

Chatham County-GOALS WORKSHEET

INSTRUCTIONS: *The following is a list of goals from adopted plans in Chatham County. The Comprehensive Plan does not need to be a reiteration of existing goals. The Comprehensive Plan will need to be strategic in nature and address the top priority goals mentioned in existing plans and any emerging issues that should be a priority. Please review and **circle your top 4-5 goals**. **Place a star next to the goal that you think is most important**. **Write in any goals that you feel are not covered by existing goals at the end of the document.***

Chatham County Strategic Plan:

- **Balanced Growth:**
 - Social, economic, and cultural integrity maintained and/or enhanced through effective growth management.
 - Long term residential, institutional, commercial and industrial requirements for water supply, wastewater and solid waste management fulfilled at the lowest practicable cost.
 - Prime farmland conserved and protected to ensure agricultural lands remain in agriculture.
 - Public understands and accepts need for and supports the development and implementation of land use plans.
 - More intensive land uses, e.g. commercial, high density residential, and industrial, concentrated in or near Chatham's existing towns
 - Increase proportion of land preserved as open space in areas under development
 - Long term transportation requirements for all county interests fulfilled by private and public services and facilities at the lowest, practicable cost.
- **Adequate and Diverse Housing Supply:**
 - All Chatham residents living in safe, adequate housing.
 - A wide variety of housing options (categories, densities, locations, and prices) available in Chatham County.
 - Land use planning emphasizes clustered, mixed use development
- **Conserve and protect natural resources**
 - Chatham's natural resources identified, conserved, and protected.
 - Chatham's surface and underground water resources effectively protected.
 - Forest resources managed to achieve optimum environmental and economic effects.
 - Natural scenic areas preserved.
 - Soil erosion minimized and soil conservation maximized.
- **Efficient, effective, and responsible county and municipal governments**
 - Public and private resources available to governments, used to the maximum benefit of all persons in Chatham County.
 - Elected officials in county and municipal governments provide leadership which produces and implements proactive plans and policies
 - All governments in Chatham County communicate effectively with the public, with each other, and with governments outside of the county
 - Equitable distribution of Ad Valorem tax obligations borne by owners of commercial, industrial, residential, agricultural, and undeveloped properties in Chatham County

- More effective citizen involvement, heightening public awareness and understanding of local government processes
- Increased proportion of land preserved as open space in areas under development
- **Healthy People**
 - Primary health care available, accessible, affordable and acceptable to all citizens
 - Optimum agency, community, and volunteer collaboration in providing resources and services for health care, health education, preventive health programs appropriate to community needs.
 - Appropriate, efficient, and effective use of all private and public funding by service providers.
 - A community knowledgeable of and effectively using appropriate health service offerings
 - A community environment which supports the practice of a healthy lifestyle.
 - Organized recreation activities which promote citizen's health and community stability.
- **Safe living and work environments**
 - Well rounded children and teens protected, nurtured, educated, and involved.
 - Comprehensive public safety/emergency services for all citizens.
 - Appropriate agency, community, and volunteer resources designed for optimum use.
 - Adequate water, wastewater and solid waste management services at the lowest price, practicable cost.
 - Business environmentally and operationally safe for employees and citizens.
 - Appropriate. Efficient and effective use of all public and private funding.
- **Quality system of education**
 - Effective teachers and a well-balanced curriculum imparting skills and knowledge which contribute to children and adults becoming productive.
 - Total community involvement in education of children
 - Small public and private community schools
 - A system of schools, preschools, community colleges and libraries that are effectively managed to maintain or improve the quality of education.
 - A program of performance-based evaluation which accurately measures the outcomes of the educational process at all levels.
- **People working together**
 - County governments and municipal governments that work effectively with each other, state government, adjoining governments, and regional groups.
 - Community groups working with each other and governments across the country.
- **Marketable, diversified workforce relevant to the needs of the community**
 - Collaborative efforts between educational professionals, area schools, other educational institutions, business and industry to meet regional needs.
 - Workforce requirements identified and local workforce aggressively marketed.
 - Employment opportunities with competitive wages to improve area job attractiveness and reduce out-migration of workforce.
 - A community environment supportive of cultural diversity in the workplace.
- **Commercial and industrial endeavors, a net long term asset to the community**
 - Effective ongoing communication and support among private, public and volunteer sectors of the community regarding needs and opportunities in areas of job market, products, and services.

- Community environment conducive to the creation and growth of acceptable businesses, with major emphasis on small business.
- Chatham County recognized as a desirable commercial site.
- Expanded county participation in the global market.
- Physical facilities that accommodate desired business/commercial growth and development at a reasonable cost.
- Agricultural enterprises in Chatham County are economically viable.
- Tourism established as an important component to the county's economy.
- **Rich cultural environment**
 - Chatham's historic cultural heritage preserved, broadened and enriched.

