

Othello Comprehensive Plan

# Vision Statement Workshop

April 20, 2026



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## What We Heard

Key themes from the February 2026 visioning workshop

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## Tensions & Tradeoffs

Areas where priorities may compete

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## Baseline Vision Review

Draft vision statement walkthrough/thoughts

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## Alternative Directions

Row-by-row table discussion

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## Direction & Next Steps

Confirm priorities, refine the vision

# Six Key Themes from the February Workshop

What We Heard



## People Define Othello

Welcoming, close-knit, and culturally vibrant. Strong multi-generational roots and sense of belonging.



## Growth Should Be Intentional

Transitioning from small town to small city, development should feel coordinated and connected.



## Housing & Affordability

Need for more housing options for families, seniors, and the local workforce.



## Infrastructure Is Essential

Long-term growth depends on reliable water, sewer, and public services.



## Economic Opportunity

Agriculture remains central, but strong desire to diversify jobs and support local businesses.



## Quality of Life Matters

Parks, youth opportunities, events, and community spaces are essential to long-term livability.

### Small-Town Character vs. Growth & Opportunity

#### Discussion Prompt:

What aspects of Othello's character are essential to preserve, and what changes are acceptable as the city grows?

### Agricultural Identity vs. Economic Diversification

#### Discussion Prompt:

How should Othello balance preserving its agricultural foundation with attracting new types of development?

### Housing Diversity vs. Neighborhood Character

#### Discussion Prompt:

Where and how should new housing types be integrated into the community?

### Development Ambitions vs. Infrastructure Reality

#### Discussion Prompt:

How should infrastructure shape the pace and location of growth? Does development pay for development?

# Baseline Vision Statement

Draft framework informed by Planning Commission input

*Othello is a welcoming rural city where agriculture, culture, and community remain at the heart of daily life. Through thoughtful and coordinated growth, expanded housing opportunities, strong local businesses, and vibrant parks and public spaces, Othello continues to be a place where residents, families, and visitors thrive.*

Vision covers eight topic areas:

**Community Character**

**Land Use**

**Housing**

**Transportation**

**Utilities & Services**

**Parks & Recreation**

**Economic Development**

**Environmental Resilience**

# Alternative Vision Directions

Work through the options, row by row, together

### Baseline Vision

The starting draft, grounded in February workshop input. Use this as the anchor for discussion.

### Growth & Opportunity

Leans into city expansion, regional importance, economic growth, and proactive infrastructure investment.

### Character & Livability

Leans into identity, steady growth, neighborhood compatibility, and everyday quality of life.

### How we'll run the exercise:

1. We'll review each of the eight topic areas row by row.
2. For each row, discuss: Which direction resonates — or is a hybrid better?
3. We will synthesize discussion into a refined vision after the meeting.

# Topic: Community Character

## Alternative Directions

### Baseline Vision

Othello remains a welcoming and close-knit community where diverse cultures, traditions, and generations of families shape the city's identity. As the city grows, it preserves its friendly atmosphere, strong sense of belonging, and rural heritage.

### Growth & Opportunity

Othello continues to be a welcoming and inclusive community while evolving into a growing regional center. New residents, businesses, and industries reshape the community while maintaining a shared sense of identity.

### Character & Livability

Othello preserves its identity as a welcoming, close-knit, and culturally rich rural community, where relationships, traditions, and a strong sense of belonging remain the foundation of daily life.

### Notes / Hybrid

*Record preferred direction or hybrid language here during discussion.*

### Baseline Vision

Othello manages growth to protect surrounding farmland and rural character while supporting well-planned development. New neighborhoods and businesses are coordinated with infrastructure, reinforce a strong business district, and create connected, cohesive development patterns.

### Growth & Opportunity

Othello actively plans for growth by expanding residential, commercial, and industrial areas in strategic locations, while also incentivizing medium and higher density infill projects.

### Character & Livability

Othello carefully manages growth to maintain rural character, protect farmland, and ensure new development reflects the scale and feel of existing neighborhoods.

### Notes / Hybrid

*Record preferred direction or hybrid language here during discussion.*

### Baseline Vision

Othello provides a wide range of housing options that allow residents of all ages and incomes to live in the community. Diverse housing types support families, seniors, and the local workforce while being thoughtfully integrated into existing neighborhoods.

