2040 General Plan Vision and Guiding Principles

The General Plan is the city's long-term framework or "constitution" for future growth and resource management. The General Plan represents the community's vision of its future and provides the goals and policies designed to guide the community towards this vision. The General Plan is intended to provide for orderly growth and convey the community's values and expectations for the future.

California State law requires that each city and county adopt a General Plan for the physical development of the jurisdiction and any land outside its boundaries that bears relation to its planning. Typically, a General Plan is designed to address the issues facing the jurisdiction for the next 20 years.

A vision statement is an aspirational description of what the community would like to be in the future. The vision provides the foundation for more specific goals, policies, and implementation programs to be developed later during the update process. On March 3, 2021, the Ukiah City Council approved a Vision Statement for the Ukiah 2040 General Plan Update, shown below.

At the heart of the General Plan are the "Guiding Principles" that express the key values and aspirations for Ukiah's future and serve as guideposts for the goals, policies, and implementation programs contained in the General Plan. These principles expand on the main ideas contained in the vision statement so that important concepts are given more weight. Guiding principles are purposefully broadly stated in order **to guide the City throughout development of the updated General Plan**. All general plan goals, policies, and implementation programs will need to be consistent with the Vision and Guiding Principles.

2040 General Plan Vision (Council Approved)

The City of Ukiah is a diverse, family-oriented, and friendly community connected to the beautiful, surrounding natural open space areas that give the community its unique sense of place. Ukiah is a safe and resilient community that is fiscally responsible, environmentally conscious, and inclusive. The city offers a great place for people of all ages, incomes, and ethnicities to live, work, and visit.

2040 General Plan Guiding Principles

- Guide land uses and development that meet the needs of the community, are environmentally conscious, and maintain Ukiah as a diverse, family-oriented, and friendly community, where people from all racial, ethnic and cultural backgrounds thrive socially, economically, academically, and physically.

- Ensure development in all neighborhoods is compatible with the unique characteristics and land use patterns and fosters a sense of place.

- Promote resilient and sustainable facilities and infrastructure to ensure delivery of high-quality services.

- Promote a diverse, local, business-friendly economy that fosters new job growth and is adaptable to changes in consumer habits and market trends.

- Maintain and advance a well interconnected circulation network that accommodates and encourages alternative modes of transportation that reduce congestion and encourage walkable and bikeable neighborhoods.

- Preserve existing open space resources while enhancing accessibility to parks and recreational amenities.

- Manage, conserve, and preserve the existing natural environment to ensure sustainable longevity for present and future generations.

- Provide for a safe community through resilient infrastructure, community-wide education and preparation, and hazard planning that is responsive to potential climate-related, natural, and human-caused disasters.

- Preserve Ukiah Regional Airport as a vital economic driver and transportation system and maintain consistency with the criteria and policies of the Ukiah Municipal Airport Master Plan.

- Foster an inclusive community through conditions that allow for and stimulate a diversity of housing options for community members of all ages, incomes, and ethnicities.