

Vision and Core Values

This General Plan provides a vision, core values and policy guidance to balance the needs of a growing city while enhancing quality of life for current and future San Diegans. It provides a strategy, the City of Villages, for how the City can enhance its many communities and neighborhoods as growth occurs over time. It does not, however, encourage or mandate a specific amount of growth. Rather, it presents ten elements that overall provide a comprehensive “blueprint” for the City of San Diego’s evolution in the next twenty-plus years.

Vision Statement

We have a special role as stewards of a remarkable resource, a city on the Pacific of great cultural and physical diversity. In the 21st century, San Diego must continue to evolve in harmony with its exceptional natural environment, always treasuring the unique character of its neighborhoods, striving for equity, and celebrating the rich mosaic that is San Diego.

Core Values

The following values provide the foundation of the General Plan and they will help preserve and build on what is good in San Diego. These core values were developed with the guidance of the Strategic Framework Citizen Committee and through a multi-year dialogue with San Diegans in numerous community forums. They fall into three categories: our physical environment, our economy, our culture and society.

Our Physical Environment

We Value:

- The natural environment.
- The City’s extraordinary setting, defined by its open spaces, natural habitat and unique topography.
- A future that meets today’s needs without compromising the ability of future generations to meet their needs.
- The conservation, preservation, and environmental quality of natural resources.
- Parks and public spaces, accessible by foot, transit, bicycle, and car, as areas for neighborhood, community and regional interaction and convenient recreation.
- The availability of public facilities, infrastructure, transit, information infrastructure, and services as essential to neighborhood quality and as necessary companions to density increases.
- A compact, efficient, and environmentally sensitive pattern of development.
- Walkable communities with tree-lined streets.
- A convenient, efficient, aesthetically pleasing, and multi-modal transportation system.

Our Economy

We value:

- The health, economic prosperity, and well-being of our citizens.
- A diverse economy to achieve a rising standard of living for all San Diegans.
- Mutually beneficial cultural and economic ties with Mexico and our neighbors in Latin America.
- Regional coordination to resolve regional growth issues, and regional collaboration to meet economic prosperity goals.

Our Culture and Society

We value:

- Social equity.
- Safe and secure neighborhoods.
- The physical, social and cultural diversity of our City and its neighborhoods.
- Housing affordability throughout the city and an overall diversity of housing types and costs.
- Schools as an integral part of our neighborhoods and equitable access to quality educational institutions.
- The City's multiplicity of arts, cultural, and historical assets.