

# Vision Element



THE GOOD LIFE COMMUNITY

# VISION 2030

## I. INTRODUCTION

The City of Alachua has adopted a vision statement and goals to achieve the vision. The goals, objectives and policies of the Comprehensive Plan are constructed in an effort to help achieve the long-term vision of the City.

## II. VISION STATEMENT

The City has a strong image as the “Good Life Community.” The image is woven throughout the work of the City with a commitment to premium service delivery and a high quality of life. The City will be a business friendly community, encouraging economic development and the establishment and expansion of major job centers in the industries of logistics, manufacturing, high-tech and bio-tech. The City will continue to invest in providing high quality recreational and cultural arts facilities and programs that create a sense of community. Alachua will be a place where housing choices are available to meet the needs of all citizens. Alachua will be a leader in fostering quality well-planned growth and redevelopment. Alachua will be a community where citizens can safely choose one of several multi-modal transportation options, including cycling, walking, and innovative options such as ride shares. Alachua will strive to be continually known for its collaboration between citizens, business communities, schools and government and will continue working together for the common good.

## III. GOALS TO IMPLEMENT THE VISION

### GOAL 1: *Economic Development*

The City of Alachua has a unique business climate. The City is home to corporations, technology incubators, local businesses and start-up companies. The City will maintain its focus on a welcoming business environment and encourage business development in the downtown area and along the US 441 corridor. The City supports a sustainable, thriving Main Street with a variety of businesses and a downtown area that attracts shoppers and patrons through cutting edge marketing strategies. The City will continue to support the redevelopment and revitalization of the historic center of the community. Alachua desires to continue to be a home to innovative businesses and an employment center where jobs are available to citizens of all educational and skill levels and ages. The City will continue to encourage the growth and development of established industries, such as the life sciences, technologies and emerging industries and encourage the diversification and expansion of commercial businesses which provide integral services to the City’s residents. The City will encourage a sustainable use of natural resources to ensure that economic growth

and development will responsibly continue within the community. The City will build strong relationships with local, regional and state-wide economic development organizations in order to work together to retain existing businesses and attract future businesses. The City will pursue business incentives that encourage additional private investment from new or existing businesses that will enhance employment opportunities and the quality of life of residents.

## **GOAL 2: *Community, Educational, Cultural and Recreational Development***

The City of Alachua has a very strong sense of community involvement, as evidenced by community events and festivals which promote cultural arts and recreational activities, including art festivals, musical performances, sporting events and holiday events. The City will foster cultural growth, outreach and cultural tourism and enhancement of the community by supporting cultural arts programs. The City will maintain its strong recreation program and encourage a diversity of recreational programs to meet the needs of citizens. The City will strengthen partnerships to make educational opportunities in Alachua of the highest quality in order to attract families and produce graduates who positively contribute to the community and the world.

## **GOAL 3: *Transportation Mobility***

The City of Alachua transportation system includes a heavily traveled US 441 corridor and a walkable downtown Main Street. The City will provide efficient traffic circulation that is safe and convenient, while maintaining or improving the level of service on roadways. The City will encourage multi-modal enhancement and trail systems, and provide for an aesthetically pleasing gateway between the I-75 interchange and downtown. The City will further a safe and connected pedestrian network that helps ensure a high quality of life for residents and visitors of all ages and abilities. New roadway construction and significant reconstruction projects will incorporate the principles embodied by the Complete Streets approach whenever possible. The City will explore opportunities for public transportation for Alachua residents, including innovative options such as ride shares and other emerging and technology-based options. The City will continue to pursue the interconnectivity of development in order to limit access points onto roadways thereby reducing negative impacts upon the transportation network. The City will strengthen connections between major hubs within the community, such as those between the historic core and Progress Park and Legacy Park.

**GOAL 4: *Residential Opportunities***

The City of Alachua recognizes that residential development is tied to growth and employment opportunities and supports a diversity of housing types in order to enhance the City's physical and social fabric. The City will encourage the provision of housing types to serve a wide range of people, from those moving to Alachua to work and/or to raise families to those seeking senior housing and assisted living options. The City supports the provision of safe, affordable housing for all income levels. The City will encourage the construction of housing types including single-family conventional dwelling units, duplexes and quadraplexes, apartments and town homes, traditional mixed use neighborhood planned development, live/work units, conservation subdivisions, and other innovative housing options that respond to societal changes and needs and are appropriate for the character of the City. The City supports enhancements that strengthen and improve existing neighborhoods, thereby maintaining a livable community for all demographics.