

INTRODUCTION

The purpose of this document is to present the image of the City of Palm Beach Gardens. This document addresses the long-term goals, objectives and strategies necessary to achieve that vision of the future. The document is divided into ten sections, each of which discusses one of the ten goals of the vision.

What is a VISION?

Visioning is the process of forming mental images; images that focus on forward and long-term thinking. It requires the faculties of figurative sight, intelligent foresight and creative thinking. It requires the ability to place the desired image within a larger perspective. It requires identifying current and future trends in all relevant areas in order to understand how the desired image will interact with all elements to which the future will be linked. It represents the values of all segments of the community.

Visioning is not a comprehensive plan - it precedes comprehensive planning, but can inform and serve as a driving force in the comprehensive planning process.

What is a GOAL?

Whereas visioning asks the question, “What is our preferred or desired image of the future?”; the goals ask, “How do we see that vision come about?”. Each goal represents a part of the vision and, as such, constitutes the vision for the specific area that the goal addresses. The goals of the City’s Vision are elaborated in the following pages. They are summarized below by “key phrases”:

The Goals of our Vision

- People, Places and Pathways
- Guns, Roses and Hoses
- The Land Use Puzzle
- The Three R’s: Reading, Riting and Rithmetic
- The Three O’s: Opportunity, Occupation and Outlook
- Flora and Fauna
- P&R: “The Benefits are Endless”
- Better Homes and “Gardens”
- The H₂O Story
- Growing in The Garden\$\$\$

What is an OBJECTIVE?

Whereas the goals ask, “How do we see that vision come about?”; the objectives ask, “What components make up the achievement of the goal?”. Objectives often break the goal down into manageable segments or parts that assist in achieving the goal.

What is a STRATEGY?

Whereas the objectives ask, “What components make up the achievement of the goals?”; the strategies ask, “What specific actions or steps need to be followed to accomplish this objective?”. The strategies outline the action plan. They become the line from Point A to Point B; the steps necessary to begin the process that culminates in Vision attainment.

