



VISION THEMES AND STATEMENTS

HUBBARD – OUR HOME IN 2035

Hopes and aspirations for what Hubbard will be like and look like in the future...

- Hubbard is a **safe and caring** community where neighbors stay connected, trust and look out for each other.
- New housing provides a **range of housing** types and affordability
- Even as Hubbard grows and changes, it retains its **small-town character** and strong **sense of community**
- A community that **trusts** and local government
- Highway 99 **traffic flows smoothly** with improvements for safe turning, access, each other beautification and more
- Our **diverse population** is involved, included and helping lead all aspects of civic life
- **New commercial businesses** serve local convenience needs and are well-supported by residents and visitors
- Residents on both sides of Hwy 99 are well-served with **parks, pathways/sidewalks and services**
- **New community investments** completed for the long term—water & sewer infrastructure, sidewalks and traffic improvements

WE VALUE...

Our Small Town Character... *'Little Town with the Big Heart'*, neighbors helping neighbors in a family friendly community.

Our Safety...a safe and secure home is the bedrock for a strong and vital community.

Our Quality of Life...the ability to live, work and play affordably within the Hubbard community

Our Local History.... we cherish our heritage and honor the past, making tomorrow's history today

Our Health & Natural Environment – wellness through fresh foods, walking paths, and access to parks, greenspace and the outdoors.

Our Diversity – a welcoming atmosphere where Leadership is reflective of the community's demographics. All people regardless of background feel that they belong.

"My vision for the future is a town that doesn't grow too fast, but only thoughtfully and carefully adds housing and businesses that fit well with our current community."



FOCUS AREA VISIONS AND KEY PROJECTS

Focus Area 1: A Vibrant Economy and Small Business Base

- Hubbard has small and mid-size businesses that provide goods and services for local people and jobs right in town.
- Downtown retail and restaurants, revitalization and new development. More events and activities to build connections among Hubbard residents and also bring in visitors.

Strategies

1. Support existing business success and recruit new businesses filling local needs
 - Business promotion, branding, marketing
 - B2B opportunities, roundtable of info-sharing
2. Expand and redevelop the downtown historic district
3. Engage with the Main Street 4-point approach for downtown revitalization:
 - Install business signage on Hwy 99
 - Create events that drive business
 - Foster and enhance the historic building stock

Focus Area 2: Safe and Connected

- Public Safety
- Streets & Sidewalk Maintenance
- Traffic flow

Strategies

1. Maintain excellent pro-active police and fire services
2. Create heightened walkability through an expanded sidewalk network & maintenance
3. Improvements to Hwy 99 as the major spine of the city
4. Improve pedestrian safety through lighting and sidewalks/paths

Focus Area 3: Involved, Diverse and Caring Community

- Know and look out for each other
- Embrace our diversity! Intentional cross-cultural activities, community-building and communication
- Family-oriented and intergenerational
- Activities to build connections among Hubbard residents and also bring in visitors.

Strategies

1. Increase volunteerism opportunities
2. Support the senior population
3. Create pathways for Latino leadership



Focus Area 4: A Livable Community

- A community that grows ‘smartly’
- Affordability
- Health and wellness opportunities abound

Strategies

1. Invest in parks and greenspace
2. Increase access to healthy foods and wellness/recreation
3. Invest in infrastructure and transportation to manage growing population

Focus Area 5: Placemaking, Community Pride, & Identity

- Strong identity
- Community pride and honoring the past
- Gathering places and community connections

Strategies

1. Uplift our small-town identity and community pride by highlighting historic assets and branding initiatives
2. Invest in community gathering places that foster social connection
3. Develop a citywide wayfinding system to provide a sense of place
4. Organize/develop more community events