

Creating a vision is an essential, yet small, first step in developing a strategy for improving community livability.

What is a community vision? A vision is a list of the community's top objectives and aspirations.

How is a community vision used?

When a downtown revitalization strategy is developed, the vision becomes a measuring stick that can be used throughout the process to evaluate proposals developed in response to the community's stated objectives.

Do different communities have similar visions?

Yes. A review of seven recent Crandall Arambula downtown planning projects from diverse communities across the country revealed that most wanted:

- Retail/commercial revitalization
- Pedestrian-friendly streets
- Additional and enhanced green spaces
- Improved auto circulation
- Increased parking supply
- A range of housing opportunities
- Improved transit service
- Strengthened arts and cultural programs
- Preservation of historic character
- An emphasis on sustainability
- Healthy and safe neighborhoods
- Opportunities for family wage jobs
- A place for all ages, ethnic and income groups

If the visions are similar, are the solutions the same?

Never. Solutions are always unique. They relate to the physical condition and layout of the community, the potential for site specific improvements, the local economy, and the political and financial realities associated with an implementation strategy.

How much time and effort should be allocated to developing a community vision?

The tendency is to spend too much time and money developing a vision. Many communities have spent months and even years creating and refining a vision. The reality is that a community can identify, define and refine its common goals in a few short weeks by holding one or two large public meetings and a series of smaller meetings with policy makers, local leaders and special interest groups.

For more information contact:
Debra Ames, Marketing Director/Principal
520 SW Yamhill, Roof Suite 4
Portland, Oregon 97204
503.417.7879 phone
503.417.7904 fax
www.ca-city.com

