

STAUNTON CITY COUNCIL 3-YEAR PRIORITIES TO ACCOMPLISH 2030 VISION

City Council worked with City staff to develop three-year priorities to achieve its Vision for 2030 and adopted them on June 13, 2019. Over the next three years, City staff will work to implement the priorities as described below.

ECONOMIC DEVELOPMENT

- ❑ With a preference for employers with high-paying jobs, aggressively recruit and secure favorable development for the Staunton Crossing site to include advanced manufacturing, logistics, data centers, office park, retail, restaurants, and open space
- ❑ Prepare the Staunton Crossing site for development and work with developers in a way that secures the best competitive position for the city which will include:
 - ❑ Completing Crossing Way access road
 - ❑ Demolishing outmoded structures
 - ❑ Achieving Tier 4 certification from the Virginia Economic Development Partnership
- ❑ Working in partnership with the Staunton Downtown Development Association, Staunton Creative Community Fund, and Staunton Innovation Hub, maintain strategies to support local businesses, including start ups and expansions
- ❑ Continue to support tourism activities and enhance Staunton's reputation as a tourist destination
- ❑ Review and revise ordinances that are related to economic development to ensure that the city is business friendly and aligned with Council's vision including:
 - ❑ Review of the Zoning Ordinance
 - ❑ Review of the Corridor Overlay Ordinance
 - Enforcing and defending the ordinance as necessary
 - Bringing additional properties on each route into compliance, noting that the opportunity to model City's commitment only arises as properties improve or turn over
 - Bringing existing properties into voluntary compliance
- ❑ Build and implement a strategy to attract private and non-profit investment, specifically in Staunton's Opportunity Zones, to include:
 - ❑ Identifying properties (land/buildings) available for development
 - ❑ Identifying potential projects
 - ❑ Developing a list of potential Opportunity Fund investors
 - ❑ Educating members of the community on the potential of Opportunity Funds

EDUCATION

- ❑ Provide resources to support the School Board's efforts to attract and retain high quality employees
- ❑ Continue and strengthen the commitment to supportive relationships with the School Board and school division administrators to achieve the excellence and growth of our school system

CULTURE

- ❑ Continue to support festivals with the provision of in-kind services and logistical assistance by City departments such as public works, police, fire and rescue, tourism, and parks and recreation
- ❑ Implement improvements consistent with the adopted Bicycle and Pedestrian Plan as funding becomes available
- ❑ Review and adopt the Greenways Plan
- ❑ Continue to support the efforts of organizations that are enhancing arts and culture in Staunton

INCLUSIVENESS

- ❑ Conduct a citizen survey and use results to develop and implement a proactive strategy to achieve more citizen engagement
- ❑ Review and modify as necessary all City policies to ensure that they are aligned to achieve inclusiveness, including attention to the diversity of staff and management and salary equity
- ❑ Enhance and support efforts to promote the complete and diverse history of the city so that we enhance civic pride, instill ownership among all citizens, and create momentum for the vision

RESILIENCE

- ❑ Continue to nurture the growing local food economy through strategies such as the Farmers' Market, community kitchen, food hub, etc.
- ❑ Explore ways in which we can cut the City's dependence on fossil fuels and provide information to Council on cost benefit/ resources needed for strategies such as:
 - ❑ Installation of solar panels on a public building (i.e. demonstration of commitment)
 - ❑ Electric cars and natural gas vehicles, including public transit vehicles
- ❑ Continue Council's engagement efforts to protect our water supply from the potential impact of the Atlantic Coast Pipeline or other threats

RESPONSIVE, EFFICIENT GOVERNMENT

- ❑ Implement interactive online opportunities to engage citizens
- ❑ Move more transactions to the online environment and simplify and improve the efficiency of City processes (i.e. development review process, business licenses, bill payment)
 - ❑ Consider tutorials
 - ❑ Enhance education
- ❑ Engage the communications manager to enhance communication regarding City services and initiatives such as citizen engagement, budget, inclusiveness, etc.
- ❑ Develop strategies to enhance Council's awareness of progress and engagement to include:
 - ❑ A strategy to enable Council to review/discuss progress on Council Priorities (i.e. possible mini-retreat)
 - ❑ A strategy for liaisons to report on the work that they are doing with commissions/boards
- ❑ Continue to offer the Citizen University to build community capacity and support

BUILT ENVIRONMENT

- ❑ Study changes to the City's land use policies and ordinances to enable more mixed use development and gradually implement those changes
 - ❑ Encourage developers to build developments that enable more self-sufficiency
 - ❑ Ensure that we do not overly restrict builders so that it is too expensive to build
- ❑ Continue to develop a long term financing strategy to ensure that we can meet major needs for public buildings that are not currently in the CIP
- ❑ Complete and extend the streetscape plan as funds allow
- ❑ Support regional initiatives to provide more public transit opportunities
- ❑ Implement policies that encourage the improvement, development, or replacement of blighted properties, with consideration of:
 - ❑ Options that may become available through Opportunity Funds
 - ❑ More robust zoning enforcement
 - ❑ More aggressive schedule of delinquent tax sales
 - ❑ Appropriate notification/education regarding compliance with historic preservation ordinances
- ❑ Work with Augusta County to ensure adequate court facilities in downtown Staunton and to create a framework for meeting future needs
- ❑ Support efforts to enhance broadband access throughout the city using the latest available technologies