Vision & Guiding Principles

The qualities and characteristics desired for the City of Woodbury by the year 2030 are expressed in the vision statement. The Comprehensive Plan is the blueprint to achieve that future vision. Creating and applying a vision requires citizens to reflect on the future and reach agreement on shared desires. In times of change or conflict, the vision statement can become a compass, pointing the way to a common direction and values.

The vision statement below creates a picture of the Woodbury community desired in 2030. The Guiding Principles that follow provide additional details about the specific elements identified to be vital to the community.

Vision Summary

A model of carefully managed growth, Woodbury will be known for its vibrant residential neighborhoods, thriving business community, diverse employment opportunities and exceptional municipal services. Woodbury will demonstrate sustainability through preservation of its resources and responsible environmental stewardship.

Vision for Woodbury

The Comprehensive Plan guides the use of land and the actions of city government to provide a sustainable quality of life, making careful and effective use of available natural, human and economic resources and ensuring that resources exist to maintain and enhance the quality of life for future residents.

Woodbury’s vision is a community where diverse opportunities for housing, employment, education, recreation, shopping, transportation, volunteer organizations, participatory government and cultural activities are woven together into a unique identity in the Twin Cities Metropolitan Area. Woodbury is a place where residents of all ages, incomes, cultures and creeds are welcome in the community.

Woodbury is a safe and healthy place to live, work and play. These characteristics affect all aspects of community life and allow people to stay
in Woodbury as they age. Health and safety influence the design of development and its relationship with the natural environment.

Woodbury believes in measured and carefully planned growth that enables the City to welcome new residents and businesses and to improve the quality, capacity and affordability of municipal services and infrastructure. Woodbury manages growth to ensure aesthetic standards and property values and to maintain or enhance the quality, integrity and value of existing neighborhoods and business districts.

Woodbury is home to people in all stages of life from first homes to dwellings that allow graceful aging. Woodbury neighborhoods vary from rural estates to traditional single-family neighborhoods to places with a mix of housing styles and activities. Woodbury residents can shop at a neighborhood center or an array of regional retail destinations.

Expanding employment opportunities create more choices for residents to both live and work in Woodbury. Improvements to technology and transportation systems provide options for where and how Woodbury residents work.

Woodbury treasures the many natural amenities that exist within our community. Our parks, trails and open spaces connect our residents to nature, encourage an active, healthy lifestyle and promote community interaction and sustainability.

Woodbury is connected with a system of trails, sidewalks, bike lanes and transit as well as roadways. Woodbury promotes regional planning and investments in both roadways and transit that allow residents to travel to destinations outside of the community and to encourage others to visit Woodbury.

Woodbury excels in the stewardship of the environment and protects its natural resources to enhance the quality of life. Open space and greenways are integrated into the basic infrastructure of the community.

Woodbury is place of life-long learning. The availability, quality and variety of educational opportunities are integral to life in Woodbury.

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**Guiding Principles**

1. **Make Woodbury Sustainable**

Woodbury is firmly committed to the preservation and enhancement of its environment and to the principle that each generation of residents must meet the needs of the present without compromising the ability of future residents to meet their own needs.

2. **Provide a Safe and Healthy Community**

The well-being of Woodbury’s residents is a fundamental objective of the Comprehensive Plan. Providing a place that is safe and healthy involves more than police and fire services. Safe and connected neighborhood environments form the building blocks of Woodbury. The development pattern encourages people to know their neighbors and focuses on community life. The street system allows vehicles to operate safely, while supporting trails, sidewalks, bike lanes and other systems encourage people to move without an automobile. Municipal infrastructure systems provide clean water and protect the water supply. The City is prepared to respond to emergencies and other conditions that threaten the safety and health of the community. The availability of and access to health care is an increasingly important element of the quality of life in Woodbury.

