**Plan NHC GOALS**

1. **Promote environmentally responsible growth.** 
   1. **Explanation: Where and how growth occurs can have a direct impact on environmental resources. Responsible growth includes strategies to accommodate the desired levels of new growth, but to do so by minimizing negative impacts on natural resources.**
2. **Promote fiscally responsible growth.**
   1. **Explanation: There is a cost to the tax payer to provide services and infrastructure for growth. Appropriate growth patterns Development can help to achieve efficient provisions of services and equitable distribution of costs between the public and private sector.**
3. **Improve solid waste management and recycling**
   1. **Explanation: Solid waste management and recycling are ways to positively affect our community and a focus on diverting waste can help eliminate constraints of future development.**
4. **Increase public safety by reducing crime through the built environment.**
   1. **Explanation: New growth and community investments can use targeted features to reduce crime in areas.**
5. **Conserve open space for long term agricultural and rural uses**
   1. **Explanation: Agricultural lands provide opportunities for economic development by creating locally resourced foods. These lands can contribute to the overall ‘rural’ character where desired in locations throughout the county.**
6. **Conserve environmentally critical areas** 
   1. **Explanation: Environmentally critical areas have a meaningful place in our community providing opportunities for outdoor recreation, supporting healthy watersheds and maintaining critical habitats.**
7. **Integrate multi-modal transportation into mixed land uses that encourage safe, walkable communities**
   1. **Explanation: A mixture of land uses allows for individuals to perform daily tasks without the use of an automobile. Incorporating walking, cycling, and transit into the built environment increases the accessibility and safety of these areas.**
8. **Promote place-based economic development in the region that is tied to our natural resources**
   1. **Explanation: The Cape Fear region is naturally bio diverse and home to many unique species. This unique feature of our community can be used as a way to promote and encourage economic development.**
9. **Ensure adequate water supply, improved water quality, and water conservation** 
   1. **Explanation: NHC is located on the coast and therefore is subject to many concerns regarding water supply and quality. Accommodating more growth in our region will require more strategies to conserve water resources and preserve water quality.**
10. **Increase physical activity and promote healthy, active lifestyles**
    1. **Explanation: Our built environment has the ability to encourage active life styles, which directly affects individuals’ health. Creating development patterns that support walking and biking encourages people to increase their level of physical activity.**
11. **Ensure NHC remains in attainment for air quality in support of clean air and positive public health outcomes.**
    1. **Explanation: The EPA places requirements on communities with regards to air quality to protect human health. Our built environment has a direct relation to air quality through transportation modes. Protecting our air quality supports public health and enables our community to attract new low intensive industries to the area.**
12. **Increase access to affordable and convenient healthy foods**
    1. **Explanation: Providing access to healthy foods has a direct impact on individuals’ health. Ensuring the built environment encourages access to healthy foods increases the likelihood individuals will consume them and increase health outcomes.**
13. **Provide a range of housing types, opportunities and choices** 
    1. **Explanation: Understanding New Hanover County is comprised of a diverse group of individuals with a diverse group of needs in housing helps to ensure individuals do not become overburdened with the costs or availability of housing.**
14. **Revitalize commercial corridors and blighted areas through infill and redevelopment**
    1. **Explanation: Areas of blight consist of underutilized properties within our community that likely have access to urban services such as water and sewer. Reducing regulatory barriers to redevelop underutilized property helps to provide for responsible growth strengthening existing neighborhoods and supporting economic revitalization.**
15. **Link major natural habitats**
    1. **Explanation: Linking natural habitats provides continuity for wildlife corridors and access to open space and natural resources within our community.**
16. **Attract individuals and companies by creating a unique sense of place**
    1. **Explanation: New Hanover County has many unique and special features. Using these features to create a sense of identity and pride encourages businesses and individuals to locate in New Hanover County.**
17. **Use public improvements (infrastructure) to leverage private investments**
    1. **Explanation: Infrastructure is an expensive investment for a community. Where, how and when infrastructure investments are made has a direct impact on where private investments are likely to go. Making infrastructure investments in areas where growth is desired and positive fiscal returns are likely to be the highest allows the community to capitalize on its public investments.**
18. **Support local and small business success.**
    1. **Explanation: Local and small businesses are a vibrant part of New Hanover County’s economy. Working together to create successful businesses can significantly benefit New Hanover County’s economy. Supporting local and small businesses may include strategies to ensure there are adequate locations for start-ups and programs to kick-start small businesses.**
19. **Promote disease prevention, physical and mental disability awareness**
    1. **Explanation: Understanding the built environment and community policies can have a direct impact on physical and mental disabilities through location of services, integrated land uses, and sensitivity to the disabled population.**
20. **Support workforce development and building wealth for all citizens within our community.**
    1. **Explanation: The workforce of a community is a valuable tool for economic development. Providing a place-based economic development strategy that attracts quality workforce talent and provides opportunities to train our existing workforce is a strategy to retain and attract businesses and companies to New Hanover County.**