### Growth & Opportunity

Othello's housing supply is robust, allowing expansion and density to meet demand and support economic growth. Multifamily, workforce housing, and higher-density development are encouraged in key areas throughout the City.

### Character & Livability

Othello expands housing options in a measured and context-sensitive way, prioritizing neighborhood compatibility, long-term affordability, and stability for current residents.

### Notes / Hybrid

*Record preferred direction or hybrid language here during discussion.*

# Topic: Transportation

## Alternative Directions

### Baseline Vision

Othello maintains a safe and efficient transportation network that connects neighborhoods, schools, parks, and businesses. Expanded sidewalks, trails, and roadway improvements support safe and accessible travel for all users.

### Growth & Opportunity

Othello invests in a transportation system that supports increased traffic, freight movement, and regional connectivity, including improvements to key corridors and highway access.

### Character & Livability

Othello prioritizes local connectivity, walkability, and neighborhood safety, with a focus on safe routes to schools, parks, and daily destinations.

### Notes / Hybrid

*Record preferred direction or hybrid language here during discussion.*

# Topic: Utilities & Public Services

## Alternative Directions

### Baseline Vision

Othello provides reliable and modern infrastructure that supports responsible growth and a high quality of life. Water, sewer, broadband, schools, and public services are expanded in alignment with development.

### Growth & Opportunity

The City pursues major, proactive investments in water, sewer, and infrastructure systems to unlock growth capacity and support long-term expansion.

### Character & Livability

Othello aligns growth with available infrastructure capacity, ensuring that development does not outpace water, sewer, and public service systems.

### Notes / Hybrid

*Record preferred direction or hybrid language here during discussion.*

### Baseline Vision

Othello offers a connected system of parks, recreation facilities, and community gathering spaces that serve residents of all ages. Expanded parks, trails, and recreational amenities support healthy lifestyles, youth opportunities, and community connection.

### Growth & Opportunity

Othello expands parks and recreation facilities to serve a growing population and support tourism, events, and regional attractions.

### Character & Livability

Othello prioritizes investment in neighborhood parks, youth spaces, and accessible community gathering areas that support everyday quality of life.

### Notes / Hybrid

*Record preferred direction or hybrid language here during discussion.*

# Topic: Economic Development

## Alternative Directions

Baseline Vision	Growth & Opportunity	Character & Livability	Notes / Hybrid
<p>Othello supports a resilient economy rooted in agriculture while expanding opportunities in food processing, healthcare, education, tourism, and small, locally owned businesses. Economic growth provides stable employment, supports local entrepreneurs, and strengthens the community.</p>	<p>Othello positions itself as a regional economic hub, attracting industry, logistics, and large-scale employers while supporting job growth and investment.</p>	<p>Othello supports a stable, locally rooted economy built on agriculture and small businesses, with selective growth in industries that align with community values.</p>	<p><i>Record preferred direction or hybrid language here during discussion.</i></p>

# Topic: Environmental Resilience

## Alternative Directions

### Baseline Vision

Othello protects its natural resources, including agricultural lands, and prepares for long-term environmental challenges. Expanded tree canopy, water conservation, and sustainable land stewardship support a healthy and resilient community.

### Growth & Opportunity

Othello integrates sustainability into growth by investing in efficient infrastructure, water systems, and environmental strategies that support long-term expansion.

### Character & Livability

Othello emphasizes conservation, tree canopy, and stewardship of natural resources to maintain environmental quality and community comfort.

### Notes / Hybrid

*Record preferred direction or hybrid language here during discussion.*

**1** What aspects of this vision feel most accurate and reflective of Othello?

**2** What feels missing, unclear, or overstated?

**3** Which of the identified tensions require clearer direction?

**4** Which vision direction best reflects Othello's future, or should certain elements be combined?

**5** What are the top 2–3 priorities that should be most emphasized in the final vision?

# Next Steps

## After Today

SCJ Alliance will synthesize Commission direction and refine the vision statement.

## Community Input

The updated vision will be shared with the broader community for feedback.

## Goals & Policies

The vision guides development of goals, policies, and implementation strategies in the Comprehensive Plan. We'll revisit these next month.



# Thank you.



  
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