



COMPREHENSIVE PLAN-ADVISORY COMMITTEE MEETING

CITY OF MONTROSE



Vision Statement Revision

Focus Areas

October 9, 2019

VISION STATEMENT

A vision statement should describe where we want to be in the future and framed in an inspirational, motivating, forward-thinking manner. It should align with the community values and highlight what's important or unique about the City. Where are we headed?

Top values identified in public outreach:

- Safety, stewardship of natural resources, health, small town atmosphere, community, outdoor opportunities

Top issues to be addressed identified in public outreach:

- Economic opportunities, affordable housing, improved transportation, bike/pedestrian paths & trails, parks, education, planned growth, jobs

GROUP EXAMPLES – FINALIZE VISION STATEMENT

“Montrose will be a healthy, safe and thriving community that promotes a diversified economy and will remain sensitive to the environment and will include social, educational and cultural opportunities for all.”

“Montrose will be a community that embraces diversity and the natural environment, while growing responsibly.”

“Montrose is a community that embraces diversity; one that is sensitive to the environment, grows smartly and efficiently and provides economic, social and cultural opportunities for all citizens. It is a City where the downtown is thriving and the local economy is strong and balanced.”

“The City of Montrose will be known for its exceptional quality of life and be a place in which a healthy lifestyle include economic, social and cultural opportunities equally accessible to all.”

“Montrose will be a diverse community where citizens enjoy a healthy quality of life with continued responsible growth and economic development.”



GUIDING PRINCIPLES

The Guiding Principles broadly represent the community's vision and values.

1. Plan Long-Range, Implement Consistently in the Short-Term.
 - *“Plan long-term, be consistent and adaptable.”*
2. Strengthen Our Role as a Regional Center and Attract Quality Jobs to Sustain Us.
 - *No suggested changes.*
3. Grow Efficiently.
 - *“Grow Responsibly”*
 - *“Promote and Encourage Diversified Economic Opportunities.”*

GUIDING PRINCIPLES

4. Develop Convenient “Centers”.
 - *Need to modify the wording in this one.*
 - *“Healthy, safe, thriving community.”*
5. Provide a Broad Range of Housing Choice.
 - *Need to reword this one to be practical.*
 - *“Encourage Housing Diversity”*
 - *“Promote and Encourage Diversified Housing.”*
6. Protect, and Provide Access to, Important Environmental Resources.
 - *Need to reword “environmental resources”.*
 - *Change to: “Protect, and promote access to, important environmental, cultural and historical resources.”*
 - *“Create/Implement Effective Zoning”*
 - *“In all that we do, be sensitive to the environment.”*

GUIDING PRINCIPLES

7. Connect Roads and Be Transit-Friendly.
 - *Need to reword “Transit-Friendly”.*
 - *“Promote and Encourage Safe Public Infrastructure.”*
8. Provide Public Services and Facilities Necessary for Health, Safety and Welfare.
 - *Suggest deleting this one.*
9. New Principle #9: *“Provide ongoing incentives to competitively attract desirable businesses and affordable housing projects.”*

SMALL GROUP EXERCISE

What do you think needs changed?



Upcoming Advisory Committee Meetings:

October 16th: Montrose Tour – Meet at City Hall at 3:00

October 29th: 2:00-4:00