



## MEMORANDUM

**Date:** August 31, 2021 SENT VIA EMAIL

**To:** Jennifer Currin  
Assistant Planning Director  
Town of Wake Forest

**From:** Houseal Lavigne Associates  
Nik Davis, AICP, Principal

**Re:** **Wake Forest – Vision Statement and Goals Memo**

Dear Ms. Currin,

The purpose of this memo is to provide Town staff with the draft vision statement and goals for the future of the Wake Forest based on analysis and themes identified during community outreach. The vision statement and goals will serve as the “cornerstone” of the consensus building process and provide focus and direction for subsequent planning activities.

The Wake Forest Community Plan Update will provide the following introduction for the Vision Statement and Goal section.

Driven by community and stakeholder input, this “section” details the Plan’s visions and goals, which provide the framework for planning recommendations, policies, projects, and actions expressed within the Wake Forest Community Plan.

The **Vision Statement** is a narrative that paints a picture of what the Town can achieve following the adoption of the Wake Forest Community Plan. The narrative is intended to be ambitious and inspirational, depicting the community’s collective desires, and serving as the foundation for the Plan’s goals, recommendations, and actions.

The **Goals** describe desired results toward which planning efforts should be directed. They are broad and long-range. They represent an ambition to be sought and require the culmination of many smaller actions in order to be fully achieved.

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## VISION STATEMENT

The Town of Wake Forest will continue to prosper as a highly desirable community that preserves its small-town charm while fostering new growth opportunities. Smart, sustainable growth strategies will guide future development, with enhanced focus on preserving open space, maintaining a lush tree canopy, and ensuring sufficient infrastructure is in place. The Town will support a balanced mix of uses where residents can live comfortably near and access job opportunities and enjoy a variety of local shops, restaurants, and recreation amenities catering to all ages. Both new and existing neighborhoods will support a diverse range of housing choices and receive an equal share of public investment. Residents will be able to reach regional and community destinations safely and easily via a robust public transit, pedestrian, and bike network.

Wake Forest's economy will flourish, showcasing an entrepreneurial spirit that welcomes innovation, collaboration, and entrepreneurship. Residents will have access to a variety of local shops and restaurants, while flexible office spaces and employment centers will generate jobs and strengthen the Town's tax base. Downtown will continue to expand while maintaining its historic character, serving as the hub of civic activity, community events, and entertainment. Future development will be of high quality, supporting a vibrant mix of uses that exhibit a unique character that sets "Wake Forest" apart from other communities within the Triangle Region.

## GOALS

### ***Strategic, Supported Growth***

Prioritize infill development and ensure necessary infrastructure is in place to support future growth.

### ***Well-Balanced Mix of Uses***

Support a balanced mix of uses that create attractive residential areas, well-paying employment opportunities, and an abundance of recreation options.

### ***Maintain Historic, Small-Town Charm***

Reinvest in established neighborhoods, preserve historic assets, and ensure quality design of future development to maintain Wake Forest's unique charm and desirability as a place to live.

### ***Diverse Housing Opportunities***

Ensure Wake Forest provides a range of housing choices for residents of all income levels, stages of life, and abilities.

### ***A Pedestrian-/Bike-friendly Community***

Establish a highly-connected network for active modes of transportation to ensure residents can safely and conveniently travel between their neighborhoods, shopping areas, and other community destinations without a car.

### ***Safe & Connected Public Transit Options***

Establish a well-connected public transit system that improves access to regional and local destinations while supporting transit-oriented development.

### ***Unique, Thriving Businesses***

Support small businesses, innovative industries, and diverse employment opportunities to strengthen the Town's tax base and increase local job, retail, and service options.

***A Growing Downtown***

Continue efforts to revitalize and extend Downtown into a vibrant, pedestrian-friendly center of civic activity that provides places to eat, shop, and enjoy outdoor public gathering spaces.

***Preserve Wake Forest's Green Space***

Encourage the preservation of the Town's green space and tree canopy as growth occurs to protect the natural environment.