

CHAPTER III

GOALS, OBJECTIVES, AND IMPLEMENTATION STRATEGIES

The Concord Land Use Plan consolidates key land use issues relative to the City's population growth, housing, economy, natural resources, community facilities and infrastructure, and historical and cultural resource base into a plan for guiding future development (see Chapter V). The Plan also shares and builds upon goals previously presented in planning efforts such as Envision Cabarrus, the Livable Community Blueprint for Cabarrus County, the Water and Sewer Authority of Cabarrus County (WSACC) Water and Wastewater System Master Plan, the Cabarrus Rowan MPO Transit Implementation Plan, Classic Concord Downtown Master Plan and the City of Concord Center City Plan.

One of the most important and time-consuming phases of the land use planning process is the development of detailed goals, objectives and strategies to guide future development and land use regulations. The Plan considers existing land uses, population trends, important goals and objectives of the City of Concord. The Plan also makes recommendations or strategies of how to achieve the goals and objectives. The Plan is not, however, a legal document and serves only as a guide for future growth and development patterns. Local government action is still required to direct both public and private land development.

The first step in the process is the development of a Vision Statement that defines the overall intent of the Land Use Plan and reveals the type of community that will hopefully emerge from the planning effort. The Vision Statement was used to guide development of the goals and objectives, along with detailed strategies, which will lead to implementation of the goals and objectives.

Figure III – 1
Concord Land Use Plan Vision Statement

VISION FOR CONCORD

The Vision for the City of Concord is to plan for a sustained balance of land uses and public facilities in pursuit of the City's Mission Statement.

The Mission for the City of Concord is to partner with our community to deliver services, preserve, protect and enhance the quality of life and plan for the future.

Goals are a general expression of an ideal future result or condition, while objectives are more detailed, time-specific, and measurable. Objectives may be long-term or short-term in scope and represent tasks to be accomplished in the process of attaining a stated goal. Once land use goals and objectives are established, strategies are developed to facilitate their implementation.

The Land Use Plan must include implementation steps, identify entities responsible for implementation, and establish clear time-frames for completion to shape the future development of Concord. The implementation strategies reflect the specific actions necessary to achieve the goals and objectives of the Land Use Plan. Implementation of land use goals and objectives may require revisions to existing plans and programs, as well as modifications to ordinances and regulations such as the Unified Development Ordinance (UDO) and other land development regulations. The Concord LUP goals, objectives and implementation strategies are presented in Tables 62 through 68. Responsible departments for achieving each objective are shown in parentheses under each objective.

Goal 1 – Balance of Land Uses

Achieve a balance between residential, commercial and industrial uses

Objective 1.1 The City shall maintain land development regulations containing standards and provisions which encourage the elimination or reduction of uses inconsistent with the City's character and future land uses. (Development Services and Business and Neighborhood Services)

Strategy 1.1.1 Expansion or replacement of land uses which are incompatible with the Land Use Plan shall be prohibited.

Objective 1.2 Provide a healthy and appropriate mix of commercial and industrial development to meet the needs of the current and future population of the City. (Business and Neighborhood Services)

Strategy 1.2.1 Conduct a study to quantify the commercial and employment activities needed to adequately support the current and future population of the City and surrounding areas.

Strategy 1.2.2 Develop a study committee to review and refine the study and “balanced use” data and recommend updates to policies and regulations to support the findings of the study.

Strategy 1.2.3 Update policies and regulations to support implementation of the “balanced use” model to City Council for approval.

Strategy 1.2.4 Work closely with Cabarrus Economic Development and neighboring jurisdictions to update and adjust the “balanced use” model as conditions and circumstances change over time.

Strategy 1.2.5 As an on-going strategy, encourage employment uses to revitalize and reuse aging industrial facilities within the City.

Strategy 1.2.6 Conduct quarterly meetings with economic development officials to share information on efforts.

