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VISION

The vision conveys what residents want the city to be like; our desired future. The following vision was developed in collaboration with the Steering Committee, a youth leadership group, and the public at workshops. Together, these vision statements form the basis for the rest of the goals and policies contained in the plan. It is the cumulative picture of what the City, non-profits, residents, businesses, and others will be working towards now and in the years to come.

IN 2030, THE CITY OF NORTH ADAMS IS A PLACE WHERE...

- The city is regarded throughout the northeast, country, and world as the high-energy center for creative entrepreneurs, contemporary and digital arts and artists, higher learning, and outdoor enthusiasts in the Berkshires – a destination that juxtaposes innovative edge with a distinct natural and historic fabric.
- Residents and visitors of all ages enjoy the natural scenery through a connected parks and recreation system with strong links to the downtown along the river and to the vast open spaces, including Mount Greylock, that surround the city in all directions.
- The built environment reflects the community’s pride and identity as a richly creative and diverse community, where that artistic sense is woven into the fabric of the physical environment – its homes, gardens, parks, signs, businesses, and community spaces.
- The city is a local food and healthy living hub for northwestern Massachusetts, southern Vermont and eastern New York where farms and community gardens thrive, locally-made products are available year-round, active lifestyles make use of the vast outdoor recreation options, high quality health care is readily accessible, and healthy food is attainable by all residents.
- City government, residents and businesses emphasize the importance of education from early childhood to advanced degrees or training as a cornerstone for economic stability and opportunity for the city and its residents.
- The city cultivates its relationship and proximity to institutions of higher learning and professional training – starting with MCLA and other colleges in the region – to build and grow a strong and diverse workforce to support economic development and enhanced opportunity for current and new residents now and in the future.
- Renewable energy and energy efficiency options have been integrated into the landscape and built environment in a way that maximizes local benefit, enhances financial stability in the community, and balances energy and ecological interests against a myriad of other needs and interests.
- The city will continue to address its long-term infrastructure needs in a manner that considers potential climate-related impacts, uses innovative practices, and is both fiscally and environmentally responsible.
- City government has employed a range of financial management and service delivery approaches to achieve high quality government services and public infrastructure and still allow the city to adapt to changes in state and federal budget transitions with stability.
- The City, all community residents, and stakeholders openly collaborate and engage new ideas, pursue initiatives that further achieve the city’s vision, and draw new investment in an open and community-focused manner that respects and seeks the input of those who may be impacted.
- The city, as it has attracted new residents, has successfully melded the old with the new. The city remains a close community that respects and welcomes new residents and celebrates diversity and differences as important assets.

