

GOALS FOR FUTURE DEVELOPMENT

Introduction

The most essential (and legally required) element of a Comprehensive Plan is its Future Land Use Map which graphically represents the plans for the future. For it to be of use and value, the Future Land Use Map must be integrally tied to its precedent goals, objectives, and policies. Therefore a successful comprehensive planning process also requires the creation of goals; the translation of those goals into objectives or policies; and the delineation of strategies and particular physical improvements to be undertaken.

Statement of Goals

The goals and policies/objectives outlined in this updated Comprehensive Plan serve to establish the framework around which the Future Land Use Map and plan were designed. They further establish the framework around which the City's physical, community, and economic growth and development can be shaped and guided. The goals established for the City through this Comprehensive Plan are grouped into five general categories and can be stated as:

- **Sustainable Growth & Land Use** - Embrace the principles of "sustainable growth" and adoption of the Future Land Use Plan, to promote a balanced mix of residential, commercial, and industrial uses which will accommodate the needs of existing businesses and residents and encourage well-planned development/redevelopment opportunities for new businesses and residents while at the same time protect the historic, architectural, cultural, and natural environment of Danville.
- **Transportation** – Ensure that the location, character, and capacity of the City's existing and future transportation facilities (including thoroughfares, arterial highways, local streets, parking facilities, and the airport) are compatible with the Future Land

Use Plan, are supportive of sustainable growth, and enhance the City's livability and economic vitality.

- **Corridors & Gateways** – Enhance the major transportation corridors and entrance gateways into the City in order to instill a sense of pride among residents, create a good impression to occasional and regular travelers through the City, and communicate clearly that Danville is a desirable place to live, work, and play.
- **Housing & Neighborhoods** – Promote opportunities for a wide variety of housing types in the City by adaptive reuse, redevelopment, and new development within established neighborhoods and districts and through sustainable and well-planned new development, including mixed use development, on vacant land with an emphasis on providing safe, sanitary, and affordable homes for low- to moderate-income residents as well as residents with higher incomes.
- **Historic and Cultural Resources** – Promote historic and cultural resources by preventing deterioration, promoting rehabilitation and reuse, and promoting heritage tourism in the City.
- **Economic Development** – Support and promote the City's existing economic base while actively recruiting other economic development opportunities in the areas of basic industry; advanced manufacturing; technology; sustainable/green energy, automotive, and aerospace research, development, and production; and tourism in order to strengthen and expand the economy.

In each plan element contained in this Comprehensive Plan there is a statement of policies/objectives. For simplicity and to provide the City with some flexibility, no distinction is made between a policy and an objective. Each policy/objective statement can give birth to



more refined policies and/or objectives as the plan is implemented from year to year through additional research and study related to specific projects and through the development of specific actions plans related to a project. In this way, the Plan can be a living, breathing document and is not too quickly outdated.