Objective 1.3 Ensure the protection of prime future industrial sites. (Business and Neighborhood Services)

Strategy 1.3.1 In conjunction with Cabarrus Economic Development develop an industrial site inventory that includes new and redevelopment sites for economic development.

Strategy 1.3.2 Assign industrial zoning classification to identify industrial sites and protect from encroachment of incompatible uses in surrounding areas.

Strategy 1.3.3 Modify the UDO as necessary to include language to limit the amount of industrially-zoned property that can be rezoned to other uses.

Strategy 1.3.4 Meet annually with Cabarrus Economic Development to promote identified prime industrial sites.

Strategy 1.3.5 On an on-going basis, monitor the amount of industrially-zoned property that may be rezoned. Utilize the Land Use Plan as a planning tool to protect the industrial properties from being rezoned.

Strategy 1.3.6 Future industrial uses shall be concentrated near major transportation facilities to ensure adequate access.

Objective 1.4 Encourage Mixed-Use Districts and Village Centers to enhance the livability of the City through encouragement of an attractive and functional mix of living, working, shopping and recreational activities. (Development Services and Business and Neighborhood Services)

Strategy 1.4.1 Review and revise the UDO to include zoning designations that provide for mixing of land uses for Village Centers and Mixed-Use Districts.

Strategy 1.4.2 Planning staff shall prepare schematics and/or renderings of what Village Centers and Mixed-Use Districts should include and prepare design standards for each.

Objective 1.5 Encourage the development of business opportunities that provide services the citizens of Concord desire. (Business and Neighborhood Services)

Strategy 1.5.1 Establish an incentive package, as well as coordinate with Cabarrus Economic Development, to encourage desired commercial development. An incentive plan may include extending water and sewer facilities or grants to help aid establishment of the right businesses.

Objective 1.6 The City shall maintain land development regulations to manage future growth and development in a manner that provides needed facilities and services, protects environmental

resources and discourages the proliferation of urban sprawl. (Development Services and Business and Neighborhood Services)

Strategy 1.6.1 The City shall maintain land development regulations in the UDO which permit Mixed-Use Districts or Village Centers.

Strategy 1.6.2 The City shall evaluate whether it is feasible to further simplify and streamline the existing regulatory programs of the City and shall monitor the effectiveness of such programs a minimum of once every five years.

Strategy 1.6.3 Planning and Community Development Department staff should hold quarterly public information sessions, primarily for the development community, to educate them about smart growth principles.

Strategy 1.6.4 Incorporate amendments to the UDO which provide incentives for infill development to lead it towards the urban core and away from the peripheral City limits. Effective infill development will allow for a better utilization of municipal infrastructure and facilities.

Strategy 1.6.5 The City shall facilitate desirable redevelopment activities through innovative land development regulation techniques.

Strategy 1.6.6 The City shall continue to support community development activities and programs including housing rehabilitation, small business development, assist to the greatest extent possible, with the provision of all types of housing, including, but not limited to low-and moderate-income housing.

Goal 2 – Vehicular and Pedestrian Connectivity

Encourage and promote both vehicular and pedestrian connectivity between residential, employment, commercial, and recreational uses.

Objective 2.1 Implement a public transportation system.
(Development Services and Business and Neighborhood Services)

Strategy 2.1.1 Endorse the recommendations of the Transit Implementation Plan to develop a transit system that would serve much of the City.

Strategy 2.1.2 Review and endorse the NCDOT and the Cabarrus-Rowan MPO plans to develop a commuter rail service that would serve the Charlotte area.

Strategy 2.1.3 Allow and encourage transit oriented and mixed-use developments near planned transit stops.

Objective 2.2 Provide an inter-connected road system. (Transportation Department, Development Services, and Business and Neighborhood Services)

Strategy 2.2.1 Develop a program to educate the public about the City’s “connectivity ratio” of the UDO which is designed to ensure street connections to neighboring residential developments, recreational uses, schools, commercial and employment centers.

