs.

Policy CD-2 | Recruit & Retain Business.

CD 2.1: Activate and encourage buildings and land uses in the Downtown Core with shops, offices, and restaurants.

CD 2.2: Create an online inventory marketing structurally sound buildings that are prime for adaptive reuse.

CD 2.3: Connect businesses, investors, and institutions to underutilized properties to foster building rehabilitation and upfit.

CD 2.4: Adopt a commercial building maintenance code to ensure ongoing use and maintenance of buildings and bring dilapidated buildings to a usable state.

CD 2.5: Partner with local and regional economic development organizations to market Lillington to entrepreneurs and investors.

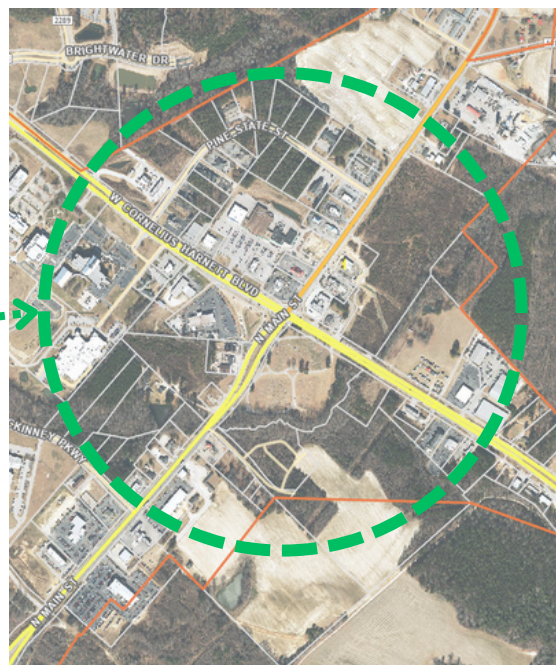
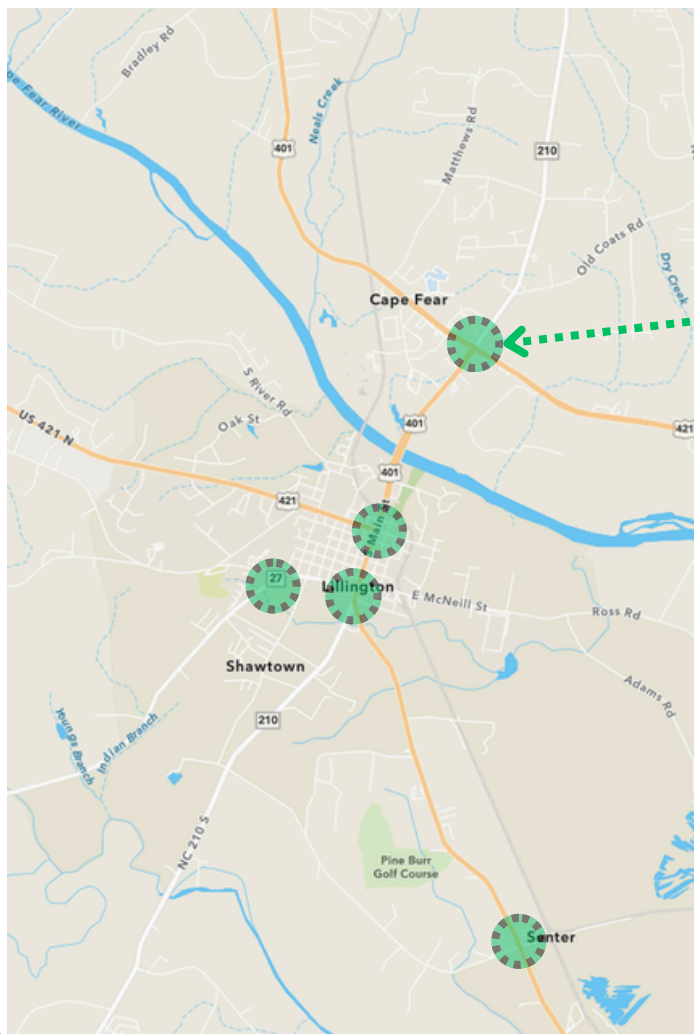
Policy CD-3 | Prioritize Key Development Nodes.

CD 3.1: Ensure the Neighborhood Mixed-Use zoning district allows for compact, high-quality commercial in line with town expectations.

CD 3.2: Target a hotel as a centerpiece within a priority redevelopment node. Marketing to visitors of regional events at Campbell University, the planned sports complex, and outdoor recreation events.

CD 3.3: Develop small-scale, mixed-use small area plans (SAPs) in priority redevelopment nodes. These SAPs should blend retail, services, transportation and housing that support local job creation and prioritize access. The image below illustrates key development nodes with **green dots**.

KEY DEVELOPMENT NODE CONCEPT



Small Area Plans (SAPs) give communities the opportunity to create focused, area-specific planning guides. The **green dots** identify key development nodes in Lillington that are well-suited for future SAPs. Effective small area plans typically address potential land uses, transportation and access, building placement and design, and needed infrastructure improvements.

Policy CD-4 | Update Development & Design Standards.

CD 4.1: Enhance site plan design standards to promote high-quality building design, landscaping, and pedestrian accessibility.

CD 4.2: Strengthen overlay district design guidelines for new commercial development, especially in gateway areas and near downtown.

CD 4.3: Streamline development review processes for small-scale businesses and infill sites.

BENEFITS OF A STREAMLINED DEVELOPMENT PROCESS

Streamlining development review processes for small businesses and infill projects benefits local governments by boosting economic development, creating jobs, and generating tax revenue. It also benefits small businesses by reducing costs, accelerating project timelines, and increasing transparency. For communities, it can lead to more efficient use of land, predictable development outcomes, and the revitalization of existing areas.



CD 4.4: Require pedestrian plaza or park-like feature for developments over a certain size in the community mixed-use character areas.

CD 4.5: Building entrances should address major streets and intersection corners, particularly along “key node” intersections.

CD 4.6: Consider restriction of pole-mounted signs in the “community corridor” gateways in favor of monument signs.

GOAL 5 - ENSURE BALANCED GROWTH

Ensure equitable revitalization and development across all areas of Lillington by promoting a balanced mix of land uses on both sides of the river, with investments that enhance the quality of life for all neighborhoods.

Policy BG-1 | Promote Strategic and Equitable Investments.

BG 1.1: Continually monitor new development to ensure a balanced mix of uses and new investment on both sides of the river.

BG 1.2: Create a flexible development environment to support the formation of new business and growth in the Town's older commercial areas.

BG 1.3: Preserve large tracts of land for employment centers on both north and south sides of the river.



New subdivision in Lillington

BG 1.4: Preserve land for parks and emergency services on both north and south sides of the river.

