

2040



VISION AND STRATEGIC PLAN

Prior Lake: A Wonderful Place to Live, Work and Play for a Lifetime.

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THE SEVEN STRATEGIC ELEMENTS

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ABOUT THIS DOCUMENT

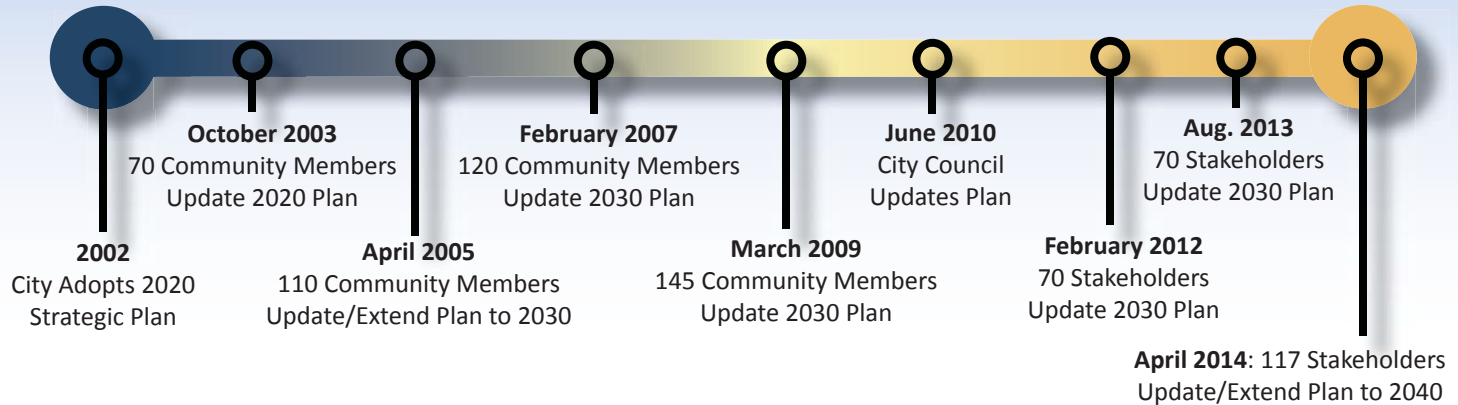
ADOPTED SEPTEMBER 22, 2014

There is no question that it is hard to build a City. In 2014, Prior Lake is now a community of approximately 18 square miles, 24,000 residents, 100 miles of roads, over 5,471 acres of parkland comprising 55 community parks and three regional parks, 80 miles of sidewalks and trails, over 2,000 acres of water comprising 14 lakes, 8,400 homes and a growing business community. One of the biggest challenges to achieving the 2040 Vision is keeping focused on the end result amidst the many complexities and challenges of government.

Because of the focus it provides, the 2040 Vision and Strategic Plan is the most important document in our City. It is the blueprint that defines what our community will become and the incremental steps we must take to get there. It keeps us focused on what our community says it wants to be based upon community-wide periodic visioning sessions and professionally administered surveys. The plan represents the areas of strategic importance we must tackle together to achieve the Prior Lake Vision.

This is not a new document – but rather a refined one. The original 2020 Vision effort first began in 2002, and since that time, has included input from hundreds of residents, elected officials, City staff and community stakeholders. Each review session seeks to evaluate if we are on the right track, reviews new information available to us, and determines the next benchmarks we must achieve toward realizing our Vision.

A Timeline of Prior Lake's Strategic Planning



Unfolding in these subsequent pages is the 9th iteration of the 2040 Vision. As a Prior Lake citizen, you play a critical role as this blueprint is translated into reality. Even though the current planning process is complete, your familiarity with the Vision will assure that the City Council and City staff continue to get productive input and stay focused. It is our hope that you will tell your friends and neighbors about

all the good things envisioned for our community, and that you will become an engaged, positive and active participant in making our 2040 Vision a reality.

