

Community Vision Statement

Iowa City is an energetic and friendly community, renowned for its arts and culture, healthcare and education, and distinctive local businesses. The small-town character of our neighborhoods combined with the big-city vitality of our Downtown and university campus make Iowa City a unique and appealing place for people of all ages. These assets define our sense of place and are the foundation of our stable economy.

We will strive to preserve and build upon these aspects of our community while supporting compatible growth and investment that contributes to the overall sustainability of Iowa City by:

- Fostering a resilient local economy that increases the tax base, stimulates job growth, and promotes the overall prosperity and progress of our people;
- Protecting and enhancing the environment and encouraging the responsible use of our natural and energy resources;
- Providing safe and efficient modes of travel for all in order to ensure the opportunity for full participation in community life and efficient use of resources;
- Creating attractive and affordable housing for all people—housing that is the foundation of healthy, safe, and diverse neighborhoods throughout our city;
- Fostering communication among owners, redevelopers, and occupants to mitigate the impact of redeveloping existing residential properties
- Promoting opportunities for civic engagement and human development for all who call Iowa City home; and
- Encouraging and supporting collaborative efforts with the University of Iowa, the Iowa City Community School District, Johnson County, and other neighboring jurisdictions for the mutual benefit of all communities.

A shared community vision is the foundation of the Comprehensive Plan. This vision statement was drawn from a number of public processes, including the IC2030 workshops, the Good Ideas web survey, recent district planning processes (including the Southeast District and Central District Plans), a series of workshops for the Downtown and Riverfront Crossings Master Plan, and from community responses to recent events, policy debates, and development activities, especially those in the central and near campus neighborhoods.