BG 1.5: Increase engagement with new HOAs and civic groups during town planning and budgeting processes.

BG 1.6: Address area south of the river with a CTP update.

Policy BG-2 | Invest in Community Revitalization Projects.

BG 2.1: Support revitalization by preparing sites, improving public utilities, and assembling land to encourage private investment and redevelopment in areas perceived as lagging.

BG 2.2: Build new sidewalks, greenways, and bike paths in neighborhoods lacking pedestrian infrastructure to connect to schools, parks, and the river.

BG 2.3: Implement a street and sidewalk program that equitably addresses maintenance and repair in all areas of Lillington.

BG 2.4: Coordinate with Harnett County Central Library to offer educational programming and host events at alternative facilities (south of the river).



Infill residential development

Policy BG-3 | Support strategically located mixed-use and housing diversity projects.

BG 3.1: Continually update the Future Land Use Map to reflect opportunities for compact, mixed-use nodes throughout the town—not just in the core.

BG 3.2: Support **infill development** in established neighborhoods and near key corridors to maximize existing infrastructure.

INFILL DEVELOPMENT

Infill development may be small in scale, as in a single-family house on a vacant lot within a developed block. It can also occur on a much larger scale, like an entire block or even the redevelopment of several acres. Different types of infill development may be appropriate in different areas of Lillington depending on the surrounding context and the Town's goals for future growth.



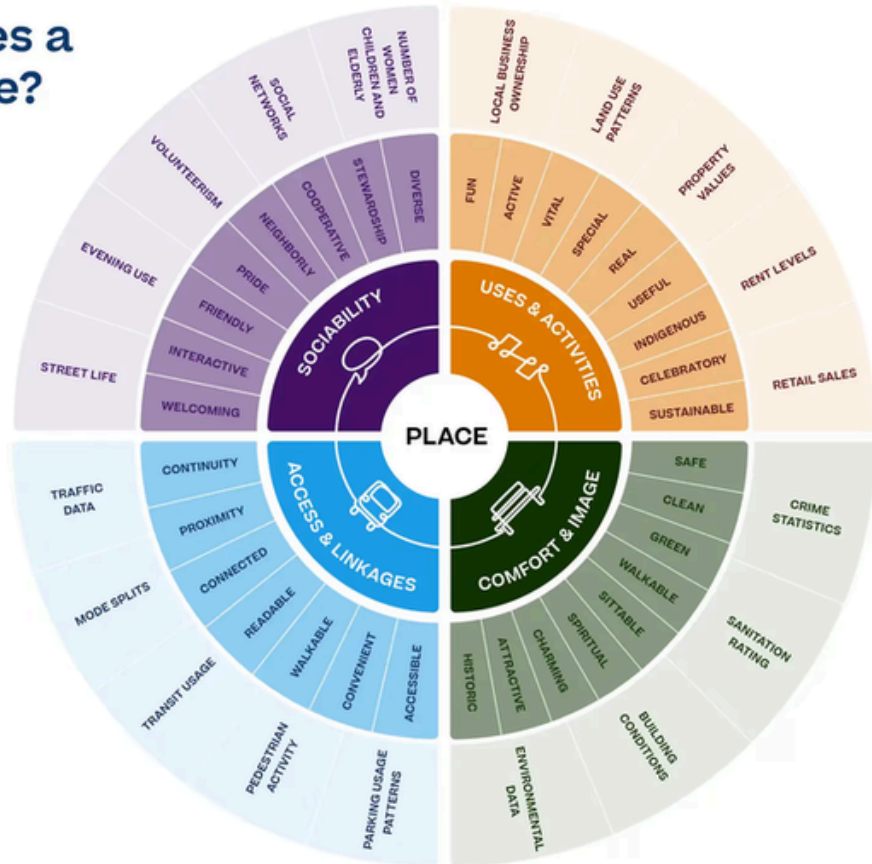
The following is a list of different infill development options, focusing primarily on small- to medium-scale infill projects:

- **Residential Development** – Provides development options that increase the amount of residential housing options as well as make them potentially more affordable.
- **Small-Lot Development** – Small-lot infill development is encouraged by designating zones that relax development regulations like minimum lot size and setback requirements.
- **Mixed-Use Development** – A complementary mix of uses in close proximity such as residential, retail, commercial, employment, civic and entertainment uses - sometimes in the same building.
- **Transit-Oriented Development (TOD)** – TOD is an effort to focus residential construction in areas with convenient access to transit options, promoting walkability and use of transit.
- **Brownfield Redevelopment** – A brownfield is an abandoned, idled, or underused property where expansion or redevelopment is complicated by the presence or potential presence of contamination.
- **Greyfield Redevelopment** – A greyfield refers to an old, abandoned, or underutilized property used for retail or commercial shopping such as a mall. These properties typically do not involve environmental concerns but can demand the replacement or improvement of old infrastructure.

BG 3.3: Encourage well-planned developments that focus on design and **placemaking** that support a variety of housing types and price points to meet the needs of residents across life stages and incomes.

What Makes a Great Place?

Project
for Public
Spaces



The Place Diagram above, developed by the Project for Public Spaces, is one of the tools used to help communities evaluate places. The inner ring represents a place's key attributes, the middle ring its intangible qualities, and the outer ring its measurable data.



Examples of placemaking strategies in Lillington

KEY STRATEGIES FOR PLACE MAKING:

Designing Spaces That Reflect Local Culture and History

Public spaces should celebrate and reflect the identity of the communities they serve.

Actionable Strategies:

- **Create Community Murals and Public Art Installations:** Showcase local stories, cultural figures, and historical movements.
- **Restore and Repurpose Historic Landmarks:** Convert old buildings into community hubs, museums, or coworking spaces.
- **Host Storytelling and Oral History Projects:** Encourage residents to share their experiences through digital archives, signage, or community events.

Strengthening Community Ownership Through Participatory Design

Placemaking is most effective when residents are engaged from the start and have a stake in decision-making.

Actionable Strategies:

- **Implement Community-Driven Planning Sessions:** Ensure residents have a voice in shaping neighborhood parks, streetscapes, and markets.
- **Establish Land Trusts for Public Space Development:** Prevent displacement by ensuring permanent community ownership of parks and marketplaces.
- **Develop Public-Private Partnerships:** Work with local businesses to fund community-led improvements in a way that centers on resident needs.

Prioritizing Accessibility and Inclusion

Great public spaces should be welcoming and usable by people of all backgrounds, ages, and abilities.

Actionable Strategies:

- **Ensure ADA-Compliant Design in Public Spaces:** Incorporate ramps, braille signage, and accessible pathways.
- **Support Multilingual Signage and Wayfinding:** Make navigation easier for diverse communities.
- **Design Safe, Well-Lit Gathering Spaces:** Invest in community gardens, street seating, and lighting that enhance security and comfort.