Strategy 2.2.2 Continue to require connected street patterns within and between new developments.

Objective 2.3 Provide for and encourage alternative modes of travel. (Transportation Department Services and Business and Neighborhood Services)

Strategy 2.3.1 Develop a program to educate the public about the UDO requirements for the inclusion of sidewalks within all types of new developments.

Strategy 2.3.2 Planning and Community Development Department should work with the City’s Transportation Department and the Pedestrian Improvement Plan Committee to facilitate the sidewalk connections between residential neighborhoods to recreation, schools, and other amenities.

Strategy 2.3.3 Designate the routes identified in the *Livable Community Blueprint* as priority routes to pursue in the development of safe and user-friendly pedestrian and bicycle corridors.

Strategy 2.3.4 Encourage new developments to incorporate off-road facilities for bicycles and pedestrians.

Strategy 2.3.5 On an on-going basis, seek partnerships and funding to develop an interconnected greenway system throughout the community and the region.

Goal 3 – Sustainable Community

Create a sustainable community through the provision of a diverse range and adequate supply of housing, commercial, transportation, recreational, entertainment and employment options.

Objective 3.1 Provide a diverse mix and range of housing options throughout the City that will accommodate the current and future needs of the citizens of Concord. (Business and Neighborhood Services)

Strategy 3.1.1 Conduct a detailed market study to quantify the appropriate mix of housing types and densities to meet the diverse current and future needs of City residents.

Strategy 3.1.2 Develop incentives to encourage appropriate infill housing development within existing residential areas particularly in the Center City area.

Strategy 3.1.3 Host an annual home ownership summit to review and coordinate existing affordable housing programs and work on the development of new affordable housing programs.

Strategy 3.1.4 Appoint a Housing Task Force with development representatives to review and refine the “housing density” analysis and recommend updates to policies and regulations to support the study.

Strategy 3.1.5 Allow and encourage higher density residential within mixed-use developments and within other appropriate areas throughout the City.

Strategy 3.1.6 Update policies and regulations in the UDO to support implementation of the “housing density” study.

Strategy 3.1.7 Work closely with developers, the real estate community and Cabarrus Economic Development on an on-going basis to update and adjust the “housing density” model as conditions and circumstances change over time.

Objective 3.2 Encourage the development of entertainment and recreational facilities, activities and open space to accommodate the needs of Concord residents and visitors. (Development Services and Business and Neighborhood Services)

Strategy 3.2.1 The City shall promote and enhance opportunities for residents and visitors to participate in the Arts through accessibility to cultural facilities and activities.

Strategy 3.2.2 The City shall support the development of regional and local community cultural facilities readily accessible to all residents and visitors.

Strategy 3.2.3 The City shall work to ensure a role for art and culture in site plans, when practical.

Strategy 3.2.4 The City shall work with private and public organizations to encourage availability of adequate public space in development plans for cultural purposes, such as exhibits, festivals and artists studios.

Objective 3.3 Increase the City's attractiveness to tourists through the establishment of a land use pattern aimed at accommodating increased tourism.

Strategy 3.3.1 Recognizing the importance of tourism on the local economy, the City shall continue to foster a land use pattern that protects the area's tourism attractions, such as the Lowe's Motor Speedway, Concord Regional Airport, and Concord Mills Mall.

Strategy 3.3.2 The City should provide for public transportation, pedestrian and bicycling opportunities that enhance tourism.

Objective 3.4 Develop an independent economic base that is complimentary with the surrounding region but not dependent on it. (Business and Neighborhood Services)

Strategy 3.4.1 Meet annually with neighboring jurisdictions on an industrial development strategy for the City of Concord and neighboring jurisdictions to encourage industrial diversification.

Strategy 3.4.2 Planning and Community Development Department staff shall develop an incentive program to assist in recruiting diverse commercial enterprises with emphasis on neighborhood commercial within pedestrian proximity of residential development.

