

## **Chapter 3 GOALS AND OBJECTIVES**

The establishment of Goals and Objectives is a fundamental step in preparing plans, policies, and programs for guiding development. These statements are an integral part of the public planning process because, once established, they represent the overall growth philosophy of the Town.

Goals and Objectives provide broad direction for guiding both public actions and private activities in addressing a variety of land use activities related to growth. They establish a public policy framework for evaluating specific proposals to meet the needs of local residents while at the same time attempting to preserve the Town's existing positive characteristics and environmental attributes. As conditions change, specific development proposals can be more consistently evaluated when compared with an established set of public policies.

In order to promote the general welfare and safety of all Town residents, the following Goals and Objectives have been established to serve as a framework for preparing specific plans and policies for guiding the development activities in Hebron.

### **GOALS**

Goals are statements summarizing the general philosophy of the Town towards growth and related development activities. They provide direction for ensuring that development will be financially sound, environmentally sensitive, and least disruptive to existing Town residents.

The purpose of this Plan is to act as a guide for the long term development of Hebron, in order to foster a comfortable living environment for the residents of Hebron while at the same time encouraging sufficient growth in residential and non-residential uses to increase property values, provide employment, and provide for the needs of the existing and future Town residents. The Plan recognizes the need for increased employment opportunities and the need to promote commercial and limited industrial development within or near Hebron, but only to the extent that such uses will not impair or degrade the existing primary use of Hebron, which is residential. With this purpose in mind, the key objectives of this Plan are:

- Preserve and protect existing residential areas from being adversely affected by traffic and by commercial and industrial uses or activities.

- Provide for the efficient movement of people and goods in and around Hebron with minimal adverse affect on Town residents.
- Promote the best and most efficient use of land for residential, commercial, and industrial development and preservation of natural open spaces and recreational areas for the benefit of the residents.
- Ensure adequate public facilities and services to meet the needs of present and future Town residents.

### **Overall Development Concept Principles**

The following broad principles complement the overall goals for the Town and further illustrate the growth management and development concept the Town is pursuing.

- Facilitate the efficient delivery of public and private services.

This principle recognizes that the cost effective delivery of public and private services requires that the users of these services be concentrated in areas where they may be most easily served.

- Integrate land use and transportation.

This principle considers the relationship of future development to the various modes of transportation in the Town in order to maintain and promote their most effective use of existing facilities and to strengthen the Town's role as a population center.

- Respect the significant natural environment of the Hebron area.

This principle recognizes that the health, safety, and general welfare of County and Town residents depends upon the proper functioning of natural systems, and that the quality of life to which residents are accustomed relies, in large measure, on the prudent use and protection of our natural systems. This principal also recognizes the Vision from the Planning Act of 1992, namely that government, business entities, and residents are responsible for the creation of sustainable communities by collaborating to balance efficient growth with resource protection.

- Promote the development of the existing community and preserve the rural heritage in designated surrounding rural transition/greenbelt areas.

This principle recognizes qualities, such as civic pride and cultural heritage, which cannot be measured in statistical terms. The growth and protection of the existing town center lifestyle of Hebron is important to promote social cohesion in the community. At the

same time, the Town recognizes that the qualities of the surrounding rural setting contribute to its unique identity and that land use changes here can have a significant effect on the Town's character.

- Preserve significant historic areas and structures

This principle recognizes that there are significant historic areas, features, and structures in the County and Hebron that form an integral part of its overall attractiveness. As future development activities intensify, it is important for the image of the Town to protect and retain these features. New development should not destroy the historic attributes which are visual remnants of the Town's past.

## **Plan Goals**

### Municipal Growth Goals

- Ensure development is consistent with the overall growth goals and objectives of the 2009 *Comprehensive Plan*.

### Land Use Goals

- Maintain and create desirable residential (home) environments for all residents of Hebron.
- Encourage development of new, well-designed, and properly located commercial facilities, and maintenance and revitalization of existing commercial uses.
- Utilize the unique location advantage of the Town near the U.S. 50 corridor for development that will increase employment opportunities and expand the assessable base of the Town.

### Natural Resources Goals

- Minimize adverse impacts on water quality (including ground water) that result from high nutrient loadings or pollutants in runoff from surrounding lands or from pollutants that are discharged from structures and to conserve fish, wildlife, and plant habitats in the Town.
- Maintain and protect an adequate and safe water supply to serve current and future residents of Hebron.

- Preserve the natural resources and features of Hebron and the surrounding environs to ensure a balance between development and the need to protect natural resources or features.

#### Transportation Goals

- Ensure the safe and efficient movement of goods and people.
- Reduce dependence on auto use, especially drive-alone vehicle use during the morning and evening commute hours.
- Achieve efficient use of energy in transportation.
- Coordinate transportation decisions regionally and locally.

#### Community Facilities Goal

- Provide an appropriate array of community facilities and services required to maintain the health, safety, and welfare of the residents of Hebron.

#### Implementation Goal

- Establish an effective set of regulatory and program activities that will ensure achievement of the goals, objectives, and policies set forth in the Plan.

