

STAUNTON CITY COUNCIL

VISION FOR 2030



ADOPTED JUNE 13, 2019



About Vision for 2030

Staunton City Council updated its 10-year vision and a detailed list of three-year priorities during its retreats in November 2018 and April 2019. The following vision statement describes how City Council desires to see Staunton in 10 years. The three-year priorities explain where the current City Council will focus its energy and the measures it plans to take, in coordination with City staff, to do its part in fulfilling the vision.

STAUNTON CITY COUNCIL MEMBERS

MAYOR CAROLYN W. DULL
VICE MAYOR OPHIE KIER
ERIK D. CURREN
JAMES J. HARRINGTON
R. TERRY HOLMES
BRENDA O. MEAD
ANDREA OAKES

VISION FOR 2030

Staunton is blessed by a palpable sense of creative energy that animates our civic life and enriches our culture. This creative energy is manifested in a vibrant arts scene, a future-oriented business environment, and a governance philosophy that honors the city's rich historical legacy while investing in an exciting future of innovation, growth, and resilience.

A Crossroads

Cradled between the misty Blue Ridge and the endless majesty of the Alleghenies, each morning for three centuries Staunton has greeted the dawn in one of the most beautiful places on earth.

As the Queen City of the Shenandoah Valley, Staunton has served as a crossroads where nature and urban life meet in the minds and hearts of our people, young and old, of different races and many creeds, who draw on the strength of their past to weather the challenges of the present in a quest to seize the opportunities of the future.

At a crossroads of trade and commerce, Staunton has long helped refine the bounty of the land into the

wealth that built America. Today, Staunton offers a high quality of life with a high-speed connection to the global information economy that helps our entrepreneurs turn dreams into businesses.

At a crossroads of education and culture, Staunton has long hosted schools, colleges and all manner of institutions of learning and human benefit along with theatres, music festivals and art galleries. Today, Staunton actively supports the continued enrichment of all its citizens.

At a crossroads of America's pioneer past and its globalized future, Staunton remains committed to innovation.



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A FUTURE STAUNTON

We achieve this by concerted effort on:

Economic Development

Staunton's existing businesses are supported and contribute back to the community. Neighborhoods feature a balance of residences, markets, and other small shops that are walkable, convenient, and have unique character. Our downtown and revitalized entrance corridors are thriving and attractive commercial destinations. Aggressive recruiting, small business development, the use of new technology, and strategic investments assure Staunton a diverse employment base ranging from retail and hospitality to high technology, green technology, crafts industries, and government agencies. Young adults see Staunton as a progressive place to apply their skills, build their careers, and raise their families. Retirees provide the community with valued perspective and energy which include wisdom, life experience, and a desire to give back which contribute to our economic success. The City's regional approach to tourism and new business recruitment is a model for success, efficiency, and cooperation.

Education

Staunton provides the best education in Virginia and is the leader within our region by recruiting, retaining and supporting the best teachers, providing superb facilities, and working with institutes of higher learning that train and educate our future leaders, workforce, and entrepreneurs. Our institutions afford the opportunity for all citizens to reach their highest potential through education and career training.

Culture

Staunton remains a vibrant, exciting, and welcoming community. Visual arts, performing arts, music, galleries, and museums are just a few of our attractions. There are parks and recreational opportunities that cater to every interest for the outdoor enthusiast. Restaurants offer an array of tempting food choices and atmosphere where regular entertainment is on tap. Festivals are held throughout the year that also serve to highlight the many cultural offerings of a diverse population. For the history enthusiast, the city's unique architecture as well as its fabled citizenry provide a rare glimpse into the past. Resources abound whether it's a visit to the Blackfriars Playhouse, Woodrow Wilson Presidential Library, Museum of American Frontier Culture, or Mary Baldwin University. Rotating exhibits are held at the R.R. Smith Center for History and Art where local artists are featured and their works are highly collectible. Young international musicians are featured at the Heifetz Institute, and the Staunton Music Festival attracts lovers of classical music.



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A FUTURE STAUNTON

Inclusiveness

Staunton is proudly diverse and leverages its diversity and inclusivity as a great and sustaining strength. It is the premier place for all kinds of people to live and flourish. No one is left out and everyone has a voice in how the City is run. We strive continually to improve Staunton's quality of life by involving *all* citizens.

Resilience

Staunton enjoys an abundance of needed resources, both natural and engineered. Our water supply is pure and plentiful. Our air is clean. Citizens have adopted lifestyles that incorporate sustainability. We have developed independence through green energy creation. Staunton is a model for reduction, reuse and recycling of wastes, and productive redevelopment of important structures. Both citizens and City staff are educated and prepared for sudden catastrophic events, and Staunton has maintained adequate fund reserves to manage sudden change.

Responsive, Efficient Government

Local government in Staunton is distinguished by a successful partnership among citizens, City Council, and City staff. Stauntonians are invested and engaged in and contribute to the civic life of the city. As the birthplace of the Council-Manager form of government, the City continues a long tradition of professional administration, characterized by responsiveness to citizens of the city, prudent fiscal management, and the efficient and effective delivery of core services. The City leads in e-government and other innovation and is often called upon to share its success with other localities in the Commonwealth of Virginia and beyond.

Built Environment

Staunton's comprehensive plan, which includes a variety of ideas and solutions, guides us in our efforts to protect, preserve, and enhance the quality of life for all citizens. Staunton's land use policies encourage neighborhood development and redevelopment, making the city a model of growth balanced with preservation. The city enjoys livable, mixed-use communities and has housing affordable to a full range of households. Good roads for motor vehicles, bicycles, and pedestrians alike, as well as a comprehensive transit system, serve these communities. We benefit from planning that ensures that our public buildings and improvements leave a legacy for future generations, celebrate the dignity of the city, and meet future needs.

