

## ***General Plan Excerpt: Community Vision and Principles Section***

### ***Vision***

The General Plan's Vision Statement is derived directly from the input of the community's participants during the process from the first kick-off meeting, through the community surveys, as well as the guidance provided by the appointed Steering Committee. The Vision Statement sets the tone for the General Plan and lays the foundation upon which the Guiding Principles, Goals, and Implementation Strategies are built. The Vision is intended to be broad in nature, but unique to Payson as a community. It is describing the Payson of the future, not the present. It is proactive, affirmative, and aspiring as a vision should be.

### ***Vision Statement:***

Payson is a vibrant recreation destination amidst the tall pines and cool waters of Arizona's Rim Country. Renowned for its western heritage and friendly people, the Town is a safe and sustainable community that embraces education, culture and economic prosperity through quality development.

The words used in the Vision are those of the community. Many conversations and debates occurred to derive these two sentences. Many concepts and values were expressed and they will be captured by the General Plan in the Principles and Goals, if they weren't included in the Vision.

Literally dozens of vision statements were drafted and commented on by the public, staff, and steering committee. Here are some of the vision statement themes that emerged that are included in the General Plan:

Natural environment	Self-sufficient	High quality development
Western heritage	Small-town	Open communication
Friendly people	Recreation	Forward thinking
Safe	Tourism	Well-rounded
Clean	Quality education	Vibrant
Healthy	Well-paying jobs	Generosity
Resilient	Economic development	Managed growth
Sustainable	Prosperity	Pioneer spirit

Since all of these descriptive and visionary terms could not be used in a simple Vision Statement, most of them are captured in the General Plan either in a Guiding Principle or a Goal.

## ***Guiding Principles***

The General Plan, as mandated by Arizona Statute, has seven sections or Plan Elements. A Guiding Principle was derived from public input, as it pertains to each topic, for each Element. The purpose of each Guiding Principle is to help focus the Vision for the topic area in a meaningful way through the priorities and concerns expressed by the Town's citizens. The subsequent Goals should be correlated with each Guiding Principle in some way in order to better achieve the Vision. Similarly, each Goal has a series of Strategies that are specific actions to be taken to implement the Vision. These Implementation Strategies contain policy and program recommendations that are the core of the General Plan, and the road map for the Plan's influence as a guide for the community over the next decade.

The Guiding Principles for each General Plan Element are:

*Land Use Guiding Principle:* Enhance Payson's small-town atmosphere and economic development opportunities with strategic land use policies for new development and redevelopment areas.

*Growth Area Guiding Principle:* Enact effective growth management policies and sustainable economic development.

*Transportation Guiding Principle:* Enhance the existing transportation infrastructure to increase connectivity, to improve alternative transportation, and to reduce traffic congestion.

*Parks Guiding Principle:* Expand active and passive recreational opportunities through programmatic and facility improvements.

*Environmental Guiding Principle:* Strengthen and expand partnerships to continue environmental innovations.

*Water Resources Guiding Principle:* Utilize prudent allocation of resources to support economic development and environmental sustainability.

*Cost of Development Guiding Principle:* Maximize the use of planning and financial tools to mitigate the cost of development to the community while providing incentives for well-planned development that achieves stated town Principles and Goals.

Each General Plan section will begin with a Guiding Principle along with a series of issues that emerged from public input. The Goals set forth for each Plan Element address these issues in a manner that achieves the Guiding Principle. The Implementation Strategies for each Goal then move the plan forward in the direction of the defined Vision, Principle, and Goal which should positively impact the identified issue.