



# Sustainable Paradise



a vision for the future of the  
San Diego/Tijuana Metropolitan region

# C3 Vision

- Preserve San Diego's natural and historic assets;
- Display the communities unique cultural identity through the design of distinct cities and neighborhoods;
- Provide attractive transportation alternatives to cars;
- Design streets that are fun and safe to walk and bike;
- Value architecture, art, and the environment; and
- Provide affordable access to world class education and health care systems.



# The Environment

***Big Idea - Build our communities so that every neighborhood has ready access to our region's natural (parks and open spaces) and cultural (historical and archaeological) resources.***



- Protect our beaches, parks, canyons, rivers, and valleys from development, overuse, and pollution.
- Prepare and implement management plans for river valleys that include areas for preservation, recreation, and walking trails.
- Implement habitat conservation plans across the region.
- Build trails through open spaces and facilitate interaction with the local natural environment.
- Permanently fund management and monitoring of conserved areas.
- Designate expansive marine conservation areas.
- Create archaeological and historic resource districts.
- Identify permanent funding sources for our parks and community forests.



# Communities

***Big Idea - Accommodate future growth through mixed-use, infill development, where the intensity of use matches proximity to transit and infrastructure while respecting the character of each neighborhood.***

## **A. Accommodating Growth**

Support SANDAG's Regional Comprehensive Plan and Smart Growth initiatives, and the inclusion of these urban design strategies into the General Plans of cities.

## **B. Getting About**

Upgrade and expand existing transportation systems, including bus and light rail (trolley), and add new systems such as the Electric Trolley Cars and Bus Rapid Transit (BRT) service.

## **C. Complete Neighborhoods**

- Use SANDAG's smart growth indicators to measure the quality of life status of communities, and to identify areas for reinvestment.
- Develop community design programs to create distinct identities for commercial strips and residential neighborhoods.

## **D. City Centers**

Implement SANDAG's Regional Comprehensive Plan and Smart Growth Map.



# Economic Prosperity

***Big Idea - Become a center of education where continuous learning leads to enriching lifetime occupations.***



- Advocate for a regional Economic Development Element that links regional economic growth to all communities and raises real per capita income.
- Support strategies that recognize that education is the cornerstone to a successful economy and that the region can become a national leader in educating all segments of our community.
- Promote greater interaction among universities, the Kindergarten-12 school system, local government, community groups, and business.
- Support policies that favor both high value-added industries with well-paying jobs and opportunities for a skilled work force in service-oriented jobs.
- Support policies that reinforce agriculture as a major employer and as a means of preserving open space.
- Develop cultural tourism by linking key cultural sites that illustrate the historic diversity of the region.

# The International Region

***Big Idea - Create a bi-national Regional Master Plan that addresses common issues of concern with a goal of promoting the same freedom of movement of people as currently exists in the movement of capital.***

- Strengthen cultural, economic, social, and civic ties and cooperation through border organizations and activities.
- Jointly prepare a regional border plan with shared goals. This should include land use, urban design, environmental protection, and transportation strategies, as well as policies related to infrastructure for sewer, water, and energy.
- Promote border industries that conserve the region's limited supply of water.
- Preserve the Tijuana River Valley for ecological re-source preservation, agriculture, and recreation.



# Sustainable Life Systems

**Big Idea - *Transform our current production systems (water, energy, and waste) to sustainable systems more quickly than most believe possible.***

***Conserve more and waste nothing.***



- Promote energy and water efficiency standards for new construction.
- Support the County Water Authority's water supply diversification goals.
- Construct large-scale local water desalination projects.
- Adopt state legislation that encourages small scale distributive energy production.
- Promote the creation of urban agriculture as a supplement to our food supply.
- Adopt a region-wide Zero Waste/Zero Spill Plan.




# Sustainable Social Systems

***Big Idea – Integrate local food production and the value of nutrition into the education and health care delivery systems.***

- Develop and implement community public health programs that focus on both medical services and education.
- Maintain physical education programs for all communities through both the school system and community recreation centers.
- Develop and support community garden, school garden, backyard farming, and cooking programs for all ages to provide hands-on education and training on food production and nutrition as well as direct access to fresh produce.
- Create a new paradigm for education in San Diego that reflects both the ethnic diversity of the region and new learning strategies.
- Link more K-12 education programs to university and charter school models.





An aerial photograph of San Diego, California, showing the city's layout, green hills, and the coastline. A semi-transparent white rectangular box is overlaid on the left side of the image, containing text. The text is in a dark blue color, matching the 'C3' logo.

## About C3

Citizens Coordinate for Century 3 (C3) is a nonpartisan, nonprofit organization of informed citizens interested in regional planning issues, preservation, and revitalization of downtown San Diego.

C3 was founded in 1961 by Lloyd Ruocco and Esther Scott with the support of Hamilton Marston and Ellen Revelle. Their objectives were to conserve and promote "a handsome & functional community" through research, education and coordinated citizen action.

*C3 Mission Statement.* To establish a nonpartisan, nonprofit organization of informed citizens which will strive for the conservation and improvement of the San Diego region. To present objective information, constructive opinion, and educational programs reflecting the deliberation of its members. To weigh all matters in view of the contribution toward achieving the highest standards of environmental quality, physical design, economic benefit, and social progress.