



Vision Plan

Inspired by the Ideas and Input of Our Citizens



**A Desireable Place to Live, Work and Play;
Rich in History and Small Town Values!**

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Message from the Mayor



Greetings,

It is my honor to share with you the "Vision Plan" for the City of Aztec!

For this Plan, we drew ideas and inspiration from our local citizens and we've worked to stay true to their needs, their criticisms, their aspirations and their visions of the future of this remarkably livable river community in the high desert Four Corners region of the American Southwest.

As you immerse yourself in the boldly drawn plan, you will see that our Vision Plan is based on the strongest of foundations: those values that we all hold close to our hearts when we think about the community we want to build and live in. You will also experience the creative tension that motivates us to innovate and improve, even as we cherish and work to preserve the ancient, historic, natural and cultural assets of our community.

On one hand, we want to be America's best and coolest Small Town, with those embracing values of family, community, safety, beauty and livable scale. On the other hand, we aspire to grow and evolve and to be able to access the benefits, the services, the jobs and the marvelous technologies of 21st century American life. We want a robust and sustainable economy that will keep our children and grandchildren coming home for their livelihood and for the nurturing powers of community life. But we also want to "keep it friendly" in a place where we love and enjoy our natural surroundings, where we know and appreciate our neighbors and where we are assured that our children will be active, safe and supported...and where they will be challenged to excel!

As you peruse this Vision Plan, I would like to impress upon you the unique collision of dreams, aspirations and challenges collected here into the very first effort by our community to put together the ideals of our future path. Just as the historic context of our community is built of solid stone, piece by piece, so will we work together, each contributing our unique piece to create the future we have designed for ourselves in this "Vision Plan".

Sincerely,

A handwritten signature in blue ink that reads "Sally Burbridge". The signature is fluid and cursive, with the first name "Sally" being more prominent.

Sally Burbridge, Mayor

A Shared Vision

Aztec holds a remarkable place in the natural, cultural and economic landscape of the American West. We're blessed with natural beauty, historic and cultural wonders in abundance, and our forefathers have forged shapes, buildings, industries and spaces that we will continue to cherish going forward. We want to grow in prosperity and opportunity, while at the same time keeping that unique character of the small-town American community. We want to take care of ourselves and our town, we want to grow local, live local and buy local, and we want to invite the world to join us, in a way that inspires them and enhances our own economy. We want our children to have an education second to none, and after we send them out to tap the knowledge of the world, we want them to come back home to live, work and raise their families in the "coolest small town in America."

We now embark together on a new path to the future, with new vision and new leadership. The leadership is not "top-down," but collaborative. We lead by serving, by networking, by sharing resources, by including all citizens and stakeholders in the process of transformation. Together, we conserve our treasures, celebrate our quality of life, promote our values and make of our hometown a special place for our citizens and our guests. And together, we build confidently toward a prosperous future.



Community Collaboration

**Providing a quality
of life second
to none**

**Building progress
and prosperity**

**Live
Aztec**

**Work
Aztec**

**Play
Aztec**

**Stay
Aztec**

**Creating fun
and excitement**

**Ensuring a
friendly and
inspiring visit**

The Aztec Value System

#1 That Small Town Spirit

- Small-Town Feel
- Committed to the Children
- Sense of Community
- Clean, Safe and Proud

#2 Living Local

- Shop / Dine / Buy Local
- Play Local
- Keeping Connected
- Live Healthy

#3 Quality of Life

- A Place of Beauty and Attraction
- Rivers, Mesas and Vistas
- Connect with Nature
- Take Care of Our Town

#4 Strong & Growing

- Balanced Growth
- Sustain and Optimize
- Builds Up Local Retail
- Vibrant, Iconic Downtown
- 1st Class Education

#5 Gateway to Fun

- Promote the City
- Hospitality Second to None
- Destination and Launchpad to Adventure

#6 History & Hope Unite

- Preserve & Enhance Historic Downtown
- Education for the Future

#7 Sustainability & Livability

- Sustain Our Assets
- New Infrastructure
- Diverse and Sustainable Housing

#8 Visionary Leadership

- Our Mission
- Our Goals
- Our Commitment

Value #1: That Small-Town Spirit

Clean, Safe and Proud

Keep the Small-Town Feel



- Balance new growth with preservation strategies to protect local character.
- Provide a continuous schedule of community events to bring us together as a community.

Stay Committed to the Children



- Align City priorities in design and community-building activity with family, kid-friendly goals and principles.
- Support education, youth activities and healthy recreation at all levels.



