
Introduction

The Goals and Objectives of the Madison County Comprehensive Plan represent the overall community vision for future development. The goals and objectives form the Policy Section (Section B) of the Plan.

This document outlines the Community Development Policy. Consisting of an overall goal and a series of focus goals and supporting objectives, the policy is largely the result of public input that was gathered throughout the planning process. This input was received through public meetings sponsored by the Plan Commission and citizen groups, as well as numerous focus meetings and other public forums. Consideration in the development of the goals and objectives has been given to the various existing conditions and trends, planning issues, and future demographic and development trends facing the County as outlined in **Section A: Madison County Comprehensive Plan Process and Profiles**. The goals and objectives in this policy document provide the framework for the development of supporting recommendations, strategies, and actions that are contained in **Section C – Madison County Comprehensive Plan Actions and Implementation**.

Community Development Goal

The Comprehensive Plan encourages growth in and around urban areas, while retaining the balance of Madison County for agricultural use, open space, and high-quality planned developments. To accomplish this task in a desirable manner, the goal for future community development in the unincorporated areas of Madison County is:

To promote and protect the rural character and quality of life in Madison County by ensuring the viability and integrity of agriculture and the natural environment, and encouraging responsible land use development.

A GOAL is a general statement describing a future condition desired by the community. Each goal provides direction for assuring that continued and balanced development takes place in Madison County. A goal does not suggest specific actions, but describes a desired outcome. The public participation component in the planning process has focused on the formulation of these goals and supporting objectives.

Focus Goals

Section B of the Madison County Comprehensive Plan outlines the supporting goals in the following community focus areas:

Economic Development	Agriculture	Housing Development
Community Resources	Cultural Resources	Natural Resources
Utilities and Infrastructure	Transportation	Land Use and Growth Management

These goals will serve to provide a greater focus, offer guidance, and establish policy for specific planning issues so that the Madison County community and leadership are equipped for better decision-making.

Objectives

An **OBJECTIVE** is a statement that describes an activity to be accomplished in pursuit of a goal. Each objective establishes measurable progress towards a goal, and is usually time dependent. The objectives created for the Madison County Comprehensive Plan Community Policy generally follow one of three types:

1. **Direct/Indirect Government Actions.** Objectives of this type can be accomplished by direct County Government action through existing programs and laws. These objectives, through their adoption, will allow government to focus resources on the implementation. In some cases, there will be indirect actions that County Government may undertake to accomplish certain objectives. These objectives embody the actions of: **Involve, Create, Develop, Ensure, Implement, Incorporate, Minimize, Preserve, Protect, and Provide**.
2. **Influencing.** Objectives of this type can be accomplished by supporting federal, state, and local governmental policies that influence private sector and not-for-profit agencies to take action. These objectives embody the actions of: **Encourage, Promote, and Support**. Madison County leadership can most influence these actions through:
 - Establishing public awareness campaigns and educational programs
 - Providing guidance for government granting and permitting processes
 - Fostering cooperation with and between other local governments and utilities
 - Identifying service priorities for not-for-profit agencies to benefit the community
 - Funding quasi- and non-governmental programs
 - Considering all objectives when reviewing petitions made to County Boards and Commissions.
3. **Investigative.** Objectives of this type include those that provide for follow-up and secondary planning, research on innovations, and monitoring that was not possible within the time and resource constraints of this comprehensive planning process, but that would be beneficial for future updates. These objectives embody the actions of: **Define, Explore, and Identify**.

Madison County Community Development Policies

1. Economic Development Policy

GOAL:

Ensure a stronger and more diverse economy that, while maintaining the overall rural character, will create growth and a full range of employment opportunities in Madison County.

- Objective 1.1: Create and make provisions for compatible retail, home occupation, and service sector businesses to be located within residential and agricultural areas.
- Objective 1.2: Create and make provisions for commercial and industrial growth in and around existing urban areas or within new urban centers.
- Objective 1.3: Ensure adequate and efficient infrastructure and services are available for growth by developing compactly within and around urban centers.
- Objective 1.4: Encourage the retention of existing businesses, industries, and services in the unincorporated County areas.
- Objective 1.5: Encourage persons employed in Madison County to live within the County, thereby increasing the overall positive economic impact.
- Objective 1.6: Promote the creation of greater employment opportunities within the manufacturing and service industries.
- Objective 1.7: Support downtown revitalization and in-fill development efforts on urban lands to increase employment, development, and housing opportunities.
- Objective 1.8: Define, develop, and protect the cultural, historical, recreational, and natural resources as significant assets to promote.

2. Agriculture Policy

GOAL:

Preserve the physical integrity and productive capability of agricultural lands and industries in Madison County.

Objective 2.1: Increase the protection of agricultural areas from development pressures.

Objective 2.2: Develop methods that support agricultural activities as components of economic development.

Objective 2.3: Encourage the viability of agricultural activities in areas that have become fragmented by conflicting land uses.

Objective 2.4: Support the Hoosier Farmland Preservation Task Force initiative by implementing those recommendations that also support the objectives of this Plan.

3. Housing Development Policy

GOAL:

Ensure the development of quality housing that offers adequate diversity in dwelling types, densities, and levels of affordability in designated locations throughout Madison County.

