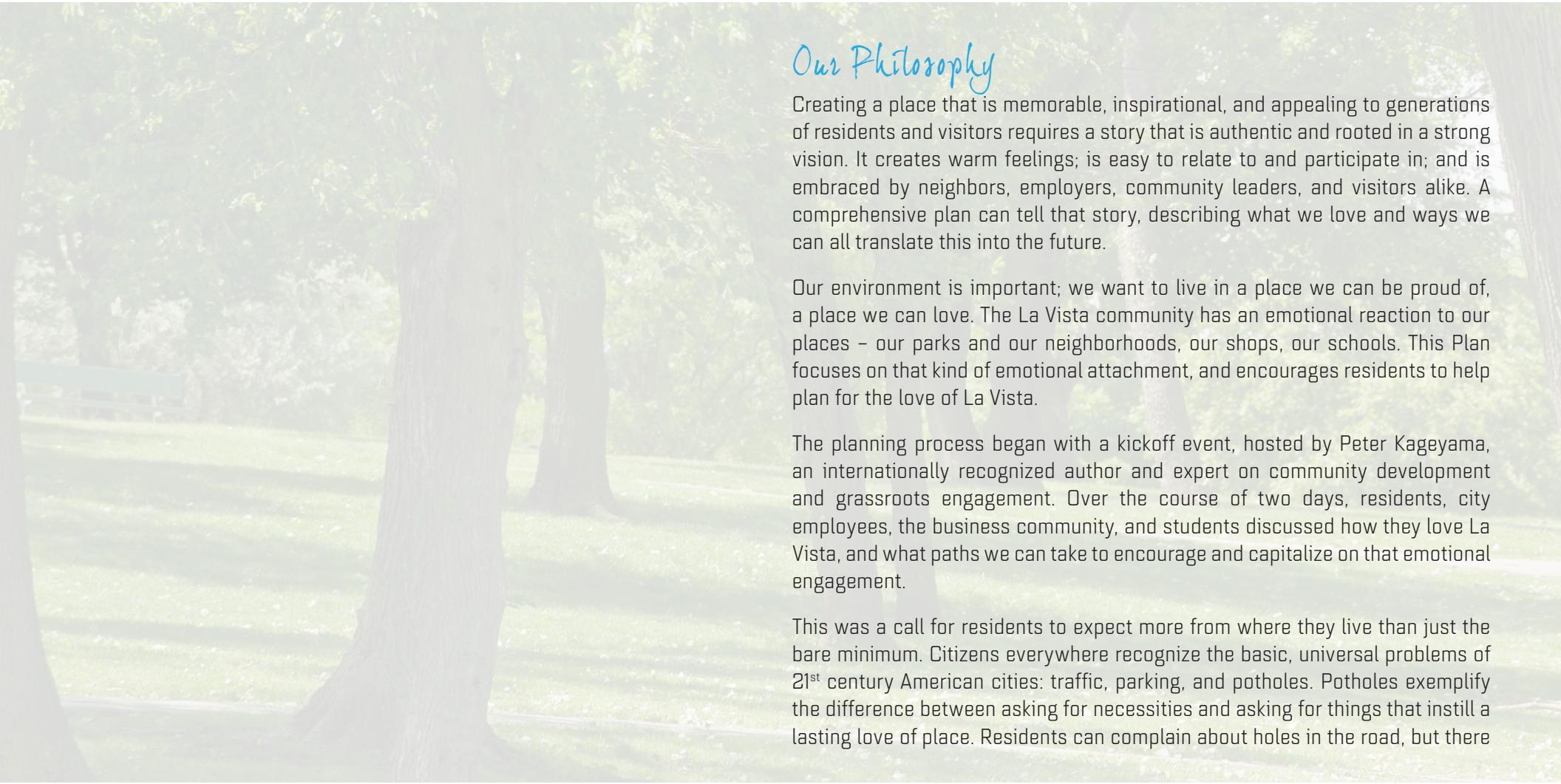


# Vision Document

Draft | September 2015



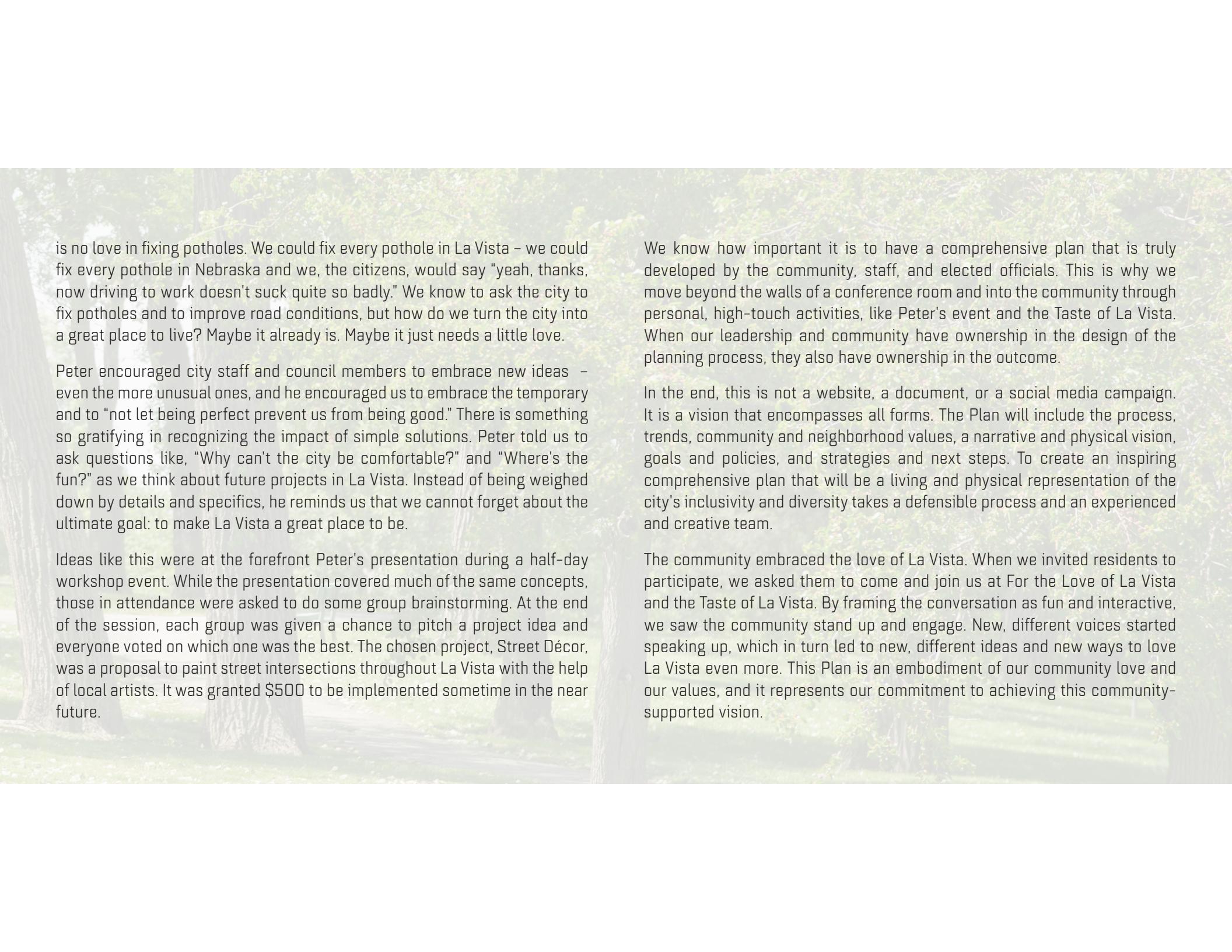
## *Our Philosophy*

Creating a place that is memorable, inspirational, and appealing to generations of residents and visitors requires a story that is authentic and rooted in a strong vision. It creates warm feelings; is easy to relate to and participate in; and is embraced by neighbors, employers, community leaders, and visitors alike. A comprehensive plan can tell that story, describing what we love and ways we can all translate this into the future.

Our environment is important; we want to live in a place we can be proud of, a place we can love. The La Vista community has an emotional reaction to our places – our parks and our neighborhoods, our shops, our schools. This Plan focuses on that kind of emotional attachment, and encourages residents to help plan for the love of La Vista.

The planning process began with a kickoff event, hosted by Peter Kageyama, an internationally recognized author and expert on community development and grassroots engagement. Over the course of two days, residents, city employees, the business community, and students discussed how they love La Vista, and what paths we can take to encourage and capitalize on that emotional engagement.

