

The following Vision Statement was developed during the first Comprehensive Plan Update workshop series in September, 2006. Through stakeholder groups, Steering Committee discussion, and outreach to youth, over 100 McCall citizens contributed. They were asked two fundamental questions:

- Imagine that you leave McCall in 2006 and return 20 years later. The Comprehensive Plan has been successfully implemented. You really like what you see. What do you see?
- What are the key issues facing McCall that should be addressed by the Plan update?

The responses to the above formed the basis for the Vision Statement. The input was very comprehensive, covering all elements of the community. For this reason, the Vision Statement was written to capture the full depth of the input rather than generalizing it into a single statement or paragraph.

Vision Statement

McCall will be a diverse, small town united to maintain a safe, clean, healthy and attractive environment. It will be a friendly, progressive community that is affordable and sustainable. McCall's unique character is defined by its environment, history, culture, and people. Preserving and enhancing the character and exceptional environment of the McCall Area, in concert with providing guidance for growth, is a fundamental purpose of the Comprehensive Plan.

Land and Natural Resources

- Payette Lake is celebrated as the area's "Crown Jewel."
- Public access to the lake is convenient, it is a community priority and it is managed.
- The community embraces environmental sustainability by managing its footprint on the environment, including water and air quality, soundscape, the natural landscape and trees.

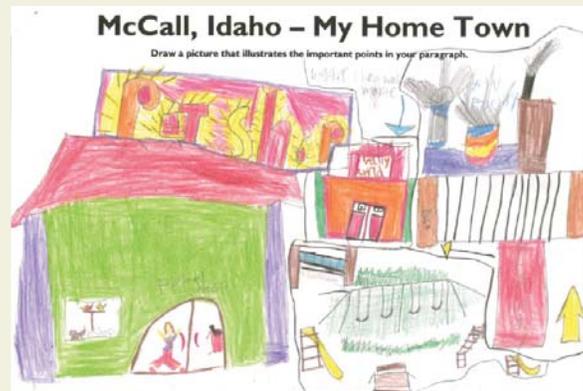
Economic and Demographic Framework

- A strong, diverse, year-round economy that provides quality living-wage employment opportunities that attracts residents to McCall.

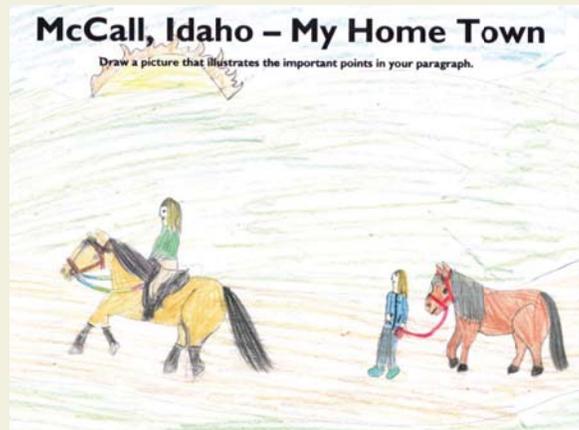
Students' Visions for McCall



We should not cut down so many trees - please try to save the animals!



I think McCall needs a pet shop and a candy factory!



I would like to see McCall stay mostly the same. I like McCall the way it is, not too big but not too small. I would like to see more horse-riding trails.



Public Services and Facilities

- Infrastructure (water, sewer, storm water, transportation and parks) and public safety services (emergency medical services, fire, law enforcement, etc.) are planned, provided, and maintained to match growth and meet the needs of the community.
- McCall's community - sponsored medical system serves this region and coordinates with Boise.
- Transportation mode and route choices (for moving goods and services) and a compact town form are integrated to support a vital community and make efficient use of land and urban services.
- McCall's system of bicycling and walking paths is highly connected throughout the community and supports transportation and recreation needs for both residents and visitors.
- There is excellence in education and opportunities for lifelong learning.

