Draft Vision Statement Process and Outcome

Prepared by RDA members Regina Hirsch and Roger Springman, April 12, 2018

Goal: Prepare an aspirational, short, and understandable statement on the desired outcome of the Riverfront Project. Specific goals and objectives can and should be described separately.

Template Statement: As the City of Monona has a riverfront project that matches closely with the timing and broad purpose of the Stoughton project, it was decided to use the Monona Commons Project as a starting template statement.

This statement reads, " An urban waterfront destination serving as a year-round gathering place and recreational trailhead, focused on active healthy lifestyles, in a village-like setting."

Stoughton Riverfront Project Preferences: Using citizen responses from the June 2017 charrette, the following phrases and desires were associated with the top responses of citizens:

*waterfront accessibility to pedestrians
*attracts new families
*recreational development
*attracts community and visitors to area
*downtown revitalization
*greenspace and natural areas
*water sports and kayaking
*mix of condos and rental
*town homes and lofts
*restaurant
*coffee shop
*green energy and design

Draft Vision Statement: With the Monona template as a model and looking at citizen interests in the Riverfront Project area, the following draft statement was created,

"An urban waterfront neighborhood built around riverside green space and recreational opportunities, with varied and modern living spaces for the young and old alike that enhances downtown vitality and serves as a regional destination."