

SECTION 6 – PLANNING GOALS AND OBJECTIVES

A successful Comprehensive Plan must accommodate and adapt to the desires and values of the community. Goals and objectives are used to provide a framework for the implementation of the Comprehensive Plan. Goals describe the desired results of the Comprehensive Plan's implementation. Objectives are the specific purposes that advance action toward the goal.

The Village of Shorewood will achieve these goals and objectives by employing appropriate policies and plans, including the Zoning Ordinance, Subdivision Ordinance, Design Guidelines and many others. The Comprehensive Plan assists in outlining the process and strategies of implementation for advancing the general goals and more specific policies set forth by the Village of Shorewood.

Community Growth Management

Goal 1.0 Promote a balanced variety of land use types within the Village that will enhance the living conditions and environmental quality of the area, and facilitate cost effective and efficient provision of public services to support this growth.

Objectives:

- 1.0.1 Plan new development in proximity to similar existing uses to maximize the efficiency of public services and to protect and reinforce existing land uses.
- 1.0.2 Provide adequate land for urban growth to accommodate a doubling in population and pursue a calculated course of aggressive annexation to ensure the future development of the Village's planning area is consistent with Village goals and to protect the integrity of the Village boundary. The annexation of land should not overextend Village utilities and should not be driven beyond existing market pressures.
- 1.0.3 Phase future development to allow for a cost effective extension of utilities.
- 1.0.4 Create financial mechanisms to insure that new development pays its fair share for Village costs, including payment for necessary improvements to accommodate traffic impacts.
- 1.0.5 Encourage the clustering of industrial uses in planned industrial parks.
- 1.0.6 Identify adequate areas and appropriate locations for industrial and office/research development that will not degrade the character of the surrounding natural, visual and built environment.

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- 1.0.7 Encourage quality retail development with emphasis on maximizing landscaping and buffering; and minimizing signage, outside storage and curb cuts.
- 1.0.8 Develop and adopt zoning and development regulations that promote community goals through the use of sophisticated and creative guidelines and insure the new development is consistent with the goals, policies, and guidelines of this Comprehensive Plan.
- 1.0.9 Maintain and reestablish mutually agreed upon boundary agreements with neighboring communities.
- 1.0.10 Ensure that planning becomes a continuous and evolutionary process that involves the Village's residents.

Goal 1.1 To provide a variety of high quality residential environments and provide and maintain housing and neighborhoods that reflect the planned character of the Village and meet the Village's goals for the integration of neighborhoods through a hierarchical open space/recreation network.

Objectives

- 1.1.1 Promote the growth of residential development in such a manner that this growth maintains the existing character of the Village, yet provides residents with an opportunity to choose from an assortment of residences.
- 1.1.2 Prevent residential sprawl from encroaching on prime agricultural soils that border the Village, by limiting residential development to areas designated by the plan.
- 1.1.3 Encourage the averaging of housing densities throughout residential areas to promote creative design and preservation of open spaces.
- 1.1.4 Preserve existing neighborhoods.
- 1.1.5 Improve the quality of existing residential areas where necessary and possible through both building improvements and infrastructure improvements (curb, gutter, sidewalks, etc.)
- 1.1.6 Establish design, density, and open space criteria for all future development areas.
- 1.1.7 Interconnect neighborhoods visually by roads, walkways, bike paths and open space.
- 1.1.8 Adopt appropriate zoning and subdivision controls to ensure high quality residential development that is compatible with the existing character and goals of the Village.

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- 1.1.9 Encourage new residential development to occur in a pattern contiguous to existing neighborhood limits.
- 1.1.10 Provide pedestrian oriented transportation options such as bicycle and walking paths in all residential neighborhoods.
- 1.1.11 Ensure that new residential development is compatible with nearby existing housing in terms of character and scale.
- 1.1.12 Encourage all residential development to occur in master planned neighborhoods which incorporate creative site planning, creative housing design, open space systems, pedestrian systems and high quality landscape design.
- 1.1.13 Provide open space within future development areas that will enhance each neighborhood as well as the Village as a whole.

Village Character, Design and Identity

Goal 2.0 To maintain and enhance the traditional village downtown, major Village entryways and plan for a future town center.

Objectives

- 2.0.1 Ensure that any new construction or re-development adjacent to the existing Towne Center is consistent with the character of that area.
- 2.0.2 Develop design guidelines and Village controls that allow and encourage traditional town design.
- 2.0.3 Enhance the appearance of the existing Village center and Village entryways (specifically Route 52 and Route 59) through streetscaping and building improvements.
- 2.0.4 Maintain the Village's expectations for signage and lighting that is minimally-applied. Such enhancement features shall exhibit an understated elegance when deemed necessary.

