



ORANGE COUNTY

Route 3 Strategic Visioning Initiative

Adopted September 2013



Following a joint meeting on May 9, 2013, between the Orange County Board of Supervisors, Economic Development Authority, and Planning Commission, a consensus was reached that the expansion of the County's economy must be a priority. Residents should expect to see more specific opportunities to get involved and the County welcomes all comments on these efforts to diversify and expand the local tax base. It is the desire of all three bodies that this economic development visioning initiative bring lasting prosperity to Orange County residents and businesses.

A Place to Live, Work, and Play with a higher standard of design and development which is a self-contained, complete community that is appealing to current and prospective residents and is a place clearly differentiated from other places.

It will be a dynamic destination that results in an economic engine for the entire county. A "Go To" location for business, employment, entertainment, and education, it will include business and trade park(s) which utilize a cohesive, planned campus setting. There will be a focus on medical/health services as well as other desired targeted industries.

Other features will include a town center, convention/conference center, and a multi-use sports and recreational complex. It will also be well integrated with historic, cultural, recreational, and educational aspects which capitalize on the assets of the region and maximize what already exists.

In concert with partners and stakeholders we will seek intelligent development with high quality business, industry, commercial, and residential components. The development will embrace aesthetically pleasing design standards that reflects Orange County's best image including traditional neighborhood design that is visually stimulating and context sensitive. We will ensure that there is a consideration to the needs of the future including both foresight and flexibility.

We will create: a place that is important; a place that feels good and looks good; and a place that reflects a local vibe which is attractive to our citizens. We will create a beautiful development which both preserves its natural assets and provides for "Fun Stuff."

JOBS/EMPLOYMENT

CONSUMER GOODS/SERVICES

RECREATION/CULTURE/HISTORY

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