

III. THE VISION

1 COMMUNITY WORKSHOPS

THE GENERAL PLAN PROCESS started in late 1990 with a series of community workshops designed to learn about what is important to the people who live and work in the Ukiah Valley. The workshops were intended to provide enough information from which a statement about life in the Valley could be prepared. The beliefs and important issues were put together to create a "Vision Statement."

After the workshops, the City Council-appointed Growth Management Steering Committee developed the "Vision Statement." All of the many hundreds of issues and suggestions raised during the workshop were combined into five "categories" of similar topics. The Steering Committee met for numerous sessions in the Fall of 1990 and Winter of 1991. Words were debated and assessed, concepts considered for importance and relevance. The Committee completed this first set in the process of preparing the General Plan in February, 1991.

The consensus draft of the Vision Statement was presented to the community. The topics of importance were further refined and enhanced by community participation and comments during these meetings. At these workshops members of the community signed up for the various Citizen Advisory Committees.

Each Citizen Advisory Committee worked with a copy of the Vision Statement. The objective was to ensure that as the entire General Plan was written, the Citizen Committees strove to keep the goals and policies in the Elements within the framework of the Vision Statement. Each Committee — as well as the Growth Management Steering Committee — were directed to relate how a particular goal or policy helped achieve one or more components of the Vision Statement.

2 THE VISION STATEMENT

UKIAH'S VISION STATEMENT defines *quality of life*. The Vision Statement was approved in concept by the Steering Committee at the start of the General Plan process with the intent of refining its language and content when the Plan was completed. The following five paragraphs (not listed in any particular order) comprise the Vision Statement for the City of Ukiah General Plan revision and Growth Management program. The Vision Statement was further defined through goals and policies beginning in Section III.3.

Although the Vision Statement and its five components had to be placed in an order to be printed, all five of the components that comprise the Vision Statement are of equal weight and importance in defining what the people of the community want to achieve.

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The Vision Statement

WE ENVISION A creative, mixed economy with both large and small employers, jobs that attract and satisfy our citizens, and businesses that retain dollars within the community. We envision development that provides a mix of housing types and prices. We envision that development of adequate water, sewer and utility resources to support the future of our valley. We envision industries and businesses that use our resources wisely, and respect the carrying capacity of our valley. We envision businesses that provide remunerative and rewarding work, and that produce quality products through environmentally sound processes.

Sound, stable, community-based economy that uses resources wisely

WE ENVISION CULTURAL, political and social institutions that involve as many citizens as possible in community life, and that interact effectively with one another. We envision a public life that builds upon and encourages the caring, warmth, friendliness, and sense of belonging that can be found here. We envision better communication to all our citizens about matters affecting the community. We envision a community that brings people together to share thoughts and feelings and to participate actively in the further development of our valley.

Community involvement

WE ENVISION THE conservation of our natural resources, which are the foundation of the financial well-being of our community. We envision the protection and upgrading of our air quality, our water supply, our green space, and our freedom from unnecessary traffic and noise. We envision the protection of our farmland and the wholesome lifestyle derived from our agricultural tradition. We envision the maximum use of renewable energy, and the minimum use of fossil fuels.

Responsible use of resources

WE ENVISION DEVELOPMENT that complements rather than compromises the natural beauty of this valley. We envision pleasant places for people to come together: beautiful public spaces, streets with greenery and good design, and a downtown plaza. We envision outdoor recreational development, including trees and shady spaces for people to enjoy. We envision aesthetically designed, affordable housing, planned to encourage walking, bicycling, and public transit. We envision the aesthetic enhancement of commercial development along highways and roads, especially through tree planting. We envision agricultural lands and native greenery in the Valley enhancing and conserving the natural beauty woven into places we go everyday.

Aesthetics in planning and development

WE ENVISION A community which is aware of who and what we are, living intelligently within our limits and in harmony with natural processes. We envision a way of life based on recycling and reuse rather than throw-away consumption. We envision convenient public transportation. We envision a community that respects cultural diversity, historical places, and valuable traditions. We envision creative human services and effective public safety. We envision intellectually sound educational institutions that inspire citizenship and academic growth. We envision good places for young people to be and constructive things for them to do. We envision responsive government. And at the heart of everything, we envision a community built on a shared concern for the quality of life that has brought us to this special place.

Ecologically sustainable
community with a sense of
itself

3 OVERALL GENERAL PLAN AND GROWTH MANAGEMENT GOALS AND POLICIES

3.01 Summary of major findings

UKIAH'S GENERAL PLAN must provide policy leadership for the Ukiah Valley. The Plan's major local purpose is to establish a means of achieving the vision of a Future Ukiah that the hundreds of participants, speakers, and organizations have expressed in this process. In order to achieve this, the General Plan must implement the Vision Statement. It must define the Vision with a series of goals and policies designed to create the future Ukiah envisioned.

