

# Proposed Goals & Objectives Worksheet

February 2018



**Name:**

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## Section 2 - Land Use

This section will address land uses within Town and Country and their relationship to one another including specific Focus Areas as they are identified by the community. [May include areas such as Principia and Commercial Retail Areas]

**Goal 1:** Use zoning regulations to protect the priorities of the community, including green space and low-density development.

**Objectives:**

2.1.1 Allow no reductions in the green space requirements of the zoning regulations.

2.1.2 Retain one acre as the primary minimum residential lot size in the community.

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**Goal 2:** Ensure compatibility between land uses.

**Objective:**

2.2.1 Continue to require landscape buffers, including evergreen landscaping which provides effective year-round screening, and berms between different land uses.

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**Goal 3:** Preserve areas of large lot residential development in Town and Country.

**Objective:**

2.3.1. Discourage the rezoning of parcels previously zoned for a minimum lot size of 80,000 square feet.

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## Section 3 - Transportation & Connectivity

Town and Country will address problematic intersections and thoroughfares that are identified by the community as well as identifying possible standards for such areas. Possible areas of focus: Lamp and Lantern, Woods Mill, intersections.

**Goal 1:** Preserve the country-like nature Of many local roads.

**Objectives:**

3.1.1. Document the attributes of the roads the community finds desirable.

3.1.2. Identify possible roads for improvements.

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**Goal 2:** Provide an efficient, safe and connected transportation system that supports existing needs as well as plans for future growth and impacts of future development.

**Objectives:**

3.2.1. Continue to require developers to provide road improvements, such as turn lanes and acceleration/deceleration lanes, to accommodate traffic from new development and redevelopment.

3.2.2 Permit development only in a manner that minimizes traffic congestion.

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**Goal 3:** Identify transportation nodes and thoroughfares in need of future safety, aesthetic and connectivity improvements.

**Objectives:**

3.3.1 Create design standards for intersections and other areas for improvement to be used during implementation

3.3.2 Determine areas that require future study and improvement to support the needs of community development.

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## Section 4 - Economic Development

This section will look at the past, current and future trends for economic development within Town and Country. We will identify areas of concern as well as opportunities for future growth, taking into consideration both regional and national trends.

**Goal 1:** Maintain strong and sustainable commercial centers.

**Objectives:**

4.1.1. Review current business culture between Town and Country and local businesses to identify ways to support and encourage existing business growth.

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**Goal 2:** Develop a strategic plan that addresses ways to diversify and expand Town and Country's economic base now and in the future.

**Objectives:**

4.2.1. Research national and regional trends in economic development to project potential future growth opportunities for Town & Country.

4.2.2. Understand what type of goods and service providers are currently flourishing in Town and Country and what possible services may be missing and where future development fits within the community boundaries.

4.2.3 Identify opportunities to increase the tax base.

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**Section 5 - Natural Resources and Public Facilities**

This section looks at Town and Country’s current and future plans for parks and open spaces, other natural amenities, including the Park and Trails Plan, as well as current government facilities such as City Hall.

**Goal 1:** Use zoning regulations as a means of preserving natural resources.

**Objectives:**

5.1.1 Review and modify, as necessary, current regulations regarding streams and woodlands to protect these resources.

5.1.2 Preserve the low density focus of the ordinance as an indirect means of protecting wildlife habitat.

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**Goal 2:** Encourage the maintenance of existing recreational facilities and develop plans for periodic improvements and upgrades.

**Objectives:**

5.2.1 Inform residents of the City about recreational facilities and other available resources, including trail systems located at area institutions and office developments.

5.2.2 Explore the creation of additional pedestrian/bicycle paths where possible.

5.2.3 Understand community’s desire for current and future open space and public facilities.

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**Goal 3:** Create partnerships with other public and private entities within the City to provide enhanced recreational opportunities for residents.

**Objectives:**

5.3.1 Initiate contacts with private and not for profit institutions within the City.

5.3.2 Maintain and expand joint programs with local institutions.

5.3.3 Monitor future development within the City to encourage and require recreational facilities, such as trails, where appropriate.

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**Goal 4:** Protect natural resources, including creeks and streams, wetlands, woodland areas, and wildlife habitat.

**Objectives:**

5.4.1 Identify and evaluate existing concentrations of natural resources.

5.4.2 Maintain ordinances which require consideration of natural features in the development process.

5.4.3 Review the ordinances/codes which specifically address tree preservation, flood plain and floodway protection, lakes, drainage ways, and grading.

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**Section 6 - Community Character**

This section will outline the communities' thoughts on creating a specific Town and Country character through gateways, lighting standards, streetscape designs, graphics and other methods to help differentiate the municipality from its neighbors.

**Goal 1:** Develop City graphic identity guidelines and standards for the community to help define the community's sense of place.

**Objectives:**

- 6.1.1 Develop additional branding graphics that support the existing Town and Country logo and provide application standards to build the community's identity.
- 6.1.2 Institute streetscape and signage standards that will be applicable to any future development to utilize those set standards.
- 6.1.3 Identify areas within the community that would be ideal spots for integration of community branding and gateway placement.

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**Goal 2:** Promote and encourage aesthetically strong and architecturally significant office and retail development.

**Objectives:**

- 6.2.1 Continue to require and enforce landscape and green space requirements included in current City ordinances.
- 6.2.2 Continue architectural review process.
- 6.2.3 Encourage updating of existing retail/service development.
- 6.2.4 Limit any additional office development to certain appropriate sites within the Interstate 64 (U.S. Highway 40/61) corridor, and the State Highway 141 corridor.
- 6.2.5 Encourage improvement and redevelopment of existing office and/or retail development where appropriate, with the goal of adding value to the entire community.

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**Goal 3:** Retain one acre as the primary minimum residential lot size in the community.

**Objectives:**

6.3.1 Preserve the minimum one-acre lot size for single family residential development, except for specific higher density residential use limited to the corridor areas.

6.3.2 Maintain existing development codes to ensure the protection and enhancement of green space for storm water management.

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**Section 7 - Collaboration & Implementation**

Section 7 is critical for the Plans success. This section will define ways to improve communication and collaboration between agencies, in the community as well as outlining a strategy for plan implementation including priorities, timeline, responsibilities, etc. Based on Community input, projects will be prioritized into short, mid, long-term strategies for implementation.

**Goal 1:** Create a detailed implementation plan as a guide for Town and Country Departments that details the community’s goals and objectives with an associated timeline and their departments role in implementation.

**Objectives:**

7.1.1 Draft a Goals, Objectives and Task matrix that can be posted on line to monitor implementation progress.

7.1.2 Develop methodologies that integrate the communities’ goals and objectives within the zoning and permitting standard procedures.

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**Goal 2:** Develop a detailed communication plan for promoting Plan Implementation progress as well as communication standards to engage the residents of Town and Country.

**Objectives:**

7.2.1 Identify and promote activities which encourage citizens, business representatives, and institutional representatives to identify more strongly with the community.

7.2.2 Support and regularly participate in Chamber of Commerce activities.

7.2.3. Identify ways to encourage residents’ participation on City boards, commissions, and committees.

7.2.4 Broaden publicity efforts to enhance public awareness of community events.

7.2.5 Promote the use of City-owned facilities and City-sponsored activities.

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