

Village of Marvin 2025-2035 Strategic Plan

Mission Statement: "We strive to create a vibrant community with emphasis on strategic economic growth and a high quality of life through transparent leadership, efficient governance, and responsive services."

Vision Statement: "The Village of Marvin will be a welcoming, inclusive, and engaged community with amenities that promote economic growth, offer recreation and celebrate heritage."

Goal 1: Create Spaces for Community Building, Recreation, and Commerce.

Description: Creating public spaces that encourage community interaction and economic growth is a core priority. This will be accomplished by:

Strategies:

- Promoting and developing the Heritage District as a vibrant gathering place for residents, fostering a mix of local businesses, public spaces, and cultural activities.
 - **Year 1 Action Items:**
 - Develop a master plan for the Marvin Heritage District, outlining zoning regulations, land use strategies, and economic incentives.*
 - **Year 3 Action Items:**
 - Develop a retail recruitment strategy to attract businesses to the Heritage District and other commercial areas.
- Identifying and developing parks and recreational areas that cater to multi-generational needs, including playgrounds, walking trails, and open green spaces.
 - **Year 1 Action Items:**
 - Contract a planning firm to conduct a comprehensive update to the Parks & Greenways Master Plan, ensuring alignment with future development.*
 - Complete construction of the Village Hall Park, providing residents with a central public gathering space.*
 - Expand community event programming (see Goal 4).*
 - Conduct acquisition and feasibility analyses to identify future recreational spaces and establish funding strategies for developing athletic fields.
 - **Year 3 Action Items:**
 - Conduct a feasibility study for the expansion of Village Hall Park (Phase 2) and develop sponsorship tiers, begin implementation.
 - Expand recreational offerings, including the expansion of the disc golf course at Marvin Ebird Park.
- Achieving open space per capita goals to maintain a balance between development and preservation of natural areas.
- Encouraging private investment and partnerships to help fund and maintain community amenities.
 - **Year 1 Action Items:**
 - Build relationships and initiate discussions for possible future public-private partnerships with the Town of Waxhaw and/or private organizations/sponsors for the construction of athletic fields.*
 - **Year 3 Action Items:**
 - Secure sponsorships for the expansion of Village Hall Park (Phase 2).
 - Launch the Downtown Main Street Program to revitalize local commerce and community engagement.
 - Implement municipal service district overlay.
 - Establish a Community Development Coordinator position to oversee growth and infrastructure projects.
 - **Year 5 Action Items:**
 - Continue infill of municipal service district planning and development tools.

**Included in FY 25-26 budgetary objectives in partial or in full OR included as a non-budgetary objectives where applicable.*

Goal 2: Grow the Village Strategically, Safely, and Responsibly.

Description: As Marvin continues to expand, it is critical to manage growth responsibly by:

Strategies:

- Supporting smart development initiatives, adapting zoning ordinances, and evaluating development proposals based on adopted plans, community values, and growth trends.
 - **Year 1 Action Items:**
 - Research and Consider Entering Contract with Vendor for a Village-wide Comprehensive Plan.*
 - **Year 5 Action Items:**
 - Assess necessary updates or plan to replace Comprehensive Plan to reflect current and future development goals.
 - Assess necessary updates or plan to replace the 2020 Land Use Plan to reflect current and future development goals (if Comprehensive Plan does not move forward).
- Partnering with planning and development experts to ensure sustainable expansion.
 - **Year 1 Action Items:**
 - Develop a municipal service district master plan and rate projections to ensure financial sustainability for infrastructure projects.*
 - **Year 3 Action Items:**
 - Contract consultant for a stormwater management study/master plan.
- Ensuring sufficient funding for the implementation of approved master plans to support the establishment of public spaces.
 - **Year 5 Action Items:**
 - Implement a stormwater management program and associated fee structure.
- Encouraging annexation of key areas to ensure consistent infrastructure and services.
 - **Year 3 Action Items:**
 - Implement annexation strategies as outlined in Comprehensive Plan (reassess if Comprehensive Plan does not move forward.)
 - Strategize to strengthen relationships with Marvin-adjacent neighborhoods.
 - **Year 5 Action Items:**
 - Consider annexation by referendum after strengthening relationships with Marvin-adjacent neighborhoods.
 - **Year 10 Action Items:**
 - Complete annexation initiatives to integrate surrounding communities and unify infrastructure planning.
- Collaborating with the Union County Sheriff's Office to enhance public safety, communication, and crime prevention initiatives.
 - **Year 1 Action Items:**
 - Initiate discussions with the Union County Sheriff's Office and commercial developments to establish a satellite office to improve public safety presence.*
 - **Year 3 Action Items:**
 - Hire an additional contract deputy to support law enforcement efforts in Marvin.
 - **Year 5 Action Items:**
 - Hire an additional contract deputy to support law enforcement efforts in Marvin.
 - **Year 10 Action Items:**

- Establish a Village Police Department with appropriate staffing levels to provide localized law enforcement services.

