

CHAPTER 26

VISION, GOALS & OBJECTIVES

26.1 THE VISION STATEMENT

A Master Plan is a dynamic long term planning document that provides a conceptual layout to guide future growth and development, which makes the connection between use of lands, buildings and surrounding environment. It is aimed at protecting public health and safety and promoting general welfare. From the study and analysis, the vision formulated for sustainable development of Kannur Corporation area is as follows:

“To develop Kannur Corporation area as a district administrative centre which is a safe, resilient, vibrant, sustainable and clean city that supports industrial and tourism development having adequate infrastructure facilities and smooth mobility so as to serve as a nucleus city for the entire district without affecting the environment as well as the cultural heritage”.

26.2 GOALS

Kannur Corporation area has strong potentials in the sectors like trade and commerce, tourism,

education and health. In addition to this, the planning area has a good agricultural potential in its peripheral area where paddy and dry agriculture areas are largely concentrated. The potentials in the above sectors are used as the platform for the future development of the planning area. At present, trade and commerce sector is highly important in CBD area whereas in its periphery, the sector is comparatively weak. So, enhancement of trade and commerce at peripheral area is a need. Hence the prime goal is ***“To develop Kannur Corporation area as a successful district administrative centre by ensuring the sustainable development in economic, physical, social and environmental sectors”.***

The following goals are set out for the development of the planning area:

- Emphasize the Corporation area itself as an urban body by intensive urbanization and accelerating the economic development of the city by enhancing various sectors such as trade and commerce, tourism, education and fisheries for the future growth.

- Enhance tourism by utilizing the heritage sites and valuable pilgrim centres.
- Promote industrialization based on the strong platform of traditional industries in the planning area.
- Evolve a smooth and efficient mobility plan for handling the future traffic.
- To make a sustainable development strategy for the planning area.
- Promote paddy cultivation, dry agriculture and animal husbandry activities in peripheral potential areas.
- Conserve environmentally sensitive area and heritage buildings.
- Formulating development concept based on the vision evolved.
- Control the spatial development of the planning area to facilitate more efficient use of land resources.
- Preservation of environment and enhancing of qualitative life.

26.3 AIM AND OBJECTIVES

For achieving the above said goals, aim and objectives are formulated.

26.3.1 GOALS

To develop the city through proper management of land use with

optimum utilization of all resources as an easily accessible administrative centre this also supports tourism with adequate infrastructure.

26.3.2 OBJECTIVES

- To encourage people for cultivating vegetables and other crops using urban farming technologies.
- Restoration of paddy cultivation.
- To promote the export of fish products.
- To develop new service centres to expand the existing commercial centres for promoting the trade and commerce activities.
- Providing marketing facilities to enhance the potential of traditional industries.
- Provide more infrastructure facilities such as water supply, solid waste management, sewage disposal, drainage etc.
- To provide better circulation pattern to ease the future development.
- Provide all necessary facilities for enhancing the tourism potential in the Corporation area.
- Promote Eco-tourism at Varam Kadavu.
- Conserve the heritage centres and environmentally sensitive areas.
- Equitable distribution of services to the entire planning area.

- Provide adequate civic amenities and recreational facilities.
- Give special attention to the welfare of weaker sections such as Children, Women, Aged people, Physically and mentally challenged people etc.
- To strengthen the governing system for effective implementation of the projects and programmes.
- To prepare a detailed disaster management plan.
- To formulate suitable development control regulations for optimum land use.

