

Imagine Dunn Moving Forward

The Dunn Vision Group makes steady progress toward its goals for Dunn.

BACKGROUND

It has been more than two years since the Imagine Dunn Strategic Vision Plan was adopted by the Dunn City Council. This plan was developed by a Consultant, Arnett Muldrow & Associates, with wonderful input from the Community about what they would like to see.

The Dunn Vision Group (DVG), members meet regularly to reflect on the goals that have been met and to discuss the next steps that are needed to continue moving forward with the Imagine Dunn Strategic Vision Plan. DVG is made up of members from the City of Dunn, Dunn Area Chamber of Commerce, Dunn Area Tourism Authority, and Downtown Dunn Development Corporation.

In the past two years, DVG has watched our partners along with the City of Dunn complete projects associated with the plan including:

- The City and each organization represented adopted new logos and branding that complement each other but have separate identities.
- The comprehensive Land Use Plan and Map and the Unified Development Ordinance (UDO) has been updated and adopted by the City.
- The I-95/I-40 Crossroads of America Economic Planning Alliance was developed and meet monthly to enhance, promote and grow the corridor. They recently announced the major renovation of the historic Magnolia School, which upon completion will house the new Advanced Technology & Biotechnology Training Center and serve as an incubator for new industries regionally.
- The Community Appearance Committee partners with volunteer organizations and businesses for community cleanups and has offered grants for murals in the community.
- Downtown Dunn continues to offer more opportunities to residents and visitors with the new offerings of entertainment at the soon to be renovated Stewart Theater and the Bird's Nest Listening Room along with a new restaurant and other new businesses downtown. Downtown also added a new event, the Lucknow Music Festival, which will continue to be an annual event.
- The Dunn Area Tourism Authority has stepped up its branding and promotions of the City, increased activity at the NC Cotton Festival, hosted the Broad Street Block Party during the summer months and sponsored a Link Wray mural downtown.

DVG recently narrowed down the priorities to the Top 5, to determine the feasibility of completing these projects and to begin the steps of implementation. "These are long term goals and will not happen overnight, but you must start somewhere. The role of DVG is to make sure this plan does not just sit on a desk somewhere and collect dust," according to Council Member

Dr. David Bradham, who is the liaison between the committee and Dunn City Council. To ensure forward momentum continues, goals and objectives will be evaluated and updated regularly.

Top 5 Long-Term Priorities

1. Transform commerce corridors and gateways with consistent landscaping, signage, etc. (wayfinding and beautification)

UPDATE: Phase 1 of the Wayfinding Project has been budgeted and will hopefully go to bid this Spring. Phase 1 will start with Dunn's central district. Lights were also added to the Downtown trees.

2. Recruit businesses based on gaps identified in comprehensive Market Analysis

UPDATE: Dunn Area Tourism Development Authority has hired a Retail Strategist to help in recruiting businesses to grow our city and economy.

3. Implement Downtown Master Plan

UPDATE: DVG has decided that strategies for Downtown were included in the Imagine Dunn Plan and feels that this should be changed to Implement. Initial steps are to put Downtown (Imagine Dunn) plans in one packet, host a property owners informational meeting, proposed ordinance changes to support growth downtown, and regular progress reports to property owners.

4. Create Redevelopment Zone

5. Identify and Plan for Adaptive Reuse of Underutilized and Dilapidated Property.

UPDATE: Properties have been identified and DVG has initially prioritized Downtown facilities as a starting point in conjunction with #3.

To find out more about the Imagine Dunn Strategic Vision Plan and to view the complete plan, visit cityofdunn.org/imagine-dunn-strategic-plan.asp.