

## **Southwest Vision Plan Introduction**

The Southwest District of Jacksonville embraces a variety of new growth opportunities from the conversion of Cecil Field into a hub of aviation, high tech, and industrial activity to the creation of outstanding recreational and conservation resources and high quality residential areas. Drawn by these opportunities, some 40,000 new residents will call Southwest Jacksonville home over the next two decades.

Even within this context of growth and change, however, the people of Southwest Jacksonville cherish their existing quality of life. Residents value their friendly neighbors, quiet neighborhoods, and the convenience of their communities. They also connect strongly with the open spaces and rural character common in the western areas of the district, seeing it as a vital piece of their heritage.

All of these values form the unique identify of the “Westsider.” They do not want to assume growth patterns seen in other parts of the region. Residents want instead to accept, and ultimately shape, development in ways that reinforce the distinctiveness of place. The Vision Plan is a tool that lets people manage the inevitable process of change in their communities. It is a blueprint that shows what the Southwest wants to be, as well as the means for arriving there.

This plan is the result of a dedicated, ongoing community planning effort led by residents, stakeholders, and local officials. These participants share the belief that Southwest Jacksonville’s quality of life can be preserved and enhanced through thoughtful, long-range planning. We believe that this shared vision will inspire residents, community leaders, and local businesses to continue striving for a healthy, safe, and prosperous community.