Envision La Verne...

The City of La Verne, nestled in the scenic foothills of the San Gabriel Mountains, is a thriving place to live, work, learn, and enjoy life in southern California. We cherish our special small-town charm—exemplified by the vibrant activity center of Old Town La Verne—and recognize the importance of preserving and protecting our cultural and historic resources which contribute to La Verne's unique sense of place. We are deeply proud of our youth and we appreciate how critically important younger generations are to future success of our community. Family-friendly events and activities celebrate and enhance La Verne's strong civic life, diversity, and inclusivity, and serve as inviting opportunities for local residents and people throughout the region to come together to appreciate all that the City has to offer.

We are recognized for our safe, quiet, and clean residential neighborhoods which offer a range of housing choices for residents of different ages and incomes. High-quality community services, activities, and facilities—including schools, parks and recreation opportunities, police, fire, medical services, and infrastructure—all contribute to creating the lifestyle that residents value. People living, working, and visiting La Verne can safely and efficiently get around the community and can easily reach regional destinations by driving, walking, biking, taking transit, or through emerging mobility technologies.

Economic development is a priority for La Verne and the City is fiscally well-positioned to adapt to future market changes. Multiple economic activity centers are well-distributed throughout the City providing an array of different dynamic business clusters. The community is home to a range of desirable employment opportunities and employers are attracted to La Verne because of its location, public amenities, housing options, access to transit, and business-friendly atmosphere.

The City serves as an example of how local communities can work together to creatively address important local and regional issues. Strong civic leadership and valued partnerships with the University of La Verne, public and private schools, business community, and other local and regional partners help maintain La Verne's outstanding quality of life and ensure that we remain vibrant, successful, and fiscally sustainable for generations to come.