

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.

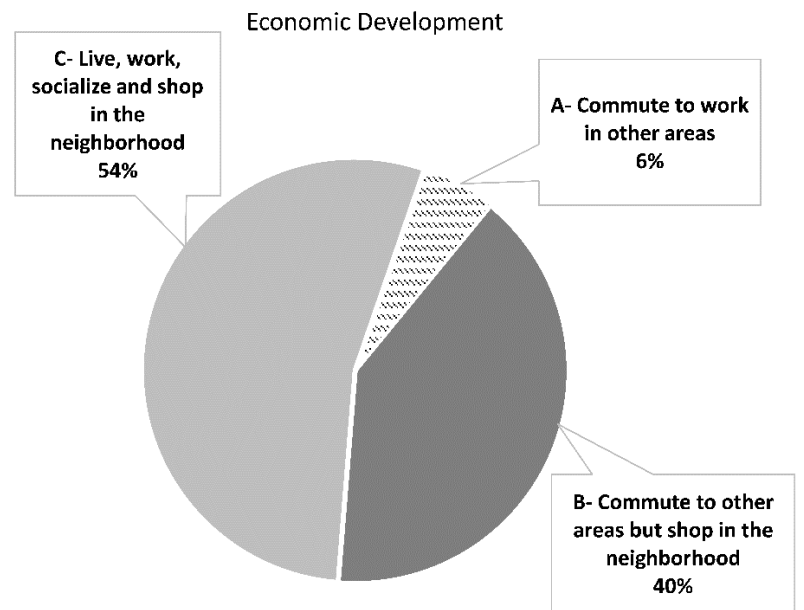
Draft GOAL 2: Promote economic growth and redevelopment that enhances the character of our neighborhood while increasing access to daily needs.

IDEAS & VALUES (FALL 2017)

- More small commercial zones within neighborhoods
- Central business district to bring community together
- Small local businesses further North on River Road in Santa Clara (restaurants, coffee shops, bars), grocery store in U-Haul storage area
- Less strip malls
- Create pockets of commerce that can be a destination (brewery/coffee/bookstore/natural food store)
- Commercial design standards to eliminate hodge podge development
- Neighbors have more of a say in the businesses that come to the area
- More small businesses from Irving/River to South, trendy restaurants along River Rd, large natural foods store

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 1.1: _____

POLICY 1.2: _____

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 1.1				
Policy 1.2				