Mayor Ken Hedberg

**Councilor Rick Keeney
Councilor Mike McGuire
Councilor Monique Morton
Councilor Vanessa Soukup**

MISSION

The mission of the City of Prior Lake is to enhance the quality of life for citizens by providing quality services which result in a safe and healthy community; recreation and leisure opportunities; preservation and effective use of lakes, parks and other natural resources; economic vitality; and the promotion of partnerships, volunteerism and civic pride.



VISION

Prior Lake is known for its lakes, vibrant parks system, outdoor amenities, recreation opportunities and numerous entertainment venues. Together with “RiverSouth” entertainment venues, this area enjoys a reputation as a great place to visit and stay. The residents of Prior Lake reinforce a warm, small-town feel by supporting neighborhoods, participating in community and welcoming visitors with courtesy and hospitality.

Prior Lake’s downtown serves as the hub of the City, offering walkable destinations, specialty shopping, dining, entertainment and services that meet the needs of residents and visitors alike.

In parallel, Prior Lake has emerged as a center of technology and innovation, offering attractive jobs to its residents. The City has earned a reputation as a great place to start a high-quality business and grow it to success, with resources and support for home-based businesses, business incubators and telecommuters.

All this has been achieved while maintaining a sound base of quality housing, strong neighborhoods, and safe, secure living for all. A well-run City Council and City administration innovates and collaborates, continuously raising productivity and stretching every taxpayer’s dollar for maximum value. Sound fiscal management includes both immediate attention to local tax burden and also a long-term view toward building and sustaining the infrastructure essential to a high quality of life for generations to come.

This is what you might see in 2040...



THE PRIOR LAKE RESIDENTIAL COMMUNITY includes a variety of quality housing for all ages, incomes and lifestyles. Several areas take advantage of adjacent lakes, while others are built around the many parks. Neighborhoods and commercial areas are connected by trails to promote a healthy, unified community.

- The City of Prior Lake maintains a high quality of life for its residents by cost-effectively sharing services with neighboring communities, community groups and service organizations.
- Prior Lake is a safe and healthy community with citizens engaged with the many active police and safety activities. The trail systems and community centers provide activities to keep citizens active and fit.
- Operations and maintenance decisions, and system replacement are made with consideration of total lifecycle costs. Environmentally sensitive, green, sustainable products, equipment and infrastructure are chosen whenever practical.
- Opportunities to connect with the City, other neighborhoods, and local organizations are plentiful – from walking in the door

at City Hall and traditional resources like the Prior Lake American and City Wavelength, to utilizing new electronic tools and social media. Residents will find everything from upcoming community events to code and zoning information.

THE PRIOR LAKE PARK SYSTEM is one reason property values are higher in Prior Lake. There is a mix of active and passive parks with a trail system connecting the parks and major destinations. Individual recreation such as disc golf and paddle boats are balanced with organized sports.

- Sunset Tr. (County Rd. 12) allows parking along the streets for Spring Lake Park and athletic field users. The installation of curb and gutter updates the neighborhood and helps the park with flooding and sanitary issues. A biking/walking trail connects the park internally and with adjacent trails outside the park.
- Spring Lake Regional Park is home to a soccer/lacrosse complex with lighted fields and a multi-purpose concessions/services facility located near a central children's playground. The parking area is the trailhead for multiple trails in and through Spring Lake Regional Park.

This is what you might see... (*continued*)

- The water quality of Spring, Upper and Lower Prior Lakes is improved due to programs developed and initiated by the collaborative efforts of all contributors to the watershed. In addition, new trails, boat landings and other amenities provide multiple recreational uses for all.

THE PRIOR LAKE COMMERCIAL DISTRICTS provide services and jobs for our 16,000 households, as well as support growing entertainment and tourism destinations in northern Scott County. Areas include the expanded downtown, the intersection of County Rd. 21 and County Rd. 42, Deerfield/Waterfront Passage/Welcome Avenue Business Parks, and Mystic Lake and other recreational enterprises.