Strategy 3.4.3 On an on-going basis, endorse the *Envision Cabarrus* recommendation to develop a regulatory environment that nurtures the growth of existing businesses and encourages the start up and growth of new businesses.

Strategy 3.4.4 Encourage the development of office and research and development space in appropriate locations within the City.

Strategy 3.4.5 Annually review employment opportunities and encourage and adjust focus of promotion of such, as necessary.

Objective 3.5 Maximize opportunities provided by proximity to I-85 and the Charlotte area. (Development Services and Business and Neighborhood Services)

Strategy 3.5.1 Conduct an area plan showing industrial and commercial development along I-85.

Strategy 3.5.2 Conduct a joint area plan with neighboring jurisdictions for development near key linkages with the I-485 Outerbelt such as US 29 and NC 49.

Objective 3.6 Ensure that future land use categories provide for the regulation of densities and permitted uses and adequately reflect soil conditions, topography and the availability of facilities and services. (Development Services Department and Business and Neighborhood Services)

Strategy 3.6.1 The Development Services Department and Planning and Community Development Department staff shall work together to annually record the City's adherence to the density standards and permitted uses, as provided by the Future Land Use chapter of the Land Use Plan.

Strategy 3.6.2 The Development Services Department shall annually record the consideration of the suitability of soils and physical and natural land features as part of the Site Plan Review process.

Strategy 3.6.3 The Planning and Community Development Department shall develop criteria for reviewing and making recommendations regarding the adoption of amendments to the Land Use Plan and Future Land Use Map.

Strategy 3.6.4 The Planning and Community Development Department shall continue to maintain and review, as necessary, the intensity and density standards contained in the Future Land Use chapter of the Land Use Plan.

Goal 4 – Preservation of Unique Character

Preserve the unique character of the City.

Objective 4.1 Maintain Concord’s unique character and small town atmosphere. (Development Services and Business and Neighborhood Services)

Strategy 4.1.1 Support the recommendations of the Center City Plan that relate to incentives to encourage small business development in Concord that concentrate on the downtown and Center City area.

Strategy 4.1.2 Review rezoning requests and land use amendments for compatibility with adjacent uses.

Strategy 4.1.3 Support recommendation of *Envision Cabarrus* to develop a local foundation or trust to preserve open space.

Strategy 4.1.4 Continue to encourage preservation and restoration of historic structures and compatible development within the City’s Historic Districts.

Strategy 4.1.5 Continue to evaluate older areas of the City that could receive historic district designation to preserve the character of older neighborhoods within the City.

Strategy 4.1.6 Continue to support and promote small businesses while encouraging new small businesses to locate within the City.

Objective 4.2 Preserve and promote Concord’s positive image as a desirable community in which to live and work (Business and Neighborhood Services)

Strategy 4.2.1 Endorse recommendation of *Envision Cabarrus* to encourage the construction of facilities that could host regional, state and national sports and other activities.

Strategy 4.2.2 Endorse recommendation of *Envision Cabarrus* to include sidewalk, bikeways, and greenways that connect neighborhoods and create walkable neighborhoods by revising the UDO as necessary to ensure such facilities are constructed.

Strategy 4.2.3 Revise the UDO to include language to facilitate the Develop “green buffers” along key corridors that would include the development of additional open space and landscaping requirements for new development, as well as pedestrian/biking amenities that will help to link up with the greenways.

Strategy 4.2.4 Develop schematic models of Mixed-Use Districts and Village Centers that will encourage developers to create places that enable residents to live, work and shop in one place.

Strategy 4.2.5 Continue to support downtown revitalization as a way to preserve character and enhance the quality of life for Concord residents.

Objective 4.3 Maintain and encourage strong neighborhoods. (Development Services and Business and Neighborhood Services)

Strategy 4.3.1 Promote housing rehabilitation, revitalization and infrastructure improvement within neighborhoods in need.

