



***The Vision Statement is a description of what La Verne wants to become through the implementation of the General Plan. The Vision Statement provides a sense of purpose and mission for the General Plan, and sets the tone for the Plan's guiding principles to aid in the development of goals, policies and actions that will guide development in the coming years.***

This image shows a blank sheet of white paper designed for handwriting practice. It features a series of horizontal lines. At the very top, there is a dashed line. Below this, there are multiple sets of solid lines, each set consisting of two parallel lines that define a row for writing. The lines are evenly spaced and extend across the width of the page. There is no text or other markings on the paper.



# CITY OF LA VERNE GENERAL PLAN UPDATE

## Example Vision Statements for other California cities

- In 2030 San Carlos is a safe, beautiful, vibrant and livable community with tree-lined streets, open space, public art, high-quality architecture and state-of-the-art infrastructure. We enjoy a balance of residential, schools, retail, commercial and industrial uses and services that enhance our quality of life, support the fiscal health of the City and sustain a robust local economy. Downtown San Carlos is the heart of the community –a place to experience and savor the joys of daily life while enjoying a mix of stores and services.
- Anaheim..... a mosaic of diverse people and thriving unified neighborhoods joined together by beautiful, accessible open spaces and well-landscaped roadways offering enhanced mobility for people and goods; safe place to live, work and play; quality educational opportunities; engaging gathering places; world class entertainment; recreational, spiritual, and cultural amenities available for all; and, a variety of economic opportunities for its workforce.
- In 2035, Woodland is a highly desirable community to live, learn, work and recreate. It has maintained its small-town feel while maturing into an attractive, vibrant, and sustainable city that celebrates its architectural heritage and cultural diversity. Woodland is a healthy community with livable neighborhoods, a thriving downtown, well maintained infrastructure, excellent schools and recreational amenities connected by a seamless network of trails and paths. The city is the region's center of agricultural technology and food production, and is recognized globally as a leader in sustainable agriculture. The community is prosperous and fiscally sound, offering abundant employment opportunities to its diverse and creative workforce. Woodland has become a destination for visitors seeking to experience its unique agricultural, historical, recreational, cultural and entertainment amenities.
- Calistoga will remain a walkable, small town, made up of a vibrant, eclectic main street set within pedestrian-oriented neighborhoods of modestly-sized homes and surrounded by wineries, vineyards and other agricultural lands. The temperate climate, the Palisades, Napa River and its creeks frame our physical identity. Visitors will continue to be attracted to Calistoga because of its unique small-town character, shops, restaurants, health spas and the surrounding natural beauty. Calistogans know that the town also provides a strong sense of belonging for its residents. It contains a broad array of 19th and early 20th century buildings that form a multi-faceted streetscape and support an economically-diverse community. Calistoga will retain its qualities for future generations by providing a vibrant economy linked to a viable community social structure, and by conserving the ecosystem that supports it. Calistoga is, and will remain, a community in which its residents can take pride.

De Novo Planning Group

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