

## Vision and Goals Handout

### Vision Statement

A vision statement should capture the values of the community and the hopes and dreams for the future. The statement should be a guide on how the community should develop in the next ten years.

### Goals and Objectives

The West Virginia State Code, Chapter 8A: Land Use Planning requires that a comprehensive plan include goals and objectives concerning a municipality's present and future land use. The words goal and objective are often confused with each other. Each term describes what a community may want to achieve or attain but mean different things. Both are desired outcomes but what sets them apart are the time frame and attributes.

Goals are general guidelines that are broad, abstract and long term aspirations for future development in a community. Objectives are specific and can be measured. Objectives are steps that can be taken to achieve a goal. One example would be:

*Goal: Provide for diverse types of new housing while also revitalizing existing neighborhoods.*

*Objective 1: Encourage a variety of housing choices in the zoning ordinance.*

*Objective 2: Establish specific property maintenance regulations for existing homes.*