

Southeastern San Diego



Community Plan Update

Draft Vision and Guiding Principles

Draft Vision

Southeastern San Diego is a diverse, inclusive, and vibrant place to live and work, experiencing a renaissance while celebrating its distinct history. The community promotes economic well-being, with a job-ready population, active employment areas, and cottage industry, and investment by property owners. The low-density character of its neighborhoods is maintained, while the corridors are enhanced with a vibrant mix of retail, restaurant, and cultural uses, jobs, and higher density housing, along the transit corridors. Parks are safe, well-maintained, and full of community-serving amenities. The community benefits from its strong connections to the rest of the region. Movement within the community is enhanced with good north-south connections and attractive, well-lit, and pedestrian-friendly streetscapes, making it easy to get around car-free.

Draft Guiding Principles

1. Celebrate and preserve Southeastern San Diego's distinctive historic roots and historic districts, enhance the community's identity with strategic new higher density residential, compatible mixed-use development, and streetscape improvements along major corridors and at key sites.
2. Improve and maintain the community's streets and infrastructure and create a circulation system that supports the safe and efficient movement of pedestrians, bicyclists, transit, and vehicles, and enhance connections to surrounding neighborhoods and beyond. Provide parking convenient to retail and restaurant uses while reducing the automobile emphasis in the community over time.
3. Flourish as a desirable, livable, and inclusive community, with safe streets, building on existing high quality community assets.
4. Make the community healthy and self-sustaining by ensuring compatibility between industrial and residential uses, providing access to healthy foods, and facilitating home-grown businesses and jobs.
5. Respect the low-density character of existing neighborhoods, while supporting investment by property owners and providing housing at a range of densities and affordability in the community.
6. Develop a mix of residential, light industrial, retail, restaurant, and cultural uses and a variety of amenities and services to support a balanced and vibrant community.
7. Enhance existing parks with improvements to landscaping, lighting, signage, walkways and play facilities, promote joint use of parks with schools, and provide new parks and gathering places.
8. Ensure that Southeastern San Diego's families are well served by schools within the community, and provide opportunities for education and job training for all community members.
9. Develop sustainable practices in new development, mobility, water and energy conservation in order to reduce greenhouse gas emissions.