

General Plan Update 2035



CITY OF WOODLAND

Community Vision and Guiding Principles



September 2013

WORKING DRAFT

General Plan Update 2035



CITY OF WOODLAND



Our Vision for the Future

The General Plan represents the City's shared vision of the future and defines a path to lead the community toward its desired future to 2035 and beyond. The General Plan is the City's primary tool for guiding future development.

Each day the City must make decisions about growth, services, and where and how to focus resources. The General Plan provides the guidance for these decisions by establishing long-term goals for the City's future, policies to guide day-to-day decisions, and implementing programs to achieve the vision. The General Plan is the foundation for many of the City's regulatory and community and economic development documents. It is intended to provide for orderly growth and convey the community's values and expectations into the future. The General Plan sets the discussion for evaluating future development projects, planning for future public services and community projects, defining and maintaining economic sustainability, meeting transportation and mobility needs, and protecting our natural and historic resources.

A first step in the General Plan process is the development of a vision for the future, and guiding principles to achieve that vision. A vision statement is an aspirational description of what the community would like to be in the future. It is a summary of the shared goals to be achieved by the General Plan.

The draft Vision and Guiding Principles are based on input from the community. This input has been obtained through interviews, community workshops, and through a community survey.

www.cityofwoodland.org/generalplanupdate

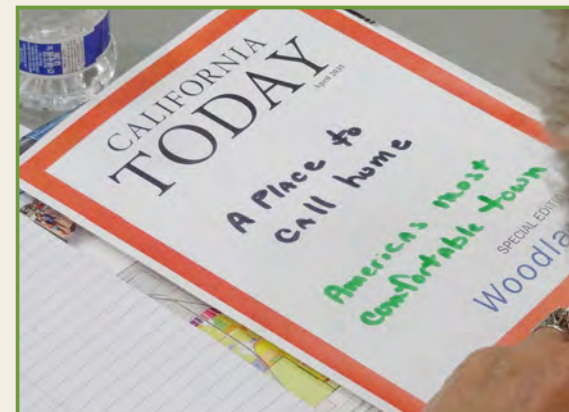
Community Vision



Vision Statement

In 2035 Woodland is a community that is a highly desirable place to live, learn, work and recreate. It has maintained its small-town feel while maturing into an attractive, vibrant, and sustainable city that celebrates its architectural heritage and cultural diversity. Woodland is a healthy community with a thriving downtown, livable neighborhoods, excellent public schools and recreational amenities connected by a seamless network of trails and paths.

The city is the region's center of agricultural technology and food production and is recognized globally as a leader in sustainable agriculture. The community is prosperous and fiscally sound, offering abundant employment opportunities to its diverse and creative workforce. Woodland has become a destination for visitors seeking to experience its unique agricultural, historical, recreational, cultural and entertainment amenities.





Guiding Principles



- 1. Quality and Character:** *Enhance Woodland's quality of life, its distinctive identity, small-town character, and strong neighborhoods.*

The General Plan seeks to maintain and improve Woodland's quality of life by preserving and enhancing the best qualities of its existing neighborhoods, and promoting the development of new neighborhoods with similar desirable qualities: attractive, safe, welcoming, and community-oriented. Existing and new neighborhoods are supported by schools, parks, convenient shopping, community gathering places, and well-connected, safe, and pleasant streets.

- 2. Orderly Development:** *Promote new growth while achieving an orderly pattern of community development consistent with economic, social, fiscal, and environmental needs.*

The General Plan allocates sufficient land for new development to allow the city to capitalize on market forces and economic opportunities, and provide flexibility to adapt to changing economic and market conditions. Growth will be phased to ensure adequate infrastructure, public services, and amenities that the City can sustainably provide and maintain.





3. **Economic Health:** *Provide for a diversified economic base with a range of employment opportunities for all residents.*

The General Plan promotes a diversified economic base and seeks to capitalize on Woodland's location and assets—access to I-5, Sacramento International Airport, rail service, prime farmland, and U.C. Davis—by supporting and assisting business development and mitigating constraints to economic investment. The Plan provides sites in a variety of infill and new growth locations to attract hotel, office, industrial, and research and development uses, which in turn will provide jobs and help the City achieve fiscal sustainability. The General Plan seeks partnerships in higher education, seed research, agricultural technology, food production, and other locally appropriate sectors. It supports linkages with Woodland's strong historical and cultural resources and promotes tourism.



