## 4 Vision and Guiding Principles

## 4.1 Introduction

The General Plan represents Woodland's shared vision of the future and defines a path to lead the community toward its desired future in 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 inform day-to day-decisions, and implementation programs to realize that vision. The General Plan is the foundation for the City's regulatory and community and economic based documents. The General Plan provides for orderly growth and conveys the community's values and expectations into the future. It sets the tone for evaluation of future development projects, planning of future public facilities and services, defining and maintaining economic sustainability, meeting mobility needs and protecting historic and natural resources.

A first step in the General Plan process is the development of a vision for the future and guiding principles to inform the method to achieve that vision. The vision statement is an aspirational description of what the community would like to be in the future, looking forward to 2035, and represents a compilation of input from the community through the public process.

## 4.2 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, protected from flooding, with a thriving downtown, livable neighborhoods, excellent schools and recreational amenities connected by a seamless network of trails and paths.

Woodland is an innovative hub in the region of entrepreneurship for all economic sectors and is a recognized leader in food production, sustainable agriculture and technology. The City is prosperous and fiscally sound, offering abundant employment opportunities for its diverse and creative work force.

Woodland has become a destination for visitors seeking to experience its unique agricultural, historical, recreational, cultural and entertainment amenities.

## 4.3 Guiding Principles

1. **Quality and Character:** To retain and enhance Woodland's quality of life, its distinctive identity and small- town characteristics.

Preserve and enhance Woodland's small town charm and quality of life by identifying and honoring the best qualities of its existing neighborhoods and promoting the development of new neighborhoods with similar desirable qualities while fostering healthy and attractive commercial and industrial sectors. Preserve Woodland's unique identity by maintaining the City's distinct urban edge and surrounding agricultural open space, promoting the Downtown and historic resources, and developing a variety of recreational, community and cultural facilities to serve all segments of the city's population and workforce.

2. **Orderly Development:** To achieve an orderly pattern of community development consistent with paced economic, fiscal, social and environmental needs.

Provide for urban development and expansion of associated services on a logical and incremental basis to accommodate projected population and employment growth. Growth will be phased to ensure adequate infrastructure, public services, and amenities that the City can sustain, provide and maintain. Infill and adaptive reuse of underutilized and vacant buildings is promoted.

3. **Economic Development:** To foster economic growth and diversity, to be recognized in the region, as welcome business and entrepreneurship for all economic sectors including agricultural, technology, health care and regional retail and offering a range of employment opportunities for all residents.

To ensure that the City takes essential steps to to be attractive and competitive in the new economy by leveraging assets in the best possible manner, by removing barriers that may be hindering growth and success, and by protecting and being judicial about making the best choices and protecting valuable assets for the future. Capitalize on Woodlands location and assets including, access to I-5 and Sacramento International Airport, available rail service, proximity to prime agricultural land, and UC Davis. The City shall strive to support and expand a thriving economy and to foster partnerships in higher education, seed research, agricultural technology, food production and other locally advantageous sectors. Expand Woodland's role as a regional retail center in a manner that fully protects and recognizes the primacy of the City's Downtown. Diversify Woodland's economic base by promoting more primary wage earner jobs, including health care, business, high-tech, and research and development sectors. To be seen in the region as fiscally sound and supportive and welcoming to business and innovation.

4. **Downtown:** To focus on the Historic Downtown District as a center of shopping, dining, entertainment, and cultural attraction.

Promote Downtown as the civic, cultural, and entertainment district in Woodland that offers high quality experiences for residents, families and visitors. With a rich fabric of historic buildings that tie the community to its past, Downtown is the center of community activity and the focus of Woodland's identity. Promote a broader mix of uses, including increased dining, retail, and entertainment destinations with an array of urban housing, new business opportunities and enhanced community gathering space to serve Woodland residents, families and visitors. Provide support to new business ventures and private reinvestment with policies and actions to assist revitalization and re-use of historically significant structures.

5. **Agricultural Heritage:** To preserve and protect prime agricultural lands and their uses within and surrounding the community.

