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Vision for Apple Valley



The qualities and characteristics desired for the City of Apple Valley by the year 2030 are expressed in this Vision Statement. The Comprehensive Plan is the blueprint to achieve that future vision. The Vision Statement blends the qualities of today with the aspirations of tomorrow. In times of change or conflict, the Vision Statement serves as a compass, pointing the way to a common direction and values.

Not all aspects of this vision statement pertain directly to the Comprehensive Plan. In this light, achieving this vision cannot be the sole responsibility of city government. The community must take ownership of this vision. By owning the vision for Apple Valley, people will take pride in their community and bring commitment to taking the steps required to achieve this vision.

The vision for the future of Apple Valley is described as a series of *keys*. Each of these keys works together to create, maintain and enhance the community. These keys describe both what Apple Valley is today and what it aspires to become in the future. The numbers associated with each key serve as a means of identification and not as a ranking of priority or importance.





Key 1 - Sustainable

Apple Valley is a place with outstanding quality of life. We wisely use the natural, economic, and human resources needed to continue this quality of life. We seek to provide the resources required to maintain and enhance the quality of life for future generations. We plan our community in ways that sustain the clean water and air that are essential elements of the quality of life in Apple Valley. In doing so, Apple Valley aspires to be sustainable.



Key 2 – Livable

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. Sidewalks and parks provide places to meet our neighbors. 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 their neighbors and engaged in community life with a commitment to volunteerism. We promote pride in property that results in actions that enhance the quality, integrity and value of existing neighborhoods. We are committed to maintaining and enhancing the future quality of life in Apple Valley.



Key 3 – Business Oriented

Apple Valley is a magnet for businesses. We provide an excellent location, strong regional transportation connections, a skilled work force, and a strong market place. We work with the Chamber of Commerce and other business organizations to actively attract and retain businesses to achieve the vision for 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.



Key 4 - Employment Focused

Apple Valley offers the locations, the work force and the technological infrastructure that create more opportunities for people to live and work in Apple Valley. Increasing local jobs helps to take trips off of regional highways, reduces fuel consumption, and lower air pollution from automobiles. Short commutes give people more time to spend with family and in the community. Particular attention is given to growing jobs with incomes capable of sustaining a family. Apple Valley's location provides excellent access to employment centers in Minneapolis, Saint Paul and southern suburbs. A variety of regional highways, quality transit systems and proximity to the Twin Cities International Airport give access to jobs throughout the region and the world. We play an active role in the region to ensure that current and future transportation systems continue to provide Apple Valley residents with access, choice and flexibility.



Key 5 – 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 extends to our residents. Apple Valley is a place where we care for our neighbors.



Key 6 – Play and Preserve

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 parks are not seen as individual entities, but part of a broader, inter-connected system. This system includes the Minnesota Zoo, Lebanon Hills Regional Park and local schools. We provide 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 ISD 196, ISD 191, Dakota County, local athletic associations and other groups to meet shared park and recreation needs and make best use of our resources.



Key 7 – 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 adapt to the changing needs of the population. 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 that are essential elements of the quality of life in Apple Valley. Through stormwater management, pollution prevention practices and natural resources protection, we will continue to protect and sustain our environment. Through sustainable design and development, we are more efficient users of our resources.



Key 8 - Accessible

The ability to move safely and efficiently within Apple Valley and the region is essential. Apple Valley supports a multi-faceted 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 foot. A great street supports and enhances land use. A great street adds to the quality of life and identity of Apple Valley. The street system should be designed to avoid unintended traffic patterns and volumes.



Key 9 - Successful Downtown

Apple Valley seeks a unique, identifiable and successful “downtown” area. We face this aspect of the vision with realism. Downtown Apple Valley will not be a singular place, but a collection of strongly connected 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, creating a setting different from the “traditional” downtown area. The scope of downtown Apple Valley continues to evolve in form, use and density and has expanded to include Central Village, the Transit Station and Fischer Marketplace. The downtown area will be first and foremost a place of commerce. It is the location of the goods and services needed by Apple Valley residents. We envision a downtown area that includes a growing mixture of places to shop, work, live, and play. It must continue to be the civic core of the community. 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 - 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 life long 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, Dakota County Technical College, St. Mary's University and other educators to achieve this vision.



Key 11 – 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. The City is a partner with businesses. City government sets high standards for its financial stewardship, making investments that pay dividends in quality of life and affordability. 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.

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