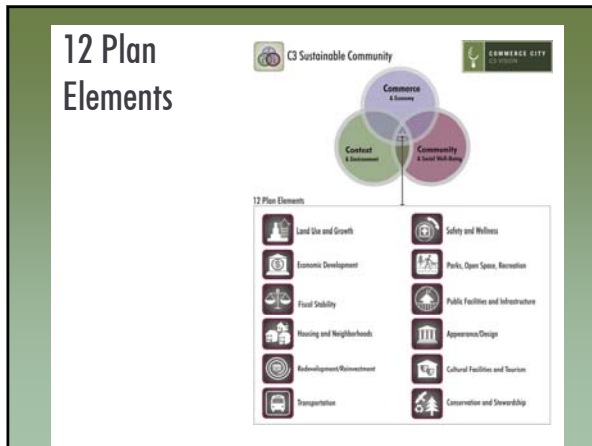


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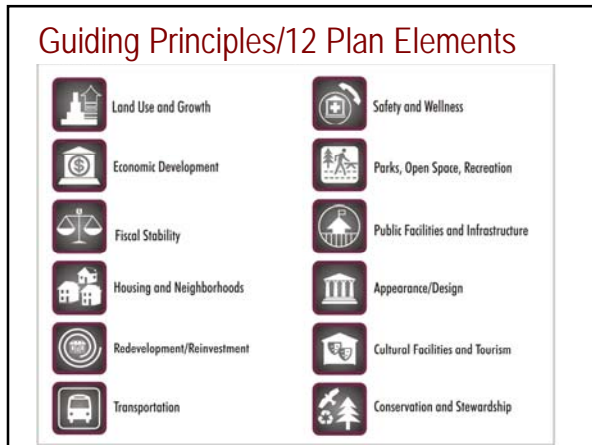


### Guiding Principles/12 Plan Elements

**Vision is tied to 12 Plan "Elements," Guiding Principles**

**The 3 Cs of a Sustainable Community:**

- Commerce and Economy
- Context and Environment
- Community Well-Being



### 1. Land Use and Growth

**Guiding Principle:**  
Balanced and compact pattern of neighborhoods and "centers," phased to promote infill and orderly development where residents have access to employment, services shopping, and community facilities.

**Why?**  
Relates to all other goals (fiscal stability, economic development, appearance, quality neighborhoods, etc.)

**Key Ideas:**

- Balanced mix of uses
- Phased, compact, orderly growth
- Industrial areas retained
- Neighborhoods
- Centers
- DIA – compatible
- Regional coordination

### 2. Economic Development

**Guiding Principle:**  
A strong employment base; with appropriate locations for a range of industry and jobs, including emerging industries, and a home for a diverse mix of corporations.

**Why?**  
A primary goal for the city, especially building commercial services and strong and diversified revenue base.

**Key Ideas:**

- Will tie with ED Plan and strategy.
- Reserve land for commercial development.

### 3. Fiscal Stability

**Guiding Principle:**  
A fiscally stable city by fortifying revenues while efficiently providing services and maintaining infrastructure.

**Why?**  
Important for long-term stability and provision of core services.

**Key Ideas:**

- Invest efficiently (long-term capital needs)
- Retain employment base, revenue-producing uses
- Reserve future retail

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### 4. Housing and Neighborhoods


**Guiding Principle:**  
Multiple housing options serving the full range of current and future residents in vibrant neighborhoods where people want to live.

**Why?**  
**The building blocks of the city, our quality of life, and ability to live our whole lives here.**

**Key Ideas:**

- Increase variety, (including senior housing, well-kept mobile home parks, etc.)
- Reinvest/rehabilitate older housing stock
- Increase range for different incomes,



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### 5. Redevelopment/Reinvestment

**Guiding Principle:**  
High quality new centers and older districts thriving through continual renewal and reinvestment.

**Why?**  
**Cities need continual renewal to remain vibrant and economically strong. City actions can spur private investment.**

**Key Ideas:**

- Increase focus on infill and redevelopment
- Strengthen core areas and neighborhoods



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### 6. Transportation


**Guiding Principle:**  
Efficient, effective varied modes of transportation that integrate and connect neighborhoods, the community, and the region.

**Why?**  
**Mobility and transportation are key to economic development, quality of life, and a healthy environment.**

**Key Ideas:**

- Improve comprehensive system (multiple modes)
- Connect destinations, relieve traffic
- Improve bicycle and pedestrian options
- Improve transit service



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### 7. Safety and Wellness


**Guiding Principle:**  
Opportunities for the well-being of residents through healthy living, access to medical facilities, availability of healthy food, and public safety.

**Why?**  
**Health and well-being of city residents is an important part of community and its viability.**

**Key Ideas:**

- Efficient effective police, fire, and EMS
- Safe places for physical activity
- Access to health care and healthy food



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### 8. Park, Open Space, Recreation

**Guiding Principle:**  
Ample and well-distributed parks and recreation facilities for an active community and a connected system of open space to protect views and provide for recreation, relaxation, and rejuvenation.

**Why?**  
**Places to meet our needs and conserve natural resources also add value to the city and its neighborhoods.**

**Key Ideas:**

- Parks to meet needs (Master Plan)
- Provide year-round recreation
- Connect open space
- Protect natural resources



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### 9. Public Facilities and Infrastructure

**Guiding Principle:**  
High quality well maintained public facilities and infrastructure for current and future residents and businesses.

**Why?**  
**Infrastructure and facilities support economic growth and a thriving community.**

**Key Ideas:**

- Coordinated utilities and infrastructure with growth
- Educational opportunities
- Access to local government



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## 10. Appearance/Design

**Guiding Principle:**  
A positive image at all gateways, along corridors, and in centers and neighborhoods.



**Why?**  
Quality image enhances community pride and economic development opportunity.

**Key Ideas:**

- Improve gateways and corridors, civic spaces
- Design guidelines for:
  - Commercial
  - Residential (multi-family and infill)
- Views

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## 11. Cultural Facilities and Tourism

**Guiding Principle:**  
A destination for tourism and visitors, drawing people and businesses to our arts, history, culture, sports, commerce, and other attractions.



**Why?**  
The city has many assets (cultural, arts, history) and a terrific location – to showcase.

**Key Ideas:**

- Elevate awareness
- Preserve history, arts, and culture
- Increase destination sites

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## 12. Conservation/Stewardship

**Guiding Principle:**  
A culture as a sustainable community that recycles, conserves, and uses renewable energy sources, and reduces energy and resource use overall.



**Why?**  
Conserving resources, encouraging alternative sources saves money and positions the city and residents for the future.

**Key Ideas:**

- Sustainable Community
- Increasing efficiency, renewable resources
- Reduce emissions
- Increase water conservation
- Reduce solid waste
- Clean air, water
- Noise, hazardous areas

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