- Entertainment venues including golf courses, parks, lakes, theaters and the casino thrive and anchor the region's commercial businesses. RiverSouth becomes a recognizable regional brand that promotes northern Scott County as a recreation destination, including ValleyFair, Mystic Lake Casino, Canterbury Park and the Renaissance Festival.

- Downtown Prior Lake offers a walkable gathering place including rooftop restaurants, bakery, music, art venues, shops, a grocery and wine store, VFW, dance studio, pharmacy, and parking – all conveniently located near the park and the lake where recreation and outdoor activities are available.

- The intersection of County Rd. 21 and County Rd. 42 develops as a commercial gateway from the north, including properties such as Jeffers Waterfront and Jeffers Pond, Vierling properties, and Summit Preserve. High-quality retail and service shops, restaurants, a conference center and resort hotel exist in a mixed-use environment with senior residential housing, and parks and trails.

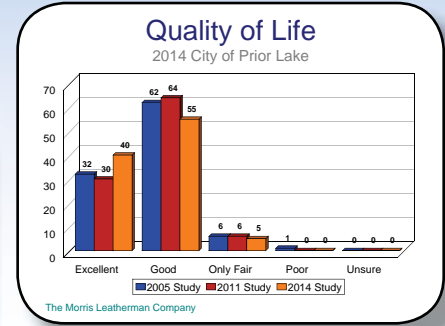
- Deerfield/Waterfront Passage/Welcome Avenue Business Parks are developed with a mix of multi-story commercial buildings and industrial warehouses. Technology, construction, gas/convenience store, offices, fast food restaurants provide employment and make this a busy and thriving area.



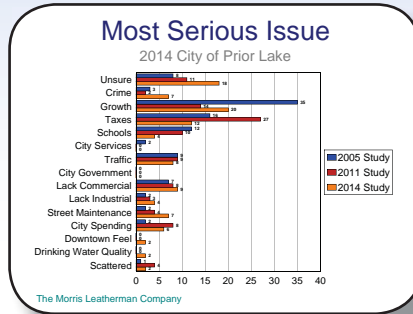
What Prior Lake Residents Say...

In 2005, 2011 and 2014 the City has sought objective information about the community and services directly from its residents through a professionally administered survey by the firm Morris and Leatherman. The telephone survey includes 400 randomly selected adult residents of the City.

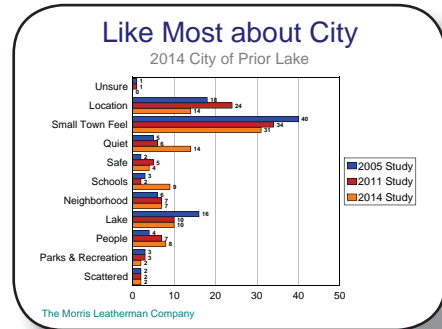
In general, random samples such as this yield results projectable to the entire Prior Lake population within +/- 5% in 95 out of 100 cases. A complete copy of the survey results are available by request. The results of the survey are the key metrics the City uses for determining if our community is "on course" to our Vision.



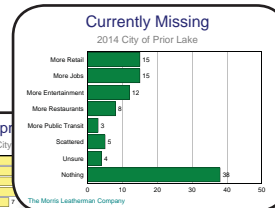
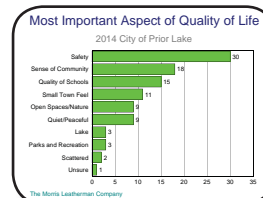
- 95% rate the quality of life in Prior Lake as "good" or "excellent."



- 20% believe "growth" is the biggest issue facing the City.



- 31% say that the "small town ambiance" is what they like most.



- 91% say the sense of community is "good" to "excellent."
- 30% think safety is most important aspect of Prior Lake's quality of life.
- 67% of safety concerns focused on traffic speeding, distracted driving and drugs.

Community Assets

Infrastructure (utilities, parks, roadway, etc.) is the essential cornerstone of a vibrant, quality community. We strive to invest in infrastructure using specifications which emphasize longevity and cost-effectiveness to maximize productive life.

