

## Triple Bottom Line Summary

### Visioning and Existing Conditions Workshop

#### Environment

##### Strengths

- Nice rural environment rich in natural resources
- Lots of open space, trails and places to hike, and beautiful scenery
- Small town feel, large lots

##### Weaknesses

- Lacks community recreational parks and facilities (i.e. public pool, fields for youth sports)
- Terrain is difficult for development
- Lack of bike lanes, sidewalks and crosswalks, park-n-ride lots

#### Community Stakeholders

##### Strengths

- Strong community identity
- Strong local social groups and organizations
- Great, safe schools
- Local businesses have support of community

##### Weaknesses

- No high school, there is need for a local high school
- Need housing for seniors
- Lacks sheltered bus stops and transit for the elderly
- No influence at the County

#### Economy

##### Strengths

- Great local stores and businesses bring tourism, like Alpine Beer Company
- Regional proximity to industry, jobs, and services connected via I-8
- Need closer ties to Viejas

##### Weaknesses

- Lack of certain businesses such as lumber/hardware, auto parts, entertainment, big box stores
- Lack of cohesion to create a destination location
- Not enough resident base to support businesses

## Guiding Principles

### 2011 County of San Diego General Plan

1. Support a reasonable share of projected regional population growth.
2. Promote health and sustainability by locating new growth near existing and planned infrastructure, services, and jobs in a compact pattern of development.
3. Reinforce the vitality, local economy, and individual character of existing communities when planning new housing, employment, and recreational opportunities.
4. Promote environmental stewardship that protects the range of natural resources and habitats that uniquely define the County's character and ecological importance.
5. Ensure that development accounts for physical constraints and the natural hazards of the land.
6. Provide and support a multi-modal transportation network that enhances connectivity and supports community development patterns and, when appropriate, plan for development which supports public transportation.
7. Maintain environmentally sustainable communities and reduce greenhouse gas emissions that contribute to climate change.
8. Preserve agriculture as an integral component of the region's economy, character, and open space network.
9. Minimize public costs of infrastructure and services and correlate their timing with new development.
10. Recognize community and stakeholder interests while striving for consensus.

In summary, the Guiding Principles provide for the development of land uses, investment in infrastructure and public services, and conservation of natural resources that enable the County's residents and businesses to enjoy a more sustainable environment, economy, and well-being and health.