Promote a Sense of Community



- Engage all community families, agencies and clubs in promoting a strong community life.

Value #2: Living Local



Play Local

- Expand local recreational venues and opportunities for local families, both indoor and outdoor.
- Plan and promote community events that get residents and families "Out and Active."
- Partner to put in place an Events Coordinator.

Keep Connected

- Implement universal access to high-speed internet, for use by individuals, families, businesses, institutions and visitors.
- Uplift the sense of community by expanding use of social media to help people and groups to communicate and work together.



Shop / Dine / Buy Local

- Expand number, range and quality of local eating establishments (both franchise and local start-ups).
- Expand local shopping and services so most needs can be met locally.
- Implement a Buy Local campaign through the Chamber of Commerce.
- Encourage local preference incentives for institutional buying.



Live Healthy

- Expand local recreational venues and opportunities for local families, both indoor and outdoor.
- Plan and promote community events that get residents and families "Out and Active."

Value #3: Quality of Place

A Place of Beauty and Attraction

- Reduce visually clashing cityscapes.
- Develop Aztec initiatives for keeping our community Clean and Green.
- Commit to high levels of stewardship of the natural and built environment.

Rivers, Mesas and Vistas

- Expand well-organized recreational opportunities along the river.
- Attract and promote outfitter, river run and other outdoor action businesses and programs for locals and tourists.



Connect with Nature

- Complete, promote and manage trail connections with river and ruins.
- Expand and develop trails with universal public accessibility.
- Accelerate development and promote utilization of Riverside Park.
- Incorporate the region's outstanding geographic treasures into school curricula, including experiential and expeditionary learning activities.



Take Care of Our Town

- Develop a plan of fiscal responsibility to maintain, renew and invest in new infrastructure.
- Implement and enforce code changes, and incentivize community-wide action, to eliminate eyesores and promote aesthetic community design.
- Commit to long-term beautification in architecture and landscaping, including thematic design to magnetize tourism.



Value #4: Strong and Growing

Balanced Growth

- Diversify local economic drivers and assets.
- Ensure and promote good planning, aesthetic design and coordinated development.
- "Go Green": Become a model for small town energy and water efficiency, community recycling and sustainable land use.

Sustain and Optimize

- Maintain our resource development asset and support innovative response to new market opportunities for natural gas utilization.
- Proactively create and provide housing and service opportunities to attract long-term residency by workers in the industry.

Build Up Local Retail

- Conduct community-wide retail demand survey and prioritize local retail development based on results.
- Diversify local retail options for grocery and department store shopping, hardware and home improvement supplies, restaurant dining (both fast food and range of sit-down dining), and entertainment.
- Support and promote locally-owned startups and expansions.
- Develop or bring in high-quality lodging establishments.

Vibrant, Iconic Downtown

- Finish North Main and Arterial developments as building blocks for a revitalized Main Street.
- Design and implement a campaign to diversify, upgrade and expand businesses on Main Avenue, including higher-end retail.
- Energize downtown with new and complementary restaurants, events, gathering places and high-use shops, to include safe, attractive and accessible nightlife.
- Establish a public-private investment entity for planned and responsive downtown investment.

1st Class Education

- Commit resources and community-wide support to providing excellent education for all ages – including alternative and online opportunities.
- "Live here/Touch the World": Bring world-class instruction and information in, and make it accessible to all.

Value #5: Gateway to Fun

Promote the City

- Design and implement a coordinated and robust Aztec promotional campaign for business, industry and tourism.
- Diversify local business mix by attracting new startups and expansions in non-industrial sectors.
- Create a package of benefits, incentives, services and opportunities that will attract, accommodate and retain new companies and residents.



Destination and Launchpad to Adventure

- Design and build a community center to accommodate both residents and tourists/guests, to include recreational attractions.
- Create a “destination” vision, quality and action strategy that includes lodging, retail and entertainment options for visitors.
- Link people’s stay “in beautiful small-town Aztec” with area features and attractions.
- Provide business and services that make it easy for guests to “get out in it.”



