



Draft Community Vision Statement

In 2015, Planada has matured in character and appearance, yet remains a self-sustaining rural community growing better... not bigger. UC Merced, nine miles north of town, has created substantial regional economic opportunities and an increased role for Planada as a supporting community. Revitalization efforts have revamped Highway 140 making the popular Yosemite route a "Gateway to Planada" by creating an attractive and inviting corridor with vistas to the foothills and Sierra Nevada. Economically viable urban service amenities will be thoughtfully developed serving as a catalyst for further commercial growth into the community center.

You have arrived to Planada when you reach Broadway. This beautiful and vibrant Paseo has become the "heart" and social center of town and is adorned with landscaping and Plazas. This well designed district has attracted commercial businesses, restaurants, and housing, and its vibrant community layout has become the envy of the region. Landmark buildings located on the corners define the district while meeting community housing and commercial needs. Community appearance and town solidarity continue to improve with the renovation of existing housing and construction of new homes throughout the community.

With job opportunities, significant beautification efforts, and community interaction, Planada is a family oriented town that gives a high priority to law enforcement and community services. New schools and parks, and safety conscious design guidelines support active family oriented neighborhoods. Planada is a hometown with heart that has diversified its regional economy, and dramatically improved community appearance, while being embraced by its pastoral surroundings.