



FOR IMMEDIATE RELEASE  
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# City of San Diego Hires New Planning Director to Lead on Housing Initiatives

## PLANNING DEPARTMENT VETERAN HEIDI VONBLUM BRINGS UNIQUE SKILLS AND KNOWLEDGE TO MOVE CITY FORWARD

SAN DIEGO – With a focus on creating safe, sustainable communities and homes that all San Diegans can afford and enjoy, the City of San Diego today announced the hiring of Heidi Vonblum as the City's Planning Director. Heidi brings more than 12 years of experience working for the City of San Diego, including as Deputy Planning Director for the last two years.

**"Heidi is a visionary leader who has developed innovative planning initiatives to meet the challenges facing San Diego both today and decades from now," said Mayor Gloria. "Her hard work and diligence have earned the trust and confidence of both City leadership and her team in the Planning Department, and I'm excited to continue working with her to meet our climate, housing and equity goals to improve the lives of all San Diegans."**

Vonblum and her team in the Planning Department were instrumental in developing the Homes for All of Us initiative that pulls together multiple statewide and City reforms aimed at making it easier to create new homes for all income levels throughout San Diego. Mayor Gloria signed into law the first piece of the Homes for All of Us initiative last month.

Another City program, Build Better SD, which was furthered under Vonblum's leadership in the Planning Department, creates a new citywide fund for better and more equitable delivery of infrastructure improvements across San Diego.

**"Providing homes and safe and enjoyable neighborhoods are so critical for our City's growing population," said Vonblum. "I am excited to continue to work with the Mayor and the entire Planning Department team to bring more homes to people in all communities, and to ensure that the infrastructure needed to support and improve the lives of all San Diegans is delivered efficiently and equitably."**

Vonblum started her career at the City in 2009 as a Deputy City Attorney in the San Diego City Attorney's Office. There, she advised the Mayor and City Council on planning and land use matters, including the development of the City's first Climate Action Plan in 2015. Vonblum joined the Planning Department in

2018 and has been in the role of Interim Planning Director since January. She was selected following a nationwide recruitment.

The City's [Planning Department](#) is responsible for the long-term growth of San Diego. The department's vision is that every San Diegan has access to quality housing, parks, public spaces and mobility options, which create a strong and sustainable city.

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