

Positive in Sights *for a Greater Hamilton*



STRATEGIC PLAN

- 2.3 INTRODUCTION BY JOSHUA SMITH
- 4.5 WE CREATE ECONOMIC OPPORTUNITY
- 6.7 WE CREATE A POSITIVE IMAGE
- 8.9 WE CONNECT PEOPLE
- 10.11 WE CREATE A SENSE OF PLACE



A PUBLICATION OF
Vision2020
Sonja Kranbuhl, Editor

VISION

A purposeful destination for working, living and playing.

MISSION

Relentlessly dedicated to the pursuit of prosperity.



Several special City Council meetings in January 2011 led to the development of the first four levels of the strategic plan:

Vision, Mission, Goals and the Objectives.

Throughout the following pages you'll discover some of the aspects of the plan at the Strategy and Tactic level which are the tangible items that we'll take on in order to see the Vision and the Mission become reality.

The word that precedes each of the four Goals is important to note: *we*.

This is not simply a plan for our government; rather it is a plan for our City. Hamilton's strength lies in its citizens and it will take a collective effort from all of us to see this through. As the strategic plan is being executed, it will send a strong message that Hamilton is vibrant, business friendly and is becoming a purposeful destination for working, living and playing.

– Joshua Smith

ICMA-CM, City Manager

{ we }



CREATE ECONOMIC OPPORTUNITY

PURPOSE OF GOAL

“The City’s daily work must be done in the context of a larger strategic framework that ensures we are focusing and targeting our scarce resources in a way that improves Hamilton’s local economy.”

– **Joshua Smith**, ICMA-CM, City Manager

EAST HIGH GATEWAY

“Every Strategic Plan needs a few immediate “splashes.” The first tangible splash will be the transformation of High Street from Route 4 to MLK Jr. Blvd. Since that section of road is the front door to our community it is important that it receives commensurate attention. It has been brought to the attention of City leadership by leaders in the business community that this gateway depicts an inaccurate and less than flattering portrait of Hamilton. Therefore the redevelopment and improvements to this area will signal to our region that Hamilton is committed to job creation, attracting entrepreneurs and letting our existing businesses know that we value their presence.”

– **Joshua Smith**, ICMA-CM, City Manager

Enhance the appearance of City’s primary corridors & entryways

First impressions may not mean everything, but they can certainly make an impact. A strong priority will be placed on the importance of gateways & corridors, their impact on the perception of the City, and consequently businesses that operate therein.

The first of three prioritized for improvement is the East High Gateway. This is the section of High Street between Route 4 and US-127. It’s the most traveled gateway into Hamilton from I-75, and has also suffered from more disinvestment than those sections of State Route 129 which bookend it to the east (Butler County Regional Highway) and west (downtown Hamilton). In the short-term, the City will devote utility resources to various landscape/hardscape improvements, burial of utility lines, improving the aesthetics of the Jack Kirsch Underpass, and installation of decorative streetlights and LED street signs. Over the long-term this corridor will be a focal point of efforts to increase business attraction and viability.

The other two priority corridors to see some attention are Route 4 and Historic Main Street. To give Route 4 an identity, the City is in the process of creating a special signage district that eases signage restrictions to encourage retro/iconic signage, similar to mid-century neon signs made popular along historic highways and state routes. Hamilton’s Route 4 has the potential to become a regional attraction for the artful, nostalgic beauty of these signs. The Historic Main Street corridor is important for many reasons, and the City will work with Main Street leaders to implement facets of an existing master plan for the area.

{ we }



CONNECT PEOPLE

A city connected through celebration of its diversity

Hamilton's diversity is one of its greatest strengths. From culture and creed to race and opinion, the City's diverse collection from across these spectrums is truly an asset.

Encouraging educational, skill-development, and opportunities for diversity in hiring of the City's labor force is a constant effort. The City is working with the Department of Justice and the NAACP on an agreement to facilitate diversity in the City's workforce. Hamilton is also actively seeking partners for an educational hub downtown to increase the availability of an educated and skilled local workforce that is prepared to meet the needs of employers. To ensure a pipeline of young professional interest in public administration for fresh ideas and energy, the City has recently established three Utility Fellowships where graduate students apply their academic coursework to "real world" issues facing cities today.

Through this objective the City will seek to bring neighborhood, non-profit, and business leaders together for an annual summit to discuss differences, commonalities, and plan for joint vision and activities.

Also, the City will look to host 4-5 "Hamilton Meet Hamilton" events each year where the entire City descends upon one particular neighborhood to celebrate and learn about its history, community pride, businesses, etc. so as to better know your fellow Hamiltonians aside from prejudice, rumor, or speculation about what characterizes a particular part of town.



PURPOSE OF GOAL

"The City is committed to the pursuit of prosperity through quality of life initiatives that support economic development. Bringing people together through a physical and emotional connection, with a network of parks, trails, infrastructure and special events, will advance the City's vision and mission. We are much more than just a sum of our parts. We are an extraordinary place with small town caring and big city opportunities; and by connecting with each other we will rediscover the magic that is Hamilton."

- Charles Young, PE, General Manager

HAMILTON MEET HAMILTON

"Neighborhoods are comprised of public and private spaces and buildings, but it is people that make it come alive. It is through the actions of the people that live in our neighborhoods that the fabric of that neighborhood is created. The tactic of "Hamilton meet Hamilton" is designed to energize and support residents in the celebration of their neighborhood and the enjoyment of other neighborhoods in this community. Together, we can enrich the lives of all of the community."

- Charles Young, PE, General Manager

{ we }



CREATE A SENSE OF PLACE

PURPOSE OF GOAL

“Creating a Sense of Place is an essential pillar of the City of Hamilton Strategic Plan. By creating a Sense of Place, we will build on the existing sense of community and can begin to identify shared goals and values. Those shared goals and values will allow us to move forward as a community to create a more vibrant city that will allow us to achieve our vision of creating a purposeful destination for working, living and playing.”

– Tim Werdmann, Esq., Assistant City Manager

RIVERFRONT PLAN

“I see the creation and adoption of a long term plan for the riverfront as a unique opportunity to rediscover and leverage an underutilized asset. This community’s founding and initial growth and prosperity were intimately connected to the river. By focusing our efforts on the adoption of a long term riverfront plan, we can embrace our history while setting the stage for community revitalization.”

– Tim Werdmann, Esq., Assistant City Manager

Celebrate & build on our unique assets of history, architecture, neighborhoods & people

Critical to creating a sense of place is not only leveraging our built environment, but the people and the communities that make a location special. Through this objective the City aims to contribute a structure to our geography in order make our neighborhoods and districts thrive. By identifying our neighborhoods and special purpose districts, and leaders within them, we can then begin to assist with financial resource development and provide information resources such as welcome packets for new businesses or residents, specific e-Notify distribution lists to provide only relevant information to that individual/institution. In order to bring more attention to these unique assets we’ll strive to increase community, recreational, and special events in Hamilton.