GOAL 6 - PRESERVE COMMUNITY IDENTITY

Preserve & strengthen community identity by revitalizing existing commercial buildings to maintain the town's history, uniqueness, and small-town charm; reinvesting in infrastructure to support infill development near downtown; enhancing key gateways with attractive signage and branding; and creating welcoming spaces for cultural groups to gather and contribute to the town's future.

Policy CI-1 | Focus on preserving local historical properties and new uses or adaptive reuse.

CI 1.1: *Prioritize infrastructure investments like water, sewer, and stormwater improvements in and around downtown Lillington to support reuse of locally historic buildings.*

CI 1.2: *Improve the facades on town-owned historical properties to enhance their character and provide an example for other public and private buildings to follow.*

CI 1.3: *Work to beautify the streetscape and entry points to the STAR Academy (old High School) and encourage Harnett County Schools to invest to fully utilizing the building.*

CI 1.4: *Create an inventory of locally historical buildings and consider developing a localized preservation action plan.*

CI 1.5: *Promote adaptive reuse of older residential buildings near key intersections through zoning changes and flexible code interpretations.*

CI 1.6: *Support voluntary preservation tools such as landmark designation and conservation easements.*



Adaptive reuse of a residential property near downtown Lillington.

Policy CI-2 | Focus on town gateway improvements and branding.

CI 2.1: *Establish corridor plans for priority gateways and community corridors to enhance accessibility, walkability and aesthetics while entering Lillington's jurisdiction.*

CI 2.2: Incorporate street trees and landscaping into the public right-of-way and coordinate with NCDOT for maintenance and upkeep.



This graphic represents an example of a community highway corridor that addresses multi-modal transportation, landscaping and lighting.

CI 2.3: Gateway corridors into the downtown area should be consistently landscaped to caution drivers, comfort pedestrians, and indicate a distinct downtown district.

CI 2.4: Install attractive signage, landscaping, and public art at key Town gateways to create a sense of arrival.

CI 2.5: Maintain a unified branding and wayfinding system that reinforces the Town's identity across all communication platforms and physical spaces.

CI 2.6: Incorporate the town logo as part of highly traveled street signs in new developments/retrofit in older developments.

CI 2.7: Create a community-wide wayfinding plan to incorporate the town brand on relevant facilities and destinations.

CI 2.8: Brand the town as an outdoor recreation destination, supported by services in the downtown area.

Policy CI-3 | Increase cultural & community gathering spaces.

CI 3.1: Create flexible, inclusive gathering spaces that reflect the diversity of Lillington's population.

CI 3.2: Support public art and cultural programming that celebrates local heritage and community pride.

GOAL 7 - PRIORITIZE CONNECTIVITY TO THE CAPE FEAR RIVER

Promote the Cape Fear River as a vital natural asset that connects neighborhoods, attracts visitors, and supports an active, outdoor lifestyle for residents.

Policy CF-1 | Expand Riverfront Access & Trails.

CF 1.1: Develop and enhance riverwalk greenways on both north and south sides of the river.

CF 1.2: Partner with Harnett County to prioritize greenway connections to Raven Rock State Park and Campbell University.

CF 1.3: Partner with Harnett County to build and maintain boat ramps 4-6 miles upstream and downstream from Lillington.

CF 1.4: Seek grant funding (i.e.: Clean Water Management Trust Fund) to acquire and conserve land connecting to current parks and the river.

CF 1.5: Develop additional public access points to the Cape Fear River, including riverwalks, canoe/kayak launches, and fishing platforms.

CF 1.6: Connect existing parks and neighborhoods to the river through sidewalks, greenways, and natural surface trails.

CF 1.7: Seek funding through state and federal sources to implement riverfront trail and recreation projects.



Cape Fear River activities provided by local business

Policy CF-2 | Protect Environmental Resources.

CF 2.1: Utilize floodplain areas within stream corridors as potential greenway parks and trail connections to the Cape Fear River.

CF 2.2: Consider a density bonus if development meets certain design criteria (i.e. 50% open space and 100 ft. buffer along perennial streams).

CF 2.3: Consider establishing protective buffers and conservation areas along the river to preserve viewsheds and habitat.

CF 2.4: Promote environmentally sensitive development practices near the riverfront through design guidelines and low-impact development (LID) strategies

CF 2.5: Partner with regional organizations to support water quality monitoring and river stewardship programs.

Policy CF-3 | Promote Connectivity to the River.

CF 3.1: New development should preserve riparian areas and establish greenway connections to Harnett County's adopted Bicycle, Pedestrian, and Greenway Plan when feasible.

CF 3.2: Update CIP to include budget for maintenance and expansion of future greenway sections.

CF 3.3: Identify and pursue locations for existing neighborhoods to tie into riverfront greenways.

CF 3.4: Prioritize implementation of the proposed sidewalk and greenway project from E. Front St. to the Cape Fear River (CTP #27 & #31).



Cape Fear River Adventures

Policy CF-4 | Create a Riverfront Identity.

CF 4.1: Incorporate the river into Town branding and marketing materials to promote tourism and recreation.

CF 4.2: Install interpretive signage that educates visitors on the cultural, historical, and ecological significance of the river.

CF 4.3: Plan unique seasonally themed riverfront events to be hosted at the town's amphitheater to activate the area year-round.

CASE STUDY: NORTH WILKESBORO'S RIVER DISTRICT



The Town of North Wilkesboro recently adopted a River District Plan to establish a vision for the public and private realm along the Yadkin River. The plan provides recommendations for transportation, gateways, parks, trails, open spaces, as well as culturally special places (Source: Town of North Wilkesboro).

GOAL 8 - CAPTURING RESIDENTS & WORKERS

Create a vibrant live, work, and play environment where residents and workers choose to stay in Lillington to meet their shopping, medical, dining, and entertainment needs.

Policy CRW-1 | Support worker retention & attraction through vibrant destinations.

CRW 1.1: *Attract commercial retail centers in designated Commercial Corridors with high-quality building design, unified signage, and landscaping that reflects a cohesive community character.*

CRW 1.2: *Encourage development of **compact mixed-use** nodes near employment centers that integrate restaurants, shops, accommodations, and daily services to support workers throughout the day.*

COMPACT MIXED-USE DEVELOPMENT

According to the Center for New Urbanism, compact mixed-use development is a strategic approach that aims to create efficient, sustainable, and livable urban environments. This development model integrates residential, commercial, cultural, institutional, and industrial uses within a single building, complex, or neighborhood, reducing the need for long commutes and fostering vibrant, interactive communities.



