



# CHAPTER 2 VISION & GUIDING PRINCIPLES

## WHAT YOU WILL FIND IN THIS CHAPTER

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Establishing a clear vision for Shoreview's future is an important step in the comprehensive planning process. The vision statement is supported by a set of guiding principles or values that define and describe the community's character and priorities.

## 2 - VISION & GUIDING PRINCIPLES

Establishing a clear vision for Shoreview's future is an important step in the comprehensive planning process. While rooted in the reality of the community's past and present, the vision seeks to describe how the community will look, feel, and function over the next 20 years. It is intended to be aspirational; inspiring enthusiasm for the plan's implementation into the future. It also serves as an over-arching framework that is reflected throughout the Plan and the supporting goals, policies, and actions in the individual chapters. It is a tool to evaluate proposals, projects, ideas, and future directions that were not contemplated when the Comprehensive Plan was adopted. The vision statement is supported by a set of guiding principles or values that define and describe the community's character and priorities.

### VISION

Shoreview is a welcoming and vibrant community that is accessible and connects people with places and with one another. By leveraging our assets and maintaining a strong foundation for proactive governance, Shoreview will continue to innovate, adapt, and reinvest to ensure a prosperous future for all.

### GUIDING PRINCIPLES

#### Welcoming



Shoreview is inclusive, committed to ensuring all feel like they are integral parts of the community – people don't just join our community, they are our community. The community's diversity is celebrated and cultivated as all ages, abilities, and backgrounds live, work, shop, play, and gather. Residents, businesses, community organizations, and civic leaders embrace their roles in welcoming and connecting with those new in the area and in providing support for each other, new businesses and organizations. Community places and events provide safe, inviting spaces to gather, interact, and build relationships.

#### Vibrant



Energy and enthusiasm for the community's quality of life and business climate spreads beyond Shoreview's borders. Strong schools, parks, and a range of housing opportunities attract and retain a diversity of residents. The City's talented entrepreneurs and business innovators, combined with a workforce offering a variety of skills and experience, creates a strong mix of national, regional, and local businesses that contribute to Shoreview's success. Desirable neighborhoods and destinations draw residents and businesses through the use of smart growth design principles like walkability, density, and the mixing of land uses.

## 2 - VISION & GUIDING PRINCIPLES

### Environmental Stewards



Shoreview takes great pride in the lakes, woods, and wetlands that provide healthy wildlife habitat, recreational locations, scenic retreats, and long-term community resiliency. The community is a leader in improving water and air quality, ecosystem biodiversity, and open space preservation. Environmental education and assistance supports residents, businesses, and community partners as they take action to reuse, recycle, reduce their carbon footprint, and utilize alternative energy resources.

### Accessible and Connected



Connections within the community and to the surrounding metropolitan region ensure access and opportunity for community members to obtain the goods, services, education, and employment they need no matter the stage of their life. Trails, sidewalks, transit, and pedestrian-friendly streets provide easy access to neighborhoods, parks, schools, commerce, health care, and employment. These are often the places where residents first meet one another, and relationships built in these informal spaces are strengthened through interactions in the Civic Campus, in local stores, at community events, and through social media.

### Proactive



Shoreview's leaders, staff, and community members have placed the City's well-being at the forefront of their decision-making. The community's continued proactive and long-range planning sustains its reputation for effectiveness, accountability, collaboration, and high-quality public services. Strategic investments will be made to maintain existing assets as well as respond to new needs and trends. Ongoing, open communication through multiple methods bolsters civic engagement and builds public support for community investments. Community members understand that decisions will be made to benefit the greater community.