Land Use:

- **Land Conservation and Development Plan**
 - Prime farmland is conserved and protected to ensure agricultural lands remain in agriculture.
 - Preserve both the form and function of rural character.
 - More intensive land uses, e.g. commercial, high density residential and industrial, are concentrated in or near Chatham's existing towns, in designated economic centers and in clustered and mixed use developments.
 - An increased proportion of land is preserved as open space in areas under development.
 - A wide variety of housing options (categories, densities, locations and prices) is available.
 - The counties' land use planning emphasizes clustered and mixed use developments.
 - Chatham County's natural resources are identified, conserved and protected.
 - Chatham County's surface and underground water resources are effectively protected.
 - Natural scenic areas are preserved.
 - The county supports high quality, community-based schools and develops the financial wherewithal to fund them.
 - Preserved open space and improved recreational opportunities are provided.
 - Historic assets are preserved.
 - Long-term transportation, water supply, wastewater, and solid waste facilities are provided to accommodate desired development and support environmental goals.
 - Agricultural enterprises in Chatham County are economically viable.
 - Tourism is established as an important component of the County's economy.
 - Encourage compact communities with a mix of activities as development occurs.
 - Designate economic development centers in order to promote a diversified, sustainable business community.
 - Develop an integrated approach to protecting and promoting high-quality open space, recreation, historic and tourism locations.
 - Ensure quality and availability of groundwater and surface water resources.
 - Provide infrastructure in ways that support the land use, economic development and environmental objectives: water supply, wastewater and transportation.
- **Chatham-Cary Joint Land Use Plan:**
 - Guiding Principles

- Within one mile of the mean pool elevation of Jordan Lake (i.e., of the lake shore), avoid all nonresidential development, and allow residential densities of no more than one dwelling per acre.
- Preserve the rural character of the bulk of this area, while allowing for balanced growth and development.
- Protect the property rights of residents and landowners in the Joint Plan area.
- Ensure public involvement in the development and implementation of the Joint Land Use Plan.
- Use the future availability of public utility services to guide and direct growth to minimize water quality impacts on Jordan Lake Reservoir.
- Focus the most intense land uses close to the eastern boundary of the plan area and the major transportation facilities, and maintain very low intensity and very low density uses westward towards Jordan Lake Reservoir.
- Encourage limited economic development in the area that capitalizes on its geographic location relative to major employment and population centers.
- Balance the amount of future development with the capacity of the transportation system.
- Create a sense of place that is distinct, attractive, and of high quality – an area recognized within the Triangle region for its high quality of life.
- Preserve key open space, especially where needed to protect water quality.
- **EDC Conceptual Land Use Plan**
 - Balance (jobs/housing; tax base)
 - Preservation (individuality of towns, crossroad communities, rural areas; agriculture; natural environmental resources; historic resources; quality of life)
 - Economic Prosperity (attract business, industry and jobs to areas with infrastructure)
 - Collaboration

Chatham County Health Assessment:

- Obesity
 - Encourage healthy lifestyles through changes in the built environment. (community design)
 - Promote physical activity.
 - Promote healthy eating.
- Access to mental health services
 - Work collectively to prevent substance abuse
 - Promote mental health treatment
- Access to health care
 - Promote, provide, and assist in coordination of health care services.
 - Promote and increase enrollment in the health insurance marketplace.

Economic Development:

- **CC Strategic Action Agenda**
 - Generate more in county jobs to create opportunity and reduce out commuting
 - Retain county's rural character
 - Strengthen vitality of downtowns
 - Diversify the tax base and reduce the dependence on residential property taxes
 - Increase retail sales tax revenues and reduce retail leakage
 - Improve citizen education credentials and skills for local employment

- Promote and support small business and entrepreneurship
- Promote local agriculture and arts businesses
- Expand county revenue from tourism
- Create economic opportunity in all parts of the county.
- **Strategic Action Agenda (2015-2020)**
 - Diversity and increase organizational funding
 - Maintain strong board and private sector input
 - Maintain county wide support and engagement
 - Position EDC as the economic thought leader for Chatham County
 - Maintain and distribute metrics
 - Job growth is down (need more jobs, higher-skilled, higher-wage jobs)
 - Average wage in the County is substantially lower than the NC Average
 - Concerns about economic strategy aligning with infrastructure/utility capacity
 - Economic strategy should be long-term and non-political
 - Orientation - residents look outside County for work, shopping and services
 - Retail sales - leakage
 - Focus on quality of life and community character
 - Inequities across the County
 - Need for County-wide collaboration

Agriculture:

- **Ag Economic Development Plan (2009)***
 - ****Note: No goals were adopted as part of the Farmland Protection Plan, so recommendations are included below.***
 - Coordinate Farmland Protection Outreach, Education, and Policy Development
 - Strengthen the Chatham County Voluntary Agricultural District Program
 - Develop a Strategic Farmland Map
 - Build Support for a County Working Lands Protection Program
 - Formally Adopt the Agricultural and Farmland Preservation Plan as a County Policy Guidance Instrument
 - Update Subdivision Regulations and Zoning to Meet the Needs of Agriculture and the Community
 - Explore Means to Ensure that Agriculture Has Long-Term Access to Water Supplies
 - Advocate for Farm- and Forestry-Friendly State Agricultural Policies
 - Seek Innovative Means to Integrate Working Lands Protection into the Jordan Lake Rulemaking Process
 - Advocate for Integration of Regional Agricultural and Land Development Policies
 - Develop a Forestry and Agribusiness Retention, Expansion, and Attraction Plan
 - Explore Feasibility of Dedicated Agribusiness Park
 - Enhance Integration of Forestry and Agribusiness in Business and Economic Development Programs
 - Develop an Integrated Marketing System that Expands Opportunity to Direct Market and Wholesale Level Trade
 - Create an Alternative Energy Development Program
 - Support Public-Private Development of an Agritourism, Retail, and Culinary Arts Center
 - Create an Outreach and Public Relations Program

- Expand Education and Training Programs
- Develop a Farmer Recruitment Program
- Support Regional Agricultural Leadership Development
- Enhance Labor Force Conditions

Ag Land Use Plan (2009)*

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- Advocate for Integration of Regional Agricultural and Land Development Policies
- Agricultural Economic Development Recommendations
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- Enhance Labor Force Conditions

Environment:

- **Comprehensive Conservation Plan**
 - A community vision for natural resources, including important habitats, species, and forest resources
 - A greater understanding and awareness of the importance and location of natural resources in Chatham County.
 - Identification of ecologically and economically important forest resources for timber, recreation, and water quality
 - Expand on existing knowledge of impacts and threats to Chatham County's natural resources
 - Recommend strategies to manage and protect important natural resources.

Parks and Recreation:

- **Comprehensive Parks and Recreation Master Plan (2009-2029)**
 - **Note: No goals were adopted as part of the Parks and Recreation Master Plan, however recommendations are focused on the following areas:*
 - Park Renovations, acquisitions and developments
 - Facility renovations, acquisitions and developments
 - Recreation programming strategies
 - Implementation of improvements

Transportation:

- **Chatham County Comprehensive Transportation Plan**
 - No goals were developed during the CTP process.
- **2040 Durham-Chapel Hill-Carrboro Metropolitan Planning Organization's Metropolitan Transportation Plan (MTP)**
 - Overall Transportation System Goal: A safe, sustainable, efficient, attractive, multi-modal transportation system that: supports local land use; accommodates trip-making choices; maintains mobility and access; protects the environment and neighborhoods; and improves the quality of life for urban area residents.
 - Public Transportation System Goal: A convenient, accessible, and affordable public transportation system, provided by public and private operators, that enhances mobility and economic development.
 - Pedestrian and Bicycle System Goal: A pedestrian and bicycle system that: provides a safe alternative means of transportation; allows greater access to public transit; supports recreational opportunities; and includes off-road trails
 - Integration of Land Use and Transportation Goal: A Transportation Plan that is integrated with local land use plans and development policies.
 - Protection of Natural Environment and Social Systems Goal: A multi-modal transportation system which provides access and mobility to all residents, while protecting the public health, natural environment, cultural resources, and social systems.
 - Public Involvement Goal: An ongoing program to inform and involve citizens throughout all stages of the development, update, and implementation of the Transportation Plan.
 - Safety and Security Goal: Continue to improve transportation safety and ensure the security of the transportation system.
 - Freight Transportation and Urban Goods Movement Goal: Improve mobility and accessibility of freight and urban goods movement.
- **Pittsboro Ped Transportation Plan**
 - Increase routine walking for transportation and recreation
 - Increase signage to promote safe walking
 - Increase media and programs to promote safe walking
 - Increase overall walking trips
 - Improve pedestrian safety along roadways, at intersections, and off road
 - Increase the ratio of roads with sidewalks
 - Increase off road paved and unpaved walkways
 - Increase law enforcement patrols to increase motorists' yielding to pedestrian
 - Reduce automobile traffic speeds in town
 - Increase the ratio of intersections with appropriate crosswalk devices
 - Include updates for pedestrian transportation in new comprehensive land use plan

- Update the requirements for sidewalks and walkable areas
- Develop design plan sand criteria for sidewalks and public space
- Develop a plan for looping area existing sidewalks that will connect to a destination
- Develop safety features along roadway and highway to point out pedestrian usage of sidewalks

Housing:

- Affordable Housing Retreat Priorities
 - Affordability and location of rental housing
 - Affordability and location of homes for home ownership
 - Emergency & transitional/supportive housing

Utilities:

- No published or adopted goals.

WRITE IN GOALS:

Goal:

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