- **Proximity and Density:** Creating compact, walkable districts with intensity around transit.
- **Mixed-Use Balance:** Blending housing, offices, retail, culture, and green areas in one ecosystem.
- **Sustainability:** Integrating green infrastructure, renewable energy, and circular resource systems.
- **Mobility Shift:** Prioritizing active and shared transport—walking, cycling, public mobility.
- **Inclusion:** Ensuring access to housing, services, and opportunities for all social segments.

This approach not only reduces commute times but also stimulates local economies by attracting businesses and encouraging entrepreneurship. It creates spaces where people can interact organically, leading to stronger social networks and a greater sense of belonging

CRW 1.3: Maintain & update architectural and site design guidelines that enhance the visual appeal, walkability, and functionality of commercial areas—especially those serving institutional employees.

CRW 1.4: Encourage development of higher-density housing near downtown and employment centers to support young professionals seeking affordability and access to amenities.

CRW 1.5: Promote diverse employment opportunities by targeting industrial, office, and innovation-based employers suited to the town’s planned character areas.

Policy CW-2 | Engage residents & workers through placemaking, programming and strategic land use planning.

CRW 2.1: Support worker retention and entertainment through **smart land use planning strategies**.

SMART LAND USE PLANNING STRATEGIES

Land Use Strategies for Retention & Entertainment:

- **Mixed-Use Zoning:** Combine residential, commercial, and recreational spaces so workers can live, shop, and play without long commutes, fostering vibrant, 24/7 neighborhoods.
- **Transit-Oriented Development (TOD):** Develop dense, walkable areas around public transit hubs, making it easy to access entertainment, parks, and jobs via walking, biking, or transit.
- **Creative Placemaking:** Use arts and culture (installations, events, performance spaces) to define unique community identities, attracting and retaining creative talent.
- **Public Space Investment:** Create high-quality parks, plazas, trails, and amphitheaters near businesses and residences to encourage social interaction and recreation.
- **Walkable & Bikeable Infrastructure:** Design safe, connected sidewalks, bike lanes, and greenways to make active transport enjoyable and practical for everyday trips.
- **Support Local Arts & Culture:** Fund community centers, historic preservation, and local arts programs that offer unique activities and attract tourists and residents alike.
- **Adaptive Reuse & Infill Development:** Repurpose old buildings and utilize vacant lots for new housing, businesses, or cultural spaces, creating dynamic urban cores.
- **Strategic Density:** Encourage higher-density housing (where appropriate) to support local businesses and make public transit viable, reducing sprawl.

How This Helps Workers & Entertainment:

- **Convenience:** Shorter distances to work, shops, and fun reduce stress and save time.
- **Vibrancy:** Active, well-designed public spaces foster community connection and offer more things to do.
- **Quality of Life:** Access to nature (parks, trails) and cultural events improves well-being.
- **Attraction:** A lively, walkable downtown with amenities attracts new talent and keeps existing workers happy.
- **Affordability (indirectly):** By supporting mixed-use and density, it can help with housing supply, which is key for retention.

CRW 2.2: Enhance the town’s sense of place by updating gateway monument signs at key entrances into town.

CRW 2.3: Implement consistent and attractive signage across all town parks and public facilities to build brand identity and wayfinding clarity.

CRW 2.4: Utilize retail leakage analysis and develop a targeted business recruitment strategy that attracts service providers and stores aligned with unmet resident demand.

CRW 2.5: Expand the downtown wayfinding program to include parking directions, visitor destinations, and neighborhood connections.



Recently built Cape Fear Valley Cancer Center

Policy CW-3 | Expand housing options to diversify residential base.

CRW 3.1: Support the development of higher-density residential options near parks, schools, shops, and transit-ready corridors to encourage walkability and compact growth.

CRW 3.2: Actively market downtown housing, recreational amenities, and trail access to visitors from Raven Rock State Park and the greater Triangle region as a lifestyle destination.

CRW 3.3: Allow multi-family and mixed-use residential development in designated key development nodes & where supported by utilities and transportation infrastructure.

WHAT CONSUMERS ARE SAYING:

According to the National Homebuilders Association, residential consumers desire the following characteristics in a community in which they desire to live, work & play:



Protection and access to the natural environment.



Pedestrian friendliness and walkability.



Use of land in efficient and innovative ways.



Housing choices.



Transportation options.



Respect for local traditions and community character.



A mix of land uses.



A genuine sense of place.

Action Matrix

The action matrix focuses on the implementation of the recommendations proposed in this plan. This section includes a complete list of all the policies and implementation recommendations from this document and provides guidance on how to implement.

Responsible Entities

This plan requires close coordination among various groups, including elected officials, departments, existing committees, and new groups that can be formed to support implementation. Likewise, private developers will play a role in achieving the vision for Lillington by actively participating in supportive development practices. The action matrix identifies who needs to take the lead on a particular strategy with the understanding that other groups will need to support these efforts.

Department	Administration (AD), Planning & Inspections (PI), Parks & Recreation (PR), Engineering (E), Public Safety (PS)
Boards & Committees	Planning Board (PB), Recreation Advisory Board (RAB), Senior Citizens Advisory Board (SCAB), Town Council (TC)
Other Groups	Harnett County (HC), Private Development (PD), Department of Transportation (DOT), Chamber of Commerce (CC), Downtown Businesses (DB), Harnett County Schools (HCS)

Resources

This plan includes a variety of implementation recommendations. Recognizing that the individuals and organizations responsible for carrying them out often face competing priorities and limited funding, the action matrix is designed to provide a general sense of the resources needed for each action.

Action Matrix Legend

Implementation Recommendation	Lead	Support	Time	Cost
Refers to the implementation recommendation.	See responsible entities.	See responsible entities.	 <i>Short Term</i> <i>(1-2 years)</i>	 <i>Low Cost (Staff, Policy Amendments, Text Changes & Community Partnerships).</i>
			 <i>Medium Term</i> <i>(3-5 years)</i>	 <i>Medium Cost (Operational Budgeting, Minor Grants & CIP).</i>
			 <i>Long Term</i> <i>(5+ years)</i>	 <i>High Cost (Major Grants & Organizational Partnerships).</i>

GOAL 1: REVITALIZE DOWNTOWN

Implementation Recommendation	Lead	Support	Time	Cost
RD 1.1: Promote mixed-use infill development that reflects the scale and architectural character of historic downtown.	PI	PB, PD	Ongoing	\$
RD 1.2: Encourage a mix of housing types on sites that could serve as a transition from commercial to single family residential development.	PI	PB, TC, PD	Ongoing	\$
RD 1.3: Encourage infill and redevelopment in areas well-served by infrastructure and services.	PI	PB, TC, PD	Ongoing	\$
RD 1.4: Ensure new buildings and renovations downtown reinforce existing design & character.	PI	PB, TC, PD	Ongoing	\$
RD 1.5: Continue efforts to join NC Main Street Program.	PI	AD, TC		\$
RD 1.6: Support adaptive reuse of historical buildings and streamline permitting for building upfits and tenant fit-outs.	PI	PB, TC, PD	Ongoing	\$
RD 1.7: Allow medium and high-density residential and mixed-use development as part of development or redevelopment of underutilized commercial lands.	PI	PB, TC, PD	Ongoing	\$
RD 2.1: Continue to implement improvements as recommended in the Downtown Master Plan and Bicycle & Pedestrian Plan.	AD	E, TC		\$\$\$\$
RD 2.2: Enhance the pedestrian environment & improve walkability in Downtown Lillington by increasing pedestrian amenities (ex: lighting, wider sidewalks, shade trees, benches, and outdoor furniture).	AD, PI	PB, TC, PD		\$\$