This was a call for residents to expect more from where they live than just the bare minimum. Citizens everywhere recognize the basic, universal problems of 21<sup>st</sup> century American cities: traffic, parking, and potholes. Potholes exemplify the difference between asking for necessities and asking for things that instill a lasting love of place. Residents can complain about holes in the road, but there



is no love in fixing potholes. We could fix every pothole in La Vista – we could fix every pothole in Nebraska and we, the citizens, would say "yeah, thanks, now driving to work doesn't suck quite so badly." We know to ask the city to fix potholes and to improve road conditions, but how do we turn the city into a great place to live? Maybe it already is. Maybe it just needs a little love.

Peter encouraged city staff and council members to embrace new ideas – even the more unusual ones, and he encouraged us to embrace the temporary and to "not let being perfect prevent us from being good." There is something so gratifying in recognizing the impact of simple solutions. Peter told us to ask questions like, "Why can't the city be comfortable?" and "Where's the fun?" as we think about future projects in La Vista. Instead of being weighed down by details and specifics, he reminds us that we cannot forget about the ultimate goal: to make La Vista a great place to be.

Ideas like this were at the forefront Peter's presentation during a half-day workshop event. While the presentation covered much of the same concepts, those in attendance were asked to do some group brainstorming. At the end of the session, each group was given a chance to pitch a project idea and everyone voted on which one was the best. The chosen project, Street Décor, was a proposal to paint street intersections throughout La Vista with the help of local artists. It was granted \$500 to be implemented sometime in the near future.

We know how important it is to have a comprehensive plan that is truly developed by the community, staff, and elected officials. This is why we move beyond the walls of a conference room and into the community through personal, high-touch activities, like Peter's event and the Taste of La Vista. When our leadership and community have ownership in the design of the planning process, they also have ownership in the outcome.

In the end, this is not a website, a document, or a social media campaign. It is a vision that encompasses all forms. The Plan will include the process, trends, community and neighborhood values, a narrative and physical vision, goals and policies, and strategies and next steps. To create an inspiring comprehensive plan that will be a living and physical representation of the city's inclusivity and diversity takes a defensible process and an experienced and creative team.

The community embraced the love of La Vista. When we invited residents to participate, we asked them to come and join us at For the Love of La Vista and the Taste of La Vista. By framing the conversation as fun and interactive, we saw the community stand up and engage. New, different voices started speaking up, which in turn led to new, different ideas and new ways to love La Vista even more. This Plan is an embodiment of our community love and our values, and it represents our commitment to achieving this community-supported vision.

The collage features several circular images: a house with a lawn, a snow removal truck, a woman in a baseball jersey, a boy in swim trunks, and a couple of people. Overlaid on the images are various text elements representing community services and recreation:

- Schools**: Sense of community, Comfortable, snow removal, Pizza, Activities, Born and raised here, Christmas tree lighting, Great schools, High school students, Youth programs, Born and raised here, Potential, Community engagement, Street sweeping.
- Central Park**: Family atmosphere, People, Sense of community, Comfortable, snow removal, Maintenance, Pizza, Cabela's,宰牛場, Restaurants, Close to everything, Good schools, Youth programs, Born and raised here, Potential, Community engagement, Street sweeping.
- Parks**: Convenience, Green spaces, Cleanliness, Direct access, Low crime, Green spaces, Central location, Green spaces.
- Library**: Centrally located, Green spaces.
- Safety**: Community center, Small community, Home, Family friendly, Library programs, Parks and recreation, Regional, Board games, Autonomy, Culture, Tiny Town USA, Everything, Progressive city leadership, Neighborhoods, Family events, Southport.
- Police**: Quiet, City employees, Pool, Communication, City employees, Playgrounds, Fireworks, Senior center, Community activities, Public works department, Shopping.
- Community events**: Rec center, Great community, Diversity, Neighborhoods, Family events, Southport, Easy access, Friendly people, Neighborhoods, Low traffic, Neighborhoods, Walkability.
- Small town feeling**: senior programs, Fire department, Senior center, Community activities, Public works department, Shopping.



