

VISION & GUIDING PRINCIPLES

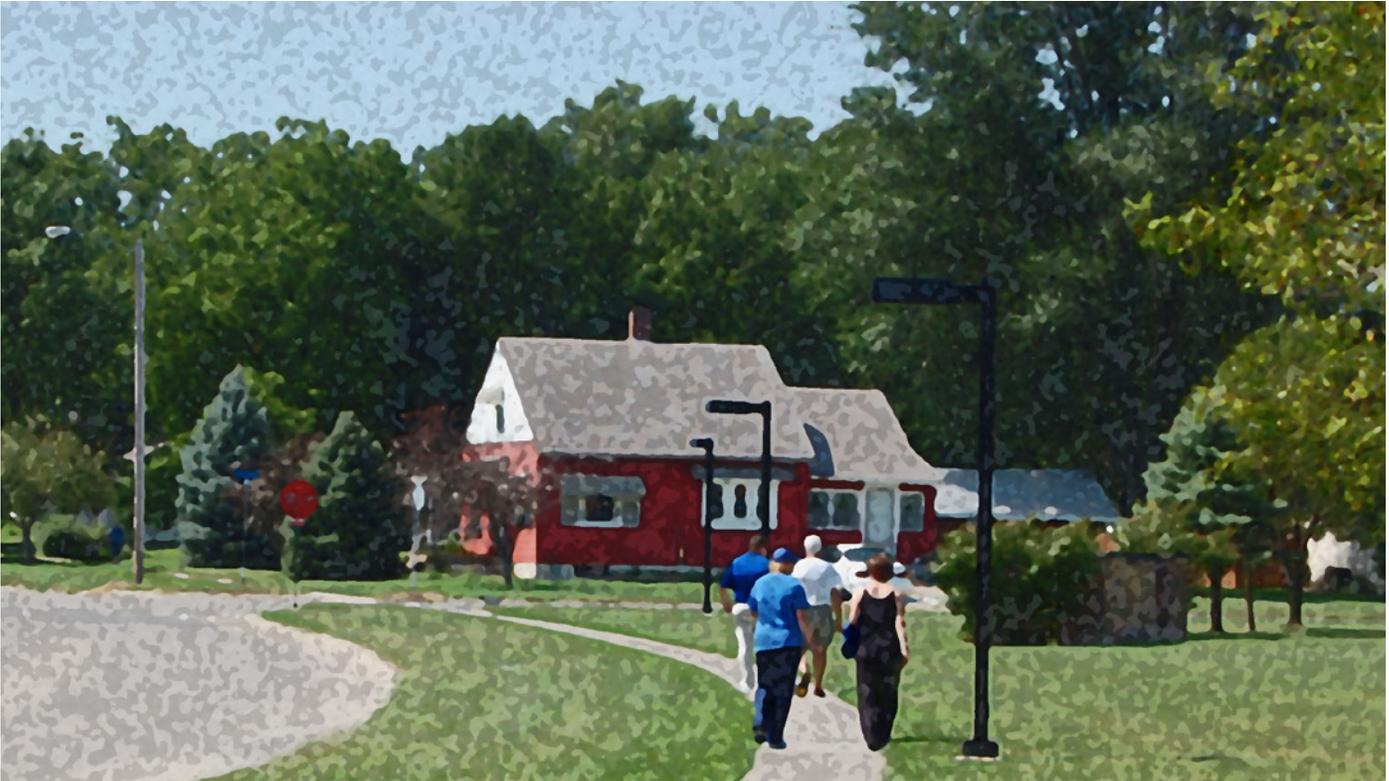
Perry's Comprehensive Plan is dynamic, responding to the continued evolution of the community. It seeks to guide decisions about growth, development, and redevelopment. The plan shapes both public and private initiatives. It serves to inspire community action and prioritize projects and ideas, while holding the community accountable. The plan is intended to be embraced and actively used by all, from community leaders and City Staff to the business community and residents.

A critical step in crafting the Comprehensive Plan is identifying a clear vision for the community's future. While rooted in the reality of the community's past and present, the vision seeks to describe what the community will become as it evolves and changes over the next twenty years. The vision will provide the framework from which the plan and strategic directions are identified.