GOAL 1: REVITALIZE DOWNTOWN (Continued)

Implementation Recommendation	Lead	Support	Time	Cost
RD 2.3: Create design standards in downtown core with shorter blocks, building access from roads with parking to the side or behind.	PI	PB, TC		\$
RD 2.4: Continue to incorporate a wayfinding signage program to clearly direct drivers toward public parking lots and community facilities.	AD	PB, DOT		\$\$
RD 2.5: Expand opportunities for on-street parking and facilitate shared parking agreements.	PI, DOT	E, TC, PD	Ongoing	\$\$
RD 2.6: Consider parking time limits in strategic on-street parking areas.	AD	PI, TC, PD, PS		\$
RD 3.1: Study the potential for public-private partnerships for new development and redevelopment opportunities.	PI	AD		\$
RD 3.2: Expand and better promote the existing façade improvement program to strategically target underutilized buildings to attract private investment.	TC	AD, PI		\$
RD 3.3: Strengthen partnerships with local realtors, developers, Harnett County Economic Development and business associations to recruit restaurants, boutiques, and essential service providers.	PI	HC, PD	Ongoing	\$
RD 3.4: Create a downtown property inventory and feature key sites on the Town's website and economic development materials.	PI	AD		\$

GOAL 1: REVITALIZE DOWNTOWN (Continued)

Implementation Recommendation	Lead	Support	Time	Cost
RD 3.5: Regularly meet with Campbell University representatives to discuss connecting alumni to investment, sponsorship and mentorship opportunities that align with the town's development goals.	AD	PD	Ongoing	\$
RD 4.1: Establish gateway corridors into Downtown that address uniform signage, landscaping, town branding, etc.	PI	PB		\$
RD 4.2: Encourage a variety of locally owned small businesses downtown where people can access their essential daily needs.	PI	TC, PD	Ongoing	\$
RD 4.3: Launch a coordinated marketing campaign to promote available downtown properties and investment opportunities.	AD	HC		\$
RD 4.4: Program downtown public spaces with seasonal events, pop-up markets, and cultural performances to build momentum and visibility.	PR	CC	Ongoing	\$
RD 4.5: Establish a Downtown Advisory Board to lead beautification, business engagement, and placemaking efforts.	PI	AD, TC, DB		\$
RD 4.6: Explore opportunities, both informal and formal, for the Town to create a downtown plaza to host community events.	AD	TC	Ongoing	\$
RD 4.7: Evaluate ordinances to allow temporary uses such as food trucks, pop-up retail, and street performers during permitted events.	PI	PB	Ongoing	\$

GOAL 2: IMPROVE TRAFFIC CONGESTION & SAFETY

Implementation Recommendation	Lead	Support	Time	Cost
TS 1.1: Continue to cooperate with and support the efforts of NCDOT to improve the function of roads under NCDOT's jurisdiction for the benefit of all roadway users.	AD	DOT, TC	Ongoing	\$
TS 1.2: Promote cooperative inter-jurisdictional transportation planning.	PI	DOT, TC	Ongoing	\$
TS 1.3: Coordinate with CAMPO to ensure regional travel model updates reflect recent land use changes and approved developments within and surrounding Lillington.	PI	DOT, AD	Ongoing	\$
TS 1.4: Pursue a Complete Streets program for priority intersections, working with Division 6 engineering staff to formulate street crosswalks, striping, retrofits, and improvements.	E	DOT, PB, PI		\$\$
TS 2.1: Address safety issues at intersections listed in the Comprehensive Transportation Plan (CTP).	E	DOT, PB, PI		\$\$\$\$
TS 2.2: Evaluate corridor safety and congestion points along US 421 and NC 27/NC 210, especially near downtown.	PI	E		\$
TS 2.3: Continue to pursue pedestrian safety and traffic calming measures on S. Main Street.	PI	E, DOT, TC	Ongoing	\$
TS 2.4: Utilize roundabouts, or other innovative intersection designs where appropriate.	PI	TC, PB		\$\$\$\$

GOAL 2: IMPROVE TRAFFIC CONGESTION & SAFETY (Continued)

Implementation Recommendation	Lead	Support	Time	Cost
TS 2.5: Identify and improve intersections with high traffic volumes or accident history through traffic studies, turn lanes, or signal enhancements.	AD	TC, PB		\$\$
TS 2.6: Implement signal coordination and updated timing plans on key corridors to improve traffic flow and reduce delays.	AD	DOT	Ongoing	\$
TS 3.1: Identify and prioritize transportation-related capital projects and work with Town leadership to develop and secure annual funding for a capital improvement plan.	AD	TC, E	Ongoing	\$\$
TS 3.2: Budget and submit LAPP funding for intersection improvements at: US 401/NC 210 (north), US 401/Front St., US 401/W. Old Road (and widening), US 401/NC 210 (South) and 10th Street bypass.	TC	AD		\$\$\$
TS 3.3: Incorporate medians that allow for the stacking of vehicles at the McKinney Pkwy and US 401/421 intersection.	AD	DOT, E		\$\$\$
TS 3.4: Budget to implement 'short-term intersection priorities' from Lillington's adopted Bicycle and Pedestrian Master Plan.	AD	PD, TC	Ongoing	\$
TS 4.1: As development occurs, work with the development community to implement transportation improvements per the Town's CIP.	PI	PD, TC	Ongoing	\$
TS 4.2: Require cross-access between commercial sites, and require secondary access to local roads to reduce traffic pressure on main arterials.	PI	TC, PD		\$

GOAL 2: IMPROVE TRAFFIC CONGESTION & SAFETY (Continued)