Loves

During the first phase of outreach, we asked La Vista residents what they love about their community. These are the community values that we all hold close to our hearts -that we would not want to change in the future. These are the first things that you mention when describing where you live, and are usually the great aspects of La Vista life that keep you here. The larger the word, the more often we heard it.

# 84th Street redevelopment

Street improvement Promote owner-occupied housing

## Changes

We know that we're not perfect yet -there is always room for improvement. We asked residents how they would change La Vista and what we still need to work on as a community. These responses represent how we see ourselves and how we see our city evolving and growing in the future. They articulate the aspect of La Vista life that need some more love. The larger the word, the more often we heard it.

## For the Love of La Vista

March 30 - 31, 2015  
large-scale public event + workshop  
300 attendees  
focus: La Vista values



## Tree Lighting

December 1, 2014  
focus: website initiation + kickoff

## Vision Survey Kiosks

January - July, 2015  
ipad kiosk at rec center + library  
136 responses  
focus: La Vista values



## Coffee + Conversations

April 13 - 14, 2015  
small group + one-on-one conversations  
100 attendees  
focus: La Vista values, vision + opportunities

# Salute to Summer Festival

May 22 - 24, 2015

booth with activities + prize wheel

400 - 600 attendees

focus: La Vista values + opportunities



# Taste of La Vista

June 27, 2015

local celebration focused on comp plan activities

600 attendees

focus: La Vista values, vision + opportunities



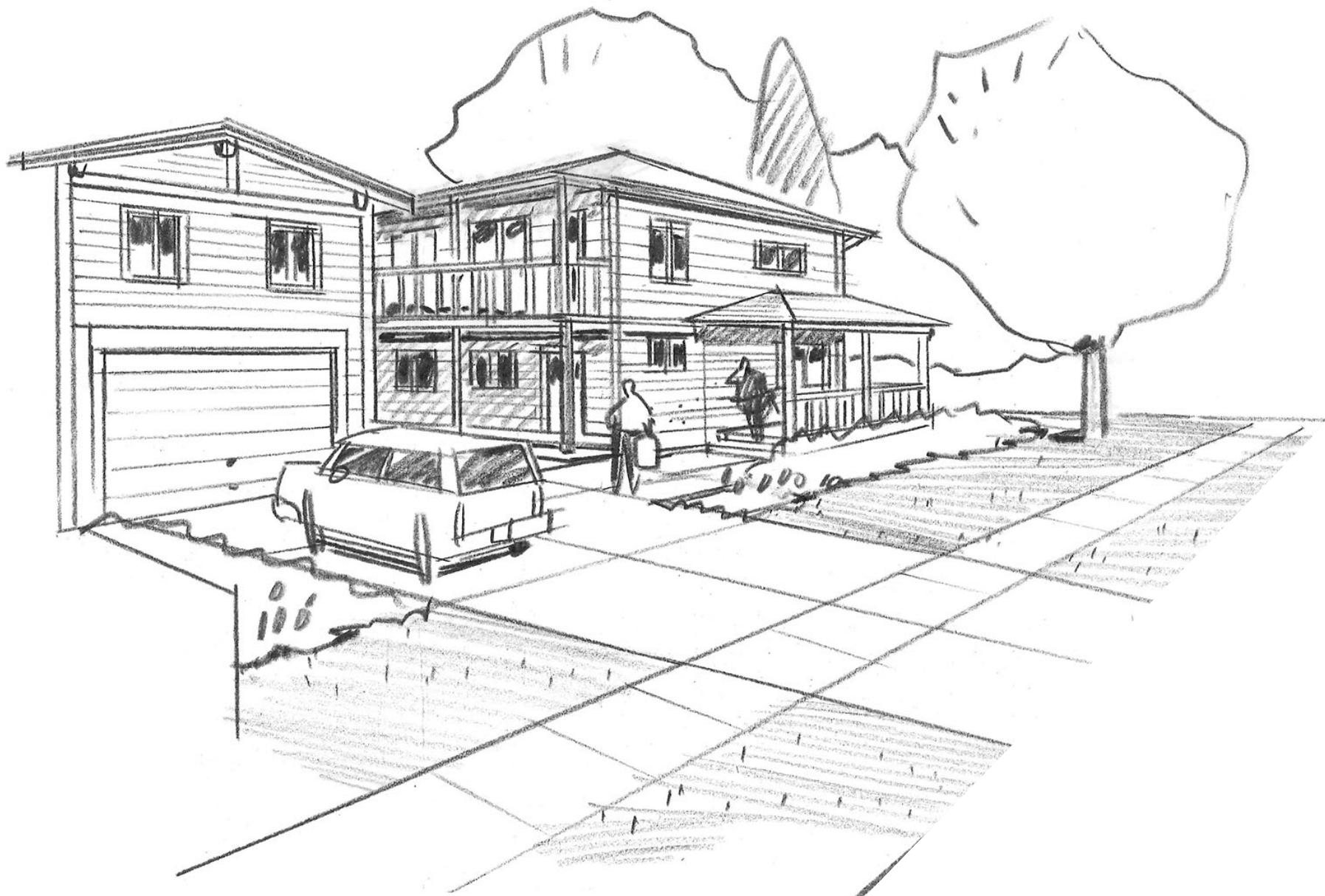
## *Our Vision (Translating Our Values Into Vision)*

