

## **DRAFT SOSIP GOALS – FOR DISCUSSION**

February 6, 2010

**Placemaking.** Make Downtown an attractive and memorable destination, and favor the pedestrians who come to enjoy Downtown. Create beauty and increase enjoyment of Downtown.

**Public Life.** Encourage people to engage in social, cultural, and business activities in Downtown. Meet diverse community needs.

**Health & Comfort.** Promote safe environments, pleasant settings, and physical activity through walking and bicycling. Calm traffic to minimize injuries.

**Access.** Facilitate convenient access by all modes, with priority given to pedestrians and bicyclists. Encourage reliable transit service and support Downtown's role as a transit center.

**Sustainability.** Make a great and green Downtown. Minimize human impacts on ecosystems to which Downtown connects by: filtering pollutants from urban runoff, retaining rainwater to reduce downstream flooding, minimizing asphalt and concrete "heat islands," and reducing the use of private vehicles.