Implementation Recommendation	Lead	Support	Time	Cost
TS 4.3: Revise the UDO to minimize curb cuts to consolidate commercial driveways on major thoroughfares.	PI	TC, PB	Ongoing	\$
TS 4.4: Coordinate land use and transportation plans and policies to ensure they are mutually supportive.	PI	PB	Ongoing	\$
TS 4.5: Ensure adequate right-of-way is preserved when development occurs to allow for the construction of new roads and sidewalks per the CTP & the CTP addendum map.	PI	PD, E	Ongoing	\$
TS 4.6: Ensure large-scale commercial and residential developments include transportation upgrades such as access roads, turning lanes, and pedestrian facilities.	PI	PB, PD	Ongoing	\$
TS 4.7: Require adequate roadway connections in new development to relieve demands on existing thoroughfares.	PI	PD, TC	Ongoing	\$
TS 5.1: Extend and connect local streets in new developments to reduce traffic pressure on major corridors and improve access.	PI	E, PD	Ongoing	\$
TS 5.2: Evaluate the feasibility of new collector roads or bypass routes to divert through traffic from downtown and sensitive areas.	AD	PB, PD	Ongoing	\$
TS 5.3: Continue to explore public/private partnerships for construction of strategic collector roads planned for in the CTP.	PI	AD, PD	Ongoing	\$

GOAL 2: IMPROVE TRAFFIC CONGESTION & SAFETY (Continued)

Implementation Recommendation	Lead	Support	Time	Cost
TS 6.1: Install traffic calming features in residential neighborhoods, such as speed humps, raised crosswalks, and narrowed lane widths.	E	AD, PB		\$\$
TS 6.2: Implement pilot programs or demonstration projects to test traffic calming strategies in areas with frequent complaints or cut-through traffic.	PS	AD, E, PB		\$
TS 6.3: Prioritize pedestrian and cyclist safety through high-visibility crosswalks, signage, and pedestrian refuge islands.	PI	PB, PD		\$
TS 6.4: Improve pedestrian infrastructure and ADA accessibility at high-traffic intersections and near schools, parks, and civic facilities.	AD	PB, PD, HC	Ongoing	\$\$
TS 6.5: Coordinate with school officials and public safety staff to strengthen Safe Routes to School programs.	PS	AD	Ongoing	\$
TS 6.6: Prioritize filling in gaps between sidewalk sections, particularly on arterial streets.	E	TC, AD		\$\$

GOAL 3: EXPAND THE TOWN'S PEDESTRIAN NETWORK

Implementation Recommendation	Lead	Support	Time	Cost
PN 1.1: Prioritize and budget for a network of sidewalks, trails, and greenways that link the downtown, parks, and Cape Fear River.	AD	TC, PB	Ongoing	\$\$\$
PN 1.2: Improve signage, graphics, and outreach about the planned trails, greenways, and routes throughout the Town of Lillington to increase usage.	PR	RAB, AD		\$
PN 1.3: Maintain and enhance safety and accessibility of existing pedestrian facilities, including – replacement of damaged sections, ADA curb ramp requirements, and lighting.	E	AD		\$\$
PN 1.4: Complete the sidewalk network in older neighborhoods and connect them to commercial corridors, schools, and parks.	AD	E, TC		\$
PN 1.5: Prioritize sidewalk and trail extensions near schools, housing developments, and employment centers.	PI	PB, PD		\$\$
PN 1.6: Leverage state and federal funding to expand the greenway system and link to the Cape Fear River Trail.	AD	PR, E		\$
PN 2.1: Maintain and update Lillington's Bicycle and Pedestrian Plan to reflect Harnett County's Bicycle, Pedestrian, & Greenway plan and evolving progress.	AD	HC, PR		\$
PN 2.2: Plan and design streetscapes to support walkability by incorporating wide sidewalks, shared-use paths, and safe crossings.	E	PI, AD, TC		\$\$

GOAL 3: EXPAND THE TOWN'S PEDESTRIAN NETWORK (Continued)

Implementation Recommendation	Lead	Support	Time	Cost
PN 2.3: Plan for greenway trails to provide secondary benefits of stormwater control, environmental habitat preservation, and flood control measures.	PI	E, PR	Ongoing	\$\$
PN 2.4: Conduct a town-wide ADA accessibility audit of sidewalks and curb ramps.	AD	E		\$\$
PN 2.5: Implement an annual sidewalk repair and infill program to close gaps and address hazards.	AD	E, PS		\$\$
PN 2.6: Improve crossings at busy streets through pedestrian-activated signals and refuge islands.	AD	DOT		\$
PN 3.1: Expand the pedestrian network to better connect residents and visitors between downtown and the Cape Fear River through a combination of sidewalks, greenways, and trails. This area can function as the “spine” of the network.	AD	PR, E, TC		\$\$
PN 3.2: Focus investments in sidewalks within areas that lack safe pedestrian infrastructure, ensuring equitable access to parks, schools, and commercial areas.	AD	PR, E, TC		\$\$
PN 3.3: Add street trees along existing sidewalks where underground utilities allow. Consider bushes and hedges where trees are not feasible.	E	PR, PI, PD		\$
PN 3.4: Add high-visibility crosswalks and bulb-outs at key intersections. For example, W. James St. at South 11th St. by STAR Academy High School.	E	AD		\$\$

GOAL 3: EXPAND THE TOWN'S PEDESTRIAN NETWORK (Continued)

Implementation Recommendation	Lead	Support	Time	Cost
PN 3.5: Partner with Harnett County to pursue funding on Raven Rock Rail Trail from Harnett County's Bike, Pedestrian & Greenway Plan.	AD	HC	Ongoing	\$
PN 3.6: Consider on street parking, landscaping, and ADA upgrades on W. James St. due to proximity of on old high school as a civic center.	AD	TC, HC, E		\$\$
PN 4.1: Ensure new developments incorporate and build an interconnected network of greenway trails and connected shared-use paths to a town-wide trail system.	PI	PB, PD	Ongoing	\$
PN 4.2: Ensure sidewalks are 10 feet wide when planned in commercial areas, including downtown.	PI	PB	Ongoing	\$\$
PN 4.3: Require pedestrian connectivity and internal sidewalk networks in new subdivisions and commercial developments.	PI	PB		\$
PN 4.4: Update UDO regularly to encourage walkable blocks, pedestrian cut-throughs, and shade trees & buffers.	PI	PB	Ongoing	\$
PN 4.5: Incentivize projects that incorporate prominent mid-block pedestrian passageways or shared-use paths.	PI	PB	Ongoing	\$

