

**Fayetteville City Council**  
**Strategic Planning Workshops**  
**February 3 - 4, 2012**  
**Fayetteville Regional Airport**

**Report:** Angie Hedgepeth  
Governmental Affairs Consultant FRAR/HBAF

**Present:** Full Council

**Facilitator:** Lyle Sumek Associates, Inc. is a consulting organization that specializes in team building, strategic planning and goal setting for local governments.

Mr. Sumek opened the dialogue with challenges facing city government and the City of Fayetteville. Slow economic recovery, military depletion, Federal and State cutbacks, and increased city services are just to name a few. The goals from last year were air travel connection to Washington D.C., a hotel/conference center, Bragg Boulevard Corridor, Hope VI and the completion I 295.

The following are the 2012/13 goals the City Council voted as high priorities.

**Goal 1 - Greater Tax Base Diversity - Strong Local Economy**

- Ramsey Street Corridor Development - overlay zone ordinance, market analysis
- Cape Fear River Land Use Plan
- BRAC/Military budget reductions - analysis of impact
- Public-Private Partnerships - policy direction, decision guidelines
- Local Business Preference Ordinance

**Comments:**

Fort Bragg is building 700 lower income homes.

Should city's be in the development business?

Should city's provide incentives?

**What Was Said:**

Councilman Haire - "It's a change in climate, we have to help those that have been here (in Fayetteville) and don't get a break."

Councilman Bates - "If we increase property value....you get a break."

Councilman Crisp - "1/2 an apple in five years is better than no apple at all."

Doug Peters (Chamber Executive Officer) - "We don't just throw money at a company. We do for existing companies that want to expand."

Councilman Bates - "Fayetteville companies overbid."

**Goal 2 - More Efficient City Government - Cost Effective Service Delivery**

- Fast Improvements - transportation development plan: update
- Comprehensive Classification Compensation Plan
- Solid waste contracting - report/review, decision/direction
- Police staffing - decision/direction, decision/funding
- Alternative revenue sources
- Contracting for service delivery
- City owned building and facilities: potential disposal
- City customer audit

### **Goal 3 - Growing City Livable neighborhoods - A Great Place to Live**

- Park Bond Referendum
- Police Substation
- Sewer hookup substation
- Street lights
- Comprehensive Land Use Plan
- Growth Plan for Municipal Influence Area (MIA)

#### **What Was Said:**

Dale Iman - "The 2030 plan was just a wish list. We need a city/PWC growth plan in the MIA. More urgency on a growth plan for the MIA than a land use plan."

Iman (on stormwater fees) - "We may have to increase stormwater .50 cents if you continue capital projects. You need to gradually increase stormwater fees."

### **Goal 4 - Greater Community Unity - Pride in Fayetteville**

- City communication plan
- Homeless - emergency shelter funding, day resource center
- Citizen engagement strategy

### **Goal 5 - More Attractive City Clean and Beautiful**

- Sign Ordinance revisions
- North Carolina Veterans Park - Phase II Development Plan
- Cape Fear River Trail development
- Commercial Recycling
- Gateways
- PWC Solar Project

#### **What Was Said:**

Mayor Chavonne (re: sign ordinance) - "This is a mini UDO and is going to be a big project...we've already had controversy with wrapped vehicles."

Councilman Bates - "We need to get rid of pole signs."

Dale Iman (re: clean up of Texfi plant) - "PWC is going to loan a developer two million dollars to redevelop and \$85,000 dollars a year to rent the site when done."

Councilwoman Applewhite - "How does PWC do that without us knowing?"

Iman - "That's what we thought."

Chavonne - "They can't take any action until they come to us for approval."

Councilman Hurst - "I have been the liaison for two years. There are a lot of decision that we are catching the tail end of and they are complicated."

Iman - "And if you look around....no one from PWC is here."

### **Goal 6 - Revitalized Downtown - A Community Focal Point**

- Prince Charles Hotel
- Multi-Modal Center
- Festival Park Plaza Building - next steps
- Old Days Inn
- Rowan Bridge Gateway

**What's Next:** The City Council will have one more strategic planning meeting to narrow these goals into the final 2012/13 plan.