



# Spirit of Mt. Shasta

## City of Mt. Shasta General Plan 2045 Visioning Statement Report

City Council Regular Meeting  
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## Background

The City of Mt. Shasta in 2016 began the process of revising the General Plan. The first step of this process is determining the new vision for the future. This vision should communicate what the City desires to become by the year 2045.

A good visioning statement should be short, simple, specific to the City, leave nothing to interpretation, and should showcase the City's ambition. The simplicity of a vision ensures that people read and understand the vision. The straight forward nature of the vision should not lead to multiple interpretations. If a vision can be interpreted in multiple ways then it will make it difficult for Staff and legislative bodies to work toward the vision. An ambitious vision is essential for moving the city forward.

It is important to develop a vision statement before developing the larger body of a City General Plan. The vision serves as the desires of the community for the future. This desire gives context to the data that is required for the various elements of the plan. The context also helps develop the land use designations to ensure that areas of the city provide for future growth and activities.

## Visioning Examples

City visioning statements tend to be superlative in nature. A superlative visioning statement is one that says "we will be... or in 2050 we are". A superlative statement allows for a futuristic view of the City while following the simple, short, and ambitious framework.

Examples of good city visions:

**Fort Bragg** is a small town with a strong sense of community that seeks to preserve its natural beauty while providing exceptional public facilities and infrastructure, safe streets, and a well-planned framework for sustainable development and prosperity.

**Plano** is a vibrant, safe and sustainable city with attractive neighborhoods and urban centers, a vital economy, a high degree of mobility and an abundance of educational, recreational and cultural opportunities. [Received 2018 Comprehensive Plan National Award]

For the **City of Richmond** to be the most appealing, livable, and well-managed community in Canada.

**South Los Angeles** is a diverse community that embraces its history, fosters sustainable neighborhoods, and promotes economic viability for everyone. [Received the 2018 Comprehensive Plan California Award]

## **Visioning Outreach**

The information used to draft the proposed 2045 vision statement was obtained through public outreach; primarily a visioning survey. The visioning survey was distributed from June through September of 2018. The survey was deployed in a hard copy and electronic version with the same questions.

The survey was thoroughly advertised. An advertisement was placed in the Mt. Shasta Herald for four weeks, in-person outreach occurred at events and local businesses (Fourth of July, Farmer's Market, etc.), on the City website for four months, on a General Plan 2045 Facebook page for four months, announced at all Planning Commission meetings and at least 3 City Council meetings, and emailed to local, regional, state, and federal agencies in the area. An email was also sent to all standing committee members of the City of Mt. Shasta. The Facebook page has 289 followers that received advertisements and posts about the availability of the survey. Advertisements were also purchased for Facebook to advertise to users not in the group.

High School students at Mt. Shasta High School were also engaged to find out future needs of the city. The high school students' input was similar to the vision statement.

The new requirements for General Plan revisions under Senate Bill 1000 mandate that City's reach out to disadvantaged community members. The City worked with various organizations, especially the Community Resource Center to target disadvantaged populations. The definition of a disadvantaged population is a population of people with income lower than the state median (\$45,368 in 2018). The survey data indicated that we did capture disadvantaged community members.

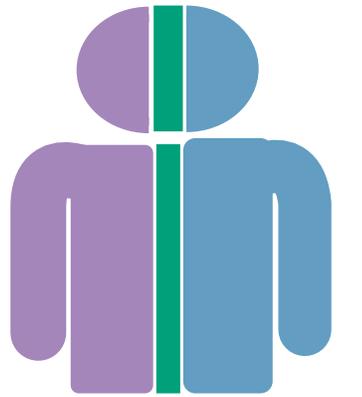
## **Survey Construction**

The visioning survey was constructed with multiple goals in mind. The primary goal was to determine what aspects of the community people value, what values they fear may change, and changes they would like to see. The responses to these various questions help draft the main points of the draft vision.

A secondary goal was to determine the definition of what a small town is to the community. The "small town feel" is a common response by many residents. But what does "small town feel" mean? The responses to questions describing the city and what people value creates a list of characteristics that people feel are "small town values".

