

CHARLOTTESVILLE CITY COUNCIL 2020 VISION

Our Vision

Mindful of our responsibility to future generations, Charlottesville will build a distinctive, world class, small city by ...

- **Promoting a climate of excellence in public and private life,**
- **Providing quality, responsive, efficient and innovative citizen services,**
- **Creating opportunities for community members and future generations to reach their full economic, social, and cultural potential,**
- **Reaching across jurisdictional lines for regional progress,**
- **Sustaining our natural resources and enhancing the quality of our natural and built environment,**
- **Respecting the diversity of our population while building a unified community,**
- **Recognizing the rights and responsibilities of its citizens, and**
- **Summoning the courage to embrace positive change for the common good.**

Citizens have a critical role in shaping the public decisions that affect their lives. Our local government should be pro-active in mobilizing the diverse public and private resources needed to meet the priorities and challenges of the future. To these ends, we will work toward the following:

[A Progressive Economic Center that Generates Opportunity and Prosperity for All Citizens](#)

Charlottesville will strengthen its leadership position as the thriving economic center of the region by leading the way to embrace the emerging new economies. We will ensure our success by building on the strengths of our educational institutions, our established businesses, and an emerging entrepreneurial sector. We will emphasize expanding our existing businesses and growing our own workforce as we strategically recruit capital, labor and other resources from inside and outside the City to create opportunities for all our citizens to prosper.

[Greater Residential Opportunities and Options throughout the City](#)

The City Council is proud of the efforts it has made (and will continue to make) to ensure that our housing stock meets high standards while enhancing the quality of residential neighborhoods. The Council also recognizes that the future of the City is linked to increasing the stock and diversity of housing type and price. We desire for our citizens to have the opportunity, as their incomes rise and the size of their families increases, to remain in the City, if they choose to do so. We also desire new residents who seek to build a future in a dynamic City to find quality housing throughout our community.

[Enhance the Social Fabric](#)

We will enhance our community by embracing diversity while recognizing the importance of unity, and by striving for a healthy and balanced demographic mix in our population and in our neighborhoods. We will represent the interests of all sectors of the community in the decisions and processes of City Government. We will respect the many different lifestyles, heritages and points of view

among the members of our community. We will work to insure the safety of all citizens throughout the city. We will encourage citizens' communication and information access through technology. We welcome those from other countries and cultures who enrich the fabric of our community. We will strive to create a community that nurtures and protects the physical and mental health of all of its citizens, and most especially of children, who require healthy family environments in which to thrive and develop.

Promote Educational Excellence and An Intellectual Climate (Art and Culture)

We live in a community that places a high value on educational excellence, and that shares an understanding of the essential value of art and culture in society. Education nourishes the mind, promotes good citizenship, and prepares citizens to be contributing members of society. Art and culture nourish the spirit and enhance our understanding of our common humanity. We envision a city in which art and culture are a major part of civic life, and where excellent institutions of public education advance the economic health of the community and individual success of every member of the community, young and old.

Enhance our Natural and Built Environment

Quality of life includes all the tangible and intangible factors that make Charlottesville attractive to live in, to work in, or to visit. The quality of its natural and built environment must be extended and enhanced, its heritage conserved, and new development must be high quality and sustainable.

Engage the Public to Create Constructive Change for the Betterment of the Community

A healthy and vibrant City depends upon many strong and diverse civic institutions that define and work for the betterment of the community. We will strive to create an atmosphere in which every citizen is encouraged to make a meaningful and positive contribution to civic life, either through direct involvement with City government, or through the myriad of other civic institutions that define us as a community. We will strive to involve all citizens and civic institutions in creating and working towards a progressive vision of the future, while valuing and respecting our history.

World Class Government

We will provide excellent customer service in every aspect of City government operations, based on a culture of diversity, efficiency, teamwork, and continuous self-improvement. We will build a local, national and international reputation for Charlottesville City Government. We value interaction and the flow of ideas between City government and citizens.

