



>> Affordable

The City of Asheville will offer a standard of living that is affordable and attainable for people of all incomes, life stages and abilities.

Goal I: Hold the line on taxes and minimize fees.

Objective 1: Explore opportunities to enhance affordability by reducing utility costs through innovative energy efficiency financing programs.

Goal II: Support the creation and preservation of affordable rental and home ownership opportunities in Asheville so that all citizens have access to safe, sufficient and affordable housing.

Objective 1: Implement reforms to Unified Development Ordinance to encourage affordable housing development; expand commitments to mixed income neighborhoods and consider the formula "housing+transportation" for prioritizing the location of affordable housing.

Objective 2: Explore opportunities for public/private partnerships and innovative financing mechanisms to incentivize affordable housing development.

Objective 3: Support the Housing Authority to develop a comprehensive plan for public housing; continue to pursue redevelopment of public housing with a HOPE VI-type project.

Objective 4: Support initiatives to end chronic homelessness in Asheville with an emphasis on the Housing First philosophy.

Objective 5: Continue to provide funding for affordable housing development loans through the Housing Trust Fund; adequately fund the Affordable Housing Trust Fund.

>> Fiscal Responsibility

The City of Asheville will support a stronger, more prosperous community by making smart investments that accomplish lasting, tangible returns.

Goal I: Operate the City of Asheville to the highest levels of fiscal responsibility.

Objective 1: Maximize resources and create meaningful performance measures for programs and services.

Objective 2: Sustain at least a 15% Fund Balance.

Goal 2: Explore alternatives for enhancing the city's long-term financial commitment to master plan implementation, infrastructure maintenance, capital improvements, and public facilities.

Objective 1: Leverage internal and external partnerships for pursuing capital improvements and infrastructure projects.

Objective 2: Utilize existing revenue streams to maximize capital investment through debt financing and pay-as-you-go opportunities.

Objective 3: Explore feasibility of a General Obligation Bond referendum now or in future years.

Objective 4: Seek efficiencies in master plan implementation by identifying plan interdependencies, funding sources and key partnerships.

Objective 5: Research and provide a recommendation on parking rates based on benchmark information and community participation.

>> Green & Sustainable

Asheville will be the southeastern leader in clean energy and environmental sustainability.

Goal I: Set and develop a plan for implementing a community energy reduction goal.

Objective 1: Work with regional partners to create incentives for green building, energy conservation and energy independence.

Objective 2: Seek partnerships for a community energy audit and develop metrics to track community energy reduction.

Goal II: Take the City of Asheville's sustainability program to the next level.

Objective 1: Continue to identify strategies and costs for maintaining the city's annual energy reduction goal of 4 percent.

Objective 2: Implement ways to reduce city-wide solid waste.

Objective 3: Review the City of Asheville's ordinances that relate to tree topping, as well as parking lot tree requirements for spacing and shade.

Objective 4: Consider leasing City-owned land parcels to area farmers and gardeners.

>> Safe

Asheville will be one of the safest and most secure communities when compared to similar cities.

Goal I: Make Asheville one of the safest cities in America based on approved metrics for similarly sized cities; bring benchmark metrics back to City Council for approval and tracking.

Objective 1: Implement strategies to significantly improve public safety in neighborhoods in Asheville with the highest levels of crime.

Objective 2: Continue efforts to eliminate open air drug markets in Asheville.

Objective 3: Track and monitor performance of the Nuisance Court and the "Changing Together" program.

Objective 4: Support recreation and employment alternatives for youth at risk of gang exposure.

Objective 5: Support the Safe Routes to School program by applying for funding for one school this year.

Objective 6: Continue to support the Asheville Police Department's internet child abuse program.

Goal 2: Maintain accreditation and ISO ratings of Asheville Fire & Rescue Department.

Objective 1: Develop an action plan for maintaining fire and rescue standard of cover throughout the city.

Objective 2: Increase participation in state fire code inspection schedule to 90 percent.

>> Multimodal Transportation

Integrate and implement a multi-modal transportation plan including sidewalks, bike paths, signal preemption, transit, greenways, streets, rivers and access to the river, and other system improvements resulting in a funding priority list.

Objective 1: Continue construction and maintenance of pedestrian and bicycle infrastructure.

Objective 2: Seek partnerships for investments in greenway and sidewalk infrastructure, including cost sharing options.

Objective 3: Clearly develop a long-term Capital Improvement Program funding plan for sidewalk, bike lane and greenway projects beyond a pay-go strategy.

Objective 4: Leverage existing funds to pursue a pedestrian and bike friendly community opportunity.

Objective 5: Make progress in solving the Merrimon Corridor problem by pursuing an N.C. D.O.T. analysis using their Complete Streets Policy.

Objective 6: City Council adoption of a Complete Streets policy.

Objective 7: Study alternative options for downtown parking, to include the creation of a downtown trolley.

Objective 8: Seek to strengthen transit service by offering holiday and Sunday service, better airport service; seek opportunities to increase "choice riders".



>> Job Growth & Community Development

Asheville will support a dynamic and robust local economy with balanced and sustainable growth.

Goal I: Create more collaborative and effective working partnerships between the City of Asheville, the business community, and other key organizations to effectively manage the City's regulatory environment while accomplishing economic development goals.

Objective 1: Support diversified job growth and business development.

Objective 2: Support business through limited taxes, fees, and regulations.

Objective 3: Partner in regional economic development strategies and key local initiatives, including the HUB, Land of Sky, the Chamber's 5x5 Plan and the Sports Commission; continue partnership in the Economic Development Coalition.

Objective 4: Continue partnerships with local institutions of higher learning.

Objective 5: Provide leadership in buying green, local products and services.

Objective 6: Work cooperatively with state and county elected officials facilitate practical water system management, agreement on issues surrounding the Asheville Regional Airport, MSD board and North Carolina Agricultural Center, and to have a more direct role in the N.C. General Assembly.

Objective 7: Seek partnerships for the 4th of July and New Year's Eve fireworks displays.

Objective 8: Support local and regional Sustainable Community Initiatives and seek investments in Sustainable Community target areas, such as the East of the River Initiative; seek opportunities for recognition.

Objective 9: Finish the Eagle Market Street Redevelopment Project.

Objective 10: Strengthen community relationships through the creation of a Neighborhood Advisory Committee.

Goal II: Support a strong local economy by continuing to implement sustainable growth and development policies.

Objective 1: Promote sustainable, high-density, infill growth that makes efficient use of existing resources; seek progress on specific corridors.

Objective 2: Continue efforts to rejuvenate the riverfront area; seek additional funding opportunities and a possible partnership with the County.

Objective 3: Complete the Downtown Master Plan implementation.

Objective 4: Maximize opportunities for sustainable infill development by pursuing a form based code planning policy, complimentary incentive policies and strategic capital investment.

Objective 5: Consider tools and programs the City could use to promote job growth and creation.

Objective 6: Improve the affordability of water and stormwater utility rates for residential customers and ensure effectiveness and value for fees charged.

Goal II: Maintain Asheville's commitment to being an "employer of choice" in the region.

Objective 1: Attract and retain quality employees with an emphasis on local labor pool development opportunities and by paying sound wages and benefits; prioritize employee compensation in the FY 12-13 budget process.

Objective 2: Enhance diversity in the City as an organization so that the workforce more closely resembles the community, especially in the area of public safety.