- 1. SHORT:** Work with SMSC to assure completion of Stemmer Ridge Road and connect sewer and water pipes.
- 2. SHORT:** Assure full-scale operation of Spring Lake sewer and water systems including lift station, sewer and water pipe in Stemmer Ridge Road and mainlines in County Road 81 to facilitate development of the annexation area.
- 3. SHORT:** Enter into water agreement with SMSC which will postpone construction of well 10.
- 4. SHORT:** Complete guaranteed energy savings program project for city buildings and initiate measurement and verification stage.
- 5. SHORT-MID:** Work with SMSC and SPUC to complete regional source water planning in parallel to local water supply planning in conjunction with the Comprehensive Plan.
- 6. SHORT-MID:** Enter into cooperative agreement with SMSC to constrict joint water treatment plant to save capital dollars and provide domestic water for the city and SMSC growth areas.
- 7. SHORT-MID:** Complete Well #6 raw watermain construction in conjunction with SMSC Arctic Lake Development.
- 8. SHORT-MID:** Facilitate orderly expansion of utilities and transportation to serve the 2400-acre annexation area.
- 9. MID-LONG:** Repair, replace or overlay trails and sidewalks for user safety and liability purposes.
- 10. LONG:** Maintain street surfaces at an average network OCI of 70.

Economic and Community Development

Prior Lake encourages thoughtful and orderly economic and community development to provide retail and services, employment opportunities, high quality residential and business development, and a strong diversified tax base.

- 1. SHORT:** Complete update of Orderly Annexation Agreement or implement agreement “as is.”
- 2. SHORT:** Complete graphic of Downtown based upon the Downtown Development Guide to communicate anticipated evolution of the downtown area.
- 3. SHORT:** Take actions to encourage tourism in accordance with River South objectives.
- 4. MID:** Complete studies to update all development fees contemporaneously with 2040 Comprehensive Plan Update.
- 5. MID:** Facilitate concentrated commercial growth at County Road 13 / County Road 42, County Road 21 / County Road 42, (Jeffers Waterfront), County Road 21/Highway 13 (South Lake Village), Adelmann /County Road 21 (Deerfield Business Park) and County Road 42/ Pike Lake (Vierling Property).
- 6. MID:** Complete update of comprehensive plan utilizing staff resources for land use and SCALE resources for transportation.
- 7. MID:** Repave Colorado Street parking lot in conjunction with TH13/CR21/Main/Arcadia improvement project.
- 8. MID:** Address on-street parking issues in Charlie’s on Prior area.
- 9. MID:** Incorporate enhanced parking facilities where they are demonstrated to be necessary to facilitate commercial development in the community.
- 10. MID:** Extend Arcadia Street as primary downtown southern access and improve wetland trails together with the watershed and/or UMN upon development of Gross Property

Effective City Resources

Prior Lake strives to be an organization defined by excellence through transparent, efficient and effective use of resources with a focus on the future. To successfully deliver programs, services and projects that meet resident expectations, the City must have the appropriate resources.

MANAGEMENT

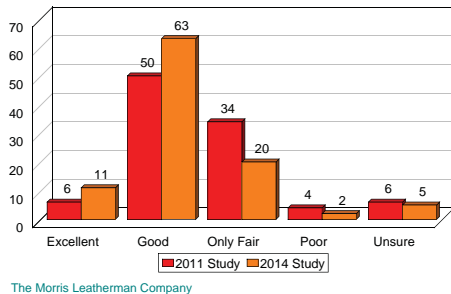
- MID:** Bring City code up to date.
- MID:** Review Zoning Ordinance and revise to facilitate development-friendly quality development.
- MID:** Prepare an administrative procedures/policy manual for all departments.

What Residents Say...

- 66% rate City financial management favorably placing the City in the top decile of such ratings in the metro area.
- 65% believe they have a say in the City's issues.
- 75% approve of the work of the Mayor and City Council.
- Funding increases would be supported for improvements in drinking water and street maintenance.

