

Johnston in 2030 2

Vision and Guiding Principles

Johnston's first vision statement and guiding principles were drafted as part of the 1998 Comprehensive Plan. They were the result of a significant community engagement effort. Public input was also critical to the assembly of the city's updated vision and guiding principles. In a concise set of statements, they articulate the thoughts and aspirations of Johnston's citizenry as well as its elected and appointed officials. They depict the essence of the community in the future and they serve as a fundamental framework for the preparation of this plan.

Vision Statement - 2030

Johnston is a vibrant, sustainable community that uniquely blends urban, suburban and rural qualities.

Johnston derives its sense of community from the very elements that define its rich heritage - the people, the neighborhoods, the schools, the businesses, the parks, agriculture, Camp Dodge and open space. Johnston respects its natural setting, acknowledges the relevance of its history and eagerly embraces future opportunities.

Community pride is evident everywhere in Johnston. It's known as an unparalleled place to raise a family, run a business, age in place and enjoy recreation.

Guiding Principles

» *An atmosphere that captures a spirit that is uniquely Johnston*

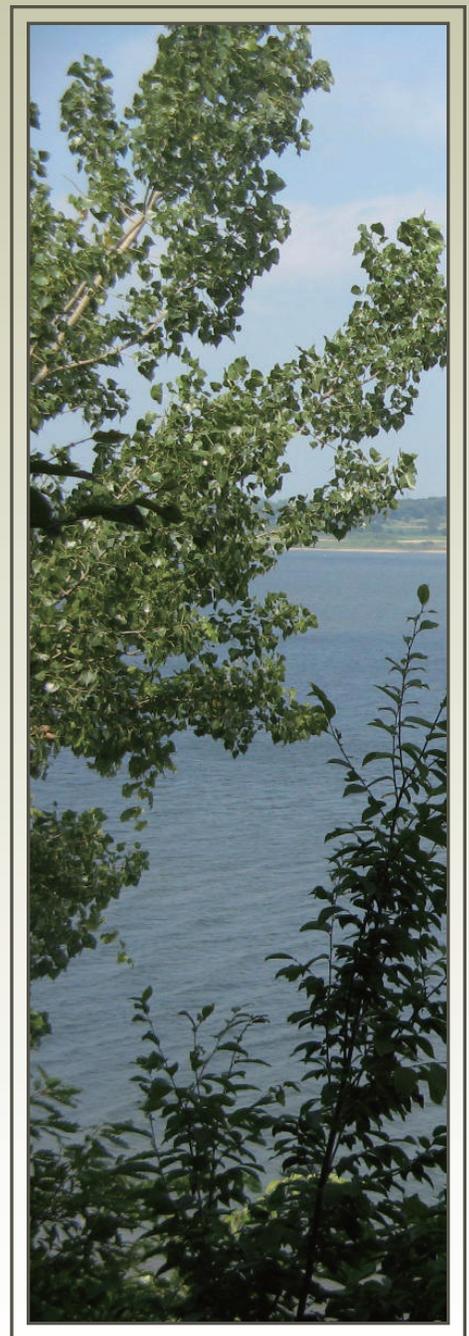
Johnston will set itself apart by promoting the use of land in a manner that uniquely blends development and natural areas. The community will maintain an economically and ecologically sustainable environment that appropriately places jobs, parks, schools and businesses in locations that are convenient to one another.

