
SECTION III. GENERAL PLAN VISIONS

The visions in the General Plan are broad philosophical statements describing desired end states. They are intended to convey purpose and mission and are not necessarily attainable now or in the foreseeable future. The vision statements set the tone for the goals, policies, and actions in Section IV through VII of the General Plan, but they are not prescriptive or legal mandates.

1. Quality of Life

- Value, support and nurture Davis' individuals, families and youth; their quality of life; and the ethic of lifelong learning and contribution.
- Foster a safe, sustainable, healthy, diverse and stimulating environment for all in the community.
- Promote wellness, strive to be a community where basic human needs are met, and provide opportunities for all community members to reach their maximum potential.
- Become a community where the impacts of traffic, noise, pollution, crime and litter are minimized.

2. Small Town Character

- Maintain Davis as a cohesive, compact, university-oriented city surrounded by and containing farmland, greenbelts, natural habitats and natural resources.
- Reflect Davis' small town character in urban design that contributes to and enhances livability and social interaction.
- Maintain a strong, vital, pedestrian-oriented and dynamic downtown area.
- Encourage carefully-planned, sensitively-designed infill and new development to a scale in keeping with the existing city character.

3. Diversity

- Celebrate and encourage a diverse cultural community.
- Identify and promote changes of those social structures which limit equal access or participation on the basis of race, ethnicity, culture, age, education, religion, gender, sexual orientation, disability, or socio-economic background.

4. Arts and Culture

- Promote and support the arts, emphasizing the potential for the arts to build strong community character.
- Identify and preserve Davis' archeological, historical and cultural resources. Foster understanding and appreciation of the city's heritage.

5. Natural Resource Protection and Restoration

- Promote a clean, safe, healthy, livable and ecologically sound environment for today and the future.
- Pursue sustainability.
- Minimize impacts on Davis' land, water, air and biological resources and seek to enhance and restore Davis' environment, through such projects as wetlands and multi-functional drainage ponds.

6. Distinct Neighborhood Identity

- Preserve and create an array of distinct neighborhoods so that all residents can identify a neighborhood that is "home" for them.
- Promote in each neighborhood a diversity of housing options that will enable people with wide range of needs, economic levels, cultural identities and ages to live in Davis.
- Enhance neighborhoods by supporting schools, retail centers, parks and community facilities that can be the foci and gathering places for each neighborhood.

7. Broad Range of Services and Businesses

- Develop a broad range of services and businesses to meet the daily needs of Davis citizens for employment, shopping, education and recreation.
- Promote economic vitality by developing a diversity of business enterprises.
- Promote equal opportunities in employment.

8. Neighborhood-Oriented Transportation System

- Encourage a clean, quiet, safe and attractive transportation system that harmonizes with the city's neighborhoods and enhances quality of life.
- Promote alternative transportation modes such as bicycling, walking, public transit and telecommuting.

9. Parks and Open Space Program

- Implement an open space program that creates, preserves and enhances open space and wildlife habitat.
- Provide a park system and recreational programs and facilities that meet the diverse needs of Davis citizens, enhance the environment and foster a sense of community.

10. Agriculture

- Protect the viability of agriculture and prime agricultural land in and around Davis.
- Encourage agriculture practices that are not injurious to the city's environment or residents.

11. Synergistic Partnership with UC Davis

- Recognize and strengthen the positive synergistic partnership between the City and UC Davis.

12. Regional Context

- Recognize Davis' role within the broader region.
- Make decisions on City policy with an understanding of regional impacts.
- Maximize available resources through joint planning with other agencies and jurisdictions.

13. Regional Leadership

- Make Davis a regional leader in slow and well-managed growth, agricultural and environmental preservation, and cultural diversity.

14. Accountable, Citizen-Based Planning

- Involve citizens on a continuous basis in all aspects of planning.

15. Embracing Technology

- Make the advantages of new technologies available to Davis residents.
- Embrace information technology as a tool for solving problems.