

Our Vision for Santa Cruz, 2025

Surrounded by greenbelt and the Pacific Ocean, Santa Cruz is a compact, vibrant city that preserves the diversity and quality of its natural and built environments, creates a satisfying quality of life for its diverse population and workers, and attracts visitors from around the world.

GUIDING PRINCIPLES

To achieve our vision, we will follow these principles in drafting our general plan:

- **Natural resources.** We will highlight and protect our unique setting, our natural and established open space, and the sustainable use of our precious natural resources.
- **Neighborhood integrity and housing.** We will maintain the identity and vitality of our neighborhoods, actively pursuing affordable housing for a diversity of households and promoting compatible livability and high quality design in new buildings, major additions, and redevelopment.
- **The university.** We will seek a mutually beneficial relationship with UC Santa Cruz, one where the City supports the University within the context of City responsibilities, community priorities, and the constraints of City infrastructure and resources; and one where the University reciprocally supports the City by comprehensively addressing all of its needs to the greatest extent possible on the campus itself, and by fully mitigating whatever off-campus community impacts occur.
- **Mobility.** We will provide an accessible, comprehensive, and effective transportation system that integrates automobile use with sustainable and innovative transportation options—including enhanced public transit, bicycle, and pedestrian networks throughout the community.
- **Prosperity for all.** We will ensure a sustainable economy for the community, actively encouraging the development of employment opportunities for residents of all levels and ages, and actively protecting from elimination our current and potential sources of sustainable employment.
- **A dependable municipal tax base.** We will encourage diverse technology, visitor serving, industrial, home business and commercial business enterprises, and strategic redevelopment.
- **A balanced community.** We will maintain the community’s longstanding commitment to shared social and environmental responsibility, fostering a balance between employment, housing affordable to persons of all income levels, transportation, and natural resources.
- **Education.** We will reflect our commitment to education through our schools, educational systems and programs, library system and facilities, life-long learning community programs, and our active communication/information network.
- **Arts and culture.** We will recognize and support our vital arts community, our unique historic areas and landmarks, our cultural heritage and resources, and our recreational facilities and community programs.
- **Community facilities and services.** We will offer excellent social services and will improve and maintain our infrastructure, community safety, and emergency preparedness.
- **An involved citizenry.** We will welcome citizen participation in government, encourage respectful cooperation and mutual regard among residents, workers, students, and visitors, and fully accept shared responsibility for community well-being.

Adopted by City Council, February 28, 2006