A vision is a long-term aspiration describing what a community wants to achieve in the future. Put simply, it describes the ideal nature of Huntington Beach in 2040.

The Huntington Beach 2040 Community Vision represents a summary of future hopes, dreams, and ideas captured during initial phases of the community engagement process for the General Plan update. Over 500 residents shared a part of their vision for Huntington Beach’s future during a beach bonfire event, two community visioning workshops, a pop-up workshop at the annual Easter egg hunt, through an online survey, through written comments, or during an interview.

The vision was developed to inspire the City’s General Plan. It describes what Huntington Beach strives to accomplish and sets a framework for choosing courses of action.

Guiding principles help to achieve the community’s vision. They provide a foundation for General Plan goals and policies and offer guidance to the City Council, City commissions, and staff for future decisions.

Community input helps the City make quality decisions to create a more livable community for all residents and businesses. Updating the General Plan provides many opportunities for community members to help guide the future of Huntington Beach.

We want to continue to hear from you!
Visit: www hbthenextwave org
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The General Plan is a fundamental planning document that directs future growth and development policy. The City’s current General Plan was adopted in 1996. The City is updating its General Plan to ensure that the plan remains a useful tool, keeps pace with change, and provides workable solutions to current and future issues. The updated plan will provide a comprehensive policy framework that accurately reflects growth, resource protection priorities, and recent state legislation, providing a blueprint for future development and resource conservation in Huntington Beach.

The first step in the General Plan update process is to establish a vision for the future. This 2040 Community Vision will be used as a guiding tool for the General Plan update. It will remind residents, the City Council, City commissions, and staff about the desired future for the community throughout and beyond the update process and will guide the formulation of goals, policies, and actions to support the future vision.

Who are we today?

193,074 People
73,787 Households
62,243 Jobs

As part of the General Plan update, the City conducted community engagement events between January and April 2014, including a beach bonfire, visioning workshops, a pop-up workshop at the annual Easter egg hunt, interviews, and an online survey. Residents, businesses, and other stakeholders were invited to share their vision for the future of Huntington Beach. The vision and guiding principles presented here are based on input provided during this engagement process.
Community Vision

In 2040, the City of Huntington Beach is...

a desirable place for people of all ages, ethnicities, and cultures to live, work, play, and visit. Huntington Beach is a healthy and safe community with flourishing schools, accessible community services, protected natural resources, and abundant open space and recreation opportunities. Community members travel easily by automobile, by bicycle, on foot, or using transit.

Downtown thrives and businesses throughout the city prosper in a culture of innovation, offering employment training and a variety of job opportunities for residents and the region. Development is guided to ensure responsible growth while preserving and enhancing our small-town feel, Surf City culture, and environment.

The community and its priorities are resilient, withstanding the challenges posed by a changing coastline and economic base, and shifting demographics. The City, in partnership with the community, balances the needs of future generations while protecting what is valued today.
Guiding Principles

The following principles, derived from our vision, guide the General Plan. Presented alphabetically, as newspaper headlines, they describe the community we want to be in 2040, underscoring both challenges and opportunities. More practically, they provide an overarching rationale for more specific General Plan goals and policies.
Culture & Arts

Cultural Opportunities Abound ... Theaters, the Golden Bear, and More!

New venues for arts, entertainment, and cultural activities elevate our reputation as a regional hub for culture and the arts. The expansion of cultural activities and events serves an important role in promoting the efforts of local artists, providing educational opportunities for our community’s youth, and diversifying the activities and amenities available to visitors.

Huntington Beach will continue to recognize and appreciate its history and cultural heritage by supporting programs, activities, and facilities that celebrate our heritage.

“Always something fun to do promoted by the city.”

“New open-air theater opens in Huntington Beach.”

“Continue to enhance artistic and performance art activities.”

“Maximize cultural and recreational activities to enjoy during leisure time.”
Our local businesses are a top choice for highly qualified job seekers. Innovation and workforce diversity are creating high-paying jobs within the community. New businesses and jobs have emerged in areas capable of providing technology and infrastructure specifically to support business start-ups, allowing for smooth transition into larger spaces as businesses expand. The variety of building and development platforms provided to businesses in Huntington Beach makes the community resilient to future economic changes. Consistent and predictable development standards support businesses in their efforts to start or expand, minimizing commercial vacancy in the community. Local attractions, such as the beach, accommodations, and amenities, draw tourists from near and far.

Economic Vitality
Local Businesses Thrive in an Innovation-Friendly Environment
Infrastructure

Funds Flow Toward Improved Infrastructure Systems

Water, sewer, street, and other infrastructure facilities are updated to serve future generations of residents, businesses, and visitors. New infrastructure is planned using a comprehensive systems approach, thus supporting existing community members and providing adequate capacity for future growth.

