

**Goal 1**      ***PROVIDE A TRANSPORTATION SYSTEM THAT SUPPORTS THE ECONOMIC VITALITY OF THE CITY***

*Establish and maintain a transportation system that supports the economic vitality of local businesses.*

**BACKGROUND**

This goal represents a recognition that in addition to maintaining the quality of life, the economic vitality of the City is a priority. The transportation system plays an important role in supporting the continued growth and economic vitality of local business. Therefore, the transportation system must enhance the business environment and quality of life of the City.

The transportation system of the City provides invaluable services to the business community by allowing customers access to commercial areas and allowing businesses to deliver and receive goods. When rethinking the design of a streetscape, delivery trucks must be accommodated or alternate forms of transporting goods and services must be developed. While the transportation of goods and services has traditionally been a guiding factor in developing roadways, tomorrow's solutions will rely on non-traditional approaches that support all of the transportation needs of businesses and users.

**CONSTRAINTS**

With the decision to rethink transportation priorities and solutions, some policies of the past will need adjustment. For example, current traffic standards sometimes prohibit commercial growth that is permitted by the land development provisions of the General Plan. Such standards can be changed to allow greater flexibility for commercial areas to better support the economic vitality of the City.

Another constraint is that the facilitation of delivery and receipt of goods may be at odds with the facilitation of access improvements for customers. For example, the addition of a delivery turnout may necessitate the narrowing of sidewalks or the loss of a traffic lane. Creative solutions will need to be found in order to accommodate all uses of the roadway.

**OPPORTUNITIES**

Space to store vehicles is costly, sometimes visually adverse, and limited. By increasing the use of alternative modes of transportation and reducing reliance on the automobile for commuting to work, business areas will be able to improve access and availability of parking for customers, thereby enhancing economic vitality. This direction clearly shows how one aspect of transportation can be closely related to, or affect, another. A key to economic vitality is maintaining and enhancing the connection between the businesses and their customers. Further development of the transportation system should increase access and the mobility of people throughout the community and strengthen this relationship.

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## **POLICIES AND IMPLEMENTATION STRATEGIES**

### **ECONOMIC VITALITY**

- 1.1           The City shall establish, maintain, and expand a mobility system that supports the economic vitality of local businesses.**
- 1.1.1       Optimize access and parking for customers in business areas by implementing policies of the Circulation Element aimed at reducing dependence upon the automobile, and improving and increasing pedestrian, bicycle use, and transit use.
- 1.1.2       Review traffic impact standards used at City intersections for consistency with the goals of the Circulation Element and General Plan through public worksessions with the Planning Commission and the City Council.
- 1.1.3       Enhance alternative transportation services and infrastructure access between residential, recreational, educational, institutional and commercial areas.
- 1.1.4       Provide adequate infrastructure and info-structure to support the delivery of goods and services to and from area businesses.

### **IMPLEMENTATION OF THE CIRCULATION ELEMENT**

- 1.2           The City shall place a high priority on funding and providing support for the implementation of the Goals, Policies, and Implementation Strategies of this Circulation Element.**
- 1.2.1       Designate a task force and coordinator to recommend priorities for funding to the City Council to support the Goals, Policies, and Implementation Strategies of this Circulation Element.