

## GENERAL PLAN (2007) PRIORITIES

1. ***Support Palm Springs as one of the world's premier desert resorts.*** Strengthen and promote those things that make Palm Springs a one-of-a kind resort destination, including its natural resources, eco-tourism, its pedestrian-oriented shopping and entertainment districts including Downtown, its unique architecture, the convenience of its airport and convention center, and its wide array of lodging and recreational facilities.
2. ***Establish the City as a leader in efficient use of resources: land, water, and energy.*** Promote energy efficiency and the efficient use of natural resources. Promote the development of alternative energy industries and use of alternative energy sources such as wind and solar in new and existing construction to minimize resource depletion and conserve resources for future generations.
3. ***Diversify the City's economic foundations and promote Palm Springs as the "first choice" for businesses.*** Create employment opportunities that will maintain a stable and diverse economy, including opportunities for workers to live in the communities in which they work. Through land use and other policies, promote Palm Springs as the first choice for businesses such as tourism, entertainment, retail, office, medical, educational, professional, financial, technical, industrial, and other economic and employment generators.
4. ***Develop a full range of retail opportunities for local, regional, and tourist markets.*** Encourage diverse and appealing shopping opportunities for residents, tourists, and the regional market that will generate sales tax revenues, attract customers from neighboring communities, and enrich the quality of the life for those living in and visiting Palm Springs.
5. ***Provide for a broad range of housing opportunities.*** Encourage development of housing units for varying life stages and styles and all economic levels.
6. ***Create unique places that strengthen community identity, offer visual interest, and support lively activity.*** Concentrate and promote areas of rich community activity served by efficient multimodal transportation and parking.
7. ***Encourage the creative mixing of land uses to promote vibrant neighborhoods and reduce the need for vehicle use.*** Combine residential, retail, office, and other land uses within the Downtown and other key locations, to create active, full-service neighborhoods that are less dependent on the automobile.
8. ***Preserve and uphold the high quality of architecture and the unique visual and aesthetic form in buildings and neighborhoods that distinguish Palm Springs from other cities.*** Promote the identification of unique neighborhoods while encouraging new and characteristically different neighborhood types to develop. Recognize the importance of adaptive reuse for architecturally and historically significant resources.

9. ***Provide a circulation system that accommodates the smooth flow of vehicular traffic, encourages safe bicycle and pedestrian movement, and presents attractively landscaped corridors.*** As the City develops, street and roadway improvements will be necessary to ensure a safe and functioning network of circulation corridors and intersections. The streets will be attractively developed and maintained to encourage bicycles, pedestrians, and alternative forms of transportation. Trails, bikeways, and other forms of circulation linkages through the city and into surrounding areas must also be developed and maintained.
  
10. ***Promote development that enhances scenic views and provides both visual and physical access to the City's surrounding mountains, washes, open space, and other scenic and natural resources.*** Unparalleled natural resources can be found in and near Palm Springs. These resources add value to the City's quality of life and are an important contributor to the City's image as a destination resort.