[Our Vision Principles](#)

The Charlottesville City Council will use these principles to guide its collective decision-making and to enable it to develop a strategic work plan to help achieve its vision for the future. In implementing these visions, we will demonstrate the courage to lead and will continuously evaluate the effectiveness of our efforts.

[A Progressive Economic Center that Generates Opportunity and Prosperity for All Citizens](#)

- We will actively pursue strategies designed to keep the City a thriving and vital retail center of the region.
- We will support mechanisms to ensure that economic opportunity is integrated into the fabric of the community.
- We will engage our business community in an effort to nurture an expanding group of civic entrepreneurs who invest their time and capital to increase civic wealth and economic opportunity.
- We will provide well-maintained, state-of-the art public infrastructure. We will encourage and help catalyze private sector investment in the public sector.
- We will encourage efforts in workforce development targeted to Charlottesville residents to keep our community thriving and provide greater opportunity to all.
- We will ensure that our transportation plans and initiatives, whether pedestrian, bicycle, auto, transit, rail, or air, are designed to enhance the economic opportunity and the quality of life in the City, and to improve the efficiency of transportation.
- We will build partnerships designed to ensure our ability to compete in the emerging global economy.

- We will seek to create a broad range of higher paying, quality work opportunities that support a local economy and insure that our workforce shares in the region's prosperity.
- We will work individually and with our regional partners to develop and promote the City as an attractive and desirable tourist destination.
- We will encourage employers and city government to be good corporate citizens and foster a climate of social equity.
- We will support economically viable initiatives to increase commercial, retail and residential growth opportunities in our commercial corridors.
- We will encourage quality urban design in development and redevelopment within the City.
- We will develop partnerships designed to address the parking and mobility needs in the commercial areas of the city.
- We will streamline and standardize permitting and other processes to assist businesses and developers to complete quality projects in reasonable periods of time.

Greater Residential Opportunities and Options throughout the City of Charlottesville

- We will support a housing mix and the development of new housing product to accommodate city residents as their incomes rise and their families grow.
- We will increase the amount of market rate, higher density residential housing downtown and along the economic development corridors.
- In order to raise the overall quality of neighborhood life, we will support increased owner occupancy in residential housing throughout the city.
- We will strengthen the school system and neighborhood amenities to encourage quality housing development and retain the character of

established residential neighborhoods.

- We will support programs that assist low and moderate-income, first-time homebuyers and enhance the quality of low-income housing stock.
- We support the rehabilitation of older housing stock.
- We will develop and be guided by a comprehensive housing strategy and sound planning principles.
- We support a fair-share housing plan that spreads affordable housing opportunities throughout the region.
- We support initiatives that are directed toward expanding the middle class throughout the City.
- We will support initiatives, which promote conversion of rental structures to home ownership when and where appropriate.
- We will seek to have new, appropriate student housing located on University property or along commercial corridors so that high-density development may occur outside of established residential neighborhoods.
- We support new housing in residential areas, which is marketed at prices comparable to or higher than those in the immediate neighborhood.

Enhance the Social Fabric

- We are committed to a strong system of public safety and to assisting the criminal justice system in its mission to protect citizens.
- We will support prevention and intervention programs to reduce incidents of crime in our City.
- We will promote understanding and tolerance of various lifestyles, heritages and points of view that contribute to healthy diversity in our community.

- **We respect the privacy and individuality of all citizens.**
- **We will pursue policies and strategies to permanently reduce poverty in our community.**
- **We will provide opportunities for all citizens and families to gain greater self-sufficiency and share in the prosperity of our community.**
- **We will act to create a community in which a healthy balance in levels of income, type and value of housing, and age of population is maintained.**
- **We will support and encourage a wide array of recreational, cultural and educational activities for citizens of all ages.**
- **We value and encourage community service by our citizens who contribute their time, energy and resources for the benefit of our community.**
- **We will work to enhance and support the ability of families in our community to provide nurturing environments in which people of all ages can thrive and achieve their full potential.**
- **We believe that all citizens should have access to quality health care through a network of public and private providers and insurance programs.**
- **We will help to educate and inform our citizenry about our collective heritage and its contribution to our contemporary society.**
- **We support access to information and the availability of the means of communication to all citizens.**
- **We will endeavor to create a connected community in order to insure that all of our citizens have the opportunity to use electronic technology to enhance their personal lives and their economic well being.**

