



Solvang General Plan Update

GPAC Recommended | Vision Statement and Guiding Principles

The City of Solvang GPAC met on Wednesday August 4, 2021, to review comments and recommendations on the Draft Vision Statement and Guiding Principles from the Design Review Committee (DRC). As part of their final review the GPAC are recommending a Vision Statement and Guiding Principles for consideration to the Planning Commission and City Council. The recommended Vision Statement and Guiding Principles is a compilation of community aspirations collected from two community workshops and online engagement on the General Plan website (plansolvang.com). The Planning Commission and City Council will review the recommended Vision Statement and Guiding Principles from the GPAC at their August 23, 2021, meeting and finalize a Vision Statement and Guiding Principles for the General Plan.

Vision Statement

GPAC Recommended Vision Statement

Solvang is a unique small town in a scenic rural setting. We are a thriving tourist destination known for our quality of life, natural beauty, Danish heritage and architecture, cultural resources, and hospitality. We are a friendly, safe, inclusive, resilient, and healthy place with a strong sense of community, supporting lifelong learning, where people of all ages, economic levels, and cultures live, work, play, and visit.

Guiding Principles

GPAC Recommended Guiding Principles

- **Heritage and Identity**
We welcome visitors while maintaining our small-town character and honoring our multi-cultural heritage. Although originally established as a Danish community, we honor the positive traditions and values modeled by those who preceded our founders and their successors.
- **The Village**
The Village is a small charming, safe, and walkable environment modeled on an Old World Danish village that attracts visitors while supporting the social interaction, community events, and commerce of residents.



GPAC Recommended | Vision and Guiding Principles

August 2021

■ **Economic Vitality**

Our resilient, diverse, and sustainable economy supports both existing and new locally-owned businesses, including community-supported tourism. Residents and visitors continue to enjoy the benefits of a healthy business environment.

■ **Neighborhoods**

Our diverse residential neighborhoods remain safe and quiet, buffered from the impacts of traffic, overflow visitor parking, and events. Residents enjoy the quality of life and social interaction provided by our multi-generational neighborhoods.

■ **Cultural Resources**

Residents and visitors value the unique character of our historic and cultural assets. The Danish Village, museums, art venues, theaters, and historic structures provide social, educational, and emotional richness.

■ **Natural Environment**

Our entire community values and champions the natural beauty of the Santa Ynez Valley and its agricultural traditions. The Santa Ynez River is recognized as a life-sustaining resource to be valued and protected. Our tree-lined streets, open spaces, parks, and landscaping continue to connect us to the natural environment and provide healthy living spaces and recreational opportunities despite the challenge of a changing climate.

■ **Mobility and Access**

Safe and accessible streets, multi-purpose trails, and sustainable multimodal transportation options conveniently connect people and places throughout town and to surrounding destinations in the broader Santa Ynez Valley while reducing the impacts of traffic on the community.

■ **Regional Cooperation**

Our community continues to avail itself of opportunities provided by regional planning and partnership to support the quality of life and safety of residents and the experience of visitors.

■ **Infrastructure and Amenities**

Solvang maintains sustainable, efficient, equitable, site-appropriate, and resilient infrastructure and public amenities. We prioritize conserving all natural resources.

■ **Resident Services**

We provide a range of public services that support a diverse and multigenerational community.

■ **Jobs and Housing**

A wide range of housing options and living wage jobs provide a high quality of life. Solvang is committed to providing a variety of obtainable amenity-rich housing and sustainable neighborhoods for its residents.

■ **Good Governance**

Our government is transparent, supportive, and collaborative. It responds to the needs of all segments of the population with fair and equal protection.