3.02 Overall General Plan/Growth Management goals and policies

3.02.01 Sound, stable, community-based economy

WE envision a creative, mixed economy with both large and small employers, jobs that attract and satisfy our children and citizens, and businesses that retain and create new dollars within the community. We envision development that provides a mix of housing types and prices. We envision that development of adequate water, sewer and utility resources to support the future of our valley. We envision industries and businesses that use our resources wisely, and respect the carrying capacity of our valley. We envision businesses that provide remunerative and rewarding work, and that produce sound products through environmentally sound processes.

Goal GP-1: Promote, attract or assist in developing businesses, particularly those that add value to resources already found or processed in the Ukiah Valley.

Goal GP-2: Promote business development, emphasizing local ownership of businesses in order to keep capital and growth within the community.

Policy GP-2.1: Establish programs to nurture growth and prosperity of the valley job base.

Policy GP-2.2: Maintain and improve the high quality of environmental and community standards as a means of attracting and keeping large and small employers.

Policy GP-2.3: Identify those characteristics that support local substantive businesses, and take the steps necessary to maintain and enhance such characteristics over time.

Goal GP-3: Support the creation of combined public-private facilities in downtown areas for educational, business, civic, and personal growth purposes.

Policy GP-3.1: Locate public-private facilities so that they enhance existing downtown businesses.

Policy GP-3.2: Promote the private development of a Downtown to promote a seven day a week economy.

Goal GP-4: Establish specific criteria for project approval and provide better explanation and clarification of the permitting process.

Policy GP-4.1: Develop land development codes and regulations that streamline the permitting process.

Policy GP-4.2: Coordinate permitting requirements with all other regulatory agencies. The City shall have a *one-stop permitting* process where possible.

Goal GP-5: Encourage housing in a price range to match the income of residents.

Goal GP-6: Encourage housing for local workers and jobs for current residents.

Goal GP-7: Coordinate construction of infrastructure with planning for development.

Goal GP-8: Assure a diverse and healthy natural environment.

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3.02.02 Community involvement

We envision cultural, political and social institutions that involve as many citizens as possible in community life, and that interact effectively with one another. We envision a public life that builds upon and encourages the caring, warmth, friendliness, and sense of belonging that can be found here. We envision better communication to all our citizens about matters affecting the community. We envision a community that brings people together to share thoughts and feelings and to actively participate in the further development of our valley.

Goal GP-9: Coordinate connecting of community services, resource persons, and programs and activities.

Policy GP-9.1: Facilitate community scheduling, calendaring and communication.

Goal GP-10: Ensure that there is an ongoing process of community involvement for the purposes of providing input and monitoring the success of the general plan.

Policy GP-10.1: Planning for facilities for community meetings and activities shall be a City priority.

Policy GP-10.2: Develop an ongoing evaluation process which incorporates targeted surveys of community groups (surveys, interviews, community meetings, focus groups).

Policy GP-10.3: Increase accessibility of community meetings by developing area-specific agendas with meetings held throughout the community.

Policy GP-10.4: Increase the level of participation by utilizing modes of communication that are easily accessible by community media.

Policy GP-10.5: Improve communication about decisions and implications of decisions arising from community meetings by utilizing all forms of communication.

Policy GP-10.6: Ensure a City response to all citizen requests related to citizen involvement activities.

Goal GP-11: **Promote community training in the areas of facilitation, problem-solving and evaluation as to all aspects of the General Plan and other significant public issues.**

Policy GP-11.1: Lead and model these skills during the ongoing management of city business.

Policy GP-11.2: Collaboration shall be modeled by training city employees in cooperative problem solving and planning skills.

Policy GP-11.3: Encourage the development of programs within schools that provide skills and experiences in citizen participation and citizen democracy.

Goal GP-12: **Ensure that policies and decisions on community growth and development respect our all of community and our diversity of cultural heritages in order to enhance overall quality of life.**

Policy GP-12.1: Support celebrations that recognize our community's identity and cultural traditions.

Policy GP-12.2: Support commemorative activities which honor past events or individuals which have contributed to the betterment of the community.

Goal GP-13: **Work with interested groups, organizations, and school districts to achieve excellence in education.**

Goal GP-14: **Work with interested groups, organizations, and school districts to achieve excellence in providing services and opportunities to youth.**

Goal GP-15: **Work to reduce cultural and language barriers that prevent citizens from participating in local government and community affairs.**

Goal GP-16: **Increase voter participation in our democratic process.**

Policy GP-16.1: Work with organizations which represent diverse non-partisan groups to increase voter turn-out.

