



## VISION STATEMENT

The City of Richmond intends to be a premier Midwestern city recognized for its superior business environment, focus on education, culture and historically rich neighborhoods. Richmond will be a well-planned city, valued by its citizens for its economically vibrant and aesthetically pleasing sustainable environment. The City of Richmond and its citizens will commit to a high standard of community planning as evidenced through their involvement and participation in decision making for proper growth and development. The City of Richmond values and preserves the beauty of its natural and architectural resources and shall promote smart growth through its sustainable development philosophy.

## III. CHAPTER VISIONS

### Economic Development

The City of Richmond will work cooperatively with its local and regional partners to vigorously promote economic development and skilled job creation. The City of Richmond intends to promote connectivity with regional markets, through a diversified and self-supportive economic base. Economic development will be supported by communication and cooperation between city government, related agencies, businesses and residents, in the pursuit of appropriate investment opportunities for the City of Richmond. A variety of sustainable employment opportunities will be available to the citizens of Richmond in addition to skilled job training and continuing education.

### Downtown

The Downtown will continue to evolve as the cultural center of the City of Richmond offering citizens a unique lifestyle experience in a vibrant mixed use urban setting. The City of Richmond will continue to value and preserve the rich cultural heritage and historical significance of the Downtown architecture. A transition for Downtown into an exciting retail and entertainment destination in the heart of the city's arts and entertainment district will occur. Downtown Richmond will become the home for the region's finest museums and arts-related destinations promoted through advertising, exciting public events and unique programs. The Downtown will be a desirable place to live with a variety of affordable, attractive housing types, and a great place to work with easily accessible streets, restaurants, amenities and ample parking. The Downtown will be a place of beauty with well-maintained properties, aesthetically pleasing and walkable streets, enjoyable parks and abundant green space.

### City Image and Identity

The City of Richmond intends to become one of the Midwest's finest mid-sized cities renowned as a desirable place to live, work and play. Richmond will become known as the city that cares about maintaining the careful balance of a healthy community through four guiding areas of focus; employment, education, housing and culture. The City will be renowned for the arts and cultural community it sustains and for attracting tourism through its destinations, events and amenities. The City of Richmond shall be celebrated for its genuine "sense of place" through a unique image brand identity that is regionally recognized. Appropriate design guidance mechanisms accentuate the importance of preserving the past through conservation and historic preservation while recognizing the future through quality "context sensitive" contemporary development and design. This approach ensures the continuance of the unique qualities of Richmond's neighborhoods while respecting Richmond's sustainable development philosophy for now and future citizens.

## Community Services

The City of Richmond will support and sustain a system of community services which benefit the breadth of the demographic citizen population. Effective and direct communication and cooperation between government, residents, agencies, businesses and educational institutions shall together improve the quality of life throughout the entire community.

## Education

The City of Richmond will continue to put forth the belief that education is our future and that education empowers the individual and benefits our entire community. Richmond will provide or support quality life-long learning opportunities accessible to all ages, vocations, and abilities. Richmond in conjunction and cooperation with the exemplary collection of public and private schools and institutions of higher education will work together to raise expectations with mutual trust and respect.

## Parks and Recreation

The City of Richmond aspires to be recognized for its abundance of well designed and maintained parks and green space. The City of Richmond will continue to invest in varied and ample recreational opportunities to meet the needs of its neighborhoods and citizens. The City will always value, preserve and protect its beautiful natural habitats, parks and recreation resources. The City will recognize the benefit of the connectivity of parks and green space as an important part of its sustainable development philosophy.

## Transportation

The City of Richmond intends to have a well integrated transportation system composed of context sensitive road networks, mass transit and hike/bike trails to allow local residents and visitors to access employment, shopping, recreation, entertainment, and other destinations quickly and efficiently with minimal adverse impacts to the environment or neighborhoods. The City of Richmond intends to evaluate the effectiveness of its transportation system with the health and safety of its citizens and visitors and sustainability standards as its primary concerns.

## Government

The City of Richmond will strengthen governmental leadership and vision by taking a proactive role in the future growth of Richmond. The City government and leadership shall foster trust and support for public and private partnering. The City of Richmond departments and agencies that facilitate managed growth and future planning will promote community and be citizen accessible. Applications, instructions and web sites shall be easy for citizens to comprehend and use.

## Housing

There will be a variety of affordable desirable housing in the City of Richmond to meet the needs of all socio and economic sectors of the population. Existing housing stock shall be well maintained while new housing will be designed to meet contextual and sustainable goals. Historic neighborhoods are treasured assets to the city and integrated housing developments are to be situated sensitive to the neighborhoods. Appropriate design guidelines must be followed to preserve the unique character of the neighborhoods.

## Sustainability and Conservation

The City of Richmond will continue to treasure its historical, cultural and natural resources, including its buildings, artifacts, rivers, wetlands and streams, topography and geology, water resources, woodlands and urban forestry. The City pledges to preserve and protect these resources with environmentally sound plans that echo its sustainable development philosophy. The City of Richmond will continue to recognize the importance of innovative alternative energy and recycling systems that address appropriate standards within the sustainable development philosophy.

## Land Use

The City of Richmond will implement a balanced land use strategy that provides for a sustainable community of thriving neighborhoods, business areas and civic places that comprise an outstanding quality of life and physical environment. The City will expand in a manner which conserves the natural land resources and integrates new development in ways which minimize negative impacts and provides for a healthy ecosystem. As the city grows outward, it will also strongly encourage growing inward through redevelopment and reinvestment in older areas. The Downtown will continue to be emphasized as the City's government, cultural, retail and entertainment center. Walkable neighborhood commercial areas will be supported; pedestrian and bike connections will be emphasized; transit oriented development will be promoted concurrently with the exploration of light rail; office development and industrial development will be a priority especially in the Northwest quadrant; mixed use, traditional development and clustered patterns of development will be emphasized where appropriate, culminating in a long term sustainable growth philosophy for the City of Richmond.