



Planning Commission Memorandum

TO: The Honorable Members of the Planning Commission
FROM: Darla Orr Odom, Deputy Zoning Administrator
COPY: India Adams-Jacobs, Town Manager
SUBJECT: **Comprehensive Plan Review – Commission Review of Draft Vision Statement and Theme**
DATE: June 18, 2026

SUMMARY:

A Comprehensive Plan describes the future vision for a community and serves as a decision making guide for its public officials.

The purpose of a comprehensive plan is to guide and accomplish a coordinated, adjusted, and harmonious development of the locality's territory which will, in accordance with present and probable future needs and resources, best promote the health, safety, morals, order, convenience, prosperity, and general welfare of the inhabitants, including the elderly and persons with disabilities.

While general in nature, the Comprehensive Plan establishes goals for the future development of the Town. The most successful Comprehensive Plans include clear strategies to implement the Plan's goals to better determine desired outcomes.

BACKGROUND:

As part of the Town's current Comprehensive Plan review, an important component for evaluation is the Plan's Vision and Themes. The Town's existing Comprehensive Plan includes its Vision Statement on Pages 14 and 15.

Since prior to their meeting on March 19, 2026, the Planning Commission has been evaluating the existing Plan goals and implementation strategies. At their April and May meetings, the Commission, with staff's assistance, offered insight into the revised Plan's vision statement.

Staff will be reviewing the draft vision statement and themes with the Commission at their June 18, 2026, meeting.

RECOMMENDATION:

Vote to accept a draft Vision Statement and Theme for the Comprehensive Plan revision.

ATTACHMENT:

Draft Vision Statement and Theme



What's In A Vision?

			
IMAGE	PURPOSE	MISSION	VALUES
How would you like Bowling Green to be in 2045? How should it look and feel?	What is the purpose of Bowling Green as a Town? How should it serve residents?	What actions should we take by 2045 to achieve the stated purpose?	What are the beliefs or convictions that do not change, regardless of the initiative or task at hand?

“Bowling Green is _____(image) _____focused on _____(purpose) ____ by _____(mission) _____guided by _____(values)_____.”

Draft Vision Statement from Commission’s May 21st meeting:

1. As the vibrant heart of Caroline County, the Town of Bowling Green is a thriving, connected community that values its historic small-town charm while embracing opportunity, innovation, and strong partnerships to support the safety, prosperity, and quality of life for all of its residents and businesses.
2. Bowling Green is the vibrant heart of Caroline County focused on supporting the safety and prosperity of residents and businesses by fostering a community and partnerships while honoring our historic small-town character and valuing opportunities for all.
3. The Town of Bowling Green is the vibrant heart of Caroline County and a safe, prosperous, and welcoming community that honors its historic character, fosters strong partnerships, and creates opportunities for residents and businesses.
4. The Town of Bowling Green Bowling Green is the vibrant heart of Caroline County, fostering a safe, prosperous, and welcoming community for residents and businesses through strong partnerships and stewardship of its historic small-town character to create opportunities for all to live, work, and thrive.