



City of Hanover

Core Strategies and Strategic Objectives

Hanover City Council met in March 2023 with a facilitator to discuss their vision for Hanover, core strategies and strategic objectives for the community in the coming years. Below are objectives the community is striving towards and strategies the organization will use in the coming years to achieve those objectives.

1. Excellent place to live

- a. Safe, healthy community
- b. Single-family housing that caters to families
- c. Maintain Comprehensive Plan and zoning standards in development

2. Thriving Downtown

- a. Locally-owned businesses that are a destination for residents and visitors
- b. Expanded retail and commercial opportunities
- c. Aesthetically-pleasing business district
- d. Redevelop blighted properties

3. Small-town Atmosphere

- a. Desirable place to call home
- b. Engaged citizens that volunteer
- c. Strong community groups and organizations
- d. Quality School District

4. Parks and Amenities to meet community needs

- a. Quality, modernized amenities
- b. Abundant open and natural spaces
- c. Interconnected trail system
- d. Unique features between parks, variety within the community
- e. Coordination with County and regional entities to provide high quality regional parks and amenities.

5. Engaged Leadership

- a. Accurate and timely information
- b. Processes that involve and engage stakeholders
- c. Communication tools that evolve with time
- d. Understanding of long-term vision and direction
- e. Citizen and resident-oriented organization

6. Fiscally Responsible

- a. Use resources to provide good value over time
- b. Pragmatic and cost-efficient services
- c. Scalable organization - structured to grow effectively
- d. Systems, structures, and processes that are resilient

2023-24 Short-Term Goals

Council also discussed short-term goals at their retreat and adopted some priority goals for work to be done in the next 2 years towards reaching their objectives for the community. Below are those Council-adopted 2023-24 short-term goals which staff will now frame their work prioritization around:

High Priority

- 1. Complete and implement Reorganization Plan**
 - a. Update job descriptions and organizational chart**
 - b. Philosophical realignment**
 - c. Build out a resiliency plan**
- 2. Complete and implement communications upgrades**
 - a. Update website**
 - b. Develop forms/processes to improve communication, efficiency and public interaction**
- 3. Review Ordinances and code enforcement process.**
- 4. Update Capital Improvement Plan**
- 5. Facilitate County Road improvement projects**
- 6. Develop proactive development/redevelopment action plan, including addressing blighted properties**

Opportunity

- 7. Complete Park Shelter improvements at Settlers Park**
- 8. Review and implement design, marketing, and rebranding strategies for City and EDA**