



Draft Preliminary Vision Statement – 10/06/16

Stockton General Plan 2040

The Stockton community celebrates the city's cultural, lifestyle, and ethnic diversity and is proud of our tradition of looking out for each other in Stockton's many distinct neighborhoods. The community's vision for the future of Stockton is rooted in the people – honoring our history, strengthening the sense of belonging we enjoy today, and improving the safety and prosperity of all who live, work, and spend time in our city.

To that end, the General Plan envisions Stockton in 2040 as a regional destination attracting residents and visitors to cultural events, arts, entertainment, well-maintained parks, and a variety of dining options covering a wide range of ethnic cuisines. Residents and visitors alike will feel safe enjoying these attractions at all times of day and night throughout the city. Historic buildings and architecture will inspire artists, makers, and entrepreneurs that live and work in the Downtown, drawing people from near and far who seek this vibrant and creative energy. Places like the arena, ballpark, marina, Hotel Stockton, Waterfront Hotel, and Weber Point Events Center will be hubs of bustling activity that infuse the surrounding area with restaurant and shop patrons.

Stockton will continue to host colleges and universities - including a new California State University (CSU) Stockton campus - that foster an inquisitive and youthful energy that permeates the city. Students will find quality jobs in their career paths without having to leave Stockton, choosing to stay because of the affordable cost of living, range of housing options, convenient services, and wide variety of things to do outside of work.

Residents of all backgrounds will have access to job opportunities with wages that are competitive with the rest of the region and state. Small businesses serving individual neighborhoods and places like the Downtown and Miracle Mile will thrive, while large-scale retail will continue to attract sales from the surrounding region. Major employers will locate in Stockton, attracted to its central location, pleasant climate, and airport, port, freeway, and transit access.

The entire Stockton community will have opportunities to maintain active and healthy lifestyles with easy access to medical facilities and fresh, affordable, and healthy food in all areas of the city. Safe and interconnected bicycle and pedestrian facilities will provide real alternatives to car commutes and access to active recreation throughout the city and beyond.

The edges of Stockton will be discrete and clear, agriculture will continue to thrive outside the urbanized city, and Stockton residents will enjoy scenic views of agricultural land. Development and redevelopment of vacant, underutilized, and blighted areas will be prioritized over development that extends into agricultural areas, strengthening the city's core and preserving the open space that surrounds it.