

## **General Plan Guiding Principles**

1. Growth will be targeted to serve community needs and enhance the quality of life.
2. Change will be harmonized to preserve Pasadena's historic character and environment.
3. Economic vitality will be promoted to provide jobs, services, revenues, and opportunities.
4. Pasadena will be promoted as healthy family community.
5. Pasadena will be a city where people can circulate without cars.
6. Pasadena will be promoted as a cultural, scientific, corporate, entertainment and educational center for the region.
7. Community participation will be a permanent part of achieving a greater city.