The La Vista community came together to create the community vision. When we examine the words and images that define who we are, we know that we don't want to lose what makes La Vista a great place. When we look to the future, at our changing population and trends, we understand that our vision cannot solely be based on our foundational values. Our vision should allow us to adapt to our future needs; they are forward-thinking while addressing the character that we want to preserve.

Through input at community events, from staff, and La Vista leadership, we have built a concise and cohesive image of how the city should look, feel, and function in the future. The aspirational vision principles build off the values heard from over 100 personal interviews with community leaders and representatives, the City's 2007 Comprehensive Plan general community goals, the 2014 - 2016 Strategic Plan, an audit of existing plans and policies, a public visioning event, and an online survey. The vision for La Vista is designed by how we experience the city everyday; where we live, work, shop, play, and how we move, and grow.

**Founded on strong values,  
La Vista's vision is:  
a welcoming community based on  
progress, pride, and innovation;  
and based on principles that  
define the way we**

*Live, Work, Shop,  
Play, Move, and Grow*



Reinvestment in neighborhoods



Maintain the balance of diverse, high quality housing that appeal to families, singles, and seniors.

Promote rehabilitation, preservation, and restoration of older housing.

Integrate quality, higher-density housing with restaurants, retail, office, and amenities on 84th Street in a mixed-use environment.

Preserve the safety, maintenance, walkability, stability, and attractiveness of residential neighborhoods.

Live

*...a friendly neighborhood and small town community...*

# Work

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*...a high-quality employment hub that attracts a skilled and vibrant workforce...*



Capitalize on entertainment, conventions, and recreational assets for new economic opportunities.