Maintain and protect surrounding agricultural lands as an important community resource that helps define the City's identity, plays a major role in the economy, and endows Woodland with a 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. Policies of the General Plan that ensure development will occur in an orderly, contiguous manner, helping to preserve this land

as long as possible. The City economy is significantly reliant upon all aspects of the agricultural sector including food production, equipment supply, and research and development.

6. \*Safety: To ensure that Woodland remains a safe place to live, protected from natural and manmade hazards.

Protect community livelihood and investment through requirements for structures to withstand seismic activity, provide fire protection and minimize flood risk. Ensure a sense of personal and public safety as essential in developing a high quality of life. The General Plan supports appropriate levels of prevention and response.

7. **Housing Choice:** To provide a variety of housing types to meet the needs for all generations and income levels.

Encourage and enable 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 need. Housing types facilitated by the General Plan range from larger lot to small-lot single-family homes, townhomes, apartment buildings and lofts in a variety of locations and settings. Infill development in the Downtown and along mixed-use corridors is encouraged. Promote design practices that support high quality design and neighborhood development.

8. **Mobility Options:** To coordinate land use and transportation planning to provide a range of attractive and viable transportation options, such as bicycle, pedestrian, and transit.

Support development choices and transportation improvements that allow and encourage more residents, workers and visitors to walk, bike or use transit. Promote the development of "complete streets" to safely and effectively serve the needs of all modes of travel. Promote and seek opportunities to develop a seamless network of trails and paths to support a healthy and active lifestyle, livable neighborhoods and access to schools and amenities.

9. \*Public Services: To provide realistic, supportable and appropriate levels of public service that are sustainable and fiscally sound.

Balance the fiscal realities of providing sustainable public services with community desires for high quality amenities, facilities in order to ensure that meeting today's needs does not compromise the community's fiscal future. Require new development to pay for itself including needed facilities and services and on-going operations. Support the continuing maintenance and expansion of existing public facilities as the most efficient and effective means of living within the community's means. The City will continue to strive to improve the efficiency and quality of its public facilities and services.

10. \*Health and Recreation: To provide all residents with opportunities to live an active, healthy, and green lifestyle.

Promote healthy lifestyles by enhancing opportunities for physical activity, healthy eating and sustainable living.

11. **Quality Education:** To foster diverse and quality educational and enrichment opportunities and adequate school sites.

In recognition of the importance of high quality education to Woodland's quality of life the City will support and partner with the Woodland Joint Unified School District, the Woodland Community College District, and all other educational entities to provide adequate and appropriately designated land for school facilities, safe access to schools, and joint facility planning.

12. **Sustainable Community and Environmental Stewardship:** To foster a sustainable community for the next generation and protect and improve the quality of the natural environment.

Lead by example in municipal projects and daily operations through City commitments and policies toward advancing best practices in sustainability. Encourage the preservation of the area's natural resources and continue in supporting regional efforts to improve air quality and reduce greenhouse gas emissions, promote land use patterns that minimize vehicle miles traveled, encourage conservation, minimize exposure to excessive noise, fire and flooding. Support proactive solutions to flooding.

13. \*Quality Design: To commit to high quality design, enhancing gateways into Woodland and promoting the revitalization of aging corridors.

Promote development that strengthens the physical form of the City, enhances livability, incorporates sustainable design practices, and continues to enhance Woodland's unique sense of place. High quality design and pleasing physical form promotes a sense of wellbeing and enjoyment. High quality design promotes Woodland as offering a high quality of life and a desirable place to live, learn, work and recreate.

14. \*Participation and Leadership: Encourage citizen participation and good leadership.

Facilitate active and meaningful community participation by maintaining a transparent and open government and actively seeking citizen input in the decision-making process. City government shall be guided by the public interest and be an active leader in maintaining and improving quality of life in Woodland.

15. \*Identity: To brand Woodland as a community that is distinguished in the region for its separate identity, agricultural heritage, and high quality of life, providing a desirable, attractive, vibrant and sustainable place to learn, work and recreate.

Capitalize on Woodland's premier location and access availability within the region, proximity to world known educational facility UC Davis, its distinct community identity, National Register Historic District Downtown and agricultural roots. Promote Woodland so that it becomes a recognized destination for visitors seeking to experience its unique agricultural, historical, recreational, cultural and entertainment amenities.