



GILROY 2040 GENERAL PLAN VISION AND GUIDING PRINCIPLES

Prepared by the Gilroy General Plan Advisory Committee
May 14, 2014

Vision Statement

In 2040, Gilroy is a diverse and culturally rich community with a small-town feel. Gilroy's economy is thriving, with a healthy business environment and ample job opportunities for residents. Visitors come to Gilroy for its wineries, shopping, festivals, and recreational opportunities. It is well-known throughout the region for its excellent schools, agriculture, and downtown.

Guiding Principles



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. Restore downtown to a vibrant destination with unique retail, entertainment, arts, and dining options. Support and attract businesses. Provide the infrastructure and amenities needed for the growth of downtown. Preserve the historic character while supporting 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 threats to public safety, exacerbate existing 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 neighborhoods 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 high quality City parks and recreation opportunities. Expand park land and recreational programs to ensure high levels of use by both residents and visitors. Provide a variety of sports and activities for Gilroyans of all ages.



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

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



10. Foster a sustainable community. Balance resource conservation with economic growth. Ensure today's needs are met without jeopardizing the community's ability to meet future needs. Promote high-quality, long-lasting development that allows residents to meet daily needs, such as shopping, employment, and recreation, in close proximity to their homes. Promote efficient use of energy, support alternative energy use, and protect natural resources.



11. Promote Fiscal Strength. Plan land uses, their intensities, and their locations to provide the right balance of revenues and costs to allow the City to deliver high-quality services expected by the community. Manage fiscal resources in a responsible and efficient manner.



12. Engaged Community. Encourage citizens to participate in activities that improve and benefit the community. Engage the community in meaningful discourse regarding City actions.