GOAL 4: PRIORITIZE COMMERCIAL DEVELOPMENT

Implementation Recommendation	Lead	Support	Time	Cost
CD 1.1: Partner with Harnett County Economic Development to conduct site readiness of available light industrial parcels.	AD	HC		\$
CD 1.2: Create an inventory of available parcels and buildings. Define proposed uses and coordinate marketing with Harnett County Economic Development.	AD	HC		\$
CD 1.3: Analyze retail leakage report and recruit these types of businesses and services to available buildings and locations.	AD	CC		\$
CD 1.4: Preserve areas designed as “Commercial & Service,” “Civic & Institutional,” and “Employment & Light Industrial” on the Future Land Use Map from single-use residential development.	PI	PB	Ongoing	\$
CD 1.5: Identify strategic commercial nodes and corridors for growth and investment.	PI	PB, CC		\$
CD 1.6: Update zoning to allow for flexible, context-sensitive commercial uses, including neighborhood-scale retail.	PI	PB		\$
CD 1.7: Coordinate with large employers to ensure adequate building and land inventory is available to satisfy future expansions and facility needs.	AD	PD, PI	Ongoing	\$
CD 2.1: Activate and encourage buildings and land uses in the Downtown Core with shops, offices, and restaurants.	PI	CC, PD	Ongoing	\$
CD 2.2: Create an online inventory marketing structurally sound buildings that are prime for adaptive reuse.	AD	PI		\$

GOAL 4: PRIORITIZE COMMERCIAL DEVELOPMENT (Continued)

Implementation Recommendation	Lead	Support	Time	Cost
CD 2.3: Connect businesses, investors, and institutions to underutilized properties to foster building rehabilitation and upfit.	PI	PB, PD, CC	Ongoing	\$
CD 2.4: Adopt a commercial building maintenance code to ensure ongoing use and maintenance of buildings and bring dilapidated buildings to a usable state.	PI	PB, TC		\$
CD 2.5: Partner with local and regional economic development organizations to market Lillington to entrepreneurs and investors.	AD	HC, TC	Ongoing	\$
CD 3.1: Ensure the Neighborhood Mixed-Use zoning district allows for compact, high-quality commercial in line with town expectations.	PI	PB, TC	Ongoing	\$
CD 3.2: Target a hotel as a centerpiece within a priority redevelopment node. Marketing to visitors of regional events at Campbell University, the planned sports complex, and outdoor recreation events.	AD	PI, HC, TC		\$
CD 3.3: Develop small-scale, mixed-use small area plans (SAPs) in priority redevelopment nodes. These SAPs should blend retail, services, transportation, and housing that support local job creation and prioritize access.	PI	E, PB		\$\$
CD 4.1: Enhance site plan design standards to promote high-quality building design, landscaping, and pedestrian accessibility.	PI	PB, AD		\$
CD 4.2: Strengthen overlay district design guidelines for new commercial development, especially in gateway areas and near downtown.	PI	PB, AD		\$

GOAL 4: PRIORITIZE COMMERCIAL DEVELOPMENT (Continued)

Implementation Recommendation	Lead	Support	Time	Cost
CD 4.3: Streamline development review processes for small-scale businesses and infill sites.	PI	PD, AD		\$
CD 4.4: Require pedestrian plaza or park-like feature for developments over a certain size in the community mixed-use character areas.	PI	PB, PD		\$
CD 4.5: Building entrances should address major streets and intersection corners, particularly along “key development node” intersections.	PI	PB, PD	Ongoing	\$
CD 4.6: Consider restriction of pole-mounted signs in the “community corridor” gateways in favor of monument signs.	PB	PI		\$

GOAL 5: ENSURE BALANCED GROWTH

Implementation Recommendation	Lead	Support	Time	Cost
BG 1.1: Continually monitor new development to ensure a balanced mix of uses and new investment on both sides of the river.	PI	AD, PB	Ongoing	\$
BG 1.2: Create a flexible development environment to support the formation of new business and growth in the Town's older commercial areas.	AD	PI, TC	Ongoing	\$
BG 1.3: Preserve large tracts of land for employment centers on both north and south sides of the river.	AD	PI, PB, HC, TC	Ongoing	\$
BG 1.4: Preserve land for parks and emergency services on both north and south sides of the river.	AD	PI, PS, HC, TC	Ongoing	\$\$\$\$
BG 1.5: Increase engagement with new HOAs and civic groups during town planning and budgeting processes.	AD	PB, TC		\$
BG 1.6: Address area south of the river with a CTP update.	AD	PI, DOT, HC		\$\$
BG 2.1: Support revitalization by preparing sites, improving public utilities, and assembling land to encourage private investment and redevelopment in areas perceived as lagging.	AD	PI, TC	Ongoing	\$\$\$\$
BG 2.2: Build new sidewalks, greenways, and bike paths in neighborhoods lacking pedestrian infrastructure to connect to schools, parks, and the river.	E	PI, TC		\$

GOAL 5: ENSURE BALANCED GROWTH (Continued)

Implementation Recommendation	Lead	Support	Time	Cost
BG 2.3: Implement a street and sidewalk program that equitably addresses maintenance and repair in all areas of Lillington.	AD	PI, TC		\$\$
BG 2.4: Coordinate with Harnett County Central Library to offer educational programming and host events at alternative facilities (south of the river).	AD	HC	Ongoing	\$
BG 3.1: Continually update the Future Land Use Map to reflect opportunities for compact, mixed-use nodes throughout the town—not just in the core.	PI	PB	Ongoing	\$
BG 3.2: Support infill development in established neighborhoods and near key corridors to maximize existing infrastructure.	AD	PB, TC, PI	Ongoing	\$
BG 3.2: Encourage well-planned developments that focus on design and placemaking that support a variety of housing types and price points to meet the needs of residents across life stages and incomes.	PI	TC	Ongoing	\$

GOAL 6: PRESERVE COMMUNITY IDENTITY

Implementation Recommendation	Lead	Support	Time	Cost
CI 1.1: Prioritize infrastructure investments like water, sewer, and stormwater improvements in and around downtown Lillington to support reuse of locally historic buildings.	AD	PI, E, TC		\$\$\$\$
CI 1.2: Improve the facades on town-owned historical properties to enhance their character and provide an example for other public and private buildings to follow.	AD	HCS		\$\$
CI 1.3: Work to beautify the streetscape and entry points to the STAR Academy (old High School) and encourage Harnett County Schools to invest to fully utilizing the building.	AD	HCS		\$\$
CI 1.4: Create an inventory of locally historical buildings and consider developing a localized preservation action plan.	AD	PI		\$
CI 1.5: Promote adaptive reuse of older residential buildings near key intersections through zoning changes and flexible code interpretations.	PI	PB	Ongoing	\$
CI 1.6: Support voluntary preservation tools such as landmark designation and conservation easements.	AD	PI	Ongoing	\$
CI 2.1: Establish corridor plans for priority gateways and community corridors to enhance accessibility, walkability, and aesthetics while entering Lillington's jurisdiction.	PI	AD		\$\$
CI 2.2: Incorporate street trees and landscaping into the public right-of-way and coordinate with NCDOT for maintenance and upkeep.	AD	DOT, HC	Ongoing	\$

GOAL 6: PRESERVE COMMUNITY IDENTITY (Continued)