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Transportation

Goal 3.0 Provide a safe, efficient transportation system that can be maintained in a cost effective manner which enhances the character of the Village.

Objectives

- 3.0.1 Create a functional classification system for roadways within the Village's planning area.
- 3.0.2 Promote a transportation network which provides roadway, pedestrian and efficient infrastructure linkages between neighborhoods.
- 3.0.3 Identify where new roads and access points are needed to serve projected growth, so that right-of-way can be reserved as development occurs.
- 3.0.4 Create distinctive and attractive entryway corridors into the Village (specifically US 52 and US 59).
- 3.0.5 Prepare design guidelines for transportation routes regarding factors such as landscaping, berming, building and parking setbacks and consolidated access points (especially Routes 52 and 59).
- 3.0.6 Minimize curb cuts or driveways onto arterial roads and collector streets, and prohibit driveways that force cars to back out onto an arterial roadway.
- 3.0.7 Promote and develop transportation systems which include provisions for public transportation, bicycles and pedestrians.
- 3.0.8 Discourage non-local traffic shortcutting through residential neighborhoods, yet encourage multiple points of neighborhood ingress and egress.
- 3.0.9 Research and obtain public funding sources for development and maintenance of public transportation systems and transportation networks.
- 3.0.10 Ensure that resources are available to maintain adequate road surfaces to accommodate traffic volumes.
- 3.0.11 All transportation corridors should maintain the Village's expectations for minimal signage and lighting.

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Economic Development

Goal 4.0 **Promote economic growth that will provide a variety of goods and services, employment opportunities and governmental revenues to meet the needs of the Village residents.**

Objectives

- 4.0.1 Increase the existing tax base while encouraging clean, non-polluting industrial and commercial uses to locate in Shorewood.
- 4.0.2 Encourage clustering of commercial uses in planned shopping centers or other compact commercial areas in order to maximize consumer safety and convenience, improve traffic safety and flow, and enhance economic development.
- 4.0.3 Increase shopping and employment opportunities in the Village to meet the needs of existing and future residents.
- 4.0.4 Utilize the Village's planning effort to promote Shorewood to attract quality developers, viable businesses and new residents.
- 4.0.5 Increase the value of residential neighborhoods and properties.

Goal 4.1 **Establish and maximize the character of Routes 52 and 59 and create a “main street” character by providing residents and visitors with goods, services and employment opportunities.**

Objectives

- 4.1.1 Reinforce and improve the operational conditions of existing commercial areas of this downtown district.
- 4.1.2 Develop and adopt development regulations that uniquely deal with the requirements of “main street” businesses.
- 4.1.3 Prepare a “Streetscape Plan” for Route 52 and Route 59 that includes plans for connecting the pedestrian system of the Village and the Village’s open space hierarchy.
- 4.1.4 Promote that traditional role of the “main street” through development and rehabilitation that respects the district’s traditional character.
- 4.1.5 Provide efficient and safe means of access to the “main street” to all Village residents.

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- 4.1.6 Provide adequate parking that is consistent with the traditional character of a main street.
- 4.1.7 Enhance the “curb appeal” of Route 52 and Route 59.

Natural Resources, Parks and Recreation

Goal 5.0 Preserve and enhance existing natural resources and environmental systems

Objectives

- 5.0.1 Encourage preservation of existing topography, vegetation and other natural features through use of innovative site planning that respects the character of the landscape.
- 5.0.2 Preserve natural resources by providing incentives, such as density bonuses, to guide development more suitable for urban densities.
- 5.0.3 Prohibit structures from being built in floodplain or wetlands, while encouraging the use of such flood-prone areas for public open space, recreation and wildlife habitat.
- 5.0.4 Protect surface and groundwater resources from depletion and contamination.
- 5.0.5 Provide adequate open space at a scale to serve neighborhoods and the community.
- 5.0.6 Preserve the role of wetlands and woodlands as essential components of the hydrologic system as well as valuable wildlife habitat, and restore and improve degraded wetland and woodland resource where possible.
- 5.0.7 Enhance and develop open space and recreational uses along the DuPage River without compromising individual property rights or intruding on families’ privacy.
- 5.0.8 Develop and establish equations or ratios that balance the development area of a site, with a required provision for open space.
- 5.0.9 Provide for the continued protection of the Aux Sable Creek and its associated water features, as development begins to locate adjacently.