



*Jurupa Valley's Scenic Backdrop: San Bernardino Mountains and Jurupa Mountains in Foreground*

## **1. Community Values Statement Endorsed by the GPAC, April 27, 2015**

Jurupa Valley's Interim General Plan is guided by values that describe what is most important to City residents. These values are at the core of what people enjoy most about living, working and recreating in Jurupa Valley—the scenic views, Santa Ana River, small-town feel, equestrian lifestyle, natural environment, vibrant economy, friendly residents, healthy and safe neighborhoods and respect for our history and diverse cultures. These values will enhance and sustain this young City's health and prosperity for generations to come. Proclaiming our values is essential if we are to create a new General Plan that truly reflects the goals and needs of Jurupa Valley residents. GPAC recommends that the Planning Commission and City Council affirm and adopt these Community Values as the foundation and heart of the Interim General Plan.

## **2. Guiding Values**

- 1. Small-Town Feel.** Maintain Jurupa Valley's small-town feel, where neighbors know neighbors and merchants, the built environment reflects and is compatible with the area's character, and where residents can grow gardens, raise and keep livestock, and choose from diverse lifestyles in a semi-rural town setting.
- 2. Community of Communities.** Jurupa Valley consists of many distinctive communities and neighborhoods in a valley surrounded by stunning natural scenery and views. As a "community of communities", we will preserve and enhance those positive qualities that make our communities unique, enhance our "gateways" to welcome residents and visitors and embrace a unifying community theme and spirit. Our ability to offer the choice of a semi-rural, equestrian lifestyle is an essential part of who we are as a community and of our quality of life.



City of Jurupa Valley

3. **Open Space and Visual Quality.** We value and protect the Santa Ana River and river plain, ridgelines, and hillsides for their exceptional value for recreation, watershed, wildlife habitat, environmental health, and as scenic backdrops for the City. As part of our values, we support prevention and removal of visual blight, protection of public vistas, and community awareness and beautification activities. Jurupa Valley's special places will be protected, maintained and promoted to preserve our unique character, instill local pride and encourage tourism.
4. **Active Outdoor Life.** Many Jurupa Valley residents were drawn here because of its unique outdoor setting and the recreation opportunities it offers. Our parks and recreation facilities are essential to maintain and improve our health and quality of life. We place high value on our public parks, sports fields, pedestrian and equestrian trails and support facilities, golf courses, outdoor use areas, historic sites and nature centers, campgrounds, airport, and joint use school facilities.
5. **Public Safety.** Support for public safety, law enforcement and emergency medical services is a value that's widely held by Jurupa Valley residents. We honor and respect the safety professionals who faithfully serve Jurupa Valley. We support strong, collaborative efforts to prevent crime and homelessness, enforce planning and building codes, and to improve the safety of neighborhoods, homes, public facilities, streets, trails and other transportation facilities. We take proactive measures to cope with and recover from emergencies and natural and manmade disasters.
6. **Education, Culture and Technology.** We place high priority on maintaining and improving our educational, cultural and technical opportunities, including programs and events at schools, libraries, museums, performing arts facilities and other community venues. We support the establishment of new community centers as well as college-level, life-enrichment, and career training opportunities in Jurupa Valley
7. **Mobility.** We support the creation and maintenance of transportation networks (e.g., multi-use equestrian, pedestrian and bicycle trails, complete streets, sidewalks, airport, rail, and public transit) that are safe, attractive, and efficient and provide connectivity to meet the diverse needs for the movement of people and goods.
8. **Diversity.** We value Jurupa Valley's cultural and social diversity and celebrate our cultural richness through arts and culture, community festivals, educational programs and exhibits, seasonal and equestrian-themed events, preservation of historic landmarks, youth and adult sports.

9. **Environmental Justice.** We value the health, well-being, safety and livability of all our communities and strive to equitably distribute public benefits and resources. We endeavor to enhance underserved communities so that all residents can thrive and share in a high quality of life.
  
10. **Healthy Communities.** We have a comprehensive view of health. We enhance existing opportunities for healthy living and create new ones by helping residents to make the healthy choice the easy choice. The health and well-being of all individuals, families, neighborhoods and businesses is our shared value and concern. We take positive steps to maintain a clean, visually attractive City, to improve Jurupa Valley's physical, social and environmental health and to share and teach these values to achieve and sustain a healthy, clean and safe environment for current and future generations.
  
11. **Economic and Fiscal Health.** We support high quality economic growth and development that is environmentally sustainable and that fosters housing, living wage jobs, retail goods and services, public facilities and services, environmental benefits, destination tourism, and medical and educational facilities. We seek ways to be good stewards of our local assets, to make wise land use and fiscal decisions, to conduct open and accessible government, and to preserve and enhance the City's prosperity and quality of life.

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