



**DISCUSSION DRAFT VISION – Narrative Format**  
(As amended with Planning Commission comments)

Pleasanton, the “City of Planned Progress”, is a well-rounded community providing a diversity of high quality housing, employment, recreational, educational, and cultural opportunities for its residents. We seek to minimize the impacts of future growth while accommodating cultural, economic and generational diversity.

In the future, we will create and sustain a safe, secure, highly livable, and resource-efficient built environment with a variety of attractive neighborhoods with housing of various densities. We will promote a prosperous, diverse and sustainable economy which provides economic opportunity for all members of the community, while managing traffic to allow people to move easily and safely around the community.

We will maintain our historic downtown and architectural landmarks while promoting community activity, retail, service, residential, cultural and recreational activities in a well-designed, lively pedestrian environment.

Pleasanton conserves and manages the integrity of the natural environment including open space, ridge lands and hillsides, habitats, air and water quality for the enjoyment of current and future generations. We will carefully consider new development and revitalization proposals to ensure that their architecture, landscaping, and site amenities complement and enhance the physical environment.

We celebrate our cultural heritage and maintain our separate identity as a unique community while acknowledging our relationship to the larger region. Our City government promotes community participation dedicated to preserving the quality of life. Pleasanton uses its financial resources wisely and efficiently, plans for the long-term security of the City, and provides regional leadership.

## DISCUSSION DRAFT PRINCIPLES

~~The following generally accepted values will guide the development of the General Plan's goals, policies and actions.~~

The fundamental goal of the General Plan is to make Pleasanton a better place in which to live, work, play and learn for all residents. The General Plan is our new vision for Pleasanton for the years ahead. This Plan affirms the values of our community which are embodied in the following seven Guiding Principles:

- Pleasanton works to build a sense of community through identifying and achieving common goals and by fostering community participation in City decisions
- Pleasanton is a Community of Character and acts with Responsibility, Compassion, Self-Discipline, Honesty, Respect and Integrity
- The City is committed to sustainable community principles and will meet the needs of the current generation without compromising the ability of future generations to meet their own needs.
- Pleasanton values all community members and will work to create a City that meets the needs and desires of all its members.
- Pleasanton values prosperity for all residents.
- Pleasanton values a high quality of life for its residents.
- Pleasanton values regional cooperation and will seek solutions to issues that benefit the City and the region.