



**Summary Notes: Vista General Plan Update**  
**Visioning Workshops 1, 2 & 3**  
**August 25, 27 and 30**

**Individual Responses from Post-It Note Exercise**

**Treasures**

- Vista Village and Downtown
- Climate
- Topography/Scenic Views
- Small Town/Rural Atmosphere
  - Large lots
  - Small-scale agriculture
- Proximity to Coast
- Affordability
- History
  - Adobes
  - Family Ties
- Security
- Quiet
- Parks and Open Space
  - Buena Vista Creek
  - Brengle Terrace
  - Trails
  - Undeveloped hillsides/ridgelines
- Places of Worship
- Sense of Community
- Transportation Options
- Cultural Diversity
- Civic Venues, Programs and Events
  - Moonlight Amphitheatre
  - Avo Theatre
  - Alta Vista Gardens
  - Murals
- Accessible Local Government
- Employment Opportunities



## **Challenges**

- Education
  - Low test scores
  - Gangs in schools
  - Need for higher standards
  - Inequality in school funding
  - Need for smaller schools
  - Need for City to be involved in educational issues
- Traffic Congestion
  - Too much through traffic
  - Poor signalization
  - Sprinter impacts
- Traffic Safety
- Poor Road Conditions
- Incomplete Roads
  - Olive
  - Melrose
- Over-reliance on Automobiles
- Law Enforcement
  - Drugs
  - Gangs
  - Illegal immigration
  - Graffiti
  - Litter
  - Lack of understanding of Latino community
  - Need for Sheriff to be more in touch with and responsive to community-specific needs
  - Need to retain experienced peace officers
  - City should have its own police force
- Public Financing/Economic Development
  - Insufficient economic base
  - Difficulty in attracting quality businesses to the City
  - Small businesses need assistance
  - Too many budget retail establishments (e.g. under-a-dollar stores)
- Urban Sprawl
  - No managed growth plan
- Downtown Parking
- Housing
  - Substandard conditions/Code violations
  - Too many people living under one roof
  - Need for more code enforcement
  - Lack of affordable housing
- Open Space

- Lack of trees
- Lack of sports facilities
- Lack of gathering places for youth
- Lack of trails
- Need to make better use of active open space
- Lack of small “pocket” parks
- Cultural Diversity
  - Lack of cross-cultural understanding
  - Difficulty in establishing a coherent sense of community
  - Racism/Discrimination
  - Lack of assimilation/language acquisition among immigrants
- Land Development Process
  - Review and permit process too lengthy
  - Lack of coherent long-range vision/direction
  - Lack of understanding of challenges faced by local businesses
  - Parochial attitudes and relationships
- Community Character
  - An abundance of dilapidated buildings/properties
  - Property owners not taking care of properties/Not enough pride of ownership
  - Substandard mobile home parks
  - Rundown properties convey poor image of Vista
  - Lack of design continuity/cohesive architectural style
  - Difficulty of bridging divide between communities on either side of Highway 78
  - Building height limits are too restrictive
  - Street lighting needs to be improved
  - Many neighborhoods are physically isolated from the City’s core areas
  - Need for signage standards
  - Need to underground utilities
  - Too many strip malls
- Civic Programs
  - Lack of youth programs
  - Need for a public art venue
- Air Quality
- Noise from Sprinter
- Homelessness
- Redevelopment of Santa Fe Corridor
  - Slow pace of redevelopment
  - Need to expand redevelopment boundary
- Public Relations
  - Difficulty in conveying Vista’s assets both within and beyond the community
  - Failure to promote unique horticultural character



## Visions

- Improved Public Safety
  - No gangs
  - Drug-Free Community
  - Neighborhood watch program
- Better Schools
- City-wide WIFI Access
- Easily Accessible Community Amenities
  - Sports facilities
  - Art venues/Vista Art Foundation
  - More bike paths
  - Connected open space
  - Skate park near community center
  - Community gardens
- Improved Transportation System
- Government Transparency
- Human Relations Council
- Affordable Housing
- More Community Events (e.g. BBQ cookoff, multicultural festival)
- More Volunteer Opportunities
- More Interaction between Seniors and Children
- Permanent Farmers Market Near Transit Center
- Increased Voter Registration
- Enhanced Community Design
  - Maintenance of small town atmosphere
  - Upgraded storefronts
  - Improved signage
  - Improved street lighting
  - Stricter code enforcement
  - Cleaner streets
  - Transit-oriented development
- More High Paying Employment
- Greenbelts/Habitat Corridors
- Vista as a Shopping and Entertainment Destination
- Upscale Hotel
- Regional Events (e.g. 10K run, triathlon)
- Urban Growth Boundary
- Greater English Fluency among Immigrants
- Fewer Fast Food Restaurants
- More Recycling Centers
- More Public Art (Public Art Fee on New Development)
- Clean Waterways



- Sustainability
  - Reduced pollution
  - Local production of goods and services
  - Locally grown produce
  - Green building practices
  - Efforts to address global warming

## **Small Group Responses from Flip Chart Exercise**

### **Cultural Diversity**

- Acknowledgement that Vista's population is nearly 50% Latino
- More community support for multicultural events/activities (e.g. Ballet Folklorico)
- More programs to assist immigrant students and their parents
- Address racism

### **Sense of Community/Related Events and Programs**

- Programs to promote historical resources, local art community
- Art events in association with Sprinter service
- Consolidate and promote local art groups
- Volunteer beautification programs/projects
- Central gathering place
- Art corridor/cultural concourse in downtown
- Welcome center and information kiosks for visitors
- Sense of place at gateway locations (e.g. freeway intersections)
- Establish a high-profile community calendar
- Promote public art (e.g. murals)
- Promote local art galleries
- Fully utilize available media to publicize community programs/events

### **Education**

- More collaboration between the City and the VUSD
- Mandatory parental involvement

### **Traffic/Circulation**

- Construct Olive Street overpass
- Channel truck traffic away from residential areas and schools
- Don't create new thoroughfares through residential areas
- Increase bus service
- Add Sprinter stations
- Promote Sprinter use
- Approach circulation issues holistically



## **Public Safety**

- Increase law enforcement's accountability to the City
- Ensure that county peace officers are aware of and sensitive to local law enforcement issues
- More proactive policing
- More after school and summer programs for kids
- Promote neighborhood watch programs

## **Parks/Open Space**

- Connect open spaces
- More pocket parks
- More inner city parks
- Another dog park
- Continuous trail along Buena Vista Creek (Brenge Terrace to Carlsbad)
- Ridgeline trail
- Require developers to include parks/open space in new projects
- Preserve and promote nurseries and horticulture

## **Economic Development/Redevelopment**

- Redevelopment entire Santa Fe Corridor
  - Zone for more intensive mixed use development
  - Purchase property for consolidation
- Streamline the project review and permitting process
- Replace strip commercial with mixed use
- Locate Chamber of Commerce near transit center
- Place information kiosks at Sprinter stations
- Better coordination between City and Vista Village Business Assoc.
- Expedite the development review process
- Create gateways at freeway intersections (signage, etc.)
- Improve appearance as viewed from Hwy. 78

## **Housing**

- Maintain current zoning of single-family neighborhoods
- Apply stricter code enforcement in residential areas (utilize volunteers)
- Promote neighborhood cleanup efforts
- Install traffic calming devices in residential areas