

# SEVERN STRATEGIC PLAN

## 2023 - 2028

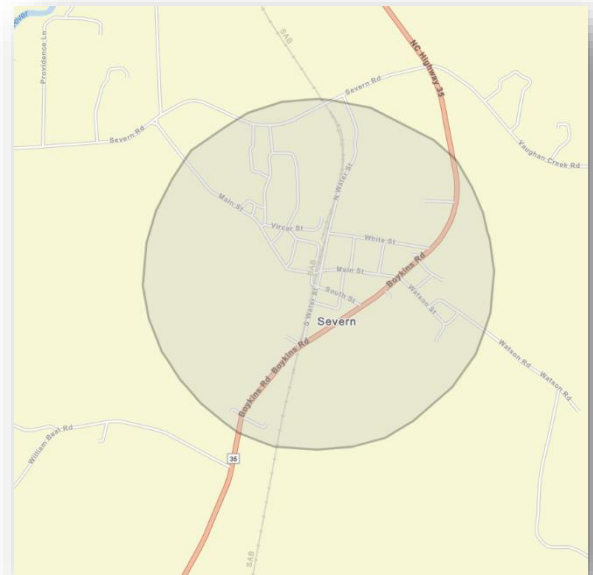


Prepared by the NC Main Street & Rural Planning Center Staff

High performing organizations are those that learn to anticipate and adapt to change by creating value for those served, and motivation and meaning for those who serve them. The best tool for creating value, motivation, and meaning is strategic planning.

In January 2023, the Town of Severn worked with the North Carolina Rural Development Division, Rural Planning Center to develop a strategic plan as part of the Creating Outdoor Recreation Economies (CORE) program. The Town worked over the winter and discussed the issues facing Severn.

The Town Board developed their vision for the future of Severn and addressed many issues in developing their unique strategic vision:



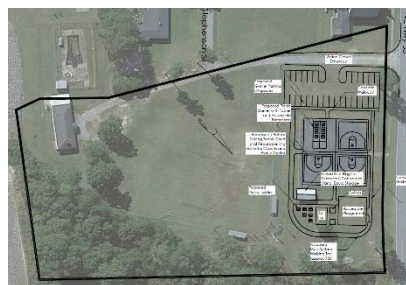
### **Severn, a historic small town and hub of the agricultural industry, with affordable housing and recreational opportunities for all ages**

Then they began the difficult task of identifying major issues, strategies, assigning responsibilities, and setting timetables to implement the plan’s vision. Finally, they developed a system to monitor progress of the plan and to inform changes to the action plan and renewal of vision.

This document is the culmination of their efforts.

The Action Plan is composed of the following elements: *Vision, Strategies, Goals, Objectives, and Actions*, in this order. The Time Horizon of the plan is 5 years.

Implementation, evaluation, and modification will be continuous in order for the plan and the Town of Severn to remain relevant, responsive and proactive. This strategic effort will provide greater accountability and represents an organization-wide approach to the preservation and enhancement of the quality of life our very special community enjoys. The Town Board will revisit the plan twice yearly (at budget time, and in November) to mark progress and amend the plan as necessary.



**Severn Strategic Plan 2023 - 2028**

**Vision: *Severn, a historic small town and hub of the agricultural industry, with affordable housing and recreational opportunities for all ages***

**Infrastructure**

Goal: Provide and maintain basic infrastructure needs

Objective: Decrease water and sewer seepage, provide new street signs, reduce number of stormwater complaints, upgrade existing sidewalks

Actions:

1. Conduct an Asset and Inventory Assessment to determine needed water and sewer upgrades
2. Purchase and install new street signs
3. Address stormwater issues in town
4. Bring existing sidewalks into compliance with the Americans with Disabilities Act

**Quality of Life**

Goal: Improve the quality of life for all Severn’s citizens

Objectives: Construct town park, upgrade wireless service, create a historic district

Actions:

1. Develop a town park
2. Work to improve wireless communication in and around the town
3. Pursue the creation of a National Register Historic District nomination to provide access to historic tax credits

## Appendix: Implementation Schedule

### Infrastructure

Goal: Provide and maintain basic infrastructure needs

Objective: Decrease water and sewer seepage, provide new street signs, reduce number of stormwater complaints, upgrade existing sidewalks

Completed <input checked="" type="checkbox"/>	Action	Name of <u>Person</u> Responsible	In-House- Outsource	Cost / Time	Partners / Assistance	Date To Be Completed
	1. Conduct an Asset and Inventory Assessment to determine needed water and sewer upgrades					
	2. Purchase and install new street signs					
	3. Address stormwater issues in town					
	4. Bring existing sidewalks into compliance with the Americans with Disabilities Act					

## Quality of Life

Goal: Improve the quality of life for all Severn's citizens

Objectives: Construct town park, upgrade wireless service, create a historic district

Completed	Action	Name of <u>Person</u> Responsible	In-House- Outsource	Cost / Time	Partners / Assistance	Date To Be Completed
<input checked="" type="checkbox"/>	1. Develop a town park	Town Board	Outsource	\$950,000	Town consultants, NC Division of Parks & Recreation, Upper Coastal Plains Council of Government	Dec 2025
	2. Work to improve wireless communication in and around the town					
	3. Pursue the creation of a National Register Historic District nomination to provide access to historic tax credits					