

DRAFT San Ysidro Key Objectives

1. Establish an attractive destination that meets the needs of residents, businesses and visitors
2. Enhance and leverage San Ysidro's bicultural and historic traditions and diversity
3. Provide and implement a land use plan that provides for a complementary mix of land uses and economically viable development
4. Maximize transportation choices and increase mobility and circulation opportunities for pedestrians, cyclists, transit and automobiles
5. Foster public amenities such as urban parks, plazas, promenades and venues that support a variety of event and gatherings
6. Improve parks, recreation and open space opportunities through restoration, enhancement and joint agency coordination
7. Incorporate sustainability practices, policies and design features
8. Create unique guidelines for activity centers that focus on lively pedestrian-friendly environments in a compact, mixed-use setting
9. Develop and strengthen connections within the San Ysidro community as well as linkages to neighboring communities
10. Craft a clear and practical strategy for Community Plan implementation