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Saludos de

**GILROY**

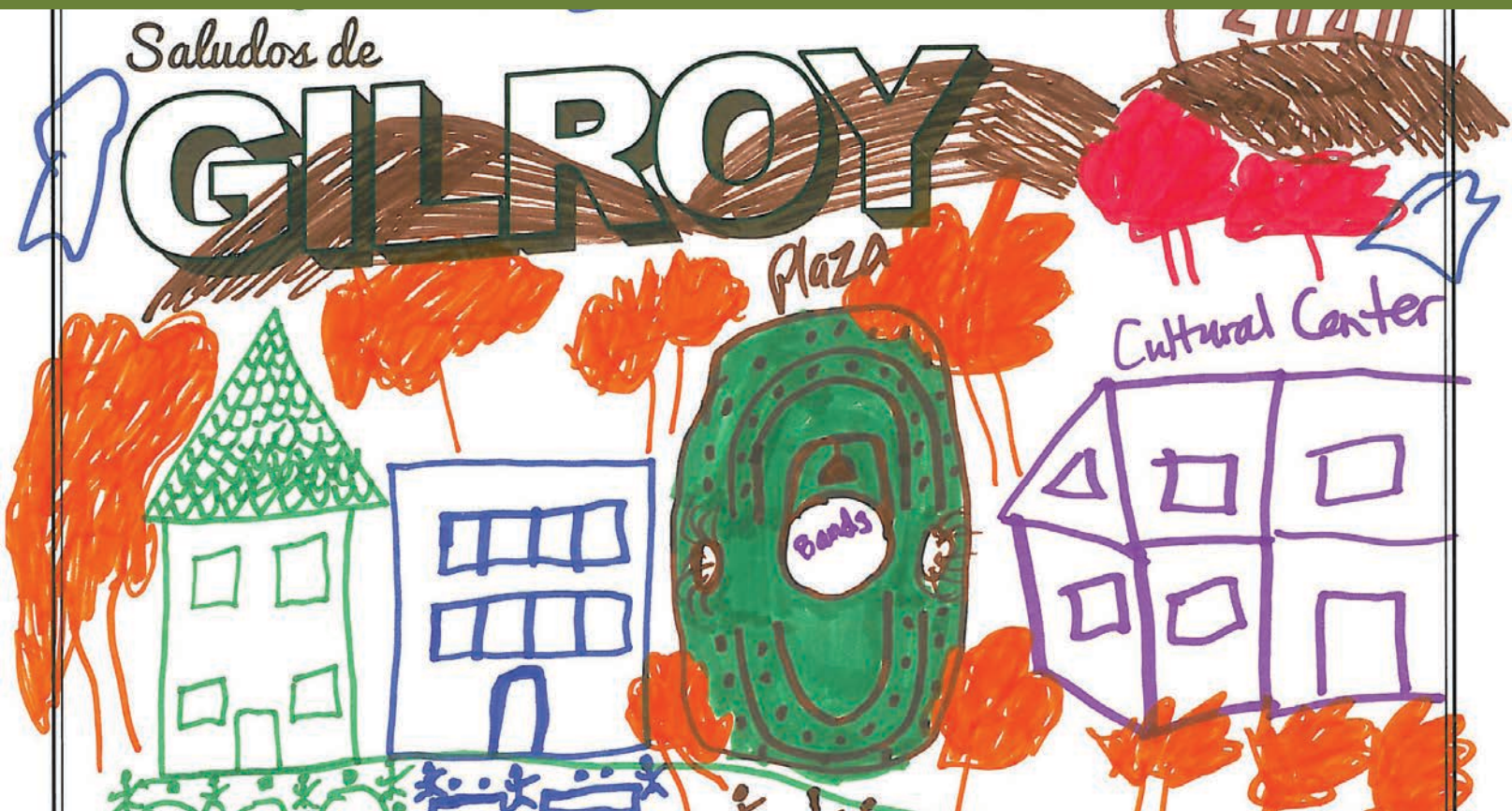


# DRAFT VISION AND GUIDING PRINCIPLES

APRIL 16, 2014

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# About Visions and Guiding Principles