3. **Manage Growth**

The Comprehensive Plan continues to consciously manage the timing, location and characteristics of growth. Growth management ensures that Woodbury welcomes new residents and businesses while sustaining the quality and affordability of municipal services and infrastructure desired by the community. The Comprehensive Plan looks to the year 2030 and a city that is nearly fully developed. In adding the final pieces to the puzzle, it is essential that Woodbury carefully considers how growth completes the community. The Comprehensive Plan promotes development standards that ensure aesthetic beauty, increase property values and enhance the natural environment within the community.
4. Preserve Open Space
Woodbury is committed to preserving and expanding community open space and natural areas. They are integral parts of our community. They connect residents to nature, encourage an active and healthy lifestyle and promote community interaction. They are evidence of the City’s commitment to environmental stewardship. The City works collaboratively with other stakeholders to continue and expand these practices as Woodbury grows and ages.

5. Provide for Parks and Recreation
The quality, variety and accessibility of parks and recreation facilities are essential community assets. Facilities should be designed, coordinated and maintained to offer a variety of active and passive recreational opportunities for people of all ages and balance enduring qualities with the ability to adapt as the needs of the population change. The City should devote appropriate resources to the on-going maintenance of the park system.

6. Plan for an Effective Transportation System
Woodbury is dedicated to providing more diverse and effective transportation systems. The City should actively participate in efforts to expand regional transit systems to serve Woodbury and the eastern metropolitan area. Growth will increase demand on the existing and future roadway system. At some point, it may not be possible or desirable to accommodate this demand solely by building larger roads. Creative solutions are necessary to balance safe and efficient transportation with other aspects of quality of life in Woodbury, such as aesthetics, stormwater management and adjacent land uses. The City should encourage alternative forms of transportation such as car-pooling, busing, biking and walking and participate in regional efforts to study potential development of mass transit solutions. At the same time, the City needs to accommodate the demand for safe, well-maintained roadways and improve upon its pedestrian accessibility.

7. Meet Community Housing Needs
The City of Woodbury should encourage the development of a diversity of housing to accommodate people of all ages, income levels and family status. The City will identify areas for residential growth in a range of types, styles and affordability while maintaining high quality building standards and amenities.

8. Manage Financial Resources
Achieving the vision for Woodbury requires the financial resources to create and maintain municipal infrastructure, facilities and services. A growing local economy produces needed financial resources and helps keep the cost of local government affordable. The City must carefully plan for future changes. Slower growth affects the property tax base. Aging infrastructure requires more funding for maintenance and replacement. Changes in the composition of the local population may alter service demands that affect the ability to pay for governmental services. The City faces these challenges with innovation and collaboration with community, governmental and other institutional partners.

9. Expand Opportunities for Employment
It is important to offer more opportunities to work and live in Woodbury. These opportunities keep people in Woodbury and build strong ties to the community. Jobs with incomes capable of supporting a household allow more flexibility in the choice to live in Woodbury as travel to other employment locations becomes more time consuming and expensive. Changing technologies will create more opportunities to work in non-traditional settings. Woodbury should have the infrastructure and supporting services to capture these opportunities. Work at home should not disrupt the integrity of neighborhoods.

10. Promote Reinvestment
As Woodbury ages, existing neighborhoods and commercial districts may need additional attention. Reinvestment and maintenance of property is required to ensure that the qualities sought from new development endure over time. A proactive approach seeks to prevent conditions that require more complicated and expensive redevelopment by the City.
11. **Promote Excellence in Education**

Excellence in education is part of the core values, quality of life and identity of Woodbury. City government will work collaboratively with public school districts, private schools and other stakeholders to provide quality and safe learning environments and to make the best use of public financial resources. The City strives to encourage a variety of options for educating children and to provide opportunities for learning at all stages of life.

12. **Maintain a Positive Identity**

The Comprehensive Plan establishes and sustains the identity and sense of place described in Woodbury’s vision for the future. Citizens are encouraged to become engaged in community life. Local governmental processes are open and transparent, with a full and fair opportunity for any community member to be reasonably heard. Public forums are offered where community input is encouraged, diversity of opinion is welcomed, and a respectful and constructive dialogue is ensured. The City creates gathering places and opportunities for community interaction and engages partners in applying this principle.

13. **Provide Excellence in City Government**

The purpose of City government in Woodbury is to cultivate a world-class city through a unified vision of a sustainable, well-planned community driven by innovative approaches, ethical practices and responsible resource management. City staff is guided by a commitment to a helpful, effective, looking ahead and professional (We HELP) service culture.