

# VISION

DRAFT

Downtown is the **heart of San Carlos** that provides a vibrant, pedestrian-friendly, safe, charming, futuristic, and accessible destination for the community. It is a **place for celebration and gathering** that offers **diverse and authentic experiences** through a draw of food, retail, services, art and music in a visually attractive environment for the growing community. Downtown is an **inclusive place** with easy access for all, opportunities for businesses of all types, and inviting **spaces for people of all ages**. Downtown San Carlos is **sustainable district**, with landscape that supports **ecological and community health & well-being**.

# GUIDING PRINCIPLES

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## EQUITY + RESILIENCY



### MOBILITY & CONNECTIVITY

The Downtown should have a balance of mobility modes that emphasizes pedestrian, bicycle and transit circulation in support of a socially vibrant environment and minimizing auto-dependence to access downtown.

*The Downtown should strive to be an equitable place offering social, economic, and recreational opportunities for all, along with being resilient to address evolving climate adaptation needs.*



### CHARACTER & IDENTITY

The Downtown Specific Plan should strive to create distinctive character and identity unique to San Carlos' culture, history, and context; defined by the physical form and experience of the downtown.



### DOWNTOWN VIBRANCY

The Downtown should achieve a level of vibrancy and vitality that consistently attracts users and shoppers through enhancement of local businesses and diverse programming, in a setting that is distinctive, safe, and attractive.