

STAFF REPORT

DATE: April 28, 2025
TO: Comprehensive Plan Advisory Committee
FROM: Jayne M. Bernhard, Secretary to the Comprehensive Plan Advisory Committee
SUBJECT: Project Visioning Exercise – Comprehensive Plan

OVERVIEW

A comprehensive plan vision statement outlines a community's aspirations for the future, guiding land use decisions and development strategies. Successful planning projects cast a shared vision to plan forward and will guide recommendations in the Comprehensive Plan.

The purpose of this exercise is for the Comprehensive Plan Advisory Committee to build a shared language by identifying key words and phrases. Similar visioning exercises will be performed with residents and community stakeholders at future public engagement events that will occur during Phase Two of the project (summer & fall 2025). Drawing on all these inputs, the project will arrive at a final vision statement at the conclusion of Phase Two (fall 2025).

Key elements of a comprehensive plan vision statement include:

- Aspirational: Vision statements should be forward-looking and paint a picture of what the community hopes to become.
- Inspirational: They should motivate residents and stakeholders to work towards a shared future.
- Specific: While aspirational, they should be specific enough to guide decision-making.
- Measurable: Ideally, they should include elements that can be measured to track progress.

Examples of vision statements from other comprehensive plans include:

- “Waukegan is a diverse and equitable community with opportunity for all and an unwavering pride of place represented in multi-generational legacy investments made by the City’s residents. We value strong partnerships between the City and other organizations to improve Waukegan residents’ quality of life by the effective provision of high-quality services. The City’s unique and accessible location, arts and culture, variety of attainable housing, vibrant business environment, healthy neighborhoods, convenient transit access, and a beautiful and activated lakefront define the City’s authentic identity and future success.” (City of Waukegan, IL)

- “Charlotte is America’s Queen City, opening her arms to a diverse and inclusive community of residents, businesses, and visitors alike; a safe family-oriented city where people work together to help everyone thrive.” (City of Charlotte, NC)
- “Greensboro is the best mid-size city in America. Greensboro is the greenest city in the Southeast. Greensboro is committed to equity, diversity, and inclusivity. We make history. Greensboro is a city of inspiration and creativity where people and businesses thrive.” (City of Greensboro, NC)
- “In 2037, Richmond is a welcoming, inclusive, diverse, innovative, sustainable, and equitable city of thriving neighborhoods, ensuring a high quality of life for all.” (City of Richmond, VA)
- “In ten years, Newark will be an even greater city of prosperity, a city of culture, a city of neighborhoods, a city of families, and a city of strength.” (City of Newark, NJ)
- "Plano is a global leader, excelling in exceptional education, abounding with world class businesses and vibrant neighborhoods." (City of Plano, TX)
- “Build Up, Not Out” (City of Memphis, TN)

CONCLUSION

During the meeting, Comprehensive Plan Advisory Committee members will break out into three smaller groups and work together on the attached vision statement worksheet. Committee members will then report back to the whole group regarding their ideas. Staff will collect worksheets and provide them to the Consultant for future use.

ATTACHMENT

- Vision Statement Worksheet