1. **Further the goals and priorities of existing plans including the City’s 2030 Comprehensive Plan, specifically the Future Land Use Plan, Downtown Master Plan, and Future Mobility Plan.**

   **Objectives:**
   - Apply solutions that address immediate and future multimodal transportation needs as they relate to the land use patterns and other priorities encouraged in existing plans.

2. **Enhance multimodal movement, operations, and safety.**

   **Objectives:**
   - Balance transportation needs for all users of the corridor.
   - Improve safety throughout the corridor for all modes of transportation.
   - Improve access to alternative modes of transportation, prioritizing connections with adjacent neighborhoods.
   - Enhance access to existing and planned amenities such as parks, retail, and other community centers.

3. **Enhance the corridor character and pedestrian experience.**

   **Objectives:**
   - Consider roadway designs that incorporate median and pedestrian landscaping and lighting.
   - Prioritize sidewalk improvements to enhance walkability and increase connections to off-street trails.
   - Improve aesthetics consistent with the character of each sub-area. Support local businesses by creating a streetscape that attracts customers through pedestrian-scaled lighting, landscaping, and visible access to businesses.
   - Create a sense of place and arrival/departure for the sub-areas and overall study area.

4. **Support economic development along the corridor.**

   **Objectives:**
   - Improve traffic operations to create a reliable and consistent network for the movement of persons and goods along the corridor.
   - Plan for anticipated economic redevelopment activity along the corridor through multimodal connections to businesses and surrounding neighborhoods and by envisioning potential catalytic development.