

## Project Goals

The Walnut Creek City Council has adopted a list of goals to guide the **North Downtown Specific Plan**, setting broad parameters for the project's intended outcomes and topics to explore. These eight goals are:

- 1.** To reinforce and further expand Walnut Creek's position as a major employment, retail commercial, and housing center, and as a cultural destination in the San Francisco Bay Area.
- 2.** To plan new economic and land use policies that lead to an increase in employment opportunities in close proximity to the Walnut Creek BART station and downtown.
- 3.** To harness and direct the market demand for more urbanized development in the 180- acre area near the Walnut Creek BART station, while also preserving and enhancing the strong sales tax base in the area, especially the auto sales and service uses which are concentrated within the Plan Area.
- 4.** To support and expand existing transit, bicycle and pedestrian transportation to manage traffic congestion, serve a diverse population, and build a resilient local transportation system.
- 5.** To expand the Plan Area and build upon the North Main Street/Ygnacio Valley Road (NMS/YVR) Specific Plan, which was adopted in 2002, prior to the arrival of denser and more urbanized residential development in areas in and near the NMS/YVR Specific Plan Area.
- 6.** To direct and facilitate reinvestment and redevelopment within this portion of the core area of the City and to identify new infrastructure improvements needed to expand access to a broad range of transportation options, including walking, bicycling, and transit.
- 7.** To identify where optimal non-vehicular transportation connections should occur, and create and implement land use policies which take full advantage of the Plan Area's proximity to the Walnut Creek BART station and the traditional downtown.
- 8.** To ensure that the transition from commercial land use to multi-family residential land use occurs in a responsible and fiscally sustainable manner.