

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

DRAFT

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.