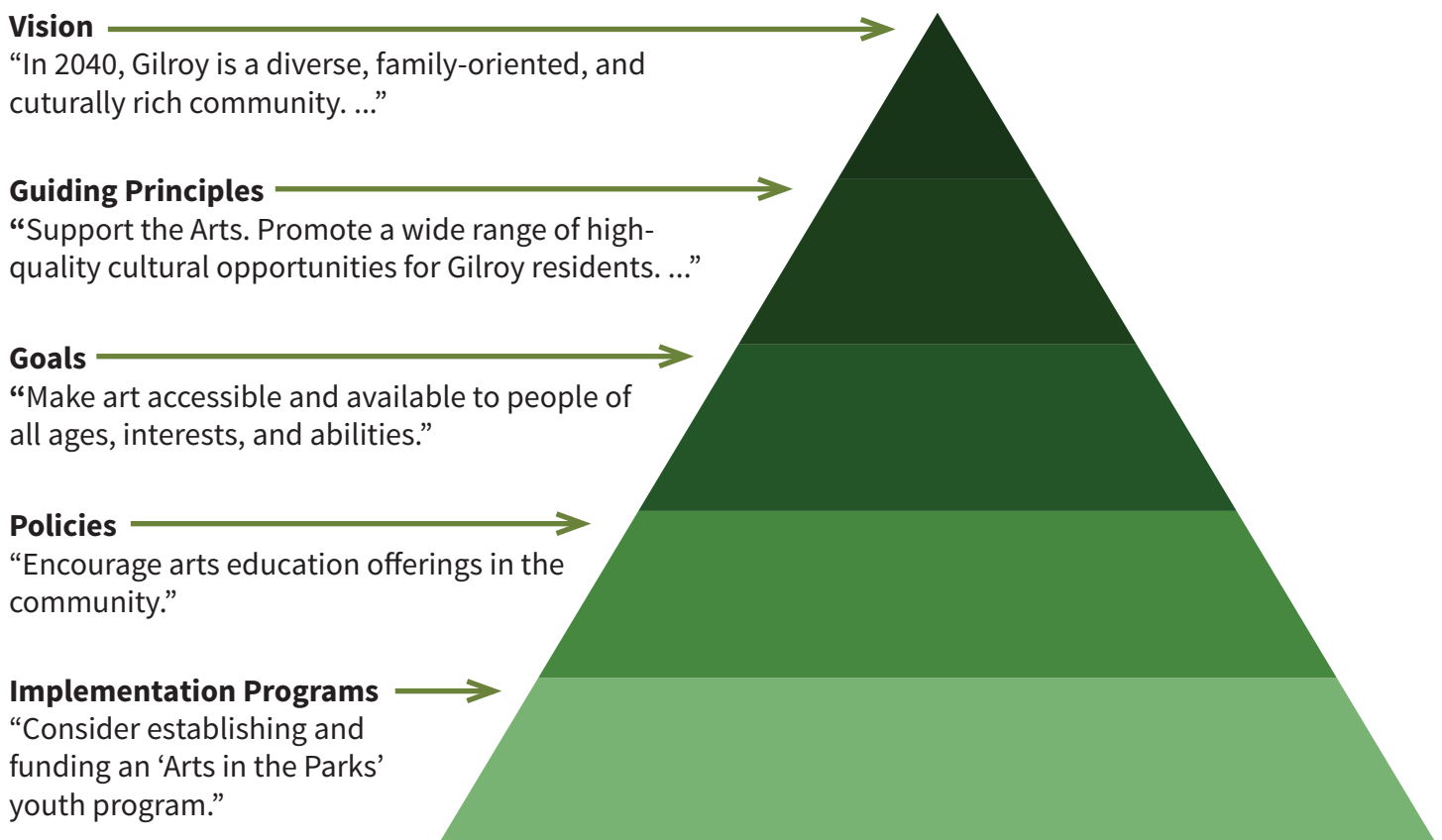
A vision is a description of an ideal future for the community to work towards. Guiding principles express the key values and aspirations for Gilroy’s future and serve as guideposts for the goals, policies, and implementation measures contained within the General Plan. These principles expand on the main ideas contained in the vision statement so that important concepts are given more weight.

The vision statement and guiding principles will be referred to throughout the process, particularly when choosing a preferred growth alternative. All goals, policies, and implementation programs in the General Plan should be consistent with the vision and guiding principles.

## The General Plan Hierarchy

Vision statements and guiding principles are not intended to specifically mention every policy issue in the General Plan, but they can present the larger themes and topics that will be inclusive of all General Plan policies and programs. The pyramid example below demonstrates the relationship between the vision statement, guiding principles, and other sections of the General Plan. Vision statements are brief and define the direction of the General Plan. All other sections of the General Plan grow out from there.

The pyramid below uses the concept of public art to illustrate the hierarchy. Public art is not mentioned in the vision statement, but is alluded to through the use of the phrase “culturally rich.” With each successive step down the pyramid, the idea of public art becomes more specific and eventually becomes one (of likely several) implementation programs on the topic.





# How the Vision and Guiding Principles Were Drafted

## Vision

The two draft vision statements on the following page came directly from the input received from residents in Community Workshop #2 on Wednesday, April 2, 2014. The Community Workshop engaged participants in two visioning exercises:

### Exercise #1: Postcards from the Future

In this exercise, participants were asked to pretend they were a visitor sending a postcard from Gilroy in the year 2040. Each participant was given a blank postcard that said “Greetings from Gilroy” on the front and a space to write on the back. Participants were asked to draw a picture to illustrate their vision for Gilroy in 2040 on the front of the postcard. On the back of the postcard, participants were asked to write a message to someone about their experience in Gilroy in 2040, imagining they are a visitor describing the highlights of a trip to Gilroy. When they completed their postcards, they presented them to their smaller group and then hung them on a clothesline for display.



