

- A major employment center for the San Diego region.
- A diverse, resilient, and vibrant economy which attracts and retains employers and employees, contributes to the community, and is characterized by equity and economic opportunity for all.
- A balanced mix of jobs and housing choices that meet the needs of a diversified economy and provides options for employees to walk, bike, or take transit to their job.
- A mix of land uses that support education, healthcare, scientific research, and other base sector industries.
- A mix of neighborhood, community, and regional-serving commercial land uses that provide goods and services for residents and businesses.