

## **Section 2: Goals and Objectives**

### **2.0 GOALS AND OBJECTIVES**

#### **2.1 INTRODUCTION**

The goals and objectives of this Comprehensive Master Plan are the basis for growth and development decisions and serve as the foundation to protect, maintain and enhance the existing quality of life in the City.

Specifically, goals are defined as general statements of the community's desired ultimate physical, social and/or economic environment. Goals set the tone for development decisions in terms of the community's desired quality of life. Objectives are defined as the approaches toward achieving the type of quality living environment expressed by the community's goals. City or community related entities are encouraged to develop their own specific Strategic Plans that may be incorporated into the Comprehensive Master Plan. These have been developed and are listed in no priority order, for the following:

1. Quality of Life
2. Economic Development
3. Future Land Use
4. Residential Development
5. Nonresidential Development
6. Infrastructure and Utilities
7. Transportation
8. City Services

#### **2.2 GOALS AND OBJECTIVES**

##### **QUALITY OF LIFE ( SECTION 3 )**

GOAL 1: Enhance the quality of life provided in the City by expanding and preserving the recreational, cultural, educational, economic, natural and aesthetic resources of the community.

Objective 1.1: Preserve, protect and enhance the values of commercial areas and residential neighborhoods through establishment, implementation, and enforcement of effective ordinances, codes, and zoning.

Objective 1.2: Promote cultural activities and the arts locally.

Objective 1.3: Promote a continuing program of civic beautification, maintenance of homes and businesses, and other measures that will contribute to an aesthetically desirable environment.

Objective 1.4: Protect the environmental quality of the City's urban environment by acquiring, improving and protecting flood prone areas.

Objective 1.5: Control impact of development improving on the environment through appropriate regulation of landscaping, plant removal and lot excavation.

Objective 1.6: Promote medical facilities that provide patient care that is developmentally age appropriate, compassionate and effective for the treatment of health problems and the promotion of health.

Objective 1.7: Promote and advocate public education that is exemplary and well funded, provides primary, secondary, technical and higher educational opportunities, and whose reputation extends outside the community.

## **ECONOMIC DEVELOPMENT ( SECTION 4 )**

GOAL 2: Promote, formulate and guide development initiatives that contribute to expanding the local tax base and providing a diversified economy, while enhancing the quality of life in the City.

Objective 2.1: Provide economic initiatives that will encourage the improvement of existing businesses and the establishment of new businesses that would benefit the community.

Objective 2.2: Provide consistency and stability for nonresidential development in order to strengthen the economic base of the City.

Objective 2.3: Promote the City as a desirable location for new and existing businesses and development.

Objective 2.4: Endeavor to make local taxes and services regionally competitive.

Objective 2.5: Increase the City tax base and provide new jobs by implementing programs that encourage business development.

Objective 2.6: Provide the necessary studies required to help identify and attract the types of businesses the City needs.

Objective 2.7: Provide the necessary studies required to help identify and attract the types of nonresidential development that takes advantage of existing commercial / recreational facilities.

## **FUTURE LAND USE ( SECTION 5 )**

GOAL 3: Ensure that all new development (both residential and nonresidential) is consistent with demographic projections and enhances the quality of life.

Objective 3.1: Model the existing population, the work force demographic and regional growth rates on a periodic basis to develop an accurate planning tool.

Objective 3.2: Ensure enough land to accommodate multiple land uses and housing for residents of varying income levels.

Objective 3.3: Direct future land use so that it occurs as a consistent extension of the existing community.

Objective 3.4: Revise update, establish and enforce ordinances and codes to provide uniform requirements for all future development.

Objective 3.5: Ensure that land uses and their respective aesthetic value within the City make a positive contribution to the area and to the City as a whole.

Objective 3.6: Promote the development of a nonresidential district characterized by shops, restaurants, professional offices and open space/parks.

## **RESIDENTIAL DEVELOPMENT ( SECTION 6 )**

GOAL 4: Develop high quality residential neighborhoods that promote public health, safety and welfare, and meet the various housing market needs of the community.

Objective 4.1: Promote the development of quiet, safe neighborhoods.

Objective 4.2: Update building codes and zoning standards with respect to current residential construction technologies. These standards should preserve the economic and historic value and amenity of existing neighbors' property.

Objective 4.3: Develop programs that encourage and provide incentives for the construction or updating of residences to be more energy efficient.

Objective 4.4: Encourage residential development within areas that have adequate or easily accessible City services, including, but not limited to, roads and streets, emergency response, sewage disposal, water supply and pressure, electricity, and current technological communication services.

Objective 4.5: Investigate providing City utilities to predetermined underdeveloped areas within the City as a development stimulus.