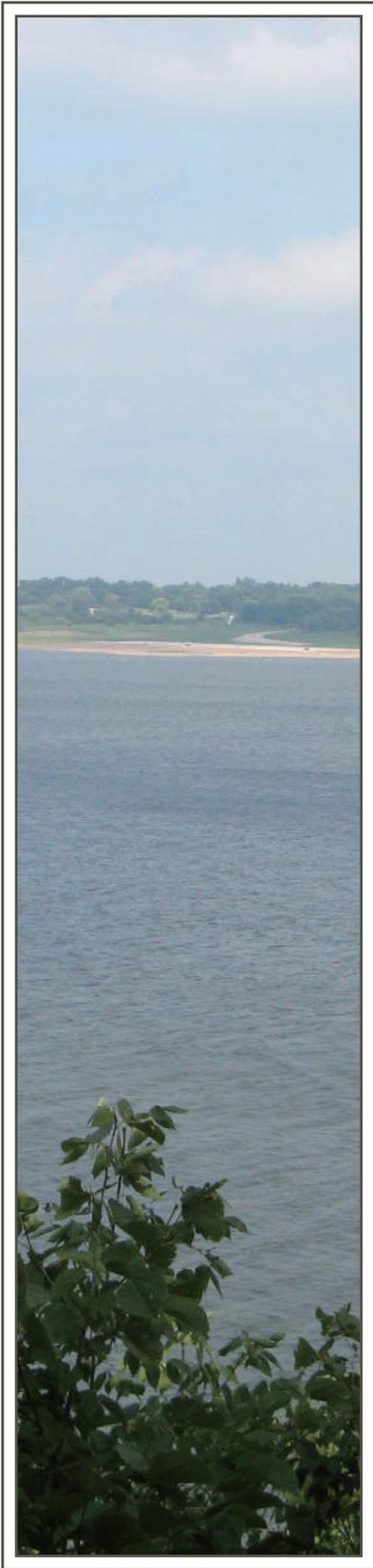
» *Housing that reflects a full range of choices*

Johnston will continue to offer housing choices that serve a broad range of incomes, lifestyles and age groups. The community's housing stock will allow people to be life-long Johnston residents affording opportunities to move into alternative forms of housing as the needs of residents change over time.

» *A place for people to gather*

Johnston will provide a space and/or a series of spaces that accommodates and encourages gatherings of people.





» ***A fiscally sustainable community***

Johnston will place a strong emphasis on fiscal sustainability by proactively investing in its future. The community's strong and diversified tax base will continue to support a vibrant local business climate and high-quality jobs.

» ***A proactive position on future growth***

Johnston will continue to maintain strong design standards and proactive planning. The comprehensive plan in tandem with the community's codes and ordinances will establish locations and rates of future growth and development. Future growth will be phased to maintain pace with the services and facilities necessary for its support.

» ***An identity that reflects the place***

Johnston will present a clear community identity that includes a common "green" theme depicted in consistent, visible ways. Elements of the community's heritage including Camp Dodge, the Des Moines River, Saylorville Lake, Pioneer, and Johnston Station will be used to foster a distinctive and unique place.

» ***A built environment in harmony with the natural environment***

The built environment in Johnston will express integrity, quality and diversity while respecting the patterns of the natural environment. Open space areas and stormwater systems will be integrated with development to preserve significant natural resources and provide habitat for wildlife.

» ***Efficient infrastructure***

Johnston will maintain a high quality, efficient infrastructure system. Utility and service delivery systems will be designed to serve both the present and future needs of the community. Infrastructure expenditures will be made on the basis of long-term cost and benefit rather than initial cost.

» ***Recreation opportunities for residents and visitors***

Johnston will provide a balanced system of parks and open spaces, connected by a trail network within the city with links to regional points of interest. Johnston's recreation system will promote individual wellness and fitness.

» ***Made in Johnston***

Johnston will continue to accommodate the local production of goods and the provision of local services. Land use planning will allocate an adequate supply of land to accommodate the continued growth of existing businesses and the establishment of new business opportunities.

» ***Transportation Linkages***

The transportation needs of Johnston's businesses and residents will be supported by a local and regional transportation system that provides a variety of efficient, flexible transportation options. Roads, sidewalks, trails, and mass transit will be the basis of a system that provides safe, convenient connections throughout the community and the surrounding area.

» ***Community Involvement***

Johnston is an inclusive and welcoming community. The city values and promotes citizen involvement, it stresses open communication and it encourages volunteerism.

Johnston