Implementation Recommendation	Lead	Support	Time	Cost
CI 2.3: Gateway corridors into the downtown area should be consistently landscaped to caution drivers, comfort pedestrians, and indicate a distinct downtown district.	AD	DOT, RAB, PW		\$
CI 2.4: Install attractive signage, landscaping, and public art at key Town gateways to create a sense of arrival.	AD	DOT, RAB, PW		\$\$
CI 2.5: Maintain a unified branding and wayfinding system that reinforces the Town's identity across all communication platforms and physical spaces.	AD	TC	Ongoing	\$
CI 2.6: Incorporate the town logo as part of highly traveled street signs in new developments/retrofit in older developments.	AD	PI, TC		\$
CI 2.7: Create a community-wide wayfinding plan to incorporate the town brand on relevant facilities and destinations.	AD	PI, TC		\$\$
CI 2.8: Brand the town as an outdoor recreation destination, supported by services in the downtown area.	AD	CC, HC, PD		\$
CI 3.1: Create flexible, inclusive gathering spaces that reflect the diversity of Lillington's population.	AD	PI, PD		\$\$
CI 3.2: Support public art and cultural programming that celebrates local heritage and community pride.	AD	PI, SCAB	Ongoing	\$

GOAL 7: PRIORITIZE CONNECTIVITY TO THE CAPE FEAR RIVER

Implementation Recommendation	Lead	Support	Time	Cost
CF 1.1: Develop and enhance riverwalk greenways on both north and south sides of the river.	AD	E, PR		\$\$
CF 1.2: Partner with Harnett County to prioritize greenway connections to Raven Rock State Park and Campbell University.	AD	DOT, HC		\$\$\$\$
CF 1.3: Partner with Harnett County to build and maintain boat ramps 4-6 miles upstream and downstream from Lillington.	PR	AD, HC		\$\$
CF 1.4: Seek grant funding (i.e.: Clean Water Management Trust Fund) to acquire and conserve land connecting to current parks and the river.	AD	PR, TC		\$\$
CF 1.5: Develop additional public access points to the Cape Fear River, including riverwalks, canoe/kayak launches, and fishing platforms.	PR	AD, HC	Ongoing	\$\$
CF 1.6: Connect existing parks and neighborhoods to the river through sidewalks, greenways, and natural surface trails.	PR	PI, TC		\$\$
CF 1.7: Seek funding through state and federal sources to implement riverfront trail and recreation projects.	AD	PR, RAB		\$\$
CF 2.1: Utilize floodplain areas within stream corridors as potential greenway parks and trail connections to the Cape Fear River.	PI	AD, PR, PD	Ongoing	\$

GOAL 7: PRIORITIZE CONNECTIVITY TO THE CAPE FEAR RIVER (Continued)

Implementation Recommendation	Lead	Support	Time	Cost
CF 2.2: Consider a density bonus if development meets certain design criteria (i.e. 50% open space and 100 ft. buffer along perennial streams).	PI	PB, PD		\$
CF 2.3: Consider establishing protective buffers and conservation areas along the river to preserve viewsheds and habitat.	PI	PB		\$
CF 2.4: Promote environmentally sensitive development practices near the riverfront through design guidelines and low-impact development (LID) strategies.	PI	PB		\$
CF 2.5: Partner with regional organizations to support water quality monitoring and river stewardship programs.	PI	PB		\$
CF 3.1: New development should preserve riparian areas and establish greenway connections to Harnett County's adopted Bicycle, Pedestrian, and Greenway Plan when feasible.	PI	PD, PB	Ongoing	\$
CF 3.2: Update CIP to include budget for maintenance and expansion of future greenway sections.	AD	E, PI		\$\$
CF 3.3: Identify and pursue locations for existing neighborhoods to tie into riverfront greenways.	PI	PR	Ongoing	\$
CF 3.4: Prioritize implementation of the proposed sidewalk and greenway project from E. Front St. to the Cape Fear River (CTP #27 & #31).	E	PI, AD		\$\$\$

GOAL 7: PRIORITIZE CONNECTIVITY TO THE CAPE FEAR RIVER (Continued)

Implementation Recommendation	Lead	Support	Time	Cost
CF 4.1: Incorporate the river into Town branding and marketing materials to promote tourism and recreation.	PI	PB	Ongoing	\$
CF 4.2: Install interpretive signage that educates visitors on the cultural, historical, and ecological significance of the river.	AD	TC, SCAB		\$
CF 4.3: Plan unique seasonally themed riverfront events to be hosted at the town's amphitheater to activate the area year-round.	PR	CC	Ongoing	\$\$

GOAL 8: CAPTURING RESIDENTS & WORKERS

Implementation Recommendation	Lead	Support	Time	Cost
CRW 1.1: Attract commercial retail centers in designated Commercial Corridors with high-quality building design, unified signage, and landscaping that reflects a cohesive community character.	PI	PB, CC	Ongoing	\$
CRW 1.2: Encourage development of compact mixed-use nodes near employment centers that integrate restaurants, shops, accommodations, and daily services to support workers throughout the day.	PI	AD, CC	Ongoing	\$
CRW 1.3: Maintain & update architectural and site design guidelines that enhance the visual appeal, walkability, and functionality of commercial areas—especially those serving institutional employees.	PI	PB		\$
CRW 1.4: Encourage development of higher-density housing near downtown and employment centers to support young professionals seeking affordability and access to amenities.	PI	PB	Ongoing	\$
CRW 1.5: Promote diverse employment opportunities by targeting industrial, office, and innovation-based employers suited to the town's planned character areas.	AD	PI, PB, TC	Ongoing	\$
CRW 2.1: Support worker retention and entertainment through smart land use planning strategies.	PI	PB	Ongoing	\$
CRW 2.2: Enhance the town's sense of place by updating gateway monument signs at key entrances into town.	AD	PI, DOT		\$

GOAL 8: CAPTURING RESIDENTS & WORKERS (Continued)

Implementation Recommendation	Lead	Support	Time	Cost
CRW 2.3: Implement consistent and attractive signage across all town parks and public facilities to build brand identity and wayfinding clarity.	AD	PR		\$\$
CRW 2.4: Utilize retail leakage analysis and develop a targeted business recruitment strategy that attracts service providers and stores aligned with unmet resident demand.	AD	PI, HC		\$
CRW 2.5: Expand the downtown wayfinding program to include parking directions, visitor destinations, and neighborhood connections.	PI	PB		\$
CRW 3.1: Support the development of higher-density residential options near parks, schools, shops, and transit-ready corridors to encourage walkability and compact growth.	PI	PB	Ongoing	\$
CRW 3.2: Actively market downtown housing, recreational amenities, and trail access to visitors from Raven Rock State Park and the greater Triangle region as a lifestyle destination.	AD	CC		\$
CRW 3.3: Allow multi-family and mixed-use residential development in designated key development nodes & where supported by utilities and transportation infrastructure.	PI	PB	Ongoing	\$