Objective 4.6: Encourage the protection of single-family residential areas from traffic congestion and through-traffic, including traffic generated by nonresidential and high density residential land uses.

Objective 4.7: A mixture of land uses and densities should be encouraged wherever possible, which would be beneficial for the neighborhood.

Objective 4.8: Enforce standards and master planning criteria for new subdivisions and other major residential developments.

Objective 4.9: Ensure that new development and the related development review processes achieve, maintain, and improve the quality of life.

Objective 4.10: Alleviate the occurrence of substandard and/or deteriorated development within the City through the use of regular, consistent development review and code enforcement practices.

Objective 4.11: Manage development in the floodplain and in areas that the City determines are subject to flooding, with the exception of development that can utilize the floodplains and not substantially alter it (e.g., park and recreation uses).

## **NONRESIDENTIAL DEVELOPMENT ( SECTION 7 )**

GOAL 5: Support the diversification of the local economic base by encouraging nonresidential development in the appropriate areas of the City and providing the necessary zoning controls to ensure that nonresidential areas work in concert with residential neighborhoods.

Objective 5.1: Maintain a sufficient amount of nonresidential land to meet the future requirements for new businesses and that encourages local employment and increasing property values.

Objective 5.2: Utilize physical buffers, such as permanent open space, landscaping, fencing or walls, (as appropriate) between residential areas and nonresidential areas and/or differing residential densities where appropriate.

Objective 5.3: Alleviate the occurrence of substandard and/or deteriorated development within the City and its extraterritorial jurisdiction through the use of regular, consistent development review and code enforcement practices.

Objective 5.4: Manage development in the floodplain and in areas that the City determines are subject to flooding, with the exception of development that can utilize the floodplains and not substantially alter it (e.g., park and recreation uses).

## **INFRASTRUCTURE & UTILITIES ( SECTION 8 )**

GOAL 6: Manage development of infrastructure and utilities to meet the requirements for future development and growth.

Objective 6.1: Develop an equitable system of fees for water and sewer services and facilities that reflect the cost of extending and providing those services.

Objective 6.2: Allow connection to water and wastewater services to undeveloped areas in accordance with the Utility ordinances.

Objective 6.3: Provide for a system of orderly development through regular bond programs at reasonable rates.

Objective 6.4: Identify areas where water and wastewater lines can be efficiently extended and consider incentives to encourage growth in these areas.

Objective 6.5: In equitable fashion require development that is not adjacent to existing utility lines or streets to pay for the utility and street extensions under policies set and adopted by City Council.

Objective 6.6: Moderate the incremental increasing of local taxes through the equitable use of development impact fees for roadways, water and wastewater.

Objective 6.7: Develop an infrastructure extension policy based on the phasing in of the City's capital improvement program which would not place an undue burden on City services.

## **TRANSPORTATION ( SECTION 9 )**

GOAL 7: Develop and maintain a transportation system that will safely, economically, and efficiently accommodate future growth.

Objective 7.1: Develop and maintain a system of arterial and collector streets that will accommodate current and future traffic in accordance with planning and zoning standards and considerations.

Objective 7.2: Improve and upgrade streets to size and quality standards that are appropriate for their anticipated use and maximum right-of-way.

Objective 7.3: Maintain regular street maintenance program to minimize street deterioration.

Objective 7.4: Develop the H. H Coffield Airport and its environs in an orderly manner.

Objective 7.5: Consider the acquisition of property and development of City owned hangers, parking spaces, and transient facilities.

Objective 7.6: Promote public transportation as appropriate.

## **CITY SERVICES ( SECTION 10 )**

GOAL 8: Provide the highest level of City services possible to meet the current and future needs of its residences and businesses.

Objective 8.1: Locate and adequately equip libraries, parks, recreational facilities and police stations that will provide protection of life and property as efficiently and economically as possible.

Objective 8.2: Work with the medical community (federal, state, and/or private) to preserve existing health facilities.

Objective 8.3: Develop a digitized geographical information system including occupied lots, unoccupied lots, utility locations, updated road locations, and other pertinent data.

Objective 8.4: Maintain and update the City web page to allow citizen access to City Forms, Building Code, Zoning Code, and City Calendar, news, and other pertinent information.

Objective 8.5: Identify new opportunities for high quality parks and recreation facilities that meet current and projected park and recreation needs.

Objective 8.6: Initiate and develop recreational programs needed by the community that private associations or private interests are not able to provide.

Objective 8.7: Utilize as much of the City's drainage corridors and floodplain areas as possible for open space, private parks and other uses that are compatible with the flood hazard.