



# CHAPTER THREE

## CITY OF SHAWNEE COMPREHENSIVE PLAN

## COMMUNITY VISION

### INTRODUCTION

Vision is the foundation for success and the first step on the road to development of a strong Comprehensive Plan for the City of Shawnee. Robert Collier once noted that vision, "...reaches beyond the thing that is, into the conception of what can be. Imagination gives you the picture. **Vision** gives you the impulse to make the picture your own." That initial concept of imagination leads to setting goals. Meeting goals requires specific actions.

By simple definition, a Comprehensive Plan is broad. It is designed to address a variety of issues ranging from the availability of affordable housing to visual improvements along Harrison Street. Equally important, though, is that the Comprehensive Plan focus upon achieving a common, imagined concept of what the community should be - physically, socially and economically.

Vision represents that concept from which the planning process begins. It is the overall consensus for how the community will be viewed by future generations. It is the understanding that the community offers many strengths and faces several challenges. The vision offers a unique image of the future based on the community's core values, building upon its strengths, and overcoming any obstacles. Most important, the vision is not simply an ideal image, it is achievable, even if the path is arduous.

The Shawnee Comprehensive Plan is designed to reach a common vision through a system of goals, objectives and action statements.

- ♦ **Goals** will serve as the general ends toward which efforts are directed. Goals are broad and, as the next step, they begin to answer the question, “how will the vision be implemented?” Goals are qualitative but offer no strong quantitative measures. Goals are designed to stretch and challenge the imagination while remaining realistic and achievable.
- ♦ **Objectives** are clear targets for specific action. They mark interim steps toward achieving vision and goals. Responding to the relevant goal, an objective is quantifiable and more specifically answers the question of “how?”. It is a measurable statement of intent that emphasizes the results of various actions at the conclusion of a defined period.
- ♦ **Action statements** are specific tasks that must be completed to achieve goals and objectives. An action is the means for transforming goals into results, with an efficient allocation of resources and mindful of fiscal constraints.

In this context, community goals, objectives and actions are structured to provide direction for the future growth and appropriate development of Shawnee. In a structure that begins broadly, each step toward implementation more precisely answers the question of “how?” Conversely, the steps can be taken in reverse to answer the question of “why?” Taken either way, the process begins and ends with **Vision**.

## THE VISION STATEMENT

Establishing vision involves gaining an understanding of what Shawnee “would like to be when it grows up” and applying those ideals to each of the plan’s elements. The Vision statement established for this growing Oklahoma community is a reflection of public opinions, data collection and field observation in which individuals cited assets, challenges, needs, and possibilities. Information was gathered during the process of establishing existing conditions and refined as the planning process reached a conclusion. It reflects the dialogue of numerous stakeholders, including elected officials, civic leaders, business owners, residents and any other members of the general public that sought to play a role in planning for the future of Shawnee.

The Vision Statement guiding the Comprehensive Plan is as follows:

***Shawnee is a community with a strong sense of its character as a small town with significant heritage and appealing amenities that strives to provide a healthy living environment in future growth and prosperity.***





## PLANNING GOALS

The following goals are designed to implement the vision established for the City of Shawnee:

### *LAND USE*

- ◆ A variety of dynamic and diverse residential areas that meet the needs of Shawnee residents;
- ◆ A thriving downtown that represents the unique character of Shawnee, exists to meet the needs of its residents and also attract others to the area;
- ◆ Respect and understanding of the major amenities that impact the physical, economic and cultural fabric of the City, as well as an effort to build upon these assets; and,
- ◆ High-quality development that promotes sensible development patterns, respects the small town and surrounding rural image of the area, does not overburden public services and infrastructure, and is appropriate to achieve an efficient, diverse and balanced pattern of land uses.

### *HOUSING & NEIGHBORHOODS*

- ◆ A community in which quality, affordable housing is available in sufficient quantity to all residents at all income levels;
- ◆ A variety of housing options that are attractive, adequate and available;
- ◆ Dynamic, well maintained, established neighborhoods that promote Shawnee as a community with history, character and pride; and,
- ◆ New development with the necessary amenities and design to become established, prosperous, interconnected neighborhoods.

### *TRANSPORTATION*

- ◆ A strong network of pedestrian paths that provide convenient, safe and efficient access between neighborhoods, schools, destinations, and businesses.
- ◆ A transportation system that encourages good urban form and capacity for growth.
- ◆ Focus on transportation features beyond traffic flow and carrying capacity, such as safety, convenience, access, and ease of navigation.
- ◆ A diverse network of air, rail, and road transport for efficient movement of goods and services produced, stored or sold in the Shawnee area.
- ◆ An efficient thoroughfare framework to aid in future growth and ease unnecessary travel hindrances through town.

*IMAGE & DESIGN*

- ◆ Identity as a community with a small town atmosphere and diverse, dynamic character;
- ◆ An appealing and easy-to-interpret attractiveness to residents and guests; and,
- ◆ Well maintained surroundings that are the direct result of pride in ownership and active community involvement.

*GROWTH CAPACITY*

- ◆ A healthy living environment that includes revenue streams sufficient to meet community needs;
- ◆ Adequate, quality services, facilities and programs to serve existing and new development; and,
- ◆ Strategic management of growth to encourage healthy, sensible, appealing, and cost effective development patterns.