- Supporting growth of municipal services/facilities; provide resources to support Village Staff, ensuring transparency and efficiency in operations.
 - **Year 1 Action Items:**
 - Implement additional bulk waste collection service each Spring.*
 - Conduct research into alternative Finance software solutions.*
 - Provide continuing education for Village Office Staff and Public Works Crewmen.*
 - Provide continuing education to staff regarding the Main Street Program.*
 - Begin facility analysis for future expansion of municipal facilities.
 - Expand public engagement efforts by improving financial transparency through enhanced public reporting and website updates.*
 - **Year 3 Action Items:**
 - Begin planning for a new solid waste services contract to improve sustainability and service quality.
 - Acquisition of additional Public Works equipment, including a bucket truck; and initiation of minor additional Public Works services.
 - Implement new finance software for enhanced budgeting and reporting transparency.
 - Review Finance policies for necessary updates.
 - Establish new record archive facilities to enhance government efficiency and transparency.
 - Provide additional office space for Village Staff (expansion of Village Hall, relocation of staff to future Public Works Facility).
 - Hire grant writing personnel or contract with a grant consultant to secure additional funding opportunities.
 - Acquire land for a dedicated Public Works Facility to improve service quality and efficiency.
 - Strengthen emergency preparedness initiatives.
 - **Year 5 Action Items:**
 - Begin construction of Public Works Facility.

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Goal 3: Promote Multimodal Transportation and Pedestrian Safety

Description: Ensuring safe and efficient movement throughout the Village is essential for both residents and visitors. Key strategies include:

Strategies:

- Assuming maintenance responsibilities for neighborhood roads and sidewalks to improve safety and accessibility. **Year 1 Action Items:**
 - Assess revisions to right-of-way repair ordinances to improve sidewalk maintenance and accountability.*
 - Communicate with HOAs regarding accountability for damages to Village streets and sidewalks.*
 - Consider assuming maintenance of New Town Road from Village Hall to South Carolina.*
 - Obtain engineering estimates for long-term maintenance of New Town Road, Village Hall to South Carolina.*
 - **Year 5 Action Items:**
 - Reach 75% ownership of neighborhood roads to improve local infrastructure control.
 - **Year 10 Action Items:**
 - Achieve 100% ownership of neighborhood roads, with potential expansion to include certain connector roads.
 - Expand Public Works services to potentially include street maintenance, further enhancing local infrastructure control.
- Working with NCDOT, CRTPO, Union County, and other municipalities to implement necessary improvements at high-traffic intersections.
- Developing and executing a Safe Roads Action Plan to enhance pedestrian and vehicular safety.*
 - **Year 1 Action Items:**
 - Execute agreement with USDOT to authorize work to begin on Safe Roads Action Plan in accordance with regulations.*
 - Enter contract with firm to compose Safe Roads Action Plan.*
- Constructing and maintaining an interconnected network of greenways and walking trails to promote alternative transportation methods and recreational use.
 - **Year 1 Action Items:**
 - Research and consider establishing a tax to fund greenways and trails.
 - Assess drone licensing and requirements to aid in trail maintenance.
 - **Year 10 Action Items:**
 - Establish full trail connectivity across the Village, linking neighborhoods with pedestrian-friendly paths.
- Identifying funding sources, including grants and state programs, to support road, sidewalk, and greenway projects.

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Goal 4: Preserve Small-Town Atmosphere and Identity	
Description: Preserving the charm and sense of community in Marvin is a guiding principle. This will be achieved through:	
Strategies:	
• Showcasing the Village’s unique characteristics, celebrating Marvin’s historic roots, and promoting the benefits of residency.	
• Monitoring growth trends and implementing traffic mitigation strategies to reduce congestion.	
• Expanding opportunities for community events such as seasonal festivals, farmers markets, and concerts to strengthen local engagement.	
<ul style="list-style-type: none"> ○ Year 1 Priorities: <ul style="list-style-type: none"> ▪ Conduct research for a Summer Concert Series and sponsorship plan. ▪ Conduct feasibility research for a Farmers Market. ○ Year 3 Priorities: <ul style="list-style-type: none"> ▪ Implement Summer Concert Series. ▪ Implement Farmers Market. 	
• Implementing a cohesive branding strategy, including wayfinding signage, to enhance the Village’s identity.	
<ul style="list-style-type: none"> ○ Year 1 Priorities: <ul style="list-style-type: none"> ▪ Allocate funding for and implement seasonal decorations and community branding elements, such as pole banners. ○ Year 3 Priorities: <ul style="list-style-type: none"> ▪ Complete two phases of the Village’s wayfinding initiative to improve navigation and community identity. ○ Year 10 Priorities: <ul style="list-style-type: none"> ▪ Complete the installation of wayfinding signage and monuments to improve community navigation and branding. 	
• Prioritizing beautification efforts with green space enhancements, landscaping, and sustainable development initiatives.	
<ul style="list-style-type: none"> ○ Year 1 Priorities: <ul style="list-style-type: none"> ▪ Obtain Tree City USA designation and establish a formal public planting policy to enhance greenery and sustainability. 	
• Encouraging resident participation and education through outreach initiatives, such as surveys and public communication.	
<ul style="list-style-type: none"> ○ Year 1 Priorities: <ul style="list-style-type: none"> ▪ Engage the community through surveys to gather input on capital projects, park and recreational needs, and planning issues.* ▪ Develop marketing strategy/campaign using 2025 community survey data to promote public education of “community survey-driven” capital projects. 	

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Note: Not all strategies have year 1, 3, 5, and 10 action items assigned to them.