

# DRAFT Vision Statement



1 In the late 1800's, Alta was a silver mining boom settlement.  
2 In 1938, Alta became a different kind of boom town- this time  
3 for skiing, utilizing nature to provide the riches for all who  
4 came. Alta formally incorporated into a Town in 1970.

5 Today, the Town of Alta is a community dedicated to preserv-  
6 ing the unique qualities that make it a world class destination  
7 ski resort with a small town character. Alta is also committed  
8 to protecting the headwaters of a watershed that provides wa-  
9 ter to thousands in the Salt Lake Valley. It is "home" to resi-  
10 dents and visitors alike.

11 Alta includes the spectacular alpine setting of Mount Superior, Devil's Castle and Sugarloaf Mountain, sum-  
12 mer wildflowers and winter powder snow, grandeur made intimate by Alta's end of the road location, lim-  
13 ited human scale lodges and residences, a relaxed but exuberant pace of life and a reverence for the natural  
14 surroundings.

15 That reverence by residents, visitors, employees, and local businesses has created an obligation for responsi-  
16 ble and sustainable growth. Alta is under constant pressure to maintain its character from adverse pres-  
17 sures of development. Alta also faces challenges in the allocation of scarce natural resources and preserving  
18 the fragile natural environment. While change is inevitable and can be positive, it needs guidance and care to  
19 grow in the best way.

20 Alta is naturally poised to be a leader in sustainable growth and development where all aspects of commu-  
21 nity; land use, transportation, building and environment, converge in healthy ways that can be maintained.  
22 Alta must shine as an example of resource protection, education and encouragement for others and can  
23 become a year round community of residents building a future infrastructure that is matched by the spirit of  
24 living gracefully and responsibly in the mountains.

25 Alta needs a Town center that blends into and enhances its setting; it needs a place for employees to live  
26 that are affordable and attractive, and it needs a community image of which overall everyone can be proud.  
27 The future of the Town will not be created by good intentions alone, but by responsible planning that can  
28 be implemented through the following policies;



—Alta is committed to protecting its portion  
of the area's critical watershed by directing devel-  
opment away from sensitive areas;

—Alta will protect its scenic resources by  
maintaining the unique context, scale and visual  
patterns that define the landscape through respon-  
sible standards for design and development;

—Alta supports community connections, and  
supports efforts to encourage a Town where all  
can live and prosper in a culturally and economi-  
cally diverse population;

—Alta will continue to be a leader in the effi-  
cient use of energy and renewable resources;

—Alta will continue to support transportation  
options in the canyon that do not negatively im-  
pact the environment or the natural sense of  
place.

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