

Mission / Vision Statement

Purpose of the Plan

THRIVE is a comprehensive guide that empowers our citizens to make our community vision a reality. It sets the foundation for the type of welcoming and sustainable community we truly want to be. [Our plan] reflects resiliency in an ever-changing world, and recommends goals to promote a high quality of life in both urban and rural settings. It establishes policies that guide our future growth while carefully managing our natural resources, improve public health and safety, and bolster our economic vitality. This plan is a product of substantial community input. It is intentionally flexible through the public amendment process to accommodate future development ideas and innovations that would help achieve the community vision. [Our plan] directs growth in a manner that preserves and enhances the heritage and spirit of our community and creates unique places to live, work, learn and play.

Our Community Vision

The City of Lawrence and rural Douglas County is one of the most desirable places in the United States to call home. A well-educated community with a unique free state spirit, we are diverse, publically engaged, and boldly innovative. We are prosperous, with full employment and a broad tax base. Our development is human-scale and our vibrant neighborhoods are livable, allowing people to age in place. We have ample choices for safe, efficient transportation including bicycling, walking and transit. The City's lively and historic downtown attracts residents and visitors for commerce and cultural arts. Our citizens value preserving and enhancing the natural environment for our enjoyment and for future generations. The proximity of rural and agricultural land to the city provides beauty and respite, and we enjoy the economic and health benefits of a robust local food system. We make Lawrence and rural Douglas County a place where creativity thrives, sustainability is a way of life, and community pride is contagious.

<u>We Value</u>
Affordability
Creativity
Education
Health
Innovation
Jobs
Livability
Quality Design
Sustainability

Our Vision Will Create and Maintain:

Live:

- Places and neighborhoods that encourage healthy living for all ages.

- Neighborhoods that are compact, walkable, diverse, and connected, providing for all ages and incomes.
- A convenient and efficient multi-modal transportation system that provides for choice and flexibility and reduces automobile reliance.
- Growth in a fiscally and environmentally responsible manner with the goal of using existing infrastructure and in-fill opportunities before opening new areas for development.
- Preservation and celebration of our rich history, along with new places with unique character.

Work:

- Investment in a growing population with diverse economic opportunities, including local businesses, new primary employers, and thriving creative arts and entrepreneurial communities..
- A robust agricultural sector valued for its economic, health, and cultural contribution, including the emerging local and regional food system.
- Integrated communications networking technology that supports local business, education and entrepreneurship, providing the opportunity to compete globally.

Learn:

- World-class universities that are integrated into the cultural fabric of the local community.
- Strong network of public and private schools that strive for excellence in education and attract new residents to the community.
- Dedication and access to high-quality lifelong learning.

Play:

- A thriving mix of activity centers, schools and parks/trails within walking and biking distance of residential uses.
- Conservation, preservation and measured use of our finite natural resources and open space.
- A historic downtown with diverse uses that is the cultural and commercial heart of the region.
- Creative arts and cultural heritage as integral components of community identity.