



## Goals and Objectives for People, Jobs and Housing

*What do we want to become and how do we get there?*

**T**he goals and objectives presented in this Chapter were developed from four primary sources and have been adopted by the Planning Commission and each of the legislative bodies – Versailles, Midway and Woodford County. These statements provide the basis for the development of plans and strategies for the People, Jobs and Housing plan element.

The goals and objectives are the outcome of an extensive community involvement and research process encompassing six elements. The first source was the existing Comprehensive Plan and its' Goals and Objectives, adopted in 1994 as a basis for the 1997 Plan. The second source was a report titled, "*Woodford County Task Force: A Compilation of Issues, Goals and Objectives*". This report provided an inventory of vision statements, goals and objectives garnered from planning studies and community programs that have been undertaken in Woodford County during the past five years.

The third source for goals and objectives were four community planning workshops that were conducted between November 2002 and March 2003, several working meetings of the Comprehensive Plan Advisory Committee held in April and May 2003, and a community workshop for review of draft statements that was conducted on May 29, 2003. Finally, the Planning Commission and each of the legislative members of the Planning Unit conducted public hearings over the period from November, 2003 through January, 2004 before acting to adopt.

The format of goal and objective statements is intended to accomplish the following:

- Goals are the general statement of the community value or direction established for a particular plan topic;
- Objectives are intended as measurable and specific statements about the methods, resources, or responsibilities for achieving a goal;



**Participants discussing and cataloguing issues from Workshop #1**

### *Themes from Community Workshops*

The People, Jobs and Housing element of this Plan Update forms the basis for all other plan elements since it contains the population, employment and housing analysis and forecasts that are utilized throughout the Plan. Also, this element is important because the future quality of life in Woodford County will be measured, in part, by: the economic well being of its residents; the availability of multiple types of housing affordable to all income levels of residents; neighborhoods and workplaces that afford a high degree of satisfaction; and economic development programs that build on the County's assets as well as provide for more job diversity.

Several "themes" were identified from the comments and suggestions received during the Workshop at which this element was addressed. Each of these "themes" is addressed by draft goals and objectives. Workshop newsletters contained in the Appendix provide a catalogue of the comments and suggestions received during the citizen participation process, as well as a summary of trends and issues.

#### **Theme—Grow Within**

Improve/redevelopment of existing areas/infill urban service boundary

Priorities—high wage industry/diversified residential growth within existing urban service area

#### **Theme– Diversify with Higher Paying Jobs**

Attract professional jobs/Diversify employers/Encourage tourism

Bring higher wage/skill jobs-clean industry—tourism and education/develop agricultural-tourism

Provide the type and quality of infrastructure (community facilities and services) that serves to attract the types of technology-based jobs that the 21<sup>st</sup> Century Woodford County resident will demand.

#### **Theme– Quality Housing for All**

Concern about agricultural housing and availability of entry level and affordable housing

Planning needs to provide for appropriate housing/concentrate housing density within "city" limits and build within neighborhood design guidelines

Follow task force regulations for quality housing that meets all requirements (strong building codes)

Woodford County should utilize "smart codes" to foster the preservation of historic resources and neighborhoods, encourage the adaptive reuse of existing structures for residential, commercial or mixed use purposes, and create economically, culturally and socially mixed neighborhoods.

## Goal and Objective Set PJH-1 - Employment

Many planning workshop participants spoke about a need to create more jobs within Woodford County so that residents would have greater opportunities to live near their place of employment. People who live and work in the same census area are referred to as “resident employment”. The People, Jobs and Housing element of the Plan Update should categorize existing or recommended programs that would be beneficial to accomplishing this Goal and supporting Objective.

### **Goal PJH 1**

To accommodate diverse workplace opportunities that would be most advantageous for Woodford Countians seeking employment.

#### **Objective PJH 1.1**

To improve the resident employment base of Woodford County and attract workplace uses that can provide the types of jobs that will provide Woodford Countians with a viable alternative to out-migration for employment.

## Goal and Objective Set PJH-2 – Tourism

The Woodford community views tourism and in particular, agricultural based tourism, as a segment of the local economy that can be “grown” more readily due to the scenic, historic, architectural and agricultural assets that already exist. Goal PJH 2 supports actions designed to support and enhance tourism.

### **Goal PJH 2**

To promote the growth of the tourist industry in Woodford County as another means of broadening the county's economic base and to provide a linkage between the various segments of the community that offer goods and services to visitors.

#### **Objective PJH 2.1**

To encourage the increase of Woodford County's share of the Bluegrass Area tourist dollars.

#### **Objective PJH 2.2**

To encourage the development of tourism-related businesses.

#### **Objective PJH 2.3**

To encourage cooperation among the various local interests that serve as attractions for visitors, i.e. hotels, motels, restaurants, museums, and bed and breakfast houses.

**Objective PJH 2.4**

To support and encourage the preservation of historic sites, archeological sites, unique scenic areas, and horse farms that serve as "drawing cards" for the traveling public.

**Objective PJH 2.5**

To support new and innovative means to encourage tourism and to seek the assistance of state and local governments, as needed to help bring this about.

**Objective PJH 2.6**

To incorporate agri-tourism and alternative agricultural enterprises into the Woodford County marketing and planning efforts where and when possible.

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