Promote Educational Excellence and an Intellectual Climate (Art and Culture)

- We will provide every child in our community with an excellent public school education.
- We will increase opportunities for life-long learning, from pre-school through adult education.
- We recognize the importance of technical and career/workforce education as essential to our economic health and the prosperity of our citizens and community.
- We will foster a supportive climate for cultural and artistic institutions and expression and will enhance community support for the arts.
- We will build on the successes of the public school system to promote upward trends in educational excellence.
- Our schools will be staffed with a well-trained, competitively compensated teaching faculty.
- We support the concept of using our public schools as neighborhood and community centers.
- We will support the University of Virginia's efforts to remain one of the best public institutions in the nation.
- We will seek to build partnerships with PVCC and UVa to enhance the educational, intellectual, artistic and cultural environment of the community.
- We take pride in being a community of readers and support universal access to excellent public library services and reading programs.
- We will support initiatives by the public and private sectors to promote educational, news, and cultural programming in the print and broadcast media.

Enhance our Natural and Built Environment

- We will protect the physical beauty and the clean, natural environment of our City.
- We commit to extension and enhancement of the public realm – all those spaces, public and private, we share as a community.
- We will promote and support the ideal of our City as a Park by expanding green space, the urban canopy, and improving access to our waterways.
- We will protect and enhance the quality of our air and water.
- We will emphasize public and pedestrian spaces in the architectural fabric of our entrance corridors and throughout the City.
- We will develop economically sustainable transportation strategies that focus on efficiency, safety, and traffic reduction.
- We will endeavor to balance people’s desire for convenience with viable alternatives that support or enhance our natural and built environment.
- We will support strategies and incentives to protect and enhance our historic resources while recognizing the rights of private property owners.
- We will insure an adequate water supply for City residents, guided by a comprehensive water supply plan and sound planning principles.

Engage the Public to Create Constructive Change for the Betterment of the Community

- We encourage and support a climate of respectful and informed discourse.
- We support an open and transparent government and will empower all members of the community to be active participants in shaping the

decisions that affect us all.

- We acknowledge the role of government in supporting constructive change.
- We will create an environment that encourages community activism, civic involvement, and citizen empowerment.
- We support the efforts of neighborhood associations to improve the quality of life throughout the city.
- We acknowledge that there are many institutions which contribute to the health of our community, and we support and appreciate their efforts.
- We will build community across jurisdictional boundaries by encouraging joint planning, by equitably sharing the responsibilities of the region, and by working together to preserve and enhance the common wealth.
- We welcome and support the University of Virginia's efforts to become a fully participating, engaged member of our regional community.
- We will endeavor to create a connected community in order to insure that all of our citizens have the opportunity to participate in new forms of communication.

World Class Government

- We will provide quality, basic City services in an efficient, innovative and fiscally responsible manner.
- We will ensure our customer services and interactions are guided by the City government values of quality, responsiveness, fairness, creativity, dignity, empowerment, communication and integrity.
- We will use technology to create an interactive climate to support our vision for customer service and provide all appropriate services and information on-line.

- We will become a leader in best practices for local governments that are responsive to the service needs and issues of Charlottesville's citizens.
- We will maintain sound stewardship of our financial resources through responsible fiscal management and through the use of innovative approaches to funding City services.
- We are committed to providing services and leveraging our dollars through strategic partnerships that foster economies of scale and efficiencies.
- We will foster relationships with other organizations to improve services to our citizens and enhance the quality of life.
- We will position ourselves as an employer of choice by providing competitive salaries, flexible and responsive benefits, and an inclusive, secure work environment that provides professional development and learning opportunities.

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