

# Goddard Business Plan

## MISSION

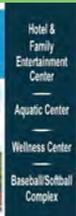
To work cooperatively and efficiently to provide a vibrant community that is growing and accessible for our neighbors. We aim to be a destination for a family oriented active lifestyle.

## VISION

**Goddard: A vibrant community, growing and accessible; the destination for a family oriented, active lifestyle.**

- Expand access to entertainment amenities, including restaurants and retail options, for the enjoyment and convenience of Goddard residents and visitors.
- Support a high quality park and recreation system, focused on becoming a model community for outdoor recreation opportunities.
- Support the beautification of City corridors, public spaces, current and future neighborhoods.
- Support community connectedness through the enhancement of local government to citizen communication, public infrastructure, and public spaces.
- Assess the quality and quantity of current housing options to ensure the availability of quality affordable housing for all current and future residents.

## 2017–2022 GOALS



### Amenities & Entertainment

- Encourage development of US-54 corridor
- Encourage development of the STAR Bond District
- Create a business retention plan
- Identify available existing commercial space & work with area realtors to fill available space
- Identify restaurant retail matches and recruit matches to Goddard

### High Quality Parks & Recreation

- Continue to invest in the enhancement & marketing of the Prairie Sunset Trail
- Continue investment in the existing park system through the construction of a Linear Park splash pad, pavilion, and shade structures
- Adopt codes & policies that require the creation of an outdoor space for recreation within all new residential developments
- Develop stronger partnerships between current organizations that coordinate recreation opportunities & community activities
- Invest in new park space north of Kellogg/US-54
- Invest in a pathway system to interconnect neighborhoods

### Beautification of Public Space

- Create a Kellogg corridor landscape plan
- Support forestation & reforestation of right-of-way, medians, & public space
- Work with home & business owners to identify & mitigate deterioration of residential & commercial property
- Dedicate funding to ensure the beautification of public spaces
- Create codes and policies that regulate the minimum forestation of future residential & commercial development
- Invest in consistent and appealing way finding signage of Kellogg/US-54 and throughout the City
- Improve the visual appeal of the community with public art

### Community Connectedness

- Create a walkability plan
- Identify options for a Kellogg/US-54 pedestrian crossing
- Create a community information & engagement plan to promote consistent dialogue with residents
- Identify partnerships between community stakeholders
- Create, maintain, & promote visibility & marketing of community events
- Create a long range infrastructure plan
- Implement neighborhood oriented police practices of Community Oriented Policing
- Implement new police programming to improve community outreach

### Housing

- Perform housing needs assessment
- Identify available land for residential growth
- Recruit mixed use development in/near STAR Bond District
- Initiate Problem Oriented Service Activities to reduce housing blight & crime



Your Home - Our Community!