



Pacific Beach EcoDistrict

FRAMEWORK

VISION

Pacific Beach will be a model community within the City of San Diego, known for our vibrancy, livability, and sustainability. We are a safe and resilient neighborhood, promoting healthy lifestyles, clean natural environments and economic innovation.

MISSION

Our mission is to unite the Pacific Beach community and make timely and noticeable progress towards enhancing the health, quality and identity of our community for the benefit of our local economy, community, visitors and environment.

The Pacific Beach EcoDistrict encompasses the entire community of Pacific Beach. Policy and project endeavors are prioritized from a triple bottom-line approach, meaning that the community, environment and economy are all considered when we invest resources.

We strive to create viable and replicable case studies and models so that we may lead by example in the areas of community engagement, restorative conservation and appropriate development.

The Pacific Beach EcoDistrict is a collaborative initiative being undertaken by EcoDistrict Community Partners, each defining their individual roles in strengthening our community foundation.



Pacific Beach EcoDistrict

PRINCIPLES

The Pacific Beach EcoDistrict is a grassroots, community-driven initiative whose principles are actively supported by the City of San Diego. The EcoDistrict Community Partners are guided by shared goals and strategies that stem from the following EcoDistrict Principles:

1. **Collaboration is critical.** The EcoDistrict Partners must all collaborate for the benefit of residents, businesses, and visitors.
2. **Funding is necessary to implement community projects.** Economic growth and neighborhood investment programs must be utilized and enhanced to provide viable funding sources for successful community project implementation.
3. **Development creates opportunities and development consistent with the community vision, goals and policies should be encouraged.** Encourage economic revitalization and efficient usage of existing and new resources, with effective planning on mobility and connectivity, emphasizing safety, and accessibility, understanding of the overall impact on the natural environment.
4. **Our actions will determine whether future generations get to enjoy what we appreciate today.** It is our responsibility to be stewards of resource conservation (energy, water and materials) and regeneration of our natural environment (beaches, bays, watershed and public spaces). We will advocate for policies and incentives for waste reduction, material reuse, recycled water, renewable energy and greenhouse gas emissions reduction.
5. **Promote positive image by owning our unique and healthy community identity - Live, Work and Play in Pacific Beach - we can create a sustainable community that is distinctive, responsible, fun, family friendly, and economically prosperous.**



Pacific Beach EcoDistrict

PERFORMANCE AREAS

Eight areas have been identified for sustainability performance goals and strategies for district investments and community action. More detailed goals and policies will continue to be developed and define our Pacific Beach Community EcoDistrict document, continuing to evolve as it progresses.





Pacific Beach EcoDistrict

COMMUNITY PARTNERS (Draft)

BeautifulPB
PB Planning Group
DiscoverPB
PB Town Council
City of SD
SDUSD
Mission Bay Cluster
Mission Bay High School
Pacific Beach Middle School
Barnard Elementary
Pacific Beach Elementary
Crown Point Elementary
Kate Sessions Elementary
Mission Bay Rotary
PB Kiwanis
PB Religious Organizations
PB Community Foundation
Friends of Rose Creek
Mission Bay Parks Committee
PB Women's Club
MB Women's Club
City of SD Parks and Recreation
SANDAG
AIA-Committee on the Environment
American Legion Family of Pacific Beach
CirculateSD
San Diego Foundation
San Diego Audubon Society
San Diego Coastkeeper
San Diego Green Building Council
SavePB.org
YMCA
Kendall Frost/UCSD