2. Vision for Apple Valley



This Vision Statement identifies leading priorities and principals. desired for the City of Apple Valley, through 2040. The Comprehensive Plan is the blueprint to achieve this vision. The Vision Statement describes the Apple Valley of today and the community's aspirations for tomorrow. In times of change or conflict, the Vision Statement serves as a compass, a centering point.

Not all aspects of this vision statement pertain directly to the Comprehensive Plan. Therefore, the City government cannot be the sole stewards responsible for achieving this vision. As a shared vision for Apple Valley, all residents and businesses can take pride in their community and the contributions they make.

The vision for the future of Apple Valley is described as a series of keys. These guiding principles work together to sustain and enhance valued aspects of the community. Applying these keys will open opportunities for future prosperity. The numbers associated with each key serve as a means of identification and emphasis and not as a ranking of priority or importance.



Key 1 - Service

City government provides the services, infrastructure, and land use controls that touch every aspect of this vision. While City government is not solely responsible for the vision, the vision cannot be realized without its leadership and stewardship. Quality leadership and excellent staff should be continued hallmarks of Apple Valley. City government should be responsive to community needs, holding firmly to community standards while retaining the flexibility to seize opportunities that arise. The City is a partner with business and industry. City government sets high standards for its financial stewardship, making investments that pay dividends in terms of the quality of life described in the Vision Statement. The quality of City government ultimately lies in the hands of our residents. We must care enough to become informed and involved. Governance in Apple Valley encourages and facilitates public involvement.



Key 2 – A Great Place to Live

Apple Valley is a great place to live. We build neighborhoods of enduring quality and character. They are active, healthy, and safe places. Tree-lined, well-maintained streets increase the beauty and comfort of our neighborhoods. The places we live are well-connected to parks, schools, shopping, and employment. Apple Valley offers choices in housing that allow people in all stages of their life to make a home in our community. Apple Valley is an affordable place to live. We encourage residents to be connected with one another and engaged in community life with a commitment to volunteerism. We promote pride in property that produces individual and collective action to enhance the quality, integrity, and value of our neighborhoods. We are committed to protecting the unique qualities which make Apple Valley a great place to live for current residents and future generations.



Key 3 – Business Oriented

Apple Valley is a magnet for businesses. We provide an excellent location, strong regional transportation connections, a skilled workforce, and a strong marketplace. We work with the Chamber of Commerce and other business organizations to actively attract and retain businesses to achieve the vision of Apple Valley, while remaining committed to our traditional high standards of quality. We seek an expanding array of jobs, goods, services, and entertainment that meet the needs of our residents. We encourage businesses and their employees to play an active role in community life. We play an active role in the region to ensure that current and future transportation systems, housing stock, and amenities continue to provide Apple Valley residents with access, choice, and flexibility to pursue rewarding work.

Economic development strategies are geared toward enhancing and sustaining live-work balance and attracting and retaining employers that pay living wages. Apple Valley has available land for development and redevelopment, a talented workforce, and the technological infrastructure to accomplish these goals. When more people live and work in Apple Valley, it reduces travel costs and air pollution, and mitigates highway congestion, resulting in savings to families and government. It gives people more time to spend with family and in the community. The City of Apple Valley emphasizes the importance of providing jobs that pay incomes capable of sustaining those families and their community.



Key 4 – Safe

Apple Valley maintains a strong commitment to safety in all places, at every hour of the day. Through excellent police, fire, and medical response services, our citizens feel safe knowing that help is only minutes away. We are committed to maintaining high service standards by adding resources as the community grows and changes. The commitment to safety requires involvement on the part of our residents. Apple Valley is a place where we care for our neighbors.



Key 5 – Parks to Experience

Parks are an integral part of the fabric of our community. Every home has walkable access to a city park. Parks provide places for us to play and to gather with our neighbors. Parks help to preserve the natural environment of Apple Valley. Apple Valley's parks are not seen as individual entities, but as part of a broader, inter-connected system that provides a suite of attractions and amenities. Highlights of this system include the Minnesota Zoo, Dakota County, Lebanon Hills Regional Park and our many local neighborhood parks. The City provides and maintains a wide range of parks and recreational facilities with the ability to adapt to the changing needs of the population. We are committed to providing the resources to maintain and improve Apple Valley parks. The City works collaboratively with Independent School District 196 (ISD), Independent School District 191, Dakota County, local athletic associations and other groups to meet shared park and recreation needs.



