

BELVILLE VISION PLAN: 2013



VISION STATEMENT

*THE TOWN OF BELVILLE IS COMMITTED TO
MAINTAINING ITS DISTINCTIVE SMALL TOWN
CHARACTER WITH A BALANCE BETWEEN AESTHETICS,
GROWTH AND A SUSTAINABLE ENVIRONMENT WHILE
PROVIDING CUSTOMER SERVICE AND FISCAL
RESPONSIBILITY.*

SHORT-TERM ACTION STEPS FOR FY 08-09

- SECURE FUNDS FOR INFRASTRUCTURE IMPROVEMENTS
- ACTIVELY PARTICIPATE IN FEDERAL, COUNTY, STATE AND LOCAL COMMUNITY MEETINGS
- CLARIFY THE TOWN'S ROLE IN LAND ACQUISITION AND COMMUNICATE TO CITIZENS
- EVALUATE THE NEED FOR IMPROVED CITIZEN SAFETY AND FUNDING PROGRAMS
- DEVELOP A RECRUITMENT PLAN FOR ENGAGING CITIZENS
- ACQUIRE PRIVATE LANDS FOR OPEN SPACE
- DESIGN APPROPRIATE PLANS FOR BIKE PATHS AND OTHER TRAILS
- INVESTIGATE BEST PRACTICES FOR CLEANING RIGHT-OF-WAYS
- TASK STAFF WITH THE REVIEW AND UPDATE OF POLICIES AND PROCEDURES

Long-Term Strategic Plan 2013

Vision for Responsible Development

1. We have revised – codified town ordinances
2. We have worked to improve intersection of 133/74/76 so it is safe
3. We have an aesthetically pleasing downtown
4. We have diverse businesses in place consistent with our vision
5. Continued implementation of CBD Plan
6. We are viewed as a significant partner

Action Steps to Achieve Vision 2013

Responsible Development Action Steps...

1. We have revised and codified town ordinances
 - Maintain efforts
2. We have worked to improve Hwy 133/74/76
 - Collaborating with county, state and local communities to continue to implement Vision 2020 and continue staff support
3. We have an aesthetically pleasing mixed use downtown development
 - Explore and implement the land requisition plan to support the development of the downtown
 - Clarity is the town's role in land acquisition followed by communication to its citizens
4. We have diverse businesses consistent with our vision

- Play more active role with county i.e. agencies (Brunswick County, Economic Development Corp, Chamber)
 - Pursue bringing new businesses
 - Engage current business owners
5. Continued implementation of development agreement for our CBD
- Secure funding for infrastructure improvements
 - Secure county and state support by building relationships
 - Focus efforts to identify issues with water and sewer
6. We are viewed as a significant partner in region
- Obtain a seat on the sanitation committee district in North Brunswick
 - Active participation in local community meetings – last town forum inviting lay partners (such as Cape Fear Regions 1 Growth Team)
 - Visit Raleigh

Vision for Services

1. We have public, viable open space
2. Events in our community are being sponsored
3. Appropriate safety for our citizens is provided
4. Appropriate transportation systems are in place
5. Best practices for storm water management have been implemented

Service Action Steps...

1. We have public, viable open space
 - Design appropriate plan for bike paths and other trails
2. Events in our community are being sponsored
 - Create a representative citizen Committee to implement annual town celebration
3. Appropriate safety for our citizens is provided
 - Evaluate need for improved citizen safety and fund programs (broad definition)
4. Appropriate transportation system are in place
 - Create and implement multi-use paths (Bicycle, walking)
 - Improve communication of existing systems
 - Assessing acquisition of state roads
5. Best practices for storm water management have been implemented
 - Identify best practices for new and existing development and communicating plans need to citizens

Vision for Aesthetics and the Environment

1. We have upgraded the entrance to the town
2. We have a town beautification program
3. Our heritage has been preserved
4. Our town's wetlands are preserved and used as an asset
5. Sound environmental policies are actively promoted

Aesthetics and the Environment Action Steps...

1. We have upgraded the entrance to the Town
 - Identify location of welcome sign
 - Secure beautification from department of transportation
 - Identity easement issues
2. We have a town beautification program
 - Investigate best practices for clean right of ways
 - Communicate/ Education recycling program and yard waste
 - Explore "Earth Day" type event
3. Our heritage has been preserved
 - Designate a list of heritage trees to be preserved
 - Identify inventory of heritage assets
4. Our town wetlands are preserved and used as an asset
 - Acquire private lands for open space/ pursue discussion with Dan Cameron
5. Sound environmental policies are actively promoted

- Make contact and coordinate with existing environmental organizations (tap citizens)

Vision for Finance and Administration

1. We are viewed as being financially responsible
2. We are using consistent and updated policies and procedures and ensuring accountability
3. We are routinely updating the community on town business
4. We are engaging the citizens to be active participants in community
5. We are continually assessing our staffing needs
6. We are continuously seeking alternative revenue streams

Finance and Administration Action Steps...

1. We are viewed as being financially responsible
 - Educate board and citizens on Performance Based Management Budget PBMB
 - Implement Performance Based Management Budget
 - Determine benchmark for fund balance
2. We are using consistent and updated policies and procedures and ensuring accountability
 - Staff reviews policies and procedures (e.g. HR, Business Policies and Procedures) and present to board
3. We are routinely updating the community on town business
 - Periodic hard copy communication via mail
 - Consider alternative ways to communicate (e.g. Central kiosk, annual “state of the town” address, churches, HOA’s)
4. We are engaging the citizens to be active participants in the community

- Identify groups issue-related where citizens could represent the town.
- Communicate to citizens how they can be involved
- Ease of access for citizens to; identify volunteer opportunities

5. We are continually assessing our staffing needs

- Align with goals and budget

6. We are continually seeking alternative revenue streams or cost reduction opportunity

- Staff should present alternate streams during budget process and cost/ benefit analysis and cost reduction proposals