

- The need to protect the broad range of environmental resources which contribute to the health and beauty of the area.
- The need for efficient transportation facilities and services which are closely coordinated with development patterns, uses, and site designs.
- The need to respond efficiently to market demand in a manner that complements the overall planning and development strategy—particularly in regard to office, commercial, and industrial sites which provide high levels of visibility, accessibility, and quality.
- The need to provide public facilities efficiently and effectively.
- The need to recognize the importance of intergovernmental coordination and to contribute positively and proactively to such efforts.
- The need to ensure efficient and predictable fiscal performance into the future.
- The need to implement the *Plan* recommendations so as to best respond to these general needs while balancing overall community objectives with the site specific desires of individuals and neighborhoods.

G. Goals, Objectives, and Policies

Each element of the *Cottage Grove Comprehensive Plan* includes a set of goals and objectives. The goal setting process includes the identification of present and future problems, the determination of aspirations in the form of goals and objectives, and the identification of strategic issues and priorities among them.

Goals are broad statements that express general public priorities about how the Village should develop and redevelop over the next 20 years. The goals are formulated based on the identification of key issues, opportunities, and problems that affect the Village. Objectives are more specific than goals and are usually attainable through strategic planning and implementation activities. The accomplishment of an objective contributes to the fulfillment of a goal.

Policies are rules and courses of action used to ensure *Plan* implementation—including the accomplishment of goals and objectives and turning planning maps and graphics into reality. Because policies often accomplish more than one objective, or a blend of goals and objectives, planning policies for Cottage Grove are presented as a separate section following the goals and objectives. For example, the Planning Commission should use these policies as it considers proposals to rezone property, review site plans, or issue conditional use permits. The policies also provide guidance to the Village as it revises development-oriented ordinances such as the Zoning Ordinance, Subdivision Ordinance, and Official Map. Village staff can use these policies to develop Capital Improvement Plans. Finally, the private sector should be familiar with these policies so that it knows what the Village expects in terms of the location, timing, and quality of development.