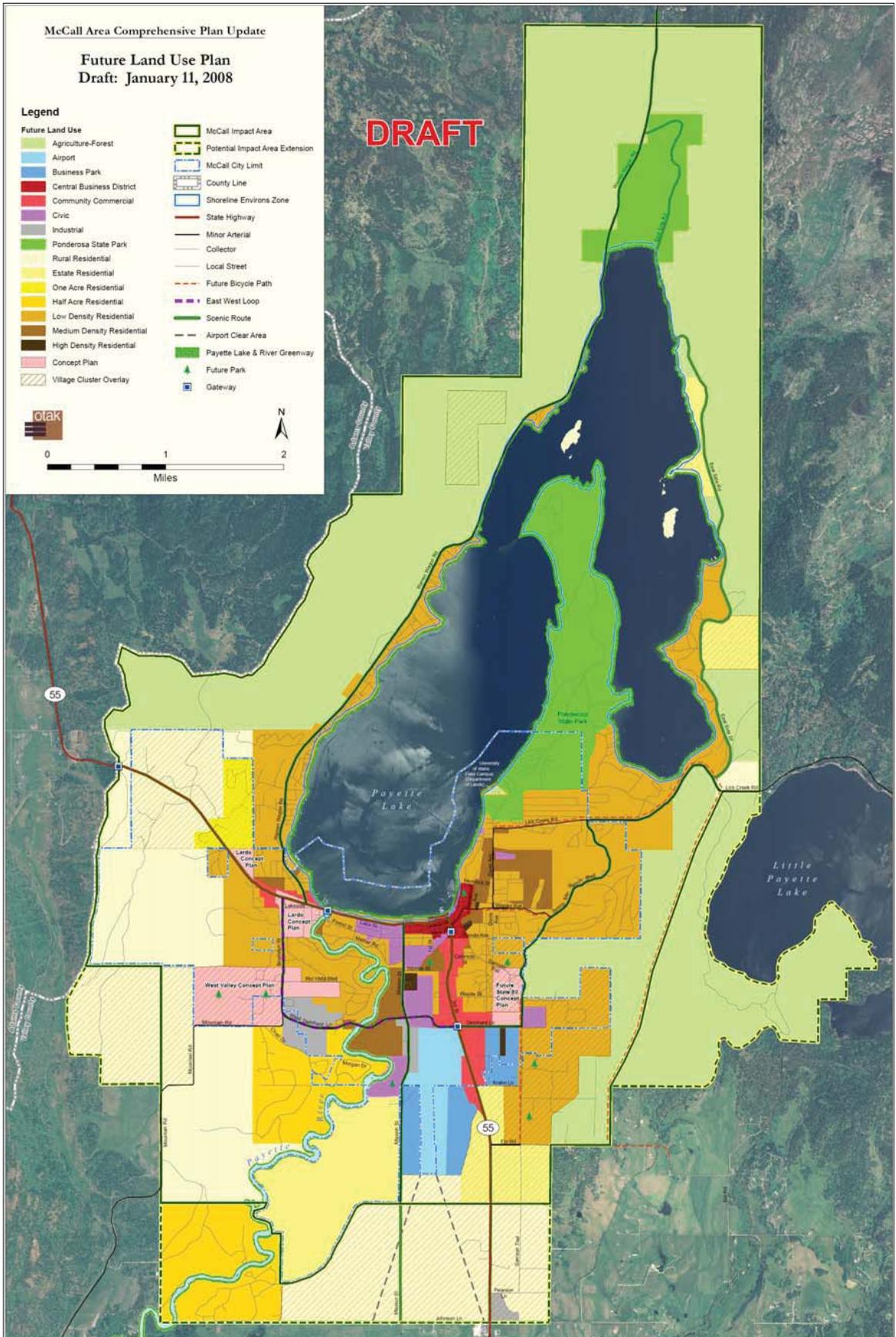
Community Character and Design

- Downtown is a vital pedestrian-friendly core with diverse shopping and dining attractions, and key community gathering places.
- Buildings, streets, and public places exhibit design excellence that is appropriately scaled to McCall's small, mountain town setting.
- Children and youth are served by a diversity of facilities and activities.
- Housing is affordable, available, and well-integrated into the community.
- McCall's art community and cultural assets thrive and are nationally recognized.
- McCall is a "real community" with friendly full-time residents that are diverse in their income, race, religion, age, and views.
- There is a clear rural edge that preserves the area's history and environment as well as announces to visitors that they have arrived somewhere special.



View of Payette Lake





Future Land Use Plan (See also Figure 14)

