



## Asheville City Council Strategic Planning Retreat

Summary of Community Feedback – Friday, February 7, 2014

### Group 1: Economic Development and Financial Sustainability

#### Goals:

1. Improve economic environment to create new business, support existing business and create job growth
  - a. Incentives for small business
  - b. Support for existing business
  - c. Living wage as a minimum requirement for all incentives
  - d. Increase quality jobs with higher wages and benefits
  - e. Streamline regulation process for business development with a focus on small business friendly regulatory environment
  - f. Create and support fiber optic infrastructure
  - g. Explore Co-op models/partnerships
  - h. Improve public education, resources to better prepare employees for the job market.
2. Economic Benchmarking
  - a. Economic Base Study
  - b. Increase in medium/high income jobs as a benchmark for economic growth
  - c. Measure Return on Investments from Economic incentives and capital investment
  - d. Measure triple bottom line impact
3. Multimodal Transportation Enhancements
  - a. Transit Improvements including additional service and longer hours
  - b. Explore creative revenue opportunities and/or community based partnerships to expand transit services
  - c. Mixed use, mixed income multi-modal
  - d. Leveraging historical resources
4. Economic Development Capital Improvement Plan
  - a. Mixed Use – Include Wilma Dykeman Riverway Plan in the EDCIP
  - b. Downtown Vitality – Thomas Wolfe Renovations

- c. Downtown Vitality – Renovate and support development around McCormick Field and the South Slope
- d. Job Growth – I-26 Connector Completion
- e. Communication of EDCIP and community collaboration and engagement
- f. Prepare a redevelopment policy

## Focus Area #2 AFFORDABLE HOUSING & COMMUNITY DEVELOPMENT

### Goals:

- Ensure broader access to affordable housing, including people with poor credit or criminal backgrounds. Fill the gap between public housing and affordable housing.
- Complete the 10 year plan to end chronic homelessness.
- Focus on children and families that are homeless.
- Have a community who is educated and informed on affordable housing and density.
- Help preserve existing affordable housing.
- Be more inclusive in obtaining input from persons with housing needs in affordable housing policy making.
- Break the cycle of poverty by focusing on the reform of public housing and addressing other key leverage points.
- Ensure that affordable housing is safe.
- Augment housing affordability by reducing carbon footprint in affordable housing and public buildings.
- Promote the active transportation function of bike lanes, greenways, sidewalks rather than the recreational function.
- Encourage increased positive perception of law enforcement.
- Create an active partnership among City, County, Housing Authority, and others to redevelop public housing as mixed income housing.
- Create a path to home ownership for low income households.

### ACTION STEPS:

- Create permanent housing for the hardest to house.
- Goals from the Affordable Housing Advisory Committee (fully fund Housing Trust Fund, increase density, waive permit fees, share the cost of infrastructure, and increase land available for affordable housing).
- Rebrand affordable housing as “Opportunity Housing.”
- Tell the good news about successful affordable housing developments such as Larchmont.

- Assist low income elderly with housing rehabilitation to remain in their homes
- Support the integration of affordable housing into the community through proper land use regulation and design.
- Utilize the comprehensive plan update to provide for more housing opportunities.
- Encourage energy efficiency and alternative energy in affordable development.
- Ensure there is a policy correlation between affordable housing and other costs of living.
- Clarify the most effective roles the City can play in creating affordable housing solutions, and ensure that the City is at the table to play that role.
- Expand opportunities for persons of low income to participate in communities and boards, and consider revising the boards and committees application form.
- Encourage adaptive reuse to create more affordable housing in historic structures.
- Review UDO and other regulations to assess whether there are barriers that affect housing affordability: tiny houses, accessory units, short-term rentals.
- Utilize parks maintenance site for affordable/mixed-income housing.
- Make increased housing density a use by right in more zoning districts.
- Align our development incentives, such as our Sustainability Bonus, to focus on affordable housing.
- Increase the transportation corridor from 1/8 to ¼ mile for eligibility for density bonus.
- Create mechanism to place people into the preferred redeveloped public housing.
- Create mechanism to provide skills as a path out of public housing.
- Establish measurable goals to increase affordable housing as a percentage of total housing.
- Measure the economic impact that would result from reducing rental housing cost for those who are housing cost burdened.
- Explore community land trusts and the concept of inclusionary zoning as tools to increase affordable housing.
- Explore multi-year commitment of available resources for focused redevelopment.
- Correct transit's C route.
- Communicate more effectively with transit users.
- Review Affordable Housing Scorecard and recommendations.
- Provide wifi access in public housing and community centers.
- Give more incentives to private developers to build affordable housing.
- Reduce regulatory barriers to affordable housing.

### Focus Area #3 – Quality of Life

Goal 1: Make Asheville one of the safest cities in America based on approved metrics for similarly sized cities

- Continue efforts to eliminate drug, gang and **vice (add)** activity
- Combine safe routes to school with Continue efforts to address pedestrian safety issues through education, infrastructure and maintenance
- Implement Complete Streets and include an aspect that includes safety education (to be included in multi-modal transportation plan)
- Standard of Cover
- ~~Pursue ordinance for regulating graffiti removal on private property~~ Address graffiti
- ~~Address prostitution in S French Broad area~~

Goal 2: ~~Address achievement gap in City School system~~ (Broaden to include what is within City's scope)

- Formalize partnerships including those for youth programs
- Wireless in recreation centers public housing

Goal 3: Address access to healthy, affordable food

- Opportunities with city-owned property
- More edibles in public spaces

### NEW GOALS

Goal 4: Cultural Enhancement

Goal 5: Recreation & Cultural facilities

- Opportunities for Aging population
- Explore diverse funding through fostering partnerships

### NEW IDEAS

- Fire Standard of Cover
- Fire service delivery (effectiveness, safety, staffing)

- Enhance technology in CBD to improve safety (cameras, fiber optic network)
- Address panhandling
- Use volunteers downtown
- Walkability
- Place-based cultural events (things that improve feeling of community)
- Work with Chamber et al to promote and market Asheville's high quality of life
- Continue work with Diversity Coalition and African American Heritage Commission
- Address diversity in the broadest sense (socio economic, culture, race, etc.)
- Make Asheville a great place to LIVE and visit
- Gentrification – how do we balance with economic needs
- Engage with Raleigh more to protect local needs
- Support performing and fine arts culture
- Engage and support strong business community
  - Predictable regulatory process
  - Welcoming atmosphere
- Address speeding in neighborhoods through traffic safety and engaging community
- Support cleanliness in neighborhoods
- Continue to enhance community policing efforts
- Implement an iconic method of public transportation
- Benchmark locally grown food and set goals similar to carbon reduction
- Develop quality of life environment on south slope and other investment zones
- Hold off on evaluating fire station at airport, look into Montford
- Support Moogfest
- Explore food economy incentives and partner with Foodtopia
- Improve ISO rating for standard of cover
- Invest in bike/greenways, pedestrian infrastructure as transportation first, recreation second
- Integrate culture into transit infrastructure (Asheville Design Center – Craven Street)
- Accelerate adapting a land use pattern to meet needs of tomorrow's citizens
- Celebrate unique identities of neighborhoods
- Identify and prioritize projects that close gaps in ped/bike infrastructure
- Support local law enforcement jurisdiction