



## CHAPTER 3: VISION & GOALS

The Comprehensive Plan is broad by definition, aiming to achieve a common vision of what the community would like to become in the future based on local values. While the vision is intended to be idealistic, it is achievable when broken into more digestible “Goal” statements that address specific elements of the Comprehensive Plan.

### VISION STATEMENT

The community vision is an overarching statement that reflects a desired future for the City of Conroe. The vision was developed by identifying common themes and desires from stakeholder interviews, meetings with City officials and conversations with City staff.

*The City of Conroe is a community that celebrates its history, small-town character, natural beauty and cultural amenities while also welcoming opportunities for economic growth and development. The City is prepared for future growth with necessary infrastructure and amenities to ensure that existing and future residents and business owners enjoy the highest quality of life.*

### GOALS

In addition to an overarching vision, it is important to have more specific goals that can be pursued through each plan element. The following goal statements appear throughout the plan to guide the specific topics of Growth Capacity, Transportation, Urban Development, Economic Opportunity and Parks and Recreation.

### *Growth Capacity*

- ◆ Adequate water supply to meet the needs of residential, commercial and industrial users without depleting water levels in the Gulf Coast aquifer.
- ◆ Wastewater treatment and collection infrastructure adequate to meet Conroe’s growing needs.
- ◆ A stormwater drainage system that is adequate to mitigate the impacts of increased development, reduce flooding and protect water quality.

### *Transportation*

- ◆ A responsive transportation system that has sustainable capacity to accommodate growth and development.
- ◆ A well-maintained transportation system that moves goods and people efficiently.
- ◆ A transportation system with adequate capacity and connectivity to accommodate growing traffic demand and diverse travel patterns.
- ◆ A non-vehicular system that fulfills the transportation needs of all residents and provides recreational opportunities.



### *Urban Development*

- ◆ Enhanced character and overall quality of life.
- ◆ Neighborhoods, commercial corridors and a downtown business district that are thriving, safe and welcoming to residents and visitors.
- ◆ A housing stock that accommodates residents with diverse housing needs and preferences.
- ◆ Urban development that is responsive to both market demands and the community's desires and values.

### *Economic Opportunity*

- ◆ A market-friendly environment focused upon creating new investment and long term reinvestment.
- ◆ A strong identity as a community with a small town atmosphere and diverse, dynamic character that is appealing to prospective residents and employers.

### *Parks and Recreation*

- ◆ An even distribution of well-maintained and expanded parks and recreation facilities.
- ◆ Connectivity among recreational areas, neighborhoods and activity centers.
- ◆ Preservation of natural features.

## ACHIEVING THE VISION

The Conroe Comprehensive Plan is designed to reach a common vision through a system of goals, actions and policy statements that relate to specific plan elements. Each has a different role when it comes to achieving the community vision.

- ◆ **Goals** serve as the general ends toward which planning efforts are directed. Goals are broad and begin to answer the question, “how will the vision be implemented?” Goals challenge the community to reach its full potential while remaining realistic and achievable.
- ◆ **Actions** are specific “one time” tasks that must be completed to achieve goals. Action statements help transform goals into results. Because actions often require some resources such as staff time or budget allocations, they must be prioritized and evaluated according to available City resources for successful implementation.
- ◆ **Policies** provide guidance for ongoing decisions, describing how the City “should” act so that each decision works to reinforce and achieve the community's vision.