### **THE TOWN VISION**

The Town of Hebron endorses the “Visions” statement in the 1992 Planning Act particularly that growth is concentrated in existing population and business centers or growth areas adjacent to these centers. Hebron also recognizes that areas designated for growth must provide quality neighborhoods that are places where people want to live.

The purpose of establishing goals for the community is to set a path toward a vision for the future of Hebron as a place where people want to live. That vision, although ambitious, describes the community outlook on the future.

The vision for the future of Hebron will fit within the overall vision for Wicomico County. The County will provide the best mix of urban and rural living in the future. For its part, the Town of Hebron will be a vibrant community where people want to live. This role will be reinforced by pedestrian-oriented streetscapes, livable and affordable neighborhoods, and safe and meaningful town life.

Hebron will accommodate growth in a sustainable manner. A sustainable community is one that meets the needs of the present generation without compromising the ability of future generations to meet their own needs. Decades of commitment to this philosophy will pay off by maintaining Wicomico County's and Hebron's environment, healthy economic base, and healthy social and cultural systems. Hebron will view every major decision in light of the consideration, "How will this affect not just us, today, but the next generations? Are we moving toward a pattern of living that can be sustained indefinitely?"

The Town's fine new homes will fit nicely with our fine older neighborhoods. And they will be just as satisfactory as places to live. People will still know their neighbors, talking over the fence about kids, politics, gardening, sports, etc. They will look out for each other. Neighborhoods will still be safe places to raise families, and good places to grow old.

The neighborhoods in Hebron will offer housing for people of all ages and incomes. Older neighborhoods will be rejuvenated as historic homes are renovated and attractive new homes replace deteriorating structures or are built on infill sites. Existing houses and other structures will be well maintained.

Historic resources will be valued and preserved. Historic buildings will be adapted to new uses, as opposed to being torn down. New development will be designed to complement historic buildings, rather than clash with them. All citizens, young and old, will be able to see the reminders of the community's heritage, and take pride in it.

New development will fit in comfortably with existing neighborhoods. The qualities of neighborhoods that brought people to live in them will be respected and protected. Even though some parts of the area will be set aside for the healthy bustle of commerce, residential areas will remain calm, buffered by natural features, landscaping, or other means.

Trees of all kinds and sizes will be growing in all parts of the Town. Deciduous trees in the Town will mark the seasons, connecting us visually with the passage of time. Graceful branches will arch over busy thoroughfares and quiet residential streets. Shady areas will welcome citizens on a summer's day and provide shelter from the rain. These trees will help ensure that the Hebron Town Center of the future will remain a most livable area.

With more people living in the County, there will be more traffic on the roads. But because there will be alternatives to the auto, traffic will not be unbearable. The auto will still be with us, but it will not dominate our communities. Major roads will be designed to be more than just barren strips of asphalt, crowded with rushing cars and trucks. They will be stately, tree-lined entry-ways into Town.

Our Town will be known for healthy neighborhoods connected to one another by quiet streets with street trees, sidewalks, and trails. Residents will wander across them to drop in on neighbors. Connected neighborhoods will be less isolated. There will be a greater sense of membership in the larger community. Streets, large and small, will accommodate pedestrians and bicyclists in safety and comfort.

Not every corner of the Town can support development. Places with critical environmental limitations and sensitive areas — such as wetlands, floodplains, and steep slopes — will be off-limits to development. All development will incorporate appropriate measures to minimize environmental impacts. With environmental limitations directing our actions, new development will be more cost-efficient than it otherwise would be.

Continual efforts to repair our environmental damage from earlier development will also show great benefit. Improved stormwater management, less polluting vehicles, reduced garbage output per person, an ethic of resource conservation, and other advances will pay off. In spite of our increased population, the County's air and water will be cleaner than they are today. Seafood production and harvesting in the Chesapeake Bay will have returned to its former abundance, with all able to enjoy the oysters, rockfish, and other once threatened species of the Bay estuary.

Providing parks for the neighborhoods will help to awaken a new neighborhood spirit in our Town. Our parks will provide for both active and passive recreational pursuits, with playground equipment, basketball hoops, tennis courts, play areas, horseshoe pits, picnic tables, and shelters. There will be places for children and adults to play, and quiet places to just relax on a sunny day. They will become the focal point of every neighborhood.

Wicomico County and Hebron will be an increasingly united community that solves problems through full communications and community decision making. The County and the Town will work closely with each other in implementing solutions to common problems. Neighborhood groups will take an intimate role in planning and decision making affecting their neighborhoods. County-wide interest groups will be closely involved as well. Each segment of the community will understand the larger picture and help determine the best interests of the whole.

In order to grow gracefully and remain a healthy and desirable community, tomorrow's growth must also be accompanied by improved amenities for town life. We must develop our park system. We must have more beautiful streets, not just more asphalt and concrete. We must preserve enough wildlife habitat to allow diverse native species to survive. Our community will have to invest more of its resources into our traditional capital facilities: our streets, stormwater facilities, and parks. It will be difficult to strike the right balance.

The vision is an ambitious one. But if we work together — the public sector, neighborhood groups, businesses, and individuals — with effort and dedication, we can achieve it.

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