

# Draft 2010 Strategic Plan Principles and Goals



## Principle A: Manage growth while retaining character.

*Accommodate commercial and residential growth while retaining a small town character within an urban environment.*

- Goal 1** Retain and enhance the character of existing commercial districts.
- Goal 2** Encourage a diversity of business types with particular focus on small businesses and businesses that provide daily needs.
- Goal 3** Protect existing neighborhoods while promoting growth in desired areas and adopting standards that guide future growth.
- Goal 4** Protect and encourage the reuse of historic buildings, structures, and places.



## Principle B: Encourage a diverse and engaged community.

*Protect and expand diversity among Decatur residents, businesses, and visitors while promoting an innovative, engaged, and informed community.*

- Goal 5** Maintain and encourage diversity of race, ethnicity, income, culture, age, family type, and other kinds of diversity.
- Goal 6** Strengthen communication and involvement in and among neighborhoods, city government, institutions, community organizations, and Decatur as a whole.
- Goal 7** Support and expand programs, services, events, and opportunities that respond to diverse interests, encourage community interaction, and promote a stronger sense of community.
- Goal 8** Promote a culture of creative innovation and expression.



## Principle C: Serve as good stewards of all community resources.

*Practice fiscal, environmental, and organizational stewardship to make efficient use of finite resources through collaboration and conservation.*

- Goal 9** Expand and diversify the city's property tax base.
- Goal 10** Continue to provide quality services within fiscal limits acceptable to the community.
- Goal 11** Assure the efficient use of all community facilities by strengthening public-private partnerships throughout the city.
- Goal 12** Foster environmental sustainability in all aspects of city life and government practice.



## Principle D: Create a healthy, lifelong community.

*Assure that housing, mobility, and support services exist to provide everyone at every age a high quality of life.*

- Goal 13** Enhance mobility options within and to Decatur.
- Goal 14** Expand the variety of high quality housing options to meet the needs of a diverse community.
- Goal 15** Provide programs and services that support and enhance a safe, healthy, and active lifestyle.

*These draft principles and goals have been revised from those in the 2000 Strategic Plan, to reflect ideas generated during the Round Tables and Community Academies. Did we get them right?*

