

## COMMUNITY VISION, GOALS, AND OBJECTIVES

### VISION STATEMENT

Watkinsville's charm and appeal combined with its location offer an attractive destination and will continue to attract residential and economic growth. In order to progress as a unique community the following statements were created outlining the vision for Watkinsville's future:

- *Watkinsville shall be a distinct and identifiable community with a unique sense of identity that stems from an appreciation of its natural and cultural resources;*
- *Watkinsville shall be a mixed-use community that provides broad access to quality employment, shopping, housing, and transportation options, has a wide array of community services, and provides an attractive and healthy living environment;*
- *Watkinsville shall manage its growth in a fashion that retains and enhances the characteristics that make the community an attractive place.*

### COMMUNITY GOALS AND OBJECTIVES

Based in part on the themes in the vision statement, community goals and objectives have been developed for eight key themes of the concept plan to guide future planning and development.

#### **Economy**

***Goal:** Achieve a diverse and stable economy that is compatible with the city's planned growth objectives and that provides a range of employment opportunities allowing residents to live and work in the same community.*

#### **Objectives**

1. Increase employment activity within a mixed-use environment focusing on appropriate business growth within, and adjacent to, the Central Business District.
2. Support and participate in regional economic development partnerships that contribute to the needs of the local and regional economies.
3. Encourage the location of new or expanding business in areas served by existing or planned public facilities and services.
4. Examine opportunities to balance the number of jobs with suitable housing options to reduce commutes and allow residents the opportunity to live where they work.
5. Encourage business development within the Central Business District that will attract both local and non-local populations.
6. Promote and support the growth of the local Arts Industry.

## **Housing**

***Goal:** Provide a diverse mix of housing choices accommodating the demographic and economic needs of the city's residents within quality, well-designed neighborhoods.*

### **Objectives**

1. Promote the inclusion of a wide variety of housing options in terms of size, price, type, and location.
2. Encourage the rehabilitation and reuse of existing structures for residential or mixed-use development to maintain a mix of housing types and retain the city's historic character.
3. Allow innovative development that focuses on mixed-use or traditional neighborhood development and provides access to alternative modes of transportation (bicycle and pedestrian networks).
4. Promote clustered residential development that preserves and enhances natural systems and resources.
5. Coordinate the development of new housing with the availability of existing or planned public facilities and services.
6. Utilize housing and property maintenance codes to protect the community's character and retain and enhance property values.

## **Transportation**

***Goal:** Develop and maintain a safe, convenient, and efficient transportation system that recognizes existing needs, reflects the needs of future development patterns, provides a balance of transportation modes, and respects the integrity of environmentally sensitive areas.*

### **Objectives**

1. Invest in the necessary infrastructure (sidewalks, bicycle lanes, greenways and trails, signalization and signage) to accommodate alternative forms of transportation and increase mobility options.
2. Plan an efficient street system using a variety of street types that provide adequate routes for travel by all modes and preserves adequate right of way to address future transportation needs.
3. Develop public/private partnerships and require shared parking lots within new Central Business District development to increase the amount of public parking space.
4. Coordinate existing and future transportation needs with land use and development patterns.
5. Support and participate in regional transportation planning initiatives that address local and regional transportation needs.
6. Continue to address transportation safety issues that enhance the safety of all users.

## **Parks and Recreation**

*Goal: Provide and maintain a high quality, environmentally sensitive, accessible, and economically efficient system of parks, recreation facilities, and recreational open spaces that provide equitable access to residents throughout the community.*

### **Objectives**

1. Create a network of parks and open spaces equitably distributed and sized to meet the demands of a growing population.
2. Create a linked network of community greenspace through the integration of parks within new development and along environmentally sensitive corridors.
3. Link the parks, open spaces, and recreation areas with the existing and planned bicycle, pedestrian, and multi-use trail networks.
4. Locate parks, open spaces, and recreation areas within walking distance of all homes.
5. Coordinate, where possible, with the county, region, and state in the development and provision of parks and recreation facilities.

## **Natural and Cultural Resources**

*Goal: Preserve, protect, and enhance natural and historic resources retaining their value to the city's quality of life and integrating them into the new community form.*

### **Objectives**

1. Preserve, enhance, and restore, where applicable, environmentally significant resources.
2. Reduce levels of impervious surface through the implementation of tree protection and planting programs.
3. Enforce Best Management Practices during construction to mitigate the adverse environmental impacts associated with new development.
4. Coordinate future development and the provision of urban services with the protection of significant natural and cultural resources.
5. Preserve, rehabilitate, and reuse historically significant resources.
6. Promote the incorporation of locally significant historic landmarks into the design of new development, where applicable
7. Standardize historic preservation procedures and design guidelines to retain and enhance the scale and character of the city.

## **Community Facilities and Services**

*Goal: Provide community facilities and services that contribute to the high quality of life enjoyed by all Watkinsville residents.*

## **Objectives**

1. Coordinate new growth with the city's ability to accommodate it with adequate public facilities, services, and infrastructure.
2. Continued cooperation with the county for the efficient provision of shared community facilities and services.
3. Maximize the useful life of existing community services and facilities.
4. Coordinate the construction of new community facilities with the city's future land use plan to promote development patterns that maximize the efficient use of infrastructure networks.

## **Community Character**

***Goal:** Preserve and enhance the unique qualities and characteristics of the city as it grows to ensure that Watkinsville retains its high quality of life.*

## **Objectives**

1. Maintain and enhance the Central Business District's historic character through continued public and private investment in streetscape, structural, and aesthetic improvements.
2. Enhance the aesthetic qualities of commercial development along gateway corridors and key entry points into the city.
3. Increase the aesthetic appeal of the community through the placement of public art displays taking advantage of Watkinsville's expanding art community.

## **Land Use**

***Goal:** Create a thoughtfully structured community that preserves Watkinsville's significant characteristics and establishes a flexible framework for innovative development enhancing the resident's quality of life.*

## **Objectives**

1. Promote, encourage, and facilitate mixed-use development in appropriate areas identified on the future land use map.
2. Balance both the public interest and private property rights in the amendment of local zoning regulations that support the community vision and concept plan.
3. Direct new development to areas that have existing or planned community facilities and services.
4. Promote, encourage, and facilitate patterns of development and redevelopment that maximize the use of existing infrastructure and multi-modal forms of transportation.
5. Protect the quality and integrity of established residential neighborhoods from adjacent incompatible development.