4. **Agricultural Heritage:** *Preserve and protect agricultural lands around the community.*

Woodland's surrounding agriculture is an important part of the community's heritage, plays a major role in the city's economy, and endows Woodland with a unique sense of place. To help maintain this important resource, the General Plan maintains the voter-approved Urban Limit Line within which urban development will be contained. Development will occur in an orderly, contiguous manner to preserve agricultural use of land as long as possible. Outside the current city limits, the City will encourage and support continued agricultural use of land.

General Plan Update 2035



5. Strong Downtown: *Revitalize Downtown as the heart of the city.*

With a rich fabric of historic buildings that tie the community to its past, Downtown is a key part of Woodland's identity and has the bones to be the center of community activity, commerce, and civic identity. The General Plan promotes a broader mix of uses, including increased dining, retail, and entertainment destinations, with an array of urban housing, new business opportunities, and community gathering space to serve Woodland residents, their families, and visitors. The Plan also promotes appreciation of Woodland's history, architecture, and cultural resources by outlining policies for preservation and rehabilitation of historically significant buildings.

6. Housing Choice: *Provide a diverse array of housing types to meet the needs of all segments of the community.*

The General Plan encourages and enables the development of a mix of housing types and densities that will provide Woodland residents with access to a full range of housing opportunities, and enable the City to meet its fair share of the region's housing needs. Housing types facilitated by the General Plan range from larger lot housing to small-lot single-family homes, townhomes and apartment buildings and lofts in a variety of locations and settings—from infill development in Downtown and corridors to master-planned greenfield development. Guidelines for high quality design and neighborhood development are included.



7. Mobility Options: *Coordinate land use and transportation planning to foster increased opportunities for walking, biking, and transit use and reduced congestion.*



The General Plan promotes development patterns and enhancements to the circulation network that encourage walking, bicycling, and transit use, which in turn will help Woodland achieve environmental and public health objectives (reduced vehicle miles traveled, reduced greenhouse gas emission, improved air quality, and opportunities for active transportation) while maintaining satisfactory traffic flow. The Plan incorporates the development of "Complete Streets," which safely and effectively serve the needs of all modes of travel. The circulation system connects neighborhoods to schools, daily services, recreation, and other amenities.

8. Recreational Opportunity: *Promote a wide range of parks and recreational facilities and activities.*

The General Plan supports a balance of active and passive recreational opportunities to serve all segments of the population, while ensuring that these facilities can be maintained over time. The General Plan ensures that adequate park and recreational amenities are provided as the city grows, and seeks ways to increase access to parks and recreational facilities. The Plan promotes creation of a recreational greenbelt and expansion of walking and biking paths to enable residents to connect with open space and nearby communities.



9. Quality Education: *Provide quality educational and enrichment opportunities for youth, and ensure the safety of all Woodland residents.*



The General Plan underscores the importance of high quality educational opportunities—including K-12 education, higher education, workforce training, and general community enrichment—to Woodland’s quality of life. The City recognizes the link between education, safety, and opportunities for economic advancement in the community for youth, their families, and all Woodland residents. To this end, the Plan supports continued partnership with the Woodland Joint Unified School District, the County Office of Education, and Woodland Community College in planning, facility sharing, extracurricular activities and recreation, and promoting academic achievement, as well as linkages between Woodland’s growing cluster of agricultural technology and research establishments and higher education.

10. Environmental Stewardship: *Protect and improve the quality of the natural environment and protect residents from hazards.*



The General Plan encourages preservation of the area’s natural resources, including creeks, native trees, and wetlands. Water resources are identified, protected, and conserved. Woodland will continue supporting regional efforts to improve air quality and reduce greenhouse gas emissions; promote land use patterns that minimize exposure to hazards including excessive noise, fire, and flooding; and support proactive solutions to flooding.



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Find out more about the new General Plan and how you can get involved:

www.cityofwoodland.org/generalplanupdate