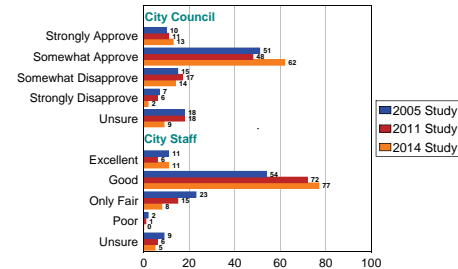
Value of City Services

2014 City of Prior Lake



City Government

2014 City of Prior Lake



Effective City Resources (*continued*)

TECHNOLOGY

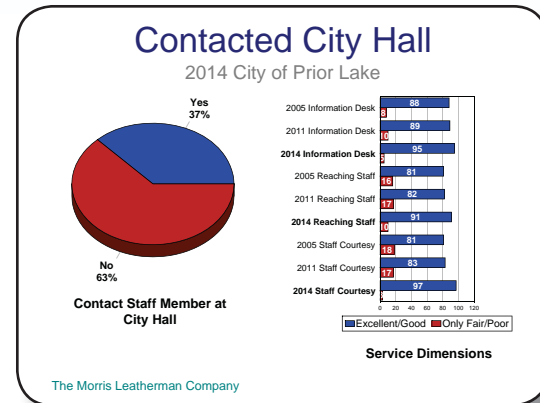
- 1. SHORT:** Implement Enterprise Resource Planning modules across all City departments.
- 2. SHORT:** Research and install car and/or officer camera systems to support the court process and mitigate against liability.
- 3. MID:** Implement mobile software and hardware to facilitate dependable, fast and efficient services cost-effectively.

PEOPLE

- 1. SHORT:** Prepare and receive approval for a personnel plan which promotes recruitment and retention of highly capable, productive, and customer oriented staff throughout the organization.
- 2. MID:** Develop an employee training program to assure on-going staff development in customer service, safety, technology and other job-specific skills.
- 3. LONG:** Develop a volunteer program including lists of active volunteers, on-going projects, and supervisory support to encourage use of this resource.

What Residents Say...

- 95% rate the courtesy at the Information Desk as “good” or “excellent.”
- 97% rate courtesy and helpfulness of the department staff favorably.
- 91% rate ease of reaching department staff members as “good” or “excellent.”



The City's lakes, parks and natural amenities are key to preserving the quality of life in Prior Lake for our residents and visitors. Our natural resources are our legacy.

- 1. SHORT:** Update Storm Water Management Ordinances (Section 707) and enforce in accordance with City MS4 permit.
- 2. SHORT:** Modify existing PUD standard in Zoning Ordinance to encourage or mandate use by developers and incorporate sustainable or green goals therein.
- 3. SHORT:** Evaluate grant opportunities and position the City to be the most competitive including evaluation of the Green Steps Cities program.
- 4. SHORT:** Complete process for adoption of Water Surface Use Management (ordinances for both Prior Lake and Spring Lake)
- 5. SHORT:** Appoint Education Committee, identify and implement public information to familiarize the public with new WSUM Ordinance.
- 6. MID:** Monitor effectiveness of WSUM ordinance revisions in addressing surface water issues and report to LAC and City Council to determine if additional action is advisable.
- 7. SHORT:** Work with other stakeholders to prepare an emergency operations plan to address flooding issues when they occur in the future.
- 8. MID:** Work with watershed, water management organization, townships and Scott County to complete surface water management planning pertaining to the Comprehensive Plan process.
- 9. MID:** Seek outside funding and/or allocate local resources to assist in addressing MS4, WSUM and flooding issues.
- 10. LONG:** Complete neighborhood and community parks required by growth in accordance with the comprehensive plan.
- 11. LONG:** Work with watershed, water management organization, townships and Scott County to implement the Total Maximum Daily Load (TMDL) plan.
- 12. LONG:** Develop 40-acre city property adjacent to Spring Lake Regional Park as community playfield funded by referendum.
- 13. MID:** Develop Pike Lake Park Natural Park incrementally using a partnership contributions.

