

Defining Our Product: What is a Vision Plan?

The end result of this process will not be a comprehensive plan that dictates exact uses for seven miles. Rather, PennPraxis will prepare a “vision plan” with ideas that are concept-based with limited specificity.

Visions are typically organized by broad themes, within which there are examples of how different models can look in reality. For example, the painting on the right shows one idea from a Seattle waterfront vision plan that features numerous images that embody the ideals of the vision. In a vision, paintings with differing uses can be shown -- this flexibility and room for creativity can make visions more effective than prescriptive city master plans.



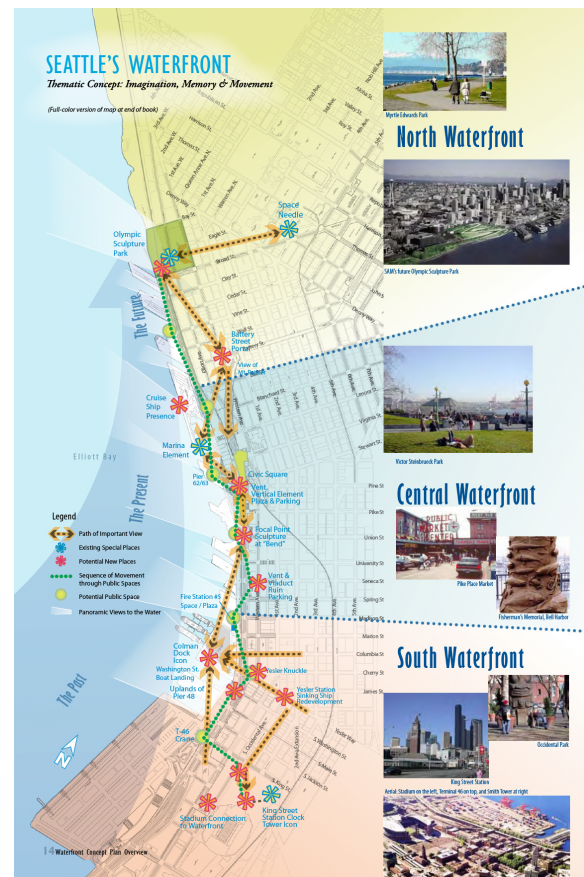
A vision can show images, but they are just examples, not the only possible uses. (Seattle)

A vision plan:

- Is a starting point that builds the case for a more specific and detailed plan to come afterwards.
- Is evocative, focusing on large concepts to build momentum for future investment.
- Is illustrative, using images to show examples of how broad design ideas can be applied.
- Is organized around themes.
- Leaves room for growth and adaptation.

A vision plan does not:

- Focus on prescription.
- Decide use on a property-by-property basis.
- Fully determine implementation strategies.
- Become automatic law.



Visions are based on themes and concepts that can be used in many ways. (Seattle)