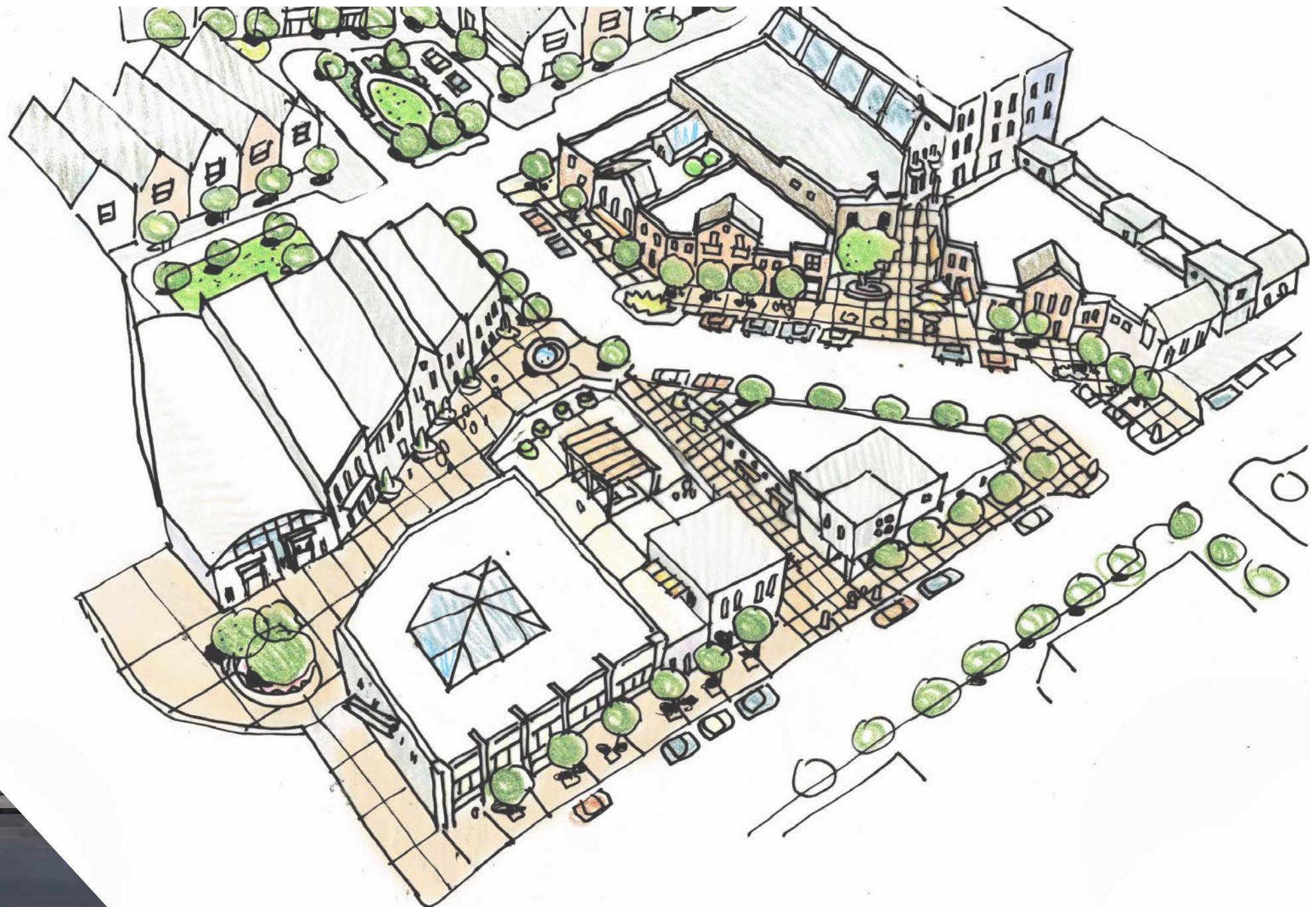
Foster relationships with existing businesses and recognize local businesses as a vital part of our community.

Leverage high quality development and smart growth to manage the remaining undeveloped areas.

Revitalize 84th Street with a focus on accommodating a range of employment options.

Attract and maintain a range of large and small business within the community.

Pursue entrepreneurial and technical industries.



Development of community centers

# Shop

*...a distinct, enduring, walkable and mixed-use shopping and entertainment destination...*



Capitalize on the number of in-commuters by providing restaurants, shopping, and daily services near employment centers.

