1. **Create a Multimodal Street**

   The design for West Main Street will encourage cars to move more slowly along this street, in order to create an environment that is comfortable for all modes of travel: pedestrians, bicyclists, joggers, bus riders, and vehicles.

2. **Encourage a Mix of Land Uses**

   The streetscape along West Main will provide opportunities for a variety of vibrant new uses and public art opportunities that can encourage strolling, shopping, eating, living, working and the celebration of public events.

3. **Establish Neighborhood Connections**

   West Main Street will become the “front door” for its adjacent neighborhoods through the provision of new pedestrian and vehicular connections between West Main and those neighborhoods.

4. **Link Cultural Landscapes**

   The design for West Main Street should recognize the character differences between its east and west ends while, at the same time, ensuring that both work together as a unified, coherent and vibrant whole.

5. **Accommodate Parking**

   Some on-street parking will be provided along West Main Street in order to support the local businesses and institutions on the street and to contribute to traffic calming.

6. **Activate the Street**

   West Main Street in the future will become a street that invites walking — during daytime and evening hours -- because it is attractive, interesting, safe and comfortable.

7. **Foster Environmental Stewardship**

   West Main Street will serve as a “green design” street model for the City.

8. **Retain Mountain Vistas**

   The mountain vistas from West Main Street are important to its character, and these will need to be retained in key locations.

9. **Celebrate History**

   Retain and reflect the history of West Main Street whenever possible, while creating a lively public space for all.

10. **Create an Eclectic Streetscape**

    The diversity of West Main Street is its "charm", and the plan should encourage this diversity of character along the entire street.