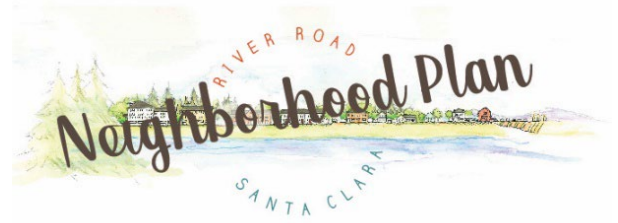


## VISION STATEMENT

# ECONOMIC DEVELOPMENT



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.

### **Goal 1: Improve the neighborhood economy and empower local residents by encouraging the growth and creation of local businesses.**

**Policy 1.1 Incentives for Local Businesses:** Help neighborhood businesses use existing local, regional, and state loan programs to support growth and creation of neighborhood businesses.

**Policy 1.2 Neighborhood Assets:** Support business development that utilizes neighborhood assets.

**Policy 1.3