



Chapter Five:

Vision Statement & Goals

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Through this planning process, the community and County officials faced a number of choices to make. They chose to pursue the achievement of the Vision and goals outlined in this chapter. The choice was also made to implement a set of recommendations and policies that will bring the County closer to achieving this Vision and goals.

A “Vision Statement” defines a community’s preferred future. It is broad and somewhat idealistic, but it is attainable.

Carroll County Residents’ Vision for the Future is as follows:

Carroll County offers a safe environment in which all its citizens may reside, work, shop, learn, and play. The rural character of our county is preserved through measures that protect our natural and cultural resources, minimize residential sprawl, and save farmland. Carroll County is enriched by sustainable agriculture and agribusiness as well as retention and recruitment of responsible, productive business and industry that offer family-wage jobs and employ the existing skilled workforce in the County. Adequate public facilities will be provided as Capital Improvement Program funding is available and concurrent with timed and phased development demand.

**A “goal” identifies what a community intends to accomplish.
A goal should be broad, not identifying specific activities.
It is oriented to achieving the Vision..**

The following goals will help the County achieve the vision for the future.

Goal 1 o Pursue policies and capital improvement expenditures that facilitate growth in the designated growth areas, thereby protecting and conserving agricultural and environmental resource areas, preserving open space, and providing public facilities and services efficiently and cost effectively.

Goal 2 o Preserve 100,000 acres of tillable agricultural land for the production of agricultural products and promotion of related agribusiness.

Goal 3 o Protect, maintain, and restore, where practical, the environmental resources and natural ecosystems in the county by promoting land use practices that are in balance with, and minimize the effects on, the natural environment.

Goal 4 o Promote a healthy economy and additional employment opportunities by: supporting the retention and expansion of existing businesses including agribusiness through sensible land use policies; providing land appropriately located and zoned for a variety of types and intensities of new economic development activities; and maintaining a balance between economic development and population growth through diversified industrial expansion that offers job opportunities and steady employment for skilled workers.

Goal 5 o Phase and time development at a rate consistent with the county’s ability to fund and expand community services and facilities through public and private resources.

Goal 6 o Ensure adequate and appropriate Capital Improvement Program and operating budgets to implement the Master Plan and provide public facilities and services.

Goal 7 o Provide a safe and functional transportation system which implements the land use plan while promoting access and mobility for people and goods through a network of roads, rail, transit, and non-motorized opportunities.

Goal 8 o Promote development design that is in harmony with the surrounding built and natural environments, encourages community interaction, and in rural areas, preserves the county’s rural character.

Goal 9 o Preserve the county’s historic, cultural, scenic, and architectural heritage.

Goal 10 o Provide for a wide range of housing types, density, and affordability that is well maintained and will meet the needs of the entire community.

Goal 11 o Provide a coordinated and comprehensive system of public and private parks, recreational facilities and programs, and open space that will meet the active and passive recreational needs of all citizens of the county and enhance community design, identity, and vitality.

Goal 12 o Provide community educational opportunities, facilities, and resources, particularly libraries and schools, to meet the needs of a diverse population.

Goal 13 o Ensure communication and coordination between the county and the municipalities on projects and issues of mutual concern and promote interjurisdictional cooperation in planning and land use decisions.

Goal 14 o Involve the community in implementing the Master Plan.

This Plan is organized as a thresholds, policies, and recommendations document. The remainder of the Plan is divided into chapters based on topic. Each chapter identifies the related goals and describes the significance of that topic to Carroll County and the Master Plan. This “Significance” explains why the choices – through the thresholds, policies, and recommendations – were made. The “Challenges” facing the County regarding these issues are also described. Thresholds, policies, and recommendations related to implementing and achieving each goal are outlined in the applicable chapter for its topic(s). Potential fiscal impacts to County Government are included at the end of each chapter.