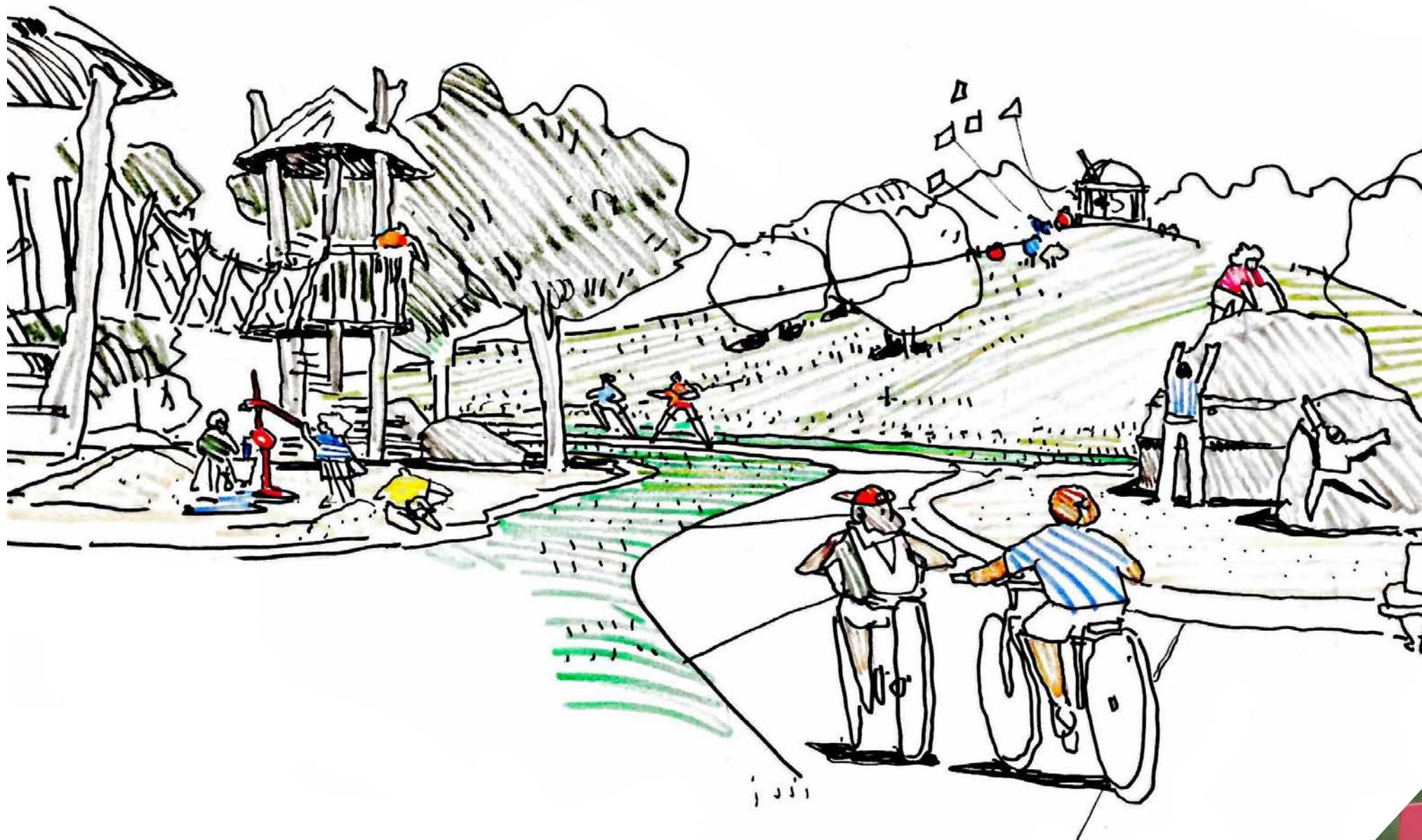
Design walkable and bikeable spaces to encourage socialization, entertainment, and local events that bring the community together.

Encourage infill and mixed land use patterns that enhance the physical appearance, character, and pedestrian and bicycle experience of the community.

Create a mixed-use, urban feel along 84th Street with unique, family-friendly shopping, services, entertainment and attractions for all ages.



Gathering people at local destinations



Investment in parks and trail system



# Play

*...an enhanced natural, recreational, and active environment...*

**R**estore and enhance the natural environment.

**I**ntegrate cultural, artistic, and leisure opportunities into parks and community spaces.

**C**ontinue to provide and expand the range of recreational activities, facilities, and opportunities both locally and regionally. Expand the trail network to improve access to neighborhood and community parks, and regional trails and facilities.

**R**ecognize that community events and recreation opportunities are an important asset to an active community.



Move

*...a connected and universally-accessible multimodal transportation network...*

**Facilitate**  
pedestrian and  
bicycle connectivity,  
accessibility, infrastructure  
and comfort with  
innovative design and  
technologies.

