

Envision Venice: **Strategic Plan 2030**

*Venice's Best Opportunity to Preserve
and Enhance Our Quality of Life*

*Updated March 2011
Adopted May 24, 2011*

THE CITY OF VENICE

Our Mission...

*To provide exceptional municipal services through
a financially and environmentally sustainable
city with engaged citizens.*

Our Vision 2030...

*Venice is a vibrant, charming, historical community
in which to live, work and play*

Mission Details

To provide exceptional municipal services through a financially and environmentally sustainable city with engaged citizens

Exceptional Municipal Services

- Know the community, define customers, their needs and expectations
- Extent of services compatible with the city's financial capabilities
- Know cost of delivering services
- Provide low cost services and utilize best practices

Financially Sustainable City

- Balanced budget
- City budget driven by community needs
- Continual evaluation of ways to reduce cost and enhance service delivery

Engaged Citizens

- Involved in policy development, planning for the future and defining issues and problems
- Contribute expertise and partner in service to the community
- Help maintain open city government

Vision Detail

*Venice is a vibrant, charming, historical community
in which to live, work and play*

Vibrant

- Successful community events festivals, parades, music, arts and theater to bring people together
- Strong community organizations
- Well maintained buildings, streetscapes, landscaping, streets and parks
- Promote a healthy, active lifestyle
- Opportunities to walk, run, bike, jog, sail, kayak, or use of alternative vehicles
- Recreational and leisure venues, programs and activities for all generations
- Quick access to top quality medical and healthcare services
- Boating, fishing, the harbor and fishing pier
- Promote eco-tourism
- Public access with adequate parking
- Parks with a variety of amenities and activities
- Choice of quality restaurants
- Access to local and regional culture and arts opportunities

Charming

- Preserving historic and architectural character
- Walkable and pedestrian-friendly areas
- People feeling safe and secure
- Small shops and restaurants
- Well maintained landscaping and buildings
- Maintained architectural theme of Northern Italian Renaissance for gateways, commercial corridors, downtown and other areas that are key to maintaining the city's character

Historical

- Preserving historic and architectural character
- Emphasis on preserving the natural character of the city
- Preserving waterfront dining
- Preserve downtown area with small shops and restaurants

Envision Venice 2030 Goals

- ▶ Sustainable City
- ▶ Keep Venice Beautiful and Eco-Friendly
- ▶ Financially Sound City with High Performance Organization
- ▶ Upgraded City Infrastructure and Facilities
- ▶ A Growing Diverse Economy

GOAL 1: Sustainable City

Strategies – Outcomes

1. Revise land development code as required to implement the comprehensive plan**
 - Amend neighborhood compatibility provisions of the JPA as required by the comprehensive plan and LDRs
2. Fund and begin implementation of form-based land development regulations where appropriate**
3. Explore opportunities for mixed use development with diverse housing including affordable, workforce and market rate housing **

**** Indicates Highest Priority Strategies**

GOAL 2: Keep Venice Beautiful and Eco-Friendly

Strategies – Outcomes

1. Evaluate construction opportunities for linear park/greenway along Hatchett Creek from U.S. 41 Bypass to ICW **
2. Encourage the use of local service clubs and volunteer groups to assist with park and community maintenance
3. Create city-wide branding and marketing plan
4. Continue to evaluate city facilities to identify conservation opportunities
5. Improve stormwater quality
6. Identify and implement tree planting and landscaping throughout the city utilizing the Parks and Recreation Advisory Board
7. Create a uniform public parks signage/branding design
8. Maintain pristine beaches and gulf waters
9. Continue studying the implementation of a harbor management plan
10. Develop Legacy Park in accordance with the management plan

**** Indicates Highest Priority Strategies**

GOAL 3: Financially Sound City with High Performance Organization

Strategies – Outcomes

1. Balance the budget **
2. Encourage and reward employees who serve with P.R.I.D.E. **
3. Continue to adopt and adhere to clear financial policies and performance standards**
4. Continue annual contributions to beach renourishment and general fund capital facilities reserve accounts **
5. Actively involve employees in seeking budget solutions
6. Continue to evaluate all benefit programs
7. Continue to pursue grant funding to improve energy efficiency for city infrastructure and encourage green practices
8. Continue Partnering 4 Success program in all departments **

**** Indicates Highest Priority Strategies**

GOAL 4: Upgraded City Infrastructure and Facilities

Strategies – Outcomes

1. Evaluate relocation of public works, utilities, and fire facilities away from the Seaboard area
2. Continue to negotiate with partners (counties, state and federal) to ensure Venice receives a proportionate share of revenues
3. Continue to evaluate solid waste service options, including once per week collection and 2020 goal of reduced solid waste
4. Complete master planning for potable water, waste water and reclaimed water
5. Replace the membrane and control system at the water treatment plant
6. Continue renewal and replacement (R&R) funding through Capital Improvement Program (CIP) for the utilities fund
7. Develop a city-wide CIP process
8. Repair and improve airport facilities and appearance
9. Implement airport improvements consistent with the ALP
10. Continue efforts to make the airport a good neighbor
11. Continue to study the rehabilitation and widening of Indian Avenue into Venice High School

GOAL 5: Maintain a Growing Diverse Economy

Strategies – Outcomes

1. Continue efforts to revitalize the Seaboard Area **
2. Encourage commercial aeronautical and non-aeronautical development on airport property consistent with the ALP
3. Create policies and regulations to permit and encourage hotels in desired areas
4. Construct a new entrance to Airport Ave. from Business 41 and infrastructure for future development on the east side of airport property
5. Work with Sarasota County Economic Development Council to attract businesses
6. Support retail shopping downtown
7. Encourage alternative energy and environmentally friendly industries
8. Utilize Economic Development Task Force to encourage business retention and development
9. Make Venice a destination city

**** Indicates Highest Priority Strategies**