

# GOALS

The goals for this strategic planning effort seek to build upon the strengths of the downtown and its surrounding residential neighborhoods and to advocate the mixture of uses and activities, open space and buildings which will create a unique and vital urban place. In turn these goals are supported by a set of principles which serve to give greater definition and meaning to the goals. The goals and principles are then organized and put into a series of frameworks which are in turn refined into more specific and detailed implementation projects. The goals listed below are all essential and are not presented in any particular order of priority.

- 1 To enhance the quality of life for Glendale residents.**
- 2 To guide and manage the growth and development of the Greater Downtown for the optimum benefit of the community.**
- 3 To provide a variety of opportunities for families and youth to enjoy the downtown area.**
- 4 To strengthen the interdependence between the downtown and the surrounding neighborhoods.**
- 5 To ensure that Glendale continues to be a safe place to live, work and visit.**
- 6 To balance public and private land uses and facilitate a synergy between them**
- 7 To practice community-based planning through meaningful public participation.**
- 8 To recognize and preserve where possible the characteristics of the unique districts, neighborhoods and structures within the greater downtown area.**
- 9 To enhance and diversify the cultural fabric of the downtown area.**
- 10 To integrate transportation systems into the mixture of land use planning of the greater downtown area.**
- 11 To create a downtown area that is a pedestrian oriented environment.**
- 12 To increase revenues for the City without increasing taxes.**
- 13 To create a special identity and central gathering place for Glendale's downtown.**
- 14 To significantly increase the amount of public open space and developed parkland in the downtown and surrounding residential neighborhoods.**
- 15 To cooperate with the school district to better integrate the schools into the citywide system of developed parkland.**