

SULTAN CITY COUNCIL AGENDA ITEM COVER SHEET

ITEM NO: D-1
DATE: April 27, 2010
SUBJECT: Vision Statement
CONTACT PERSON: Deborah Knight, City Administrator

ISSUE:

The issue before the city council and planning board is to review proposed amendments to the 1994 vision statement (Attachment A-2). A revised vision statement will be used to guide the city forward into the 21st Century and provide a foundation for developing a statement on how the city's comprehensive plan address Vision 2040's multi-county planning policies and the Growth Management Act.

The proposed changes to the vision statement have been gathered from the small group meetings and public participation. City staff used draft language provided by Sherri Harris as the foundation for this discussion.

STAFF RECOMMENDATION:

Review proposed changes to the 1994 vision statement and direct staff to continue to fine-tune the vision statement during the 2011 comprehensive plan update.

Developing the vision statement could be a work in progress over the next 18 months as the city continues to update the 2004 comprehensive plan.

The council and planning board may want to defer action or revisit the vision statement at future joint meetings and make changes to the vision statement as the comprehensive plan is developed.

SUMMARY:

The city council and planning board reviewed the 1994 Vision Statement at the June 2009 joint meeting. At that time, the council and planning board agreed the 2011 comprehensive plan would focus on aligning the city's goals and policies with the multi-county planning policies and county-wide planning policies.

The decision was to postpone "visioning" until the 10-year update in 2012-2015.

The proposed changes to the 1994 Vision statement are intended to capture the feedback coming from the small group meetings and public participation process currently underway. The revisions to the 1994 Vision statement are intended to fit within the existing structure and refine the vision rather than change the vision.

The council and planning board may choose to consider the staff recommended changes or defer further discussion until a later date.

What is a Vision Statement

A vision statement should define the city's purpose in terms of the community's values rather than bottom line measures (values are guiding beliefs about how things should be done.)

The vision statement should communicate both the purpose and values of the city. A powerful vision statement should stretch expectations and aspirations.

Aligning our Vision with GMA

VISION 2040 calls for countywide planning policies, local comprehensive plans, and transit agency plans to include a brief report or statement of how the plan addresses VISION 2040's multicounty planning policies and conformity to relevant planning requirements in the Growth Management Act. The statement can be as brief as a few paragraphs or could be longer and more in-depth. At a minimum the statement should address:

- (1) A sustainable approach to planning
- (2) Aligning with the Regional Growth Strategy
- (3) Consistency with the overall policy direction and goals in the Multicounty Planning Policies.
- (4) Implementation actions in countywide planning efforts and/or local comprehensive
- (5) Plans geared to advance the actions and tasks included in VISION 2040.

The inclusion of a VISION 2040 statement in the comprehensive plan is intended to inform users of the plan of its relationship to VISION 2040 and coordinated regional planning efforts. Attachment B is a sample vision statement from PSRC.

The city's vision statement should align with VISION 2040 and the direction of the 2011 comprehensive plan.

FISCAL IMPACT:

This is a planning effort. There is no immediate impact from the city's vision statement. However, the vision statement should be used to guide the city's future planning and capital investment priorities.

ALTERNATIVES:

1. Review draft changes to the 1994 vision statement and direct staff to continue to fine-tune the vision statement during the 2011 comprehensive plan update. Developing the vision statement could be a work in progress over the next 18 months.

If the city council and planning board approve the draft changes to the comprehensive plan, staff and consultants will begin to seek public feedback on the proposed changes.

2. The council and planning board may choose to defer action or revisit the vision statement at future joint meetings and make changes to the vision statement as the comprehensive plan is developed.
3. The council and planning board may decide not to make changes to the 1994 vision statement at this time. As previously discussed, the 1994 vision statement accurately captures the key issues facing the city and the city's future direction. Proposed changes to the 1994 vision statement are intended to clarify rather than indicate a change in direction.

RECOMMENDED ACTION:

Review proposed changes to the 1994 vision statement and direct staff to continue to fine-tune the vision statement during the 2011 comprehensive plan update.

