Goal 1: **Community Identity & Placemaking**

Glendale will maintain its identity as a desirable residential community by preserving and enhancing its traditional village charm; maintaining community-focused City services with good relationships with City residents; facilitating thoughtful development that respects Glendale's sense of place; and prioritizing family-friendly neighborhoods and amenities.

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Draft Objectives:

Objective 1.1: **Preserve the high quality of and enhance the character of Glendale's subdivisions, neighborhoods, and commercial areas.**

Objective 1.2: **Coordinate with neighboring communities to develop and implement a consistent and identifiable physical character for Manchester Road and adjacent commercial development.**

Objective 1.3: **Develop streetscape enhancements to key Glendale streets as part of Glendale's physical character and regional identity.**

Objective 1.4: **Establish design guidelines for public and private landscaping to protect and enhance Glendale's urban forest and landscape.**

Objective 1.5: **Strengthen Glendale's identity with gateway features along regional corridor entrances to the City.**

Goal 2: **Distinctive Neighborhoods and Housing**

Glendale will preserve its desirable neighborhoods and stable residential property values by preserving existing homes; requiring that new homes and additions are thoughtful, well-designed, and built with high-quality materials, methods, and details compatible with Glendale's existing built environment; and support the ability of existing residents to remain in their homes.

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Draft Objectives:

Objective 2.1: **Ensure that Glendale's zoning code permits the development compatible infill housing development that responds to current and future demographic trends and market preferences.**

Objective 2.2: **Maintain and enhance Glendale's architectural design guidelines and architectural review process to ensure that they are easy to understand, enforceable, and compatible with the City's built environment.**

Objective 2.3: **Develop City programs and community events to support the ability of existing residents—in particular senior citizens and those living on fixed incomes—to maintain their homes and remain in their homes.**

Goal 3: Local Businesses and Neighborhood Business Districts

Glendale will help to maintain existing and attract new unique, community-based businesses by preserving and enhancing the City's local business districts on Sappington Road and Manchester Road.

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Draft Objectives:

Objective 3.1: **Maintain and support local businesses in the Sappington Road business district.**

Objective 3.2: **Maximize the economic productivity of commercial properties along Manchester Road.**

Objective 3.3: **Actively identify, target, and recruit businesses that are desirable to the Glendale community.**

Objective 3.4: **Consider establishing a volunteer Standing Committee for Economic Development to add economic development capacity to Glendale City government.**

Goal 4: **Accessibility and Mobility**

Glendale will maintain its regional vehicular accessibility; enhance community walkability and bikeability; improve bike and pedestrian safety and comfort; and strategically-connect to regional trail networks to support an equity of mobility for all residents, no matter their age, income, or ability.

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Draft Objectives:

Objective 4.1: **Maintain Glendale's regional vehicular accessibility while discouraging cut-through traffic on Berry Road and improving the visual character and walkability of the Manchester Road corridor.**

Objective 4.2: **Enhance the safety and comfort of key streets in Glendale for biking and walking.**

Objective 4.3: **Repair and maintain Glendale's existing roads and sidewalks.**

Objective 4.4: **Improve regional transit access to Glendale.**

Objective 4.5: **Improve vehicular traffic flow and safety for all users.**

Goal 5: Community Health, Well-Being, and Resilience

Glendale will integrate healthy and active living; civic and community services; fiscal and economic health; environmental beauty and enhancement; well-maintained public infrastructure; community safety; and support for people of all ages with an exemplary quality of life to remain a choice community.

Goal 5: Community Health, Well-Being, and Resilience

Glendale will integrate healthy and active living; civic and community services; fiscal and economic health; environmental beauty and enhancement; well-maintained public infrastructure; community safety; and support for people of all ages with an exemplary quality of life to remain a choice community.

Draft Objectives:

Objective 5.1: **Properly manage stormwater runoff and reduce flooding and erosion impacts on residential and commercial properties.**

Objective 5.2: **Actively manage and maintain Glendale's urban forest and landscape through partnerships with homeowners, subdivisions, and utility providers.**

Objective 5.3: **Repair and maintain Glendale's aging infrastructure.**

Objective 5.4: **Consider the identification of property for future purchase and development of a City park within Glendale.**

Objective 5.5: **Promote active living with publicly-accessible recreation amenities for Glendale residents, regardless of age, income, or ability.**

Objective 5.6: **Ensure effective emergency service access, alternative transportation options, and energy security in the event of natural disasters and social unrest.**