### Exercise #2: A Shared Vision for Gilroy

In this exercise, each group filled out a vision statement made up of five sentences that had blank spaces (e.g., “In 2040, Gilroy is a \_\_\_ community.”). Participants brainstormed words, phrases, and ideas to fill in the blanks and reflect their collective vision. Group recorders were given a worksheet for capturing ideas from the brainstorming session. Once the group settled on the final ideas for each blank space, they filled out the vision statement on a large poster. The group held up the completed poster and presented their vision statement to the entire workshop.



The consultants transcribed the community input from both activities and used the input to prepare the two vision statements on the following page. The five sentences for the vision statement used in exercise #2 were used for both of the vision statements.

## Guiding Principles

Ideas for guiding principles came from community input provided at the first and second community workshops, GPAC discussions, Gilroy Town Hall Forum, and other public engagement opportunities. The consultants reviewed all comments and evaluated the guiding principles from the current General Plan; they found some overlap as well as new concepts from the community input. The guiding principles on the following page address the 10 topical areas that community members provided most often in the General Plan process so far.

# Draft Vision Statements

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The vision statements below use the same five sentence format used in the “A Shared Vision for Gilroy” exercise at Community Workshop #2:

*In 2040, Gilroy is a \_\_\_\_ community. Gilroy residents enjoy \_\_\_\_\_. Gilroy’s economy is \_\_\_\_\_. Visitors flock to Gilroy for its \_\_\_\_\_. It is well-known throughout the region for its \_\_\_\_\_.*

## Vision Statement #1

In 2040, Gilroy is a diverse, family-oriented, and culturally rich community. Gilroy residents enjoy Gilroy’s small-town feel and connection to open space. Gilroy’s economy is thriving, with a healthy business environment and ample job opportunities for residents. Visitors flock to Gilroy for its wineries, shopping, and festivals. It is well-known throughout the region for its excellent schools and recreational opportunities.

## Vision Statement #2

In 2040, Gilroy is a thriving, inviting, and accepting community. Gilroy residents enjoy a leisurely lifestyle in a safe community. Gilroy’s economy is prosperous and secure. Visitors flock to Gilroy for its unique tourist attractions and hometown feel. It is well-known through the region for its world-class schools, agriculture, and authentic downtown.

### Discussion Questions

- Which vision statement, or part of each vision statement, do you prefer?
- Is anything missing from these vision statements?
- Is there a better format for the vision statement?
- What edits should be made to these vision statements?

# Draft Guiding Principles

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**1. Foster Economic Growth.** Promote a strong local economy by fostering the growth and expansion of a diversified business community. Support businesses that create good jobs for Gilroy’s resident workforce. Attract visitors to Gilroy’s many destinations.



**2. Cultivate a Downtown Renaissance.** Transform downtown into an authentic Gilroy destination unique from other retail, entertainment, and dining options in the area. Support and attract businesses and provide the infrastructure and amenities needed for the growth of downtown. Support new development, including commercial, housing, and mixed-use projects.

**3. Balance Growth and Open Space.** Focus growth in areas that are already serviced by roads, sewers, and infrastructure. Support a balanced growth management strategy that protects productive agricultural lands and sensitive wildlife habitats while allowing for new economic opportunities. Ensure Gilroy retains its “small-town feel.”



**4. Support Housing Options.** Encourage a mix of housing types to create diverse neighborhoods that meet the needs of all Gilroyans. Promote the building, retention, and renovation of quality housing for all incomes, ages, and abilities.



**5. Ensure Public Safety.** Provide public safety services at a level that will keep the community safe, even as Gilroy grows. Manage growth to ensure that it does not create new hazards or place undue strain on public safety services.



**6. Provide Transportation for All.** Connect Gilroy’s residents, workers, and students through a network of safe and convenient transportation options. Design the community and build transportation improvements that encourage more residents to walk, bike, or use transit.



**7. Offer Recreation Opportunities.** Ensure all residents have easy access to City parks and recreation opportunities. Maintain parks and recreation programs to ensure safety and high levels of use.



**8. Support the Arts.** Promote a wide range of high-quality cultural opportunities for Gilroy residents. Explore new avenues for public art and cultural enrichment.



**9. Promote a healthy community.** Enhance opportunities for physical activity and healthy eating. Promote a built environment that makes it safe and easy for residents to walk, run, and bike; access nutritious foods; and access health care.



**10. Foster a sustainable community.** Balance resource conservation with economic growth to ensure today’s needs are met without jeopardizing the community’s ability to meet future needs. Exemplify best practices in sustainability through City operations, projects, and policies.



## Discussion Questions

- Are there any critical topics that are not addressed in these guiding principle(s)?
- Should any of these guiding principles be removed from this list?
- Are there any edits that should be made to these guiding principles?