

# Town of Mooresville Planning Department Strategic Framework

## Strategies

### Objectives

### Goals

### Vision

*Mooresville retains its strong sense of place as a vibrant, warm and inviting community.*

### Mission

*To effectively and diligently deliver and administer the Town's core planning processes and services including development review, annexation, zoning administration, code enforcement, historic preservation, environmental protection, comprehensive planning initiatives, and GIS/Mapping services in an effort to enhance and preserve Mooresville as an attractive place to live and work.*

### Performance Measures

% of Planning Department document updates on the web site within 30 days of adoption	90%
% of zoning approval requests completed within 3 working days of receipt	95%
% of professional employees who attend 1 development program annually	90%
% of zoning violation complaint responded within 2 working days	90%
# of Planning Department workshops, training programs, etc. to provide information to Town Board, upper management, and citizens	4

**Customer Service**  
To effectively and efficiently deliver the Town's planning services to our customers in a timely and professional manner.

- ❑ All zoning map, ordinance amendments and policy documents post on Web site within 30 days of adoption.
- ❑ Web site access to staff reports and agenda for Planning Board
- ❑ 95% of zoning approval requests completed within 3 days of receipt.

1. Update documents and place all zoning map. Ordinances amendments, and policy document updates on the Web site.
2. Provide Web access to staff reports and agenda for the planning Board.
3. Define acceptable level of service for various services performed.
4. Develop and document formal planning process procedures and improve related informational documents.
5. Establish a policy for handling "walk-ins".

**Employees/Tools**  
To provide training, tools, and guidance, to department employees to attract, develop, and retain a high quality team.

- ❑ Conduct bi-weekly staff meetings
- ❑ All employees achieve professional development plan.
- ❑ Involve all staff in strategic planning

6. Routinely monitor staffing needs and organizational structure and adjust according to service levels and workload.
7. Improve communications within and external to the department.
8. Work with Town Manager and HR to evaluate approach to recognizing excellent performance.
9. Encourage employees to attend programs for certification and professional development purposes.

**Enforcement**  
To consistently and equitably enforce Mooresville's zoning ordinance and applicable sections for the general code ordinance.

- ❑ 4-6 articles in Town Voice on zoning administration/code enforcement.
- ❑ Average response time of no more than 2 days to complaints.

10. Respond to code enforcement complaints in a timely manner.
11. Educate the citizens about ordinances through the website, newsletter, workshops, and other media.
12. Provide sign ordinance information to local businesses through cooperative initiatives with the Chamber of Commerce, local businesses, license processors, and the Department website.
13. Develop zoning administration policy manual.

**Board/Upper Management Support**  
To communicate with and educate the Board and senior management, and to provide the information they need to make sound policy and regulatory decisions.

- ❑ X% of plans and ordinances proposed are adopted.
- ❑ At least two joint workshops per year.

14. Continue to develop open lines of communication in a manner that respects the Town's chain of command.
15. Provide ongoing opportunities to provide information to the Board and upper management outside of formal meetings (e.g. workshops, outside training, etc.).
16. Provide the Town Board and management with appropriate information and resources to make sound land-use decisions consistent with adopted plans and policies.
17. Conduct joint workshops.

**Planning Services/Policies**  
To assure that plans are current, up to date, and implemented and to expand the available tools.

- Adopt zoning ordinance.
- Develop at least one small area plan annually.
- Comply fully with employee safety plan.
- Progress on transportation.

18. Complete and implement new plans, ordinances, and related tools for the Zoning Ordinance, Land Use Plan, Utilities Master Plan (support role), and Comprehensive Transportation Plan.
19. Assure that new plans are consistent with and supportive of the Mooresville/South Iredell Strategic Economic Development Plan.
20. Assure coordination with other Town departments, Iredell County, and the State of North Carolina.
21. Assure that new plans and development proposals are consistent with and supportive of land use, transportation, and economic plans formally adopted by the Town or the State of North Carolina.
22. Study alignment of East-West Corridor.
23. Update policy and regulatory documents as necessary.
24. Advance small area planning practices.
25. Support and coordinate key logistical components of the Land Development Process.
26. Develop and implement a departmental safety plan.