Hospitality “Second to None”

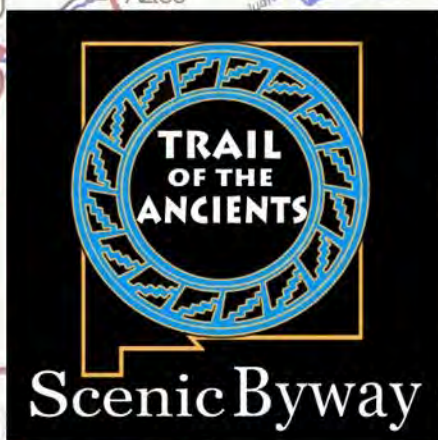
- Create and implement master plan to establish Aztec as a model of hospitality, customer service and accommodations for guests.
- Provide education, training and encouragement of all citizens, beginning with young children, to earn the brand of “friendliest town in the West.”



Value #6: History & Hope Unite

Four Corners Trail of the Ancients

- Actively participate in and help lead development of the Trail of the Ancients Scenic Byway and Four Corners Geotourism Initiative.
- Assist in linking regional tourism marketing with Aztec Ruins and other historic attractions in the area.
- Establish a center for research and exploration of the ancient sites and other geotourism resources of the region.



We Love our Kids: Education for the Future

- Fully integrate regional historic, cultural and geographic resources into all education and training curricula offered in the schools and for all age groups.
- "Live here/Touch the World": tap community-wide high-capacity internet to bring world-class instruction and information in, and make it accessible to all.

Preserve and Enhance Historic Downtown

- Integrate historic preservation and architectural themes into a "new historic Main Street" for the 21st century.
- Provide a mix of public and private spaces in the downtown to promote full use by locals, while attracting guests into the downtown energy.



Value #7: Sustainability & Livability



New Infrastructure: Planned and Managed

- Build the “walkable community,” safe, beautiful, compelling and accommodating for all residents and visitors; integrate downtown with riverside and urban trail systems; integrate bike and pedestrian utilization.
- Design and develop overall traffic system to minimize congestion, improve flow and connectivity, and ensure public safety.
- Expand transportation options for residents and visitors to increase mobility and convenience, and to reduce vehicular traffic throughout town.
- Commit to universal broadband access, and stay at the cutting edge of internet connectivity for residents and businesses.

Sustain Our Assets: Maintained & Up-To-Date

- Build and maintain for sustainability; maintain momentum on efficient energy and water use and environmentally-friendly infrastructure.
- Strengthen and enforce city code, development rules and investment policies to protect and sustain infrastructure.
- Work to keep the cost of utilities affordable to residential and commercial customers and continually seek short- and long-range efficiencies.

Diverse and Sustainable Housing

- Expand housing options for all income ranges, and consult and collaborate with builders to carry out coordinated, aesthetic, efficient and sustainable housing development.
- Increase residential options in the Main Street/town core to populate & energize the heart of Aztec.
- Make energy-efficient building a community-wide priority, including a range of housing developments.

Value #8: Visionary Leadership

Our Mission

A desirable place to live, work and play;
rich in history and small-town values!

Our Goals

- Goal 1: A safe, clean, livable community with a sense of pride, quality housing, and strong identity.
- Goal 2: High quality, cost-effective public services.
- Goal 3: Progressive and responsible economic development.
- Goal 4: Long term financial stability and stewardship of public funds.
- Goal 5: Effective local and regional partnerships.
- Goal 6: Environmentally sensible practices.
- Goal 7: Government practices that encourage citizen involvement.
- Goal 8: Resources and opportunities that enhance quality of life.
- Goal 9: A work environment that develops and encourages employees and rewards their creativity and innovation.



Our Commitment

- Lead:** To activate positive, visionary and inclusive City leadership.
- Eye on the Prize:** To help “keep the vision” and provide all feasible support to achievement of the vision by the community.
- Good Managment:** To model effective management, trustworthiness, and follow-through on projects and commitments, to keep good people and treat them well, and to keep programs and services up to date with technology and best practices.
- Community Teamwork:** To work with the community to set, achieve and monitor goals and plans.
- Stewardship:** To be wise and responsive stewards of the City’s financial resources and to grow our reserves as a treasure for future needs, emergencies, and investments.

Aztec Strong and Beautiful...



and Growing!



City of Aztec Vision Plan

Shaped by the views and aspirations of the
Citizens of Aztec and their Neighbors

Adopted by the Aztec City Commission
Resoulution 2014-932 : February 25, 2014

Sally Burbridge	Mayor/District 2 Commissioner
Jim Crowley	Mayor Pro-Tem/District 5 Commissioner
Roberta Locke	District 1 Commissioner
Sherri Sipe	District 3 Commissioner
Eugene Current	District 4 Commissioner
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Compiled and prepared by the
Northwest New Mexico Council of Governments