Key 6 – Healthy and Active

Apple Valley's policies are designed to make it the model of a healthy, active, and safe community. A comprehensive system of sidewalks, trails, and bike lanes connects neighborhoods, jobs, schools, and other destinations as an integral part of our transportation system. We offer a wide range of formal and informal recreation facilities that support a multitude of active and passive recreation activities. Food, health care, and other essential goods and services are readily accessible to all Apple Valley residents. We plan our community in ways that sustain the clean water and air on which we depend. Through best practices of storm water management, pollution mitigation, and natural resources protection, we will continue to protect and sustain a healthy living environment



Key 7 – Sustainable

Apple Valley is recognized as a MN Green City. We recognize that our community's natural amenities need to be properly respected and managed. We must wisely use our natural, economic, and human resources to sustain the quality of life we enjoy. We seek to maintain water quality and conserve our freshwater, air quality, energy and other resources and capital for future generations. This requires a continued commitment to improving the efficiency of community facilities and infrastructure, from design concept to construction, operation, and repurposing. Likewise, Apple Valley is committed to maintaining productive partnerships with the energy industry, regional nonprofits, and local businesses and institutions to expand access to renewable energy and minimize the city's carbon footprint. Throughout this plan, existing efforts and recommended initiatives related to sustainability or resilience are indicated by: . Appendix I contains an inventory of baseline energy usage, identifies future energy benchmarks, and outlines strategies to achieve them.



Key 8 – Accessible

The ability to move safely and efficiently within Apple Valley and the region is essential. At a basic level, Apple Valley's transportation system must connect all residents to the services they need and desire. Apple Valley supports a multifaceted transportation system that can accommodate automobiles, mass transit, bicycles and pedestrians. Apple Valley should be a place of "great streets." A great street extends beyond the street surface to the sidewalks and landscaping in the adjacent right-of-way. A great street provides for the safe and efficient movement of vehicles while encouraging travel by bicycle and by foot. A great street supports and enhances adjacent land use and adds to the quality of life and identity of Apple Valley.



Key 9 – Successful Downtown

Apple Valley has a unique, identifiable, and thriving downtown. Downtown Apple Valley will not be a singular place, but a collection of strongly connected and experiential destinations that serve and enhance the community. The core of the downtown area is the four quadrants of the Cedar Avenue/County Road 42 intersection. The scope of downtown Apple Valley continues to evolve in form, use, and density and has expanded to include Central Village, the Transit Station.

The downtown area is and will continue to be a place of commerce. It is the primary location of the goods and services needed by Apple Valley residents and regional communities. Downtown must also continue to be the civic core of the community. We envision a downtown area that includes a growing mixture of places to shop, work, live, and play, and which encourages engagement with the built environment at a human scale. While businesses require safe and convenient access by car, the downtown should be designed to allow people to reach it and move within it on foot or bicycle.



Key 10 – Exceptional Learning

The quality of life in Apple Valley is inextricably linked to the quality of educational opportunities. Educating our children remains our highest priority. Schools are not only places to learn, but they are focal points of community life. Learning does not begin with kindergarten nor end with high school. It is a lifelong activity. We seek a future with increasing opportunities for continuing education located in Apple Valley. We work in strong partnership with Independent School District 196, Independent School District 191, St. Mary's University and MacPhail School of Music, and other educational institutions to achieve this vision.



Key 11 – Technology and Innovation

Innovative technologies will emerge and expand throughout the world. These technologies will have a profound impact on all aspects of life. Although the specific nature of these technologies cannot be known, nor the level of acceptance, the arrow of innovation points toward increased automation in many sectors of the economy and in the urban systems which support them. In transportation, examples include the continued development and deployment of automated and connected vehicles and intelligent transportation systems infrastructure. Advances are made possible by the expanding sharing economy, which includes how we live and move about. Global climate change compels alternative energy production, energy consumption, and decarbonization, and investment in green technologies and resilient design. Apple Valley will position itself to be a leader in preparedness for these changes, and to capitalize on technological changes through wise saving, investment, and a flexible approach to governance.



Key 12 – A Community for a Lifetime

In 2019, Apple Valley is 50. It is a growing city that all residents proudly call home. We are committed to strengthening our community through continued investment in its people and neighborhoods. Apple Valley's housing, schools, parks, businesses, and cultural institutions provide outstanding opportunities to live, work, play, and engage with fellow citizens, regardless of age or ability. We will proactively respond to the needs of changing demographics, including the growing elderly community, young adults and their families, and minority citizens, by supporting a suitable mixture of housing and services. The City government will maintain strong working partnerships with developers, nonprofits, regional government agencies, and other stakeholders who reflect these values in their own designs and policy initiatives. Apple Valley is a place where you can plant : grow : prosper.