Safe and Healthy Community

The Prior Lake community has a responsibility to support a safe, livable and healthy lifestyle through public safety programs and social and cultural opportunities.

- 1. SHORT:** Include in senior recreational offerings programs to improve personal safety and reduce financial or data vulnerability.
- 2. MID:** Refine ordinances to better protect the public health and safety of community.
- 3. MID:** Prepare and distribute a package of materials which will improve the effectiveness of homeowner associations through websites, activities, common property maintenance and covenant enforcement.
- 4. MID:** Create and implement a public safety program(s) to address increased education and/or enforcement related to drug use, drunk driving, and distracted driving.



What Residents Say...

- Over 90% rate police, fire, park maintenance and sanitary sewer services as “good” or “excellent.”
- 80%-89% rated recreation, emergency calls, communication, street sweeping and snow/ice control as “good” or “excellent.”
- 70% think the City’s code enforcement is about right.
- 72% feel drunken driving enforcement should be a top priority.
- Safety is not perceived as a serious issue. Residents show the most concern about DUI and distracted driving enforcement.

Transportation

The development and maintenance of an integrated and efficient transportation system, including roadways, transit and trails, is necessary to promote economic development and connect Prior Lake residents to neighborhoods, businesses and the region at large.

1. **SHORT:** Complete County Rd. 21 trail segment between County Rd. 82 and Raspberry Ridge Rd.
2. **SHORT:** Conduct study of Transit Circulator for RiverSouth.
3. **SHORT:** Purchase Park-and-Ride lot in the vicinity of County Rd. 12 and County Rd. 17.
4. **MID:** Acquire parcels necessary and extend Arcadia Ave. to Pleasant St. to facilitate travel in the downtown area.



Communication

Prior Lake values engaged community members who provide positive direction for the City. Integral to this effort is a systematic means of connecting people and information, and objectively assessing achievements and progress.

- 1. SHORT:** Produce 10 government-related cable television productions aimed at informing residents about City projects and services.
- 2. SHORT:** Implement City website redesign.
- 3. SHORT:** Identify obstacles and options for more effective City use of social media.
- 4. SHORT:** Beta a Prior Lake mobile app connecting City information and consumers.
- 5. MID:** Conduct a professional community survey once every three years prior to the update of this document.

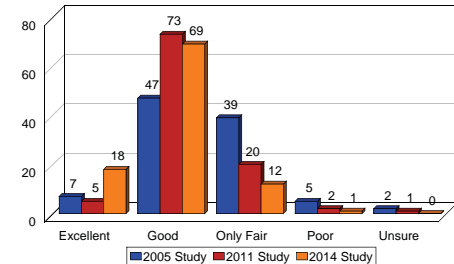


What Residents Say...