Strategy 4.3.2 Support recommendation of Envision Cabarrus to create and implement a community-wide master plan that locates community centers within each neighborhood in existing facilities such as schools and churches.

Strategy 4.3.3 Facilitate the development of neighborhood plans as a means to preserve and enhance the City's neighborhoods.

Objective 4.4 Encourage and promote appearance and landscaping standards throughout the City. (Development Services and Business and Neighborhood Services)

Strategy 4.4.1 Create a prioritized landscape plan for public spaces, such as major thoroughfares and gateways into Concord. Plan could include the provision of street trees, pedestrian amenities, and other public art.

Strategy 4.4.2 Secure funding for top three items on landscape plan for public spaces.

Strategy 4.4.3 Begin installation of landscape plan for public spaces.

Strategy 4.4.4 Review language within the UDO regarding landscaping for industrial and commercial developments. Revise the text accordingly. Promote strong architectural, appearance and landscaping standards for industrial and commercial development through amendments to the UDO.

Objective 4.5 Revitalize and promote downtown Concord as the cultural and historical center of the City, as an employment and governmental center, and as an attractive shopping and dining destination. (Business and Neighborhood Services)

Strategy 4.5.1 Create incentives to encourage development in underutilized areas of older neighborhoods adjacent to downtown.

Strategy 4.5.2 Carry out the recommendations of the Downtown Master Plan and the Center City Plan.

Strategy 4.5.3 Continue to support organizations such as the Concord Downtown Development Corporation in their efforts to revitalize downtown Concord.

Goal 5 – Compatible Land Use

Ensure compatibility of neighboring land uses.

Objective 5.1 Ensure compatibility of neighboring land uses.

Strategy 5.1.1 City staff shall utilize the Land Use Plan as a tool for ensuring appropriate locations for development when supporting or recommending denial of requests for rezonings or other development petitions.

Strategy 5.1.2 The Development Services Department shall review all applications made for Site Plan Review in accordance with the adopted goals, objectives and strategies of the Land Use Plan to ensure that new developments are compatible with surrounding land uses and provide for adequate municipal services to mitigate and development related impacts.

Objective 5.2 Ensure compatibility between residential and non-residential uses. (Development Services)

Strategy 5.2.1 Encourage neighborhood commercial near higher density residential areas, along with appropriate buffer and screening requirements between the uses. Incorporate performance standards in the UDO to minimize incompatibility conflicts.

Strategy 5.2.2 Enforce regulations in UDO regarding appropriate buffers and screening between intense uses such as industrial adjacent to commercial and residential uses.

Strategy 5.2.3 Recruit “clean and green” industries. Meet regularly with Cabarrus Economic Development to exchange information.

Strategy 5.2.4 The City shall continue to maintain, through the UDO, buffering provisions which are necessary to protect residential areas from adjacent commercial and industrial developments.

Strategy 5.2.5 Non-residential uses adjacent to residential areas shall be planned with setbacks and buffer landscaping and traffic patterns leading away from residential uses.

Strategy 5.2.6 Acceptable commercial and industrial land uses, when located near residential areas, shall be buffered from the existing and proposed residential areas by setbacks, landscaping and /or fencing to insure compatibility.

Objective 5.3 Encourage new industrial development within appropriate areas. (Planning and Community Development)

Strategy 5.3.1 Identify prime industrial sites and protect them through proper zoning classification.

Strategy 5.3.2 Develop appearance and landscaping standards for new industrial developments and incorporate into UDO.

Strategy 5.3.3 Allow and promote the development of industrial parks concentrating on new industrial development around I-85, the Concord Regional Airport and within any of the existing industrial parks.

Strategy 5.3.4 Encourage new industries to locate within industrial parks.

Objective 5.4 Encourage new commercial development within appropriate areas. (Development Services and Business and Neighborhood Services)

Strategy 5.4.1 Encourage new commercial development around I-85, within existing commercial developments and at key locations throughout the City, particularly at major highway intersections and at planned transit stations.