The expanded tax base and focus on sustainable infrastructure investments result in improved neighborhood quality and increased property values throughout Huntington Beach.

“Infrastructure is well-maintained ... streets, sewer, and storm drains, trees, and sidewalks.”

“Communications infrastructure to support growing information economy.”

“Levee and flood protection for coastal neighborhoods.”
Bicyclists, pedestrians, and transit users are a priority on roadways, and it is easy and pleasant to reach goods and services, as well as parks and recreation resources, by bike or on foot. High-traffic corridors are retrofitted to better connect cyclists and walkers. Downtown streetscape improvements enhance the pedestrian experience, create additional community gathering places, and provide valuable space for events.

Community members and visitors do not experience traffic congestion along high-traffic corridors. Expanded regional transit connections provide links between the beach and the Anaheim Regional Transportation Intermodal Center (ARTIC), resulting in improved access and mobility for residents and visitors, reduced traffic congestion, and accessible parking in the community.

Mobility & Access

Biking, Walking, and Transit Use Rates Reach All-Time Highs
Open Space & Recreation

Residents Don’t Have to Travel Far to Play Outside

Both open space and recreational activities are highly valued. Residents and visitors cherish the beach, parks, trails, wetlands, and recreational activities available throughout the community. A careful balance between recreational structures, amenities, and activities is maintained. Passive, natural open spaces have been managed carefully to accommodate varying preferences and changing priorities. The City continues to successfully partner with regional agencies, Golden West College, local school districts, conservation organizations, and community groups to plan for parks, share facilities, and conserve resource areas.

“Our wetlands are a hidden jewel.”

“Preserved coastal recreation areas – beach, parks, and trails.”

“My priority for Huntington Beach is to provide nice places to get away and enjoy our family – grandchildren and all.”
The City promotes public safety as an important part of maintaining a high quality of life in Huntington Beach. Community members and visitors feel safe and secure living and playing here. Street lighting and design are enhanced in public areas, open spaces, and parks, and along streets and boulevards, improving the community’s sense of safety. An increased police presence in some areas, particularly neighborhoods, Downtown, and the beach, leads to fewer incidents and safer community events.

The residents of your neighborhood will know each other, and the exchange of information will increase community safety.”

“Family-oriented Main Street.”

“One of the safest cities in the country.”

Public Safety

Huntington Beach Celebrates Top-Notch Public Safety Ratings
Redevelopment & Revitalization

Responsible Growth Is Accommodated to Maintain Small-Town Feel

Commercial corridors throughout the community are revitalized, older industrial areas are repurposed to support economic development, Downtown is thriving and safe, and successful infill projects enhance our community. A cautious and thoughtful approach has avoided land use conflicts and balanced the need for growth with the desire to maintain the community scale enjoyed by residents.

A diverse array of housing types, with a mix of densities, are available to provide Huntington Beach residents with a full range of housing opportunities. The housing supply matches diverse population and workforce needs, supporting the city’s economic base.

“City retains same industrial base in specific areas.”

“Development density balanced with infrastructure support.”

“Affordable single-family homes for working people, and reliable public transportation by bus and train.”
Community and social services are updated and expanded to meet the needs of all community members, including youth and seniors. Through efforts to collaborate with local schools, community-based organizations, and City departments, these community services are accessible and open to all residents.

Youth in the community have access to the same caliber of education or extracurricular programs as adults, while young adults are provided job training opportunities. Senior and elderly residents benefit from additional and accessible social services meeting their needs, and the Senior Center successfully provides a venue and forum for seniors to access services.
Resource Conservation

Blue Ocean Meets Green City

Huntington Beach is a regional leader in sustainability, taking steps to conserve and protect natural resources within the community. The beach and wetland areas are protected and valued by residents and visitors. The community has shifted to renewable energy resources and conservation practices to achieve Huntington Beach’s self-sufficiency goal. Support for local businesses to develop new technologies leads to the use of these technologies to support further conservation and sustainability.

Continued relationships with and support for nonprofit organizations promote natural resource protection and enhance community pride in our clean, healthy, and vibrant resources. Efficient land use patterns minimize exposure to natural hazards, including rising sea levels.

“Sea level rise adaptation expands and revitalizes Huntington Beach wetland areas.”

“Solar power is widely used to power city.”

“More people growing food at home.”
The beach community and Surf City culture is one of the most cherished assets of Huntington Beach for locals and visitors alike. The City and community organizations partner to preserve historic and cultural resources, such as older neighborhoods and historic downtown buildings, related to that identity. Surf City events and community art are promoted throughout the community to retain Huntington Beach’s unique feel and culture.

**Surf City Community**

**Huntington Beach Voted Most Family-Friendly City in California**