

Appendix C

Goals & Objectives

GOALS AND OBJECTIVES

Planning and Zoning

Goal: Adopt and implement a Comprehensive Plan which provides policy guidance for land use, planning, zoning, transportation, housing, municipal growth, quality of life and related issues.

- Objective - Formal adoption of the Comprehensive Plan by the City Council.
- Objective - Annually review implementation actions undertaken to implement the Plan. Assess the need for Plan revisions. Allocate budget and/or manpower to accomplish any necessary updating.
- Objective - Update the Plan every five years.
- Objective - Strive to achieve effective land use through the close coordination and cooperation of the various entities whose missions impact municipal growth and development. This should include the City Planning and Zoning Commission; Proposed Tax Increment Financing (TIF) Review Board; Enterprise Zone Commission; Sanitary District; School District; Civic Groups; and other interested parties. Recognize that the Planning and Zoning Commission is the principal body responsible for advising the Council on land use and land use control mechanisms.
- Objective - Public education regarding the Comprehensive Plan is a priority. Inform the public as to the content and role of the Plan through document dissemination, use of various media, and information from City Hall.
- Objective - Evaluate the potential for enhancing the planning information base through implementation of a computer mapping and geographic information system. Participation by other potential public agency users should be explored.
- Objective: Evaluate and revise land use control mechanisms, such as the zoning ordinance and subdivision ordinance, as necessary to reflect policies in the new Comprehensive Plan.

Municipal Growth

Goal: Municipal growth shall be encouraged to increase the local tax base and to provide for local employment/business opportunities. To the extent possible, the “small city atmosphere” of the community is to be valued and retained. The role of development is a positive one, essential for the future economic health of the community.

- Objective - Emphasize the attraction, growth and retention of higher paying business and industry and enhanced employment opportunities to attract and retain the population base.
- Objective - Encourage new business formation and entrepreneurial efforts. Consider development of a business incubator to support new business start-ups.
- Objective - Promote the local tourism industry and seek creative means of financing such efforts.
- Objective – Implement the Proposed 2016 Tax Increment Financing District and enterprise zones as the primary municipal tools available to facilitate economic development. Maximize the opportunities these tools present. Protect the viability to economic investment that results from the use of these tools.
- Objective - Initiate a program to emphasize business retention, recognizing that it is easier to retain established businesses than to attract new business. This program should focus on both commercial (retail and service) and industrial businesses located throughout the City and its environs. These efforts should be coordinated with the Chamber of Commerce.
- Objective - Develop a program for planned expansion of municipal boundaries to foster both residential and economic growth.

Community Image, Facilities and Services

Goal: To make (*Auburn*) “the best place in the world” to live, learn, work, play and worship.

- Objective - Working with the Park District and the School District, prepare a parks and recreation development strategy including municipal, school, city-owned facilities, and other semi-public type facilities to maximize coordination and the effective use of limited recreation resources. This should include consideration of new facilities, such as a new swimming pool, new neighborhood park, and joint facility development.
- Objective - Because the quality of City services is a key factor in why people choose (*Auburn*), the expansion of service delivery capabilities to meet the demands of growth is a priority. This not only include infrastructure, but police, fire and other public facilities as well.
- Objective - Prepare a feasibility and location analysis for the development of a new municipal center building. The building should be designed to meet increased service delivery demands as population growth occurs, provide for adequate meeting space for greater public participation, and meet Americans with Disabilities Act accessibility requirements.

- Objective - Focus upon the needs of (*Auburn's*) increasingly older population. Consideration should be given to potential changes in municipal services and recreation needs, as well as transportation to medical and shopping facilities, for these residents.
- Objective - Evaluate options for implementation of a recycling program which could be integrated into the County-Wide Solid Waste Plan upon its anticipated release and approval in 1995.
- Objective - Inasmuch as community image plays a key role in municipal, economic and population growth, make image enhancement a community priority. This should include both the visual environment as well as emphasis upon (*Auburn's*) role as a regional leader.
- Objective - Enforce and periodically review the existing sign ordinance to improve the visual environment along the City's highways and entrances while recognizing the importance of highway advertising for community businesses. Particular attention should be paid to off-premise signage.
- Objective - Develop a public sign program to enhance community image. This should include: welcome signs at key City entry points; a coordinated sign system for public buildings and facilities; key area signs for the downtown area and the medical center area; and directional signs to key facilities.
- Objective - Maintain close communications with the public school board and leaders of the private school system to explore the various and creative means available for the City to support education. Infrastructure improvements; police and fire services; land use compatibility; access; and creative use of the Proposed Tax Increment Financing funds represent possible avenues of cooperation to be explored.
- Objective – (*Auburn*) should assume a greater role as a regional leader in the arts. Establish a committee to explore the options to expand all the arts in Auburn. This should include active involvement by local citizen groups.

Housing

Goal: Maintain and promote quality housing stock as a critical community asset

- Objective - Facilitate private market development of alternative and affordable housing opportunities such as multi-family rental units, small lot single-family units, zero lot line units and condominium type housing through standards in the zoning and subdivision ordinances.
- Objective - Encourage quality group home/independent living situations.
- Objective - Recognize that housing, particularly single-family housing, is the most sensitive of local uses to external forces and that its protection is critical

to property values and quality neighborhoods. The use of buffering; compatible land use planning and zoning; and control of scale and density are all tools to be used to protect housing quality.

Transportation and Infrastructure

Goal: Provide for efficient transportation circulation and utility capacities to meet growing demands.

- Objective - Continue to make enhancement of the transportation circulation system a community priority. Solutions to be examined should include: rail crossings; new roadways; truck routes; density controls and entrance restrictions; and traffic control devices.
- Objective - Work with Sangamon County to implement and improve the public transportation system for (*Auburn's*) senior citizens.
- Objective - Continue to plan for future infrastructure and utility needs to meet growth demands. This should include ongoing study of system capacities and maintaining a five-year capital improvements program.