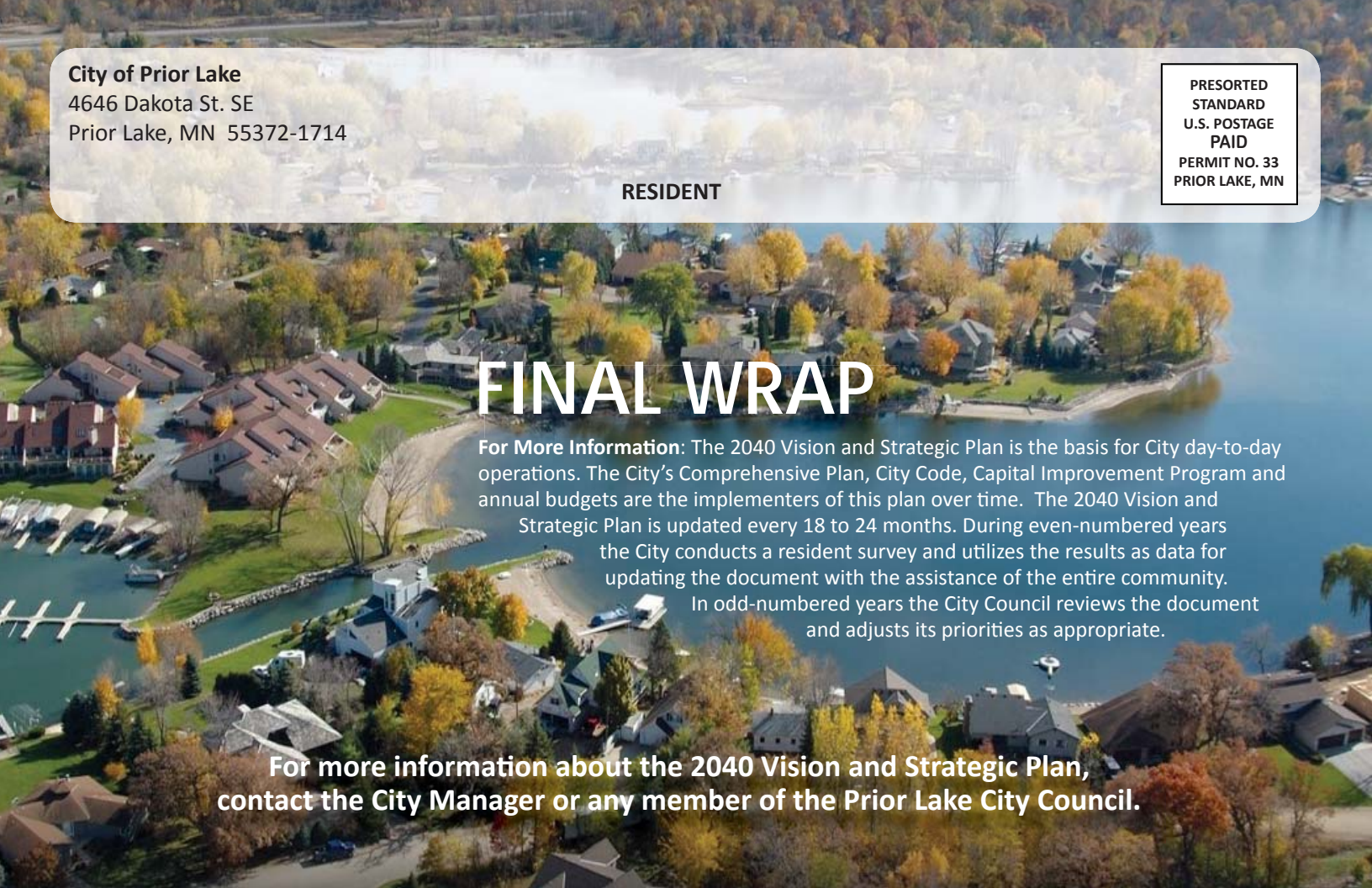
- The Prior Lake American is a major source of information for 73%.
- The City's "Wavelength" is a major source of information for 56%.
- 43% utilize PLTV cable channel as a major or minor source of information.
- The "grapevine" is a major or minor source of information for 75% of residents.

Rating of City Communications

2014 City of Prior Lake



The Morris Leatherman Company



City of Prior Lake

4646 Dakota St. SE

Prior Lake, MN 55372-1714

PRESORTED
STANDARD
U.S. POSTAGE
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PRIOR LAKE, MN

RESIDENT

FINAL WRAP

For More Information: The 2040 Vision and Strategic Plan is the basis for City day-to-day operations. The City's Comprehensive Plan, City Code, Capital Improvement Program and annual budgets are the implementers of this plan over time. The 2040 Vision and Strategic Plan is updated every 18 to 24 months. During even-numbered years the City conducts a resident survey and utilizes the results as data for updating the document with the assistance of the entire community.

In odd-numbered years the City Council reviews the document and adjusts its priorities as appropriate.

For more information about the 2040 Vision and Strategic Plan, contact the City Manager or any member of the Prior Lake City Council.