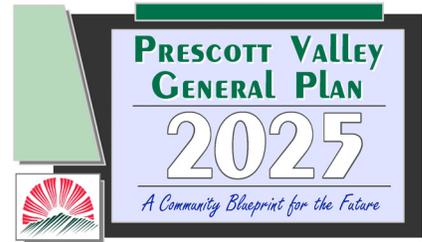


CHAPTER 2

Vision AND Guiding Principles



This chapter articulates the community’s vision for Prescott Valley in 2025. It also provides a series of guiding principles that serve as a bridge between the vision statement and the goals and policies set forth in each of the *General Plan 2025* elements. Together, the vision and guiding principles provide the framework within which the remainder of the *General Plan 2025* is based.

2.1 A 2025 Vision Statement for Prescott Valley

A vision describes where a community wants to go. A plan explains how to get there. The 2020 Prescott Valley General Plan began its vision statement for the future with the following:

The City of Prescott Valley is a recognized modern and vibrant regional urban hub in northern Arizona. We are the center for medical services, transportation options, and educational and employment opportunities, and comprise a diverse cultural and ethnic base. Our small town character and a sense of community has been valued and retained as a part of our emergence as a regional leader.

New residential developments have contributed to the unique character brought about by the individuality of our neighborhoods within our community. We remain a safe, attractive, and affordable place for families to live, work, and play.

Community commerce has evolved to a mix of densities, intensities, and uses. Established business areas have flourished while new business and employment gateways have been developed.

We, as a community, have capitalized upon and continue to protect our clean and beautiful natural environment and our financial and human resources to ensure a sustainable future. The diversity of our population is viewed as an asset by our community leaders and continues to shape our vision.

While only ten years have passed since this vision statement was created, Prescott Valley is well on its way to achieving many of these goals and objectives. With ongoing optimism toward the future, the community has developed the following vision statement for Prescott Valley in 2025:

The Town of Prescott Valley is a recognized modern and vibrant urban hub. We are at the center for education and employment opportunities, primary and secondary specialty medical care, and comprise a diverse cultural and ethnic base. Our small town has character and a sense of community, and is valued and recognized as a regional leader.



Residential developments contribute to the unique character brought about by the individuality of our neighborhoods. We remain a safe, attractive, and affordable place for families to live, learn, work, and play.

Community Commerce is a mix of business, industry, and retail centers. Continued investment in economic development will result in employment opportunities and positive community growth.

We, as a community, will continue to ensure a sustainable future by preserving our natural environment, investing in our financial and human resources, and nurturing our youth as Prescott Valley becomes the business and tourism center of Central Arizona.

This is the vision for Prescott Valley. It is a single statement that embodies the collective aspirations of many hundreds of people who participated in developing *The Prescott Valley General Plan 2025 — A Community Blueprint for the Future*.

2.2 THE HIERARCHY OF GENERAL PLAN 2025

Developing a general plan is a significant undertaking. Beginning with a big picture perspective before delving into detail makes the effort much more understandable and comprehensive. With this in mind, *General Plan 2025* was developed using the following hierarchical system.

- ▶ **Vision Statement.** A vision statement is an expression of a community's shared aspirations and expectations for a certain time horizon. It is an ideal description of an end state for a community at a particular point in time.
- ▶ **Guiding Principle.** A guiding principle is an assumption, fundamental rule, or doctrine that furthers the intent of the vision statement by guiding general plan goals, policies, and implementation strategies.
- ▶ **Goal.** A goal is a direction setter. It is an ideal future end, condition, or state related to public health, safety, or general welfare toward which planning efforts are directed. A goal is a general expression of community values and works to further the guiding principle under which it falls.
- ▶ **Policy.** A policy is a specific statement that guides decision-making. It indicates a clear commitment of the local government. A policy is based on goals, as well as current and future trends.
- ▶ **Implementation Strategy.** An implementation strategy is an action, procedure, project, program, or technique that carries out a policy.

2.3 Guiding Principles for General Plan 2025

Prescott Valley residents have a strong sense of civic pride, value the quality of life the Town offers, and desire to preserve the community's positive characteristics into the future. To this end, the following guiding principles set the tone for each of the General Plan elements and provide direction for the policy guidance needed to realize the community's vision statement.

GROWTH AREAS

- GA-A Promote managed and orderly growth that supports a variety of land uses, conserves natural resources, reduces automobile dependency, and provides for the rational addition of infrastructure and service capacities.

GA-B Assure that all forms of infrastructure including, but not limited to, water, sewer, storm drainage, energy, communications, and other technological facilities are available.

Guiding Principle:

A guiding principle is an assumption, fundamental rule, or doctrine that furthers the intent of the vision statement by guiding general plan goals, policies, and implementation strategies.

LAND USE

LU-A Provide a balance of land uses including residential, commercial, industrial, educational, recreational, and open space. The Town is also committed to providing quality development that is walkable and provides community level services and facilities in all neighborhoods, existing and new.

LU-B Create an attractive environment for its citizens by developing, implementing and enforcing design guidelines that will assure high quality development and the maintenance and beautification of properties.

HOUSING

HO-A Plan for housing options for current and future residents of the Town that will provide a variety of densities, types, and locations to accommodate growth in all sectors of the housing market.

HO-B Revitalize mature neighborhoods so that all residents, regardless of socioeconomic status, have a safe place to live.

CIRCULATION

CIR-A Establish and build a safe and efficient transportation system of roads that improves the flow of traffic, enhances pedestrian safety, promotes commerce, and provides for alternative modes of transportation throughout Prescott Valley.

ENVIRONMENTAL PLANNING AND WATER RESOURCES

EPW-A Preserve and enhance environmental resources including, but not limited, to air quality, water, biological resources, and historical resources. The Town shall continue promoting environmental awareness and practices to protect these resources.

RECREATION AND OPEN SPACE

OS-A Preserve and enhance key natural features including natural open space and vistas.

OS-B Provide active and passive recreational opportunities, including recreational open space, parks and trails.

COST OF DEVELOPMENT

COD-A Provide a high level of municipal services and facilities to serve the community and equitably assess and manage the fiscal and capital impacts resulting from development both within the existing Town site and on currently undeveloped land.

COD-B Assure development will occur in a fiscally sound and equitable process using a variety of funding services.

ECONOMIC DEVELOPMENT

ED-A Promote an economically diversified community, committed to raising the standard of living for its citizens through business and employment opportunities, plus improved goods and services, while enhancing the quality of life for the community.

2.4 A Unified DIRECTION TOWARD THE FUTURE

The Prescott Valley General Plan 2025 — A Community Blueprint for the Future represents a framework for the form and function of Prescott Valley over the next 15 years. It is a statement developed with the community and for the community in order to maintain quality of life through managed growth and development. *General Plan 2025* is a statement about Prescott Valley's commitment of individual and collective action to accomplish important livability objectives pertaining to the following community values:

- ▶ Community Well Being;
- ▶ Economic Development;
- ▶ Managed Growth;
- ▶ Positive Image and Identity;
- ▶ Coordinated Transportation and Infrastructure Systems;
- ▶ Culture and the Arts;
- ▶ Hub of Recreation;
- ▶ Pedestrians as Priorities;
- ▶ Environmental Stewardship; and
- ▶ Systems and Partnerships that Work.

Optimizing these community value goals requires collaboration between public agencies and private organizations, and partnerships between neighborhood residents and businesses. As it has done throughout its brief history, the Prescott Valley community will attain the goals of *The Prescott Valley General Plan 2025 — A Community Blueprint for the Future* by striving to understand others' perspectives and working together for the good of the community and quality of life.