

Economic Development

VISION: The River Road and Santa Clara communities support sustainable economic development, a variety of employment opportunities for all residents, and local entrepreneurship. Economic activity, especially that of local businesses, contributes to a shared neighborhood identity, while providing places to gather and build community. Natural assets, such as the river and fertile soils, benefit local residents and support thriving businesses. Residents can safely access essential goods and services within a short distance from home.

Draft GOAL 1: Improve the neighborhood economy by encouraging local businesses to grow.

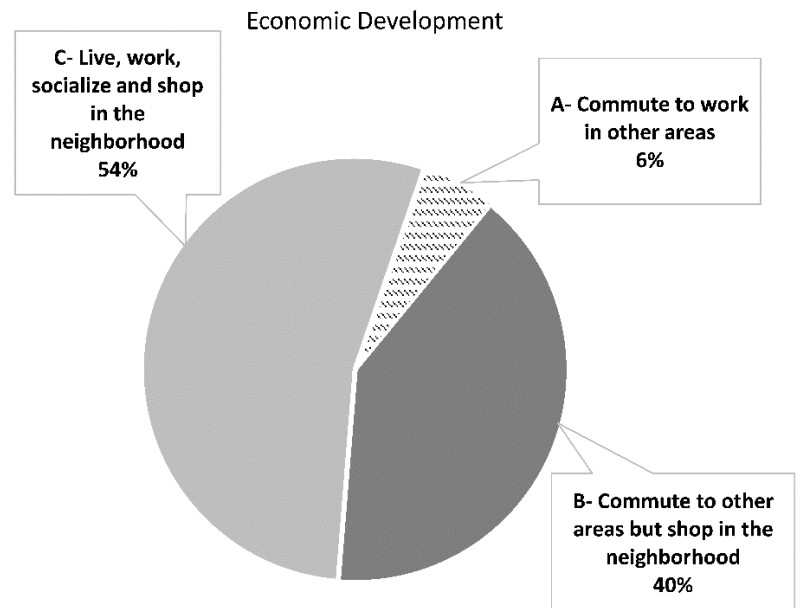
IDEAS & VALUES (FALL 2017)

- Small businesses, not chains, locally owned restaurants/coffee shops
- Santa Clara Elementary site with small locally owned shops
- Markets and restaurants as meeting spaces, more small businesses and no mega stores
- Market with local vendors to bring community together
- Community farmers market for local farms
- Farms and local market
- Ease to shop locally
- Small, local shops, sustainable year-round produce markets
- Encourage local shopping with pedestrian and bike paths, limited zone changes along river to encourage small businesses

For additional public comments, visit the project website for complete data sets.

<https://tinyurl.com/RRSCTopics>

KEY QUESTIONS (SUMMER 2018)



POLICY FRAMEWORK

- Envision Eugene (including Comprehensive Plan) • MetroPlan • Regional Prosperity Plan

Draft POLICIES: Use the information above to inform your policy statements. Look for consistent themes.

POLICY 4.1: _____

POLICY 4.2: _____

Draft ACTION PLAN: Populate the table with the 'ideas' above that support or implement Policies 1.1 and 1.2.

Priority	Action	Who?	Cost	Timeframe
Policy 4.1				
Policy 4.2				