Objective 3.1: Improve the standards and controls that guide residential development.

Objective 3.2: Ensure residential development is undertaken in locations with an adequate and efficient provision of infrastructure and basic community services.

Objective 3.3: Ensure quality residential development by promoting livable community practices.

Objective 3.4: Provide opportunities to increase the overall housing stock and to construct housing units priced to accommodate all household sectors in Madison County.

Objective 3.5: Encourage and promote housing renovation/rehabilitation projects and programs.

4. Community Resources and Public Safety Services Policy

GOAL:

Ensure that adequate and desirable community resources and public safety services are available to support the existing community and planned future development in Madison County.

- Objective 4.1: Ensure that the provision of community resources and public safety services adequately supports all aspects of planned development and that the financial burden of these services is equitably distributed.
- Objective 4.2: Ensure an adequate availability of and access to recreational opportunities.
- Objective 4.3: Involve community resource and public service providers in the development review process for proposed projects in the unincorporated areas of the County.
- Objective 4.4: Encourage increased communication and cooperation amongst community resource and public safety service providers.

5. Cultural Resources Policy

GOAL:

Ensure that cultural and historic resources are protected, enhanced, and recognized throughout Madison County.

- Objective 5.1: Ensure that development practices do not adversely impact the cultural, historic, and archeological resources of the County.
- Objective 5.2: Encourage the preservation of the rural landscape and character.
- Objective 5.3: Encourage and support local, state, and federal cultural resource management initiatives.

6. Natural Resources Policy

GOAL:

Ensure that all development practices respect and enhance the natural resources and overall environmental integrity in Madison County.

- Objective 6.1: Ensure development practices include the protection and conservation of identified woodlands, wetlands, and wildlife habitats.
- Objective 6.2: Ensure the protection and visual enhancement of the natural and built landscape.
- Objective 6.3: Ensure the protection and enhancement of surface and ground water resources.
- Objective 6.4: Ensure the mitigation of adverse development impacts on the built and natural landscape.
- Objective 6.5: Implement measures to improve air, water, and soil quality.
- Objective 6.6: Encourage intergovernmental and special interest group participation in natural resource management issues and programs.

7. Utilities and Infrastructure

GOAL:

Ensure that adequate utilities and infrastructure are available to support existing and planned development in Madison County.

- Objective 7.1: Ensure that urban development is permitted only in designated growth areas when and where public utilities and infrastructure systems will be provided.
- Objective 7.2: Encourage a more efficient use of existing and planned infrastructure and utilities.
- Objective 7.3: Encourage the development of and investment in utilities and infrastructure in the designated growth areas.
- Objective 7.4: Encourage increased communication and cooperation among utility and infrastructure providers and with Madison County government departments.
- Objective 7.5: Encourage the involvement of utility and infrastructure providers in the development review process for proposed projects in the unincorporated areas of the County.

8. Transportation

GOAL:

Maintain, enhance, and create a more viable and versatile multi-modal transportation network in Madison County with improved linkages to and within the Indianapolis metropolitan region, which offer efficient, effective, and safe movement of people and goods.

- Objective 8.1: Ensure a higher standard of transportation service and infrastructure for present and future development that improves upon the viability and safety of transportation systems and contributes to the maintenance and enhancement of the overall network.
- Objective 8.2: Ensure the improvement and enhancement of the interconnectivity of road systems and alternative travel modes, especially near urban centers, that should also include connections to the regional metropolitan area.
- Objective 8.3: Promote the use of alternative modes of transportation -- such as ridesharing, bicycling, walking, and transit – and create development patterns that are conducive to these alternative travel networks.
- Objective 8.4: Promote compact development patterns with grid street configurations to reduce energy consumption, congestion, air pollution, and the waste of land resources.
- Objective 8.5: Explore and implement new standards that improve transportation systems and roadway configurations that include traffic calming measures, narrower residential streets, reasonable maximum road widths, and better signaling.
- Objective 8.6: Involve transportation agencies and other stakeholders at all levels in the development review process when considering system provision and design, corridor preservation, and land use impacts.

9. Land Use and Growth Management Policy

GOAL:

Ensure development is well planned, well designed, compatibly mixed and appropriately located to efficiently maximize the use of land and public resources in Madison County.

- Objective 9.1: Ensure a compatible and diverse mixture of land uses that will provide the greatest efficiency and opportunity from developed lands.
- Objective 9.2: Ensure that all development practices and decisions are based on high quality standards to promote health, safety, quality of life, and general welfare of the citizens of Madison County.
- Objective 9.3: Ensure that agricultural and environmentally sensitive lands are protected from adverse development activities.
- Objective 9.4: Ensure the creation of compact communities by encouraging development to locate in designated growth areas that immediately surround and are serviced by existing cities and towns or by creating new urban areas where the necessary urban services are provided.
- Objective 9.5: Encourage the efficient use of existing community resources, safety services, utilities and infrastructure before expanding these services and facilities to accommodate growth.
- Objective 9.6: Identify and better manage data and/or geographic information to increase the ability to better understand and make responsible decisions about the use of land and public resources.