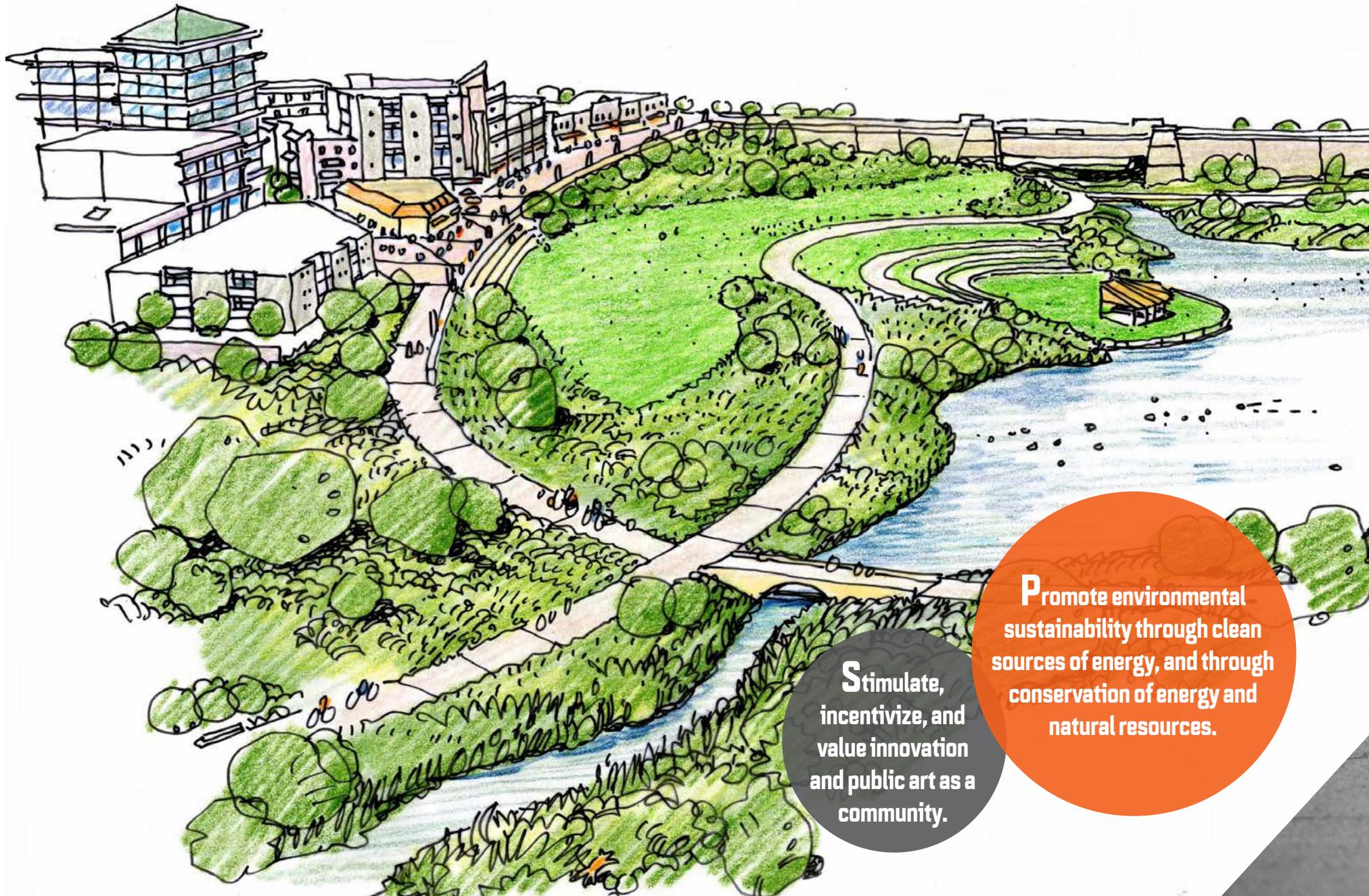
**Expand and connect the**  
sidewalk and trail system  
across arterials, between parks  
and throughout neighborhoods,  
commercial areas, and to adjoining  
communities.

**Enhance the**  
existing right-of-way to  
ensure a safe, connected,  
comfortable, efficient, and  
accessible, multimodal  
transportation system.

**P**romote  
physical activity  
through universally-  
accessible parks,  
recreation, and trail  
facilities.



*Focus on pedestrian and bicycle experiences*



Building community and reinforcing identity

Stimulate,  
incentivize, and  
value innovation  
and public art as a  
community.

Promote environmental  
sustainability through clean  
sources of energy, and through  
conservation of energy and  
natural resources.



Maintain the existing high level and efficiency of city services within budget.

Promote public art, education, and a variety of high-quality community services and amenities for all residents.

Strengthen community resiliency and fiscal efficiency through communication, regional coordination, and hazard mitigation.

Improve and enhance the provision and efficiency of programs, education, and activities through the Senior Center and Public Library.

Offer unique community events and public services year-round to residents and visitors alike.

Ensure a transparent and accountable government that values the participation of citizens of all ages and income levels.

*...a healthy, safe, and inspired population...*

