



## CHAPTER 2.0: VISION 2025

Vision 2025, the community-based visioning process, formed the basis for the creation of this 2009 update of the Madera General Plan. Presented in this chapter are the four key vision statements, together with a matrix showing how this General Plan implements Vision 2025.

Vision 2025 is organized around four key Visions:

- **A Well-Planned City**
- **Good Jobs and Economic Opportunity**
- **A Strong Community and Great Schools**
- **A Safe, Healthy Environment**

Vision 2025 will also be implemented by other City plans and programs, including:

- The Parks and Recreation Master Plan;
- Design Guidelines;
- Annual Budgeting Decisions; and
- Other agencies, such as the County of Madera and the Madera Unified School District, will also play an important part in helping Madera achieve its vision.

#### **VISION 2025: A WELL-PLANNED CITY**

*“In the year 2025, Madera is a well-planned city. Sound planning helps Madera celebrate its past, balance its present with available resources and infrastructure, and anticipate its future with coordinated planning and inter-agency cooperation guided by a shared vision. New housing, commercial and industrial development, and agricultural uses are carefully planned and accommodated in a fair and systematic manner.*

##### **Supporting Ideas for A Well-Planned City:**

- Managed Growth
- Effective Government
- Diverse Accessible Transportation
- Well-Planned Neighborhoods and Housing
- Abundant Natural Resources
- A Vibrant Downtown

*Madera's comprehensive transportation system connects local neighborhoods and districts with efficient, affordable mass transit. Madera is a friendly community for pedestrians and bicyclists. There is a well-developed system of walking and bicycle trails throughout the city. Safe, clean and attractive streets accommodate traffic, providing easy access to all parts of the city.*

*Madera promotes affordable, quality housing that is accessible to all its residents. Downtown Madera is the lively heart and soul of the community with diverse businesses, dining, entertainment and cultural opportunities.*

*Madera in 2025 is widely recognized as a model for how a small city works. Government services are coordinated, sufficiently funded and accessible to all residents. Maderans are actively involved in all aspects of local governance and planning.”*

**VISION 2025: GOOD JOBS AND ECONOMIC OPPORTUNITY**

*“In the year 2025, Madera has a strong and diverse economy, supporting the local tax base and essential community services that provides living wage opportunities for all its community members. It has overcome persistent unemployment and underemployment.*



*Madera's secondary school, community college, adult and continuing education programs provide comprehensive training for its residents leading to gainful careers in local businesses and industry. Madera's well-trained workforce helps attract new businesses that pay living wage jobs to the area.*

*Madera's economy is increasingly attuned to a global marketplace. Agriculture continues to be recognized as a key driver in the local economy and is preserved through sustainable agricultural practices, efficient land use and sound water policies.*

**Supporting Ideas for Good Jobs and Economic Opportunity:**

- Abundant Commercial Opportunities
- Strong Workforce
- Conservation of Resources

*Maderans support their community by shopping locally. An increasingly vibrant city, Madera serves residents and attracts visitors with a wide variety of restaurants, entertainment, cultural venues and shops. Downtown Madera supports diverse commercial and business opportunities, and affordable commercial spaces are available throughout the community. A permanent outdoor market provides a multicultural, community gathering place with business opportunities for local vendors. Madera's vigorous economy provides jobs and economic opportunity for all.”*



### VISION 2025: A STRONG COMMUNITY AND GREAT SCHOOLS

*“In the year 2025, Madera is a place that cares - about its many residents, cultures, and community members. Madera is an inclusive community with a small town feel and shared values. Maderans communicate and strive to understand one another. Madera has a unique and proud identity which is celebrated and supported. All areas of the city are served by officials elected through district representation.*

*Education in Madera is valued and accessible to all. Every neighborhood in Madera is served by a local school. Families are supported through safe, affordable childcare. Youth are supported by sports, community activities, performing arts, after school programs and employment opportunities. Madera's young people remain in the community because of the quality education and good jobs. There is a comprehensive adult school located on its own campus. Adults find ongoing opportunities for personal and career development through continuing education.*

*Madera's many clubs and community groups support its residents and respond to changing community needs. The community is recognized for its support of the arts with its community arts center and programs. Madera's diverse cultures are celebrated in festivals and gatherings in community centers and parks.*

*Madera's technologically up-to-date library serves the community with computer services, staff who speak multiple languages, and hours that meet user needs. Services and leadership opportunities are available for all members of the community - from the youngest to the oldest. Older adults have access to volunteer and paid positions. Multi-generational programs are available throughout the city, in parks and recreation centers. Maderans enjoy rich cultural and educational lives. Residents are proud to be Maderans, enriched by living in the community and working toward its betterment.”*

#### Supporting Ideas for A Strong Community and Great Schools:

- An Involved Public
- A Rich Cultural Life
- Education for All Ages
- Supported Youth
- Valued Seniors



**VISION 2025: A SAFE, HEALTHY ENVIRONMENT**

*“In the year 2025, Madera has a safe and healthy environment for all its residents. Madera’s state-of-the-art medical facilities and clinics serve all ages and cultures, promoting community and personal wellness. Madera’s seniors and individuals with disabilities lead independent lives with the support of excellent local services. Madera is recognized for its highly effective prevention programs for teen pregnancy, gangs, drugs and domestic violence.*

*Community-based law enforcement programs help prevent crime. Law enforcement is accessible to the entire community through neighborhood meetings and regular communication with members of the public. Coordinated, emergency services and justice systems meet the needs of an expanding community.*

*Maderans are healthy and fit. Safe, well-maintained parks and recreational centers are conveniently located throughout the community, and are and accessible. The Vern McCullough Fresno River Trail is a recognized feature of the city, providing valued recreation, access and mobility opportunities for pedestrians, runners and bicyclists. Increasing parkland keeps pace with a growing population.*

*Madera encourages and enforces high environmental standards including air and water quality. The community is a recognized leader in waste reduction, reuse and recycling, and the conservation of natural resources.”*

**Supporting Ideas for  
A Safe, Healthy  
Environment:**

- Healthy Community
- Quality Parks and Recreation
- A Safe Public
- A Quality Environment

Vision 2025 Statement	General Plan Element in Which Vision 2025 Statement is Addressed									
	Community Design	Circulation	Conservation	Health and Safety	Housing	Land Use	Noise	Historic and Cultural Resources	Parks and Recreation	Sustainability
<b>VISION 2025: A WELL-PLANNED CITY</b>										
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Effective Government										•
Diverse Accessible Transportation		•								
Well-Planned Neighborhoods and Housing	•				•	•	•		•	
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