Objective 5.5 Prevent the location of incompatible uses near intensive existing uses such as the Concord Regional Airport and Lowe's Motor Speedway. (Development Services)

Strategy 5.5.1 Work with Lowe's Motor Speedway and the Concord Regional Airport and similar uses to develop guidelines relating to appropriate buffers between their uses and incompatible uses such as residential or schools.

Objective 5.6 Ensure compatibility between different types of residential development. (Development Services)

Strategy 5.6.1 Develop appropriate transitions between higher density residential uses and single-family residential.

Strategy 5.6.2 Require location of higher density multi-family developments within mixed-use areas located at key intersections of major corridors.

Strategy 5.6.3 Encourage development of townhouse and patio home development within Village Centers located at key intersections on minor corridors.

Goal 6 –Adequate Infrastructure

Provide adequate infrastructure to serve the residents of the City.

Objective 6.1 Ensure provision of adequate infrastructure to serve new development.
(All Infrastructure Service Departments, Development Services Department, Business and Neighborhood Services)

Strategy 6.1.1 Require all new developments to submit a statement of probable impacts on the provision of water, wastewater, police, fire, emergency services, solid waste, schools, roads, and other affected infrastructure.

Strategy 6.1.2 Request that all affected City departments prepare a statement of impact on infrastructure for new industrial, commercial and housing developments.

Strategy 6.1.3 Consider implementing a fee for new developments that will strain existing infrastructure.

Strategy 6.1.4 Prepare an annual record of facility and service improvements that are undertaken to support development and redevelopment within the City to ensure that all facilities are operating at or below capacity.

Strategy 6.1.5 Through the Site Plan Review Process, ensure all plans provide for safe vehicular movement and adequate off-street parking, that pedestrian safety measures exist and that the provision of adequate access for service and emergency vehicles.

Objective 6.2 Provide adequate water resources and wastewater treatment capacity to serve the needs of the citizens of Concord both now and in the future.
(All Infrastructure Service Departments)

Strategy 6.2.1 Support recommendation of Envision Cabarrus to create and implement a county comprehensive plan that creates a long-term sustainable water supply and adequate water and sewer facilities through regional cooperation to meet future growth.

Strategy 6.2.2 Support recommendation of Envision Cabarrus for creating regional dialogue to reach a consensus for providing regional infrastructure.

Strategy 6.2.3 Support the *WSACC System Master Plan* to expand water facilities and seek additional sources of water and to upgrade and expand wastewater treatment facilities.

Strategy 6.2.4 Prioritize expansion of water and wastewater service in urbanized areas before expanding into rural areas.

Strategy 6.2.5 Protect water resources from encroachment and contamination. This could be accomplished by working closely with local and state agencies involved in water quality issues to develop policies and guidelines for development near water resources.

Objective 6.3 Assure drainage and stormwater management. (Utilities, Environmental Services, Engineering and Development Services)

Strategy 6.3.1 Follow Best Management Practices to reduce pollutant discharge.

Strategy 6.3.2 The City shall maintain development regulations containing specific standards and criteria designed to protect environmentally sensitive lands consistent with the Stormwater provisions of the UDO and other adopted City Stormwater regulations (i.e. in City Code or stand-alone ordinances, as applicable).

Objective 6.4 Provide a transportation system that efficiently and safely serves the current and future needs of Concord citizens. (Transportation Department)

Strategy 6.4.1 Support the implementation of the *North Carolina Transportation Improvement Program, 2002-2008* for roads serving the City of Concord.

Strategy 6.4.1 Support Cabarrus-Rowan MPO 2000-2005 Long Range Transportation Plan recommendations for bicycle and pedestrian improvements, rail transportation, transit and public transportation, and congestion management and traffic monitoring for facilities in Concord area.