ATTACHMENT

A – 1994 Vision Statement and proposed additions

B – PSRC VISION 2040 sample statement

City of Sultan
1994 Comprehensive Plan Vision

The Setting

- Maintain a small town feeling
- Emphasize the recreation opportunities outside the immediate community and within the city
- Improve the visual image (buildings, landscape, and streetscape)

The Economy

- Diversify services so the shopping needs of Sultan residents can be met within the city
- Encourage small business
- Seek employment opportunities by accommodating clean industry and manufacturing

Housing

- Maintain the single-family character while recognizing the need to provide housing for all income ranges.

City of Sultan 2040 Vision Statement

This Vision for Sultan will be the basis for decisions in the years to come. Policies will be implemented to ensure that these goals are attained.

The Setting

- Maintain a small town feeling
- Enhance and encourage a sense of community by promoting volunteerism and citizenship. Develop a feeling of teamwork to confront common goals and ownership in the future of the City.
- Support activities for youth to provide the city's young people with an opportunity for positive recreation.
- Create a sense of community by encouraging community participation in city activities such as Sultan Shindig.
- Encourage efforts to preserve and enhance Sultan's history from its Native American predecessors to its heritage as a logging town and agricultural area.
- Develop an attitude of inclusiveness and cultural diversity. Support events that allow all members of the Sultan to participate.
- Emphasize the recreation opportunities outside the immediate community and within the city.
- Preserve and enhance recreational opportunities and family values.
- Maintain city trails, parks, fishing areas, and other recreational facilities for citizens of all ages.

The Economy

- Improve the visual image (buildings, landscape, and streetscape)
- Diversify services so the shopping needs of Sultan residents can be met within the city
- Encourage small business
- Seek employment opportunities by accommodating ~~clean~~ industry and manufacturing
- Support pedestrian friendly development to encourage people to "window shop" and promote economic health, diverse in goods and services as well as manage vehicular traffic to ensure public safety.
- Work with regional partners and stakeholders to promote eco-tourism and recreation activities to support economic development

Housing

- Maintain the single-family character of Sultan's housing options while recognizing the need to provide housing for all income ranges.

The Environment

- Promote stewardship of the environment to create a destination that attracts visitors and secures Sultan's unique identity.

EXAMPLE:

Our city's comprehensive plan advances a sustainable approach to growth and future development. We have incorporated a systems approach to planning and decision-making that addresses protection of the natural environment. The plan commits to maintaining and restoring ecosystems, through steps to conserve key habitats, clean up polluted waterways, and reduce greenhouse gas emissions. The plan includes provisions that ensure that a healthy environment remains available for future generations in our city.

Our city's comprehensive plan has been updated based on residential and employment targets that align with VISION 2040. Through the targeting process we have identified the number of housing units in the city for the year 2031. We have also established an affordable housing goal for this planning period. Residential and employment targets have also been identified for our designated regional growth center.

The comprehensive plan addresses each of the policy areas in VISION 2040. We have policies that address habitat protection, water conservation, air quality, and climate change. We advance environmentally friendly development techniques, such as low-impact landscaping. Our plan calls for more compact urban development and includes design guidelines for mixed-use and transit-oriented development. There are directives to prioritize funding and investments to our regional growth center. The housing element commits to expanding housing production at all income levels to meet the diverse needs of both current and future residents. We have an economic development element in the plan that supports creating jobs, investing in all people, creating great communities, and maintaining a high quality of life. Our transportation element advances cleaner and more sustainable mobility, with provisions for complete streets, green streets, and context-sensitive design. We have programs and strategies that advance alternatives to driving alone. We coordinate our transportation planning with neighboring jurisdictions, including our level-of-service standards and concurrency provisions. We commit to conservation methods in the provision of public services.

The comprehensive plan also addresses local implementation actions in VISION 2040, including identification of underused lands, mode-split goals for our designed center, and housing targets.

