

MASTER PLAN VISION STATEMENTS

What is a Vision Statement for a Master Plan?

"**Vision**" means the overall image in words that describes what the town wants to be and how it wants to look at some point in the future and that has been formulated with the involvement of citizens.

"**Visioning**" means the process by which a town, with the involvement of citizens, characterizes the future it wants, and plans how to achieve it.

"**Vision Statement**" means the formal expression of its vision that depicts in words and images what the town is striving to become and that serves as the starting point for the creation and implementation of the local master plan.

From the American Planning Association, Growing Smart Legislative Guidebook, 2002 edition.

Four Example Vision Statements from Master Plans:

"**Thermopolis** -- A viable progressive community with an unsurpassed quality of life.

The Town of Thermopolis shall advance and foster:

- A caring and compassionate citizenry
- Orderly growth
- A safe and healthy environment
- Medical services
- A clean and attractive appearance
- Education
- Intergovernmental cooperation
- Tourism
- Economic stability"

"**Cowley**, a town with a rich pioneer heritage, has maintained a safe, friendly, small-town atmosphere. Cowley is recognized as one of the nicer towns in Big Horn County and one that energetically continues to improve itself. Decades of steady growth attest to the fact Cowley is a great place to live and raise a family. Cowley's citizens appreciate the need for a long-range plan to guide the growth and development of the town. In planning for the future, Cowley will strive to retain and enhance all that is best about small-town living. Cowley's future is to be a beautiful, growing community with a family-oriented, friendly ambiance; with well-managed

town services and infrastructure; and with a high quality of life for all residents. This master plan for the Town of Cowley seeks to organize community development activities to advance this vision of the town's future."

"Our vision of **Big Horn County** in the year 2030: a rural county of productive farms and ranches, unobstructed pastoral and mountain scenery, clean air and water, abundant open space, and well planned communities where people can live and work enjoying small town living. "

"While staying firmly rooted in the best of the West, the **Cheyenne** area of the future will take advantage of new possibilities:

- A solid economy built on family-wage jobs and a vibrant business community
- Excellent early childcare and a kindergarten through graduate education system that is attractive to new employers and families
- Recognition, appreciation and celebration of the diversity of people residing and working in the region
- Growth that is guided to promote efficient use of public and private resources
- A range of different housing and transportation choices
- A network of neighborhoods with both common and different features, and a choice of services that address the needs of all residents
- A community that provides opportunities for young families and encourages people to return and stay throughout their lives
- Citizens who exhibit a can-do attitude, are proud of the image of their community and are active in assuring the well-being and safety of their neighbors
- A vital downtown that includes unique businesses, a range of housing and attractive gathering places"