Basic demographic questions were asked to help build the profile of who the survey respondents were, and to ensure that disadvantaged members of the community were included.

# Respondent Demographic Profile



**61%** Female  
**38%** Male  
**1%** Transgender & Other

## Respondent Ethnicity, Nationality, or Origin\*



**94%** White

**7%**

Other race, nationality, or origin

**2%**

Native American or Native Alaskan

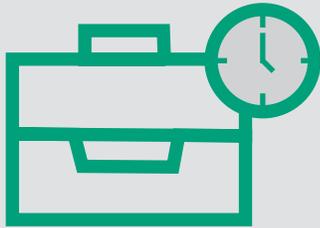
**1%**

Middle Eastern or North African

**1%** Asian

\*Respondents could select multiple options to illustrate their background

## Respondent working status



Full Time  
**31%**



Retired  
**27%**



Self Employed  
**25%**

**1.9** Average number of residents in each household



**4 Years** Average time residents have lived in Mt. Shasta

**16%**

Percentage of respondents that live the Sphere of Influence



Respondents were an equal distribution of all income levels.

## Definition of a Small Town

The most prominent phrase used in the survey and in previous correspondence with residents is "Small town" or "Small town feel". Nearly all respondents discussed preserving the small town nature, but what does this mean? Defining what "small town feel", "nature", or "character" is can mean many things to different people.

In an attempt to better understand what small town means to the residents and visitors to Mt. Shasta, the responses to the survey that mentioned "small town" were isolated and analyzed for common phrases and characteristics listed in other questions. Specifically, "How would you describe the City of Mt. Shasta to someone who has never been here". These responses can give insight to what the community defines as "small town character".

### A Small Town is...

Recreation Community  
Friendly Attractive Events Youth  
Close to the Clean Walkable Activities  
outdoors and Safe Locally Owned Parks  
natural Accepting Businesses  
spaces Affordable Diverse



## Proposed 2045 Vision Statement

The proposed 2045 Vision Statement was formed from the data collected from the visioning survey, open discussion with the public, and Planning Commission deliberation and recommendation. The active discussion occurred at the September 18, 2018 regular Planning Commission meeting.

In addition to active discussion with the public during the drafting process, the proposed 2045 vision was sent to organizations and the public through email and Facebook advertisements. The purpose of deploying the proposed vision was to collect additional feedback and build buy-in for the proposed draft.

The feedback from organizations has been positive with the recommendation of adding “healthy” as a descriptor for small town in the first sentence. Other organizations have been supportive of the statement with no negative feedback received to date.

## Vision 2045

The City of Mt. Shasta is a diverse, innovative, and walkable small town surrounded by breathtaking natural beauty that is easily accessible from a vibrant downtown full of strong locally-owned businesses.

The City takes pride in the ability of its residents to connect with each other as well as its own capacity to support local industry and provide cutting edge infrastructure while preserving the rich, natural environment.



## Creating Context from Vision

The vision statement is the context of the General Plan. The final approved vision is how we begin to set out important land uses, analyze data in a way that has meaning to the community, and help create more public outreach materials and opportunities to continue to build a better plan for the future.

An example of how we would use the vision is creating a land use designation and zoning code designations to promote a vibrant downtown. Active commercial uses are ones that focus on delivering services and products to residents and visitors. These uses encourage foot traffic, sales, and are typically open to the public all week.

The active commercial land designation and zoning code would also outline the possibility for more mixed use residential to increase the amount of people living in the downtown. People living in harmony with the downtown uses creates a downtown that has people and noise signifying a healthy economy and city.

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Land Use Designation: Active Commercial Center

Zoning Code: Active Commercial, Mixed-Use Residential, and Public Event Space

Ordinances: Noise Control, Special Events, Outdoor Seating and Gathering Spaces, Architectural Design Review, Vehicle and Bike Parking, and Public Mural Review.

City Policies: Downtown Enhancement District policies, Encroachment Permits, Parking regulations, branding and promotional materials for downtown businesses