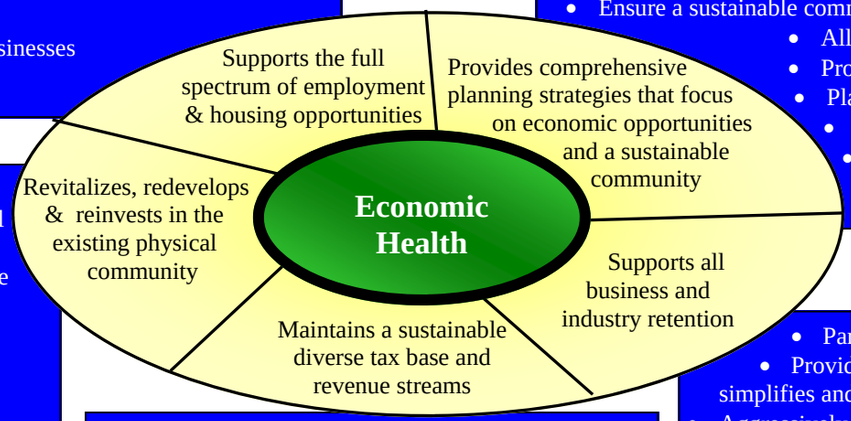
- Provide a development environment that encourages new business opportunities
- Consider the economic/social/environmental impact of new development
- New construction should rewarded if LEED certification is achieved to ensure energy efficiency
- Provide incentives for new primary employers and encourage the existing ones to grow
- Look at the big picture, what can we do for the future
- Preserve a vital freestanding community identity that is self supporting
- Expedite permitting and development review
- Measure impact of development thru Quality of Life Benchmarks/sustainable indicators
- Include ways to increase access to and frequency of transit
- Provide a wide range of jobs, housing, entertainment and educational opportunities
- Use best management practices when conducting comprehensive sustainable planning
- Ensure a sustainable community
- Allow mixed use in more areas of the City
- Provide an adequate supply of land zoned for business/Industrial
- Plan for mixed use pedestrian activity nodes throughout City
- Improve relations with regional governmental entities
- Community Involvement

- Develop green ways to develop economy
- Work harder to promote a more diverse employment environment rather than concentrating on just a few industries
- Effective marketing of City's quality of life to attract new commerce/industry
- Preserve jobs as well as create new ones
- Provide incentives for primary jobs
- Creates programs and relationships with businesses
- Create/support business associations



- Differentiate Longmont by highlighting its historic base
- Create a Central Business District that recognizes its potential as community center
- Invest in public revitalization with goal to encourage private redevelopment
- Partner with the private sector to redevelop blighted areas
- Expand entertainment and performances venues
- Balance development against potential negative impacts
- Ensure Longmont has a vibrant unique downtown
- Redevelop the Twin Peaks Mall
- Encourage Downtown revitalization

- Maintain city services as close to current level as possible
- Maintain sustainable tax base and revenue stream
- City government should support local businesses through purchasing local products
- Create a diverse economic base, not dependant on or influenced by large scale economic swings
- Develop sufficient revenue to support natural systems such as local wildlife habitat

- Partner with schools to encourage families to choose Longmont
- Provide true One stop shop development processing center that simplifies and supports private development
- Aggressively market Longmont to large, higher paying businesses
- Work to attract alternative energy companies and other green businesses
- Has a "business friendly" environment
- Reduce if not eliminate retail leakage
- Has a vibrant cultural environment
- Provides incentives for business expansion
- Capture and capitalize on emerging economies and renewal energy
- Ensure that Longmont is attractive for businesses and people to locate here
- Identify tools and incentives to encourage redevelopment and reinvestment
- Facilitates literacy for all residents