Vision

The South Central Specific Plan is an area is characterized by development that maximizes economic benefit and with job growth for residents, while reducing impacts on the environment and improving quality of life.

Guiding Principles

1. **Being a Good Neighbor.** Neighboring uses should develop and participate in a “Good Neighbor” policy to provide neighbors with clear and transparent access to information regarding community development and assist in addressing disputes or concerns.

2. **High Intensity Land Uses in the Core.** New D-development should be located concentric so that heavy industrial and other high intensity uses are located in the center core and lower intensity uses are located on the outer edges of the plan area resulting in lower environmental impacts near away from existing residential uses and other sensitive uses.

3. **Diverse Employment.** Development creates a diverse aggregation of employment opportunities, including an accessible and resilient employment zone.

4. **Buffers for Existing Residential.** Water efficient landscape buffers should be established adjacent to existing residential uses to reduce impacts on the community.

5. **Avoid Environmental and Neighborhood Impacts.** Existing development trends and circulation patterns should be considered to avoid potential environmental and neighborhood impacts.

6. **Highways 99 and 41 as Gateways.** Highways 99 and 41 should be transformed as gateways into the City. Landscaping and architectural design can improve the visual quality when entering into the City from the south the plan area.