Strategy 6.4.2 Support Envision Cabarrus recommendation that plans for bus transportation, light rail and commuter rail to be implemented.

Strategy 6.4.3 Implement the Cabarrus-South Rowan MPO *2000-2005 Long Range Transportation Plan* recommendations for upgrade and improvement of the thoroughfare system.

Objective 6.5 Expand and develop parks and recreation facilities to serve the needs of the citizens of Concord. (Development Services and Business and Neighborhood Services)

Strategy 6.5.1 Support efforts to promote and establish greenways that can be used for bicycle and pedestrian corridors.

Strategy 6.5.2 Preserve environmentally sensitive areas such as the Rocky River Corridor.

Strategy 6.5.3 Develop mini parks, neighborhood parks and civic parks as recommended in the Livable Community Blueprint.

Strategy 6.5.4 Develop passive parks including opportunities for trails, picnicking, camping and nature study.

Strategy 6.5.5 Acquire lands that have an environmental quality that lend themselves to preservation and nature-based activities.

Strategy 6.5.6 Continue efforts to improve and expand existing parks and facilities.

Strategy 6.5.7 Work with Cabarrus County in the development of community parks within the City.

Goal 7 – Farmland, Natural Resource and Open Space Preservation

Preserve farmland, natural resources and open space.

Objective 7.1. Provide incentives and support to farmers and owners of agricultural land to continue their agricultural operation. (Development Services and Business and Neighborhood Services)

Strategy 7.1.1 Develop a committee composed of local farmers, owners of agricultural property, the Cabarrus County Farm Bureau, City and County staffs, elected officials and other related groups to discuss the needs and concerns of farmers in the area of farmland preservation.

Strategy 7.1.2 Work closely with the Farmland Committee to update and adjust policies, incentives and regulations for farmland as conditions and circumstances change over time.

Strategy 7.1.3 Based on the Farmland Committee’s recommendations, develop policies, incentives and regulations that will support preservation of farmland.

Strategy 7.1.4 Implement policies, incentives and regulations for farmland preservation.

Objective 7.2. Promote the preservation of open space throughout the City. (Development Services/Business and Neighborhood Services)

Strategy 7.2.1 Require the preservation of open space within every new residential subdivision or require payments in lieu of open space preservation.

Strategy 7.2.2 Acquire lands along river corridors and within riverine buffers as corridors to linking greenways and open space.

Strategy 7.2.3 Seek partnerships and funding to develop an inter-connected greenway system throughout the community and region.

Strategy 7.2.4 Support the efforts of land trusts and conservation groups as they acquire parcels of land for conservation.

Objective 7.3 Protect the natural resource base of the City and surrounding areas. (Environmental Services Department)

Strategy 7.3.1 Meet annually with the County and the State's Natural Heritage Program to monitor the status of animals, plants and habitats that are endangered, threatened or of special concern.

Strategy 7.3.2 Work closely with neighboring jurisdictions, local and state agencies, and citizens groups to promote the protection of the community's water resources.

Strategy 7.3.3 Continue to participate in regional air quality monitoring efforts and encourage compact development and the development and use of alternative transportation.

Goal 8 – Linking Plans and Strategies

Incorporate the Recommendations of the Concord Land Use Plan into Other Plans and Strategies

Objective 8.1 Incorporate the recommendations of the Concord LUP into the other plans of the city. (Business and Neighborhood Services)

Strategy 8.1.2 Incorporate the LUP into the criteria for evaluating proposals, rezonings, and other land development proposals.

Strategy 8.1.3 Work with other divisions and departments at the City of Concord to ensure the LUP is examined in concert with their planning efforts.

Objective 8.2 Promote cooperation between the City of Concord and other jurisdictions. (Development Services/Business and Neighborhood Services)

Strategy 8.2.1 Participate in the update of the Northwestern Area Plan.

Strategy 8.2.2 Host an annual planning commissioners summit on growth to discuss the issues related to each land use plan.