



## **Draft Vision Statement**

*The 419 Town Center creates a vibrant new center for community life, embraced by the spectacular beauty of the Roanoke Valley. Our town center mixes diverse new housing options; job opportunities; shopping, dining, and entertainment choices; chances to enjoy art and music—all within a short walk. Our town center offers people opportunities to live healthier lifestyles, reinforces our commitment to environmental responsibility, and advances the Valley’s emergence as a center of knowledge and innovation.*

**What do you like about this vision statement?**

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**Is there anything you would like to change or add to this statement?**

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## **Vision Principles**

The development of the 419 Town Center Plan will be guided by five core principles. Each of these principles will be supported by more specific goals. Help us further define what these principles should stand for.

***Principle: Harness the power of our location and market strengths to enhance the Valley's livability***

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***Principle: Improve connectivity:***

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***Principle: Promote a sense of community:***

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***Principle: Celebrate the Valley's nature and the corridor's natural setting:***

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***Principle: Create an authentic place:***

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