Goal GP-17: **Work with interested community groups and organizations to help achieve a community free from violence and crime.**

Goal GP-18: **Plan City facilities for multiple public uses.**

Goal GP-19: Encourage public use of City meeting space and other City facilities.



3.02.03 Responsible use of resources

We envision the preservation and conservation of our natural resources which are the foundation of the financial well-being of our community. We envision the protection and upgrading of our air quality, our water supply and quality, our green space, and our freedom from unnecessary traffic and noise. We envision the protection of our farmland and the wholesome lifestyle derived from our agricultural tradition. We envision the maximum use of renewable energy, and the minimum use of fossil fuels.

Goal GP-20: Maintain and enhance area natural resources balancing the use of the resources, replenishment, and remaining supply.

Policy GP-20.1: Create natural resource guidelines for use in future planning and development decisions.

Policy GP-20.2: Protect water supplies from adverse impacts.

Policy GP-20.3: Maintain and enhance air quality.

Goal GP-21: Conserve open space, hillsides, stream courses, and indigenous flora and fauna for the enjoyment of future generations.

Goal GP-22: Promote reclamation, additional storage, and conservation of water.

Goal GP-23: Conserve agricultural lands to enhance economic vitality and the sustained identity of Ukiah as a rural agricultural community.



3.02.04 Aesthetics in planning and development

We envision development that complements rather than compromises the natural beauty of this valley. We envision pleasant places for people to come together: , beautiful public spaces, streets with greenery and good design, and a downtown plaza. We envision outdoor recreational development, including trees and shady spaces for people to sit and enjoy. We envision aesthetically designed, affordable housing, planned to encourage walking, bicycling, and public transit. We envision the aesthetic enhancement of commercial development along highways and roads, especially through tree planting. We envision a greenbelt surrounding the city, and natural beauty woven into the places we go everyday.

Goal GP-24: Conserve and enhance the natural beauty of the Ukiah Valley.

Policy GP-24.1: Work with the County and other entities to ensure that there are a variety of parks, recreational facilities, and points of river access.

Goal GP-25: Ensure aesthetic qualities in the design and construction of the community.

Policy GP-25.1: Establish a design review system that incorporates specific aesthetic quality standards for development.

Policy GP-25.2: In areas to be developed or redeveloped, ensure usable open space and common spaces.

Policy GP-25.3: Seek ways to return "neighborhood feel" to older residential areas through street, sidewalk, and landscaping improvements.

Goal GP-26: Require that landscaping be a significant component of development and redevelopment.

Goal GP-27: Maintain scenic viewsheds of the Valley.



3.02.05 Ecologically sustainable

We envision a community which is aware of who and what we are, living intelligently within our limits and in harmony with natural processes. We envision a way of life based on recycling and reuse rather than throw-away consumption. We envision convenient public transportation. We envision a community that respects cultural diversity, historical places, and valuable traditions. We envision creative human services and effective public safety. We envision intellectually sound educational institutions that inspire citizenship and academic growth. We envision good places for young people to be and constructive things for them to do. We envision responsive government. And at the heart of everything, we envision a community built on a shared concern for the quality of life that has brought us to this special place.

Goal GP-28: Make Ukiah a leader in the development of responsible, resource-conserving ways of living and doing business, giving fullest consideration to the impacts of our actions on future generations.

Policy GP-28.1: Make this goal central in the City's program to solicit businesses for the community.

Policy GP-28.2: Provide incentives, wherever possible, to environmentally responsible activities, both business and personal.

Policy GP-28.3: Model the sustainable use of resources. This shall include investing in comprehensive conservation of energy, minimizing polluting activities, and avoiding needless consumption and waste.

Goal GP-29: Conserve nonrenewable resources.

Policy GP-29.1: Minimize the use of fossil fuels to the greatest feasible extent in all activities including investment in low and zero emission vehicles.

Policy GP-29.2: Encourage the use of low and zero emission alternatives to fossil fuels for all modes of transportation.

Policy GP-29.3: Promote public transportation, services within walking distance in neighborhoods, and any other feasible means of preventing needless vehicle use and pollution.

Goal GP-30: **Protect existing agriculturally zoned lands in the City's Planning Area.**

Policy GP-30.1: Recognizing the irreversibility of conversion from agricultural to other uses, require within city limits and urge within the Planning Area that all such conversions be subject to a citizen review process.

Policy GP-30.2: Work cooperatively with citizens and organizations to ensure that the siting and design of schools, and local State and Federal facilities minimizes the use of, and impact on, agricultural lands.

Goal GP-31: **Identify ways to replace wasteful practices that imprudently use resources.**

Policy GP-31.1: Establish programs to reduce motor vehicle dependency.



