

Draft General Plan Goals

Economic Development

- ED1. A fiscally sustainable City government that provides efficient, high-quality services to both residents and businesses
- ED2. A strong local economy that supports Mountain View's existing business base and promotes and encourages new businesses
- ED3. A City that is a center for innovative technologies, jobs and businesses
- ED4. A community that supports and encourages environmentally sustainable business practices

Land Use and Urban Design

- LU1. Distinctive neighborhoods that preserve and enhance quality of life for residents
- LU2. A diverse, balanced and flexible mix of residential and commercial uses that supports a vibrant economy and strong neighborhoods
- LU3. A City with "village centers" located throughout the community and within walking distance of nearby neighborhoods
- LU4. Well-designed transit-oriented developments along and proximate to major transportation corridors
- LU5. A development pattern that supports healthy living and social interactions by fostering walking and bicycling, neighborhood open spaces and village centers
- LU6. Buildings and public spaces that are environmentally sustainable, well-maintained and easily accessible

Mobility

- MO1. An integrated, multi-modal transportation network that is comprehensive, accessible and safe, and utilizes emerging transportation technologies and systems
- MO2. An accessible citywide transit system that links the entire community and connects to the regional transit network
- MO3. A City with safe and attractive "complete streets" that accommodate and balance all modes of travel
- MO4. Extensive pedestrian and bicycle networks that link key destinations within the City and provides access to surrounding communities

Conservation and Open Space

- CO1. Protected natural open space areas
- CO2. Rich and biologically diverse ecological resources that are protected and enhanced
- CO3. Sustainable and energy efficient practices that use renewable energy sources to meet current and future demand
- CO4. Clean, breathable air and strongly controlled City sources of air pollution
- CO5. A healthy and well-managed watershed
- CO6. Minimal solid waste production with an emphasis on the reuse, recycling and reduced consumption of natural and manufactured goods
- CO7. Sustainable water conservation practices that minimizes potable water use and increases recycled water use

