

## **GENERAL PLAN 2040**

### **VISION AND VALUES (DRAFT)**

#### **OUR VISION** *[from the City of Cottonwood’s 2021-2023 Strategic Plan]*

The City of Cottonwood strives to maintain a uniquely desirable and sustainable community. We are unique because of our people, our grand natural resources, public amenities, leadership, diversity, and home town atmosphere. We will continue to conserve, preserve and manage our precious resources, including the Verde River and its unique riparian habitat. We will enhance our position as the economic center for the Verde Valley, providing retail, medical, education, transportation, recreation, and tourism. The City of Cottonwood provides leadership and solutions to ensure a prosperous community where a diversity of people and nature thrive.

#### **OUR MISSION**

Inspiring a vibrant community

#### **OUR CHALLENGE**

To maintain Cottonwood’s small-town character and quality of life, while providing for sufficient housing and a strong economy.

#### **PLAN ELEMENTS**

##### **Economic Development Element**

Values:

- Cottonwood should maintain a diversified economy to provide a range of employment and shopping options, and to be resilient during economic fluctuations.
- Cottonwood’s small-town atmosphere is an important asset enjoyed by residents and visitors, and should be preserved and enhanced.
- Tourism should continue to be an important part of the local economy, but Cottonwood should avoid the negative impacts of “over-tourism” seen in other popular destinations.
- While national chain retailers and restaurants are welcome, Cottonwood should be especially supportive of small locally-owned businesses, which are more effective at recirculating revenue locally, and help define the unique character of the community.

### **Land Use Element:**

#### Values:

- Cottonwood should plan for a wide variety of land uses, allowing for a diverse economy and varied housing options.
- The location of land uses should promote a high quality of life. Incompatible types of uses should be separated, while compatible uses can be adjacent or comingled in mixed-use development.
- Given the finite amount of developable land available in Cottonwood, development and redevelopment should take place in economically productive patterns. Infill development should be supported, as it typically generates less infrastructure cost and vehicle miles traveled on arterial roadways than development on the edge of the City.
- Old Town is central to Cottonwood’s history and identity. Its unique character should be preserved and enhanced.
- Cottonwood’s setting within its environment is an important part of its unique character. Resources such as the Verde River and natural open space should be protected to maintain Cottonwood’s connection with its environment.

### **Housing Element:**

#### Values:

- Ample housing should be available within Cottonwood to accommodate the current population and anticipated growth.
- New housing should include a wide range of types, sizes, and price points, to accommodate the diversity in Cottonwood residents’ age, income, and household size.
- Cottonwood’s housing stock, both new and existing, should be safe and healthy for its residents.
- Cottonwood’s residential areas should be well maintained to maintain their visual appeal and economic value.
- The City should keep development fees and review times as small as possible, while ensuring that required development standards are met and appropriate public participation opportunities are provided for.

### **Circulation Element:**

#### Values:

- People using all modes of transportation, including driving, bicycling, or walking, should be able to circulate safely and freely within Cottonwood.

- Cottonwood’s arterial roadway corridors are the community’s most used and most visible public spaces. They should be designed to maximize safety, efficiency, visual appeal, and economic productivity.
- Roadways should be designed to prioritize the safety of pedestrians, bicyclists, and drivers over maximizing vehicular speed. Roadway design should be consistent with the context of adjacent land uses and the planned function of the roadway, keeping vehicular speeds lower where more pedestrians, bicyclists, and driveway entrances are present.
- While occasional minor traffic congestion is expected in a vibrant, prosperous community, frequent and severe vehicular congestion diminishes the small-town quality of life, and should be managed to reduce delays wherever possible.
- Cottonwood’s network of pedestrian, bicycle, and vehicular routes should be interconnected to the greatest extent possible. Increased connectivity can improve circulation within the community, and reduce the funneling of vehicular traffic onto arterial and collector roadways, where congestion might occur.
- Cottonwood’s airport should be planned and operated to prioritize safety, and to serve an important function in the community and the regional economy.

#### **Public Services and Facilities Element:**

##### Values:

- Cottonwood must ensure that a reliable supply of safe drinking water is available for its current and future population, and that wastewater is collected and treated safely and efficiently.
- Existing public facilities, including City roadways, parks, and buildings, should be clean and well-maintained. Proper maintenance ensures public safety and protects the City’s investment, reducing long-term maintenance and replacement costs.
- Cottonwood’s library and park facilities should remain vital gathering places and points of pride for the community.
- The City should promote and protect public health and safety, and strive to minimize hazards such as fire and flooding.
- The City should coordinate with various community organizations to help maximize the quality of community services, including education and healthcare.
- Citizens should have ample opportunity to participate in decisions that affect the community.