Supporting the vision, the plan's guiding principles serve as a yardstick that can be used on an ongoing basis to determine what is appropriate. Together with the vision statement, the guiding principles become the critical tools for ongoing measurement and assessment of initiatives and results. The following are key characteristics of guiding principles:

- Orient the community to the future, even to a future that is twenty years distant
- Require imagination, recognizing that the direction it sets will be the reality of the future
- Look to current conditions and community traditions for clues to the appropriate future

- Identify what the community desires for itself based on its shared understanding
- Serve as tools for evaluation of proposals, projects, ideas, and future directions
- Provide an anchor during conflict, a way of finding common ground and shared values
- Become a basis for coordination and cooperation
- Offer a source of energy and enthusiasm for maintaining a commitment to the future of Perry



IT BEGINS WITH A "VISION"

The following is Perry's Vision for 2030:

Perry's motto says it all: **"Make yourself at home"** is an enticement to all -residents new and old, visitors, workers, and businesses- to settle in, stay a while, and enjoy the comforts of home. As a community settled by immigrants over 100 years ago, Perry continues to welcome new people, cultures, industries, and ideas. Perry is known for its high quality of life, offering the kinds of amenities, services, and vibrant community life valued by all.

While much has changed since its days as a railroad town, Perry remains committed to values that have long been part of the fabric of the community: hard work, education, family, and community cohesion. Perry's future growth and development celebrates the community's rich history and preserves these core community values, while balancing the need for sustainable, modern investments in areas like housing, infrastructure, economic development, and recreation.

Perry's sense of connectedness extends beyond our homes, neighborhoods, and community. Think of Perry as your home within the greater metro region -the best of small-town living within driving distance to all that the metro region has to offer. As a small-town, Perry has amenities that make it a desirable place to live, work, shop, and play, as well as attractions that draw tourists and businesses from around the region.

Envision yourself at home in Perry: As a visitor for the day, enjoying historic sites and local food and culture; as a business owner or employee contributing to a thriving local economy; or as a resident immersed in a vibrant, cohesive community and secure in the comforts of home.



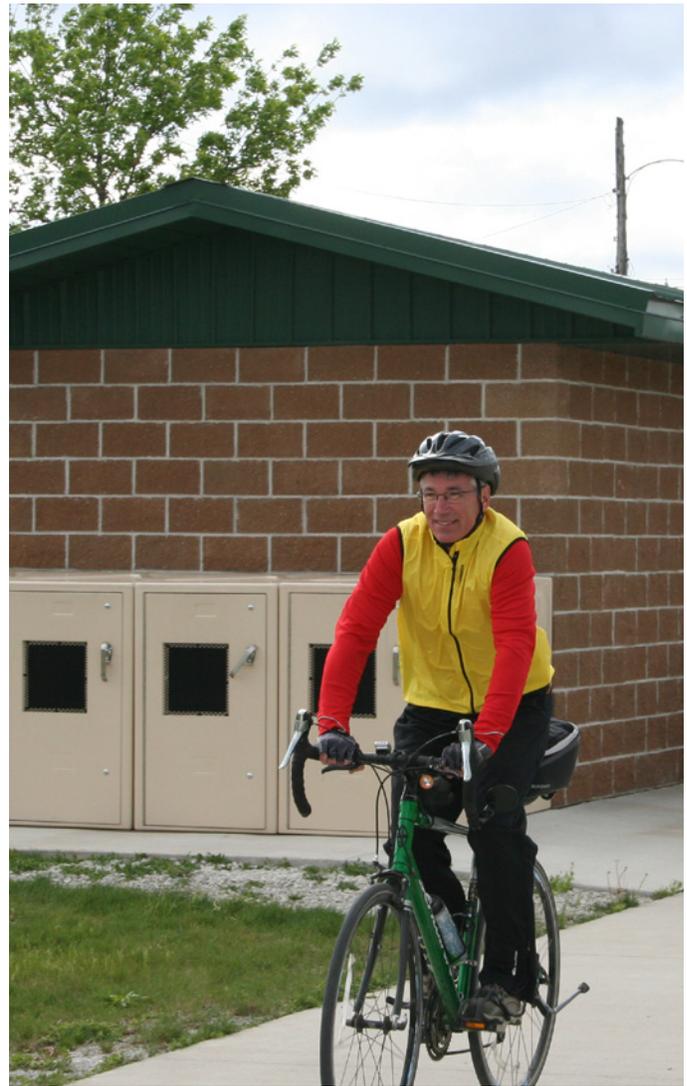
GUIDING PRINCIPLES

1. Enhance the overall quality of life

Perry will be known for the quality of the fundamental amenities and services that it offers to residents and non-residents alike. Existing recreational spaces, roads, trails, and public services are already highly valued assets in the community and future investments will serve to maintain and enhance these spaces, connections, and institutions that make Perry a livable and welcoming community for all. Public investment in the maintenance of aging infrastructure such as roads, sewer, and water- as well as historic buildings and facilities- will encourage private investment in new businesses, housing, and industry and preserve the integrity of historic assets in the community. Such measures will require efficient and systematic allocation of land resources to ensure that future investments align with the community's vision for growth and development.

2. Promote small town identity and big city connections

Perry takes great pride in its local history and culture as evidenced by recent investments in the revitalization of the downtown business and cultural district. The restoration of historic buildings like Hotel Pattee and Carnegie Library Museum, as well as streetscape improvements have reinforced downtown as the heart of historic Perry. Future investments should build on these efforts and strengthen Perry's identity as a small, historic community that is a draw for cultural tourism and outdoor recreation. At the same time, Perry recognizes its position as a center for employment in the region. Perry will work to strengthen connections and relationships with partners, leveraging broader planning efforts and funding opportunities at the regional level.



3. Support a safe, welcoming environment for all

As the population of Perry grows and changes, community cohesion, safety, and tolerance will continue to be core values in the community. In the most basic sense, public safety will be reinforced through adequate provision of local police and fire services and thoughtful design of public and private spaces. Promoting a “safe and welcoming” community will require broader physical and programmatic improvements such as youth development, community festivals, and public events; initiatives to support local business and cultural tourism; and pedestrian-friendly streets and well-lighted, inviting, and active public spaces that encourage community gatherings and interaction.

4. Provide sustainable and modern recreational facilities that meet the needs of all users

Perry’s parks and recreational facilities are major centers of activity in the community and play a critical role in supporting the health and wellness of residents. The existing recreational center, parks, and athletic fields are well-used, but require strategic investment to ensure that in the near- and long-term, facilities are in good condition; accommodate users of all ages; and respond to changing trends and preferences in recreation. Ensuring high quality and unique recreational facilities will not only provide an important amenity, but promote Perry’s identity as a community that values active and healthy living.



5. Support development of diverse and high-quality housing options

The diversity of housing in Perry is a key community asset, accommodating a range of price, size, and design preferences and defining the character of the community. Perry's older traditional homes are hallmarks of the town's history and small town character; upstairs units in the business and cultural district are a unique opportunity for mixed-use living; mid-century homes with landscaped streets and yards reinforce a family-oriented atmosphere; while senior housing and multi-family units provide broader options for residents young and old. Ensuring the protection and maintenance of historic and aging properties will contribute to Perry's image as a welcoming and safe community and showcase the strength and stability of the existing housing stock for prospective residents. Planned growth and new development along the edges of the community will allow for a balanced mix of housing that meets the needs of a changing community, while targeted redevelopment of vacant land and areas of distressed housing will bring new life to existing neighborhoods.



6. Encourage the growth of new businesses and industry

Perry's economy is anchored by several major employers in the manufacturing, food processing, and healthcare sectors. Continued economic growth will depend on bringing new revenue, residents, and jobs into the community, which means a focus not only on attracting major employers, but also small businesses and entrepreneurs. Perry will continue its economic development efforts and increase coordination with economic development entities around the city, county, and region to diversify jobs and industry in the community and encourage small business development. Supporting small business development, particularly around retail and restaurants, will not only benefit the local economy, but will provide much-desired amenities for the community.



7. Provide high quality educational opportunities for residents of all ages

The hardworking residents of Perry have been the backbone of local industry for generations, and Perry will continue to rely on the strength of its workforce and the educational institutions that support it. It is critical that Perry provides expanded educational opportunities to ensure that residents of all ages have the skills and experience necessary to compete for the jobs of today and tomorrow. The strength of the community schools and ties to higher educational institutions like DMACC, ISU extension, and ISU College of Design present a tremendous opportunity for the community. Perry will leverage these relationships- as well as the physical presence of the TownCraft Center and Van Kirk Career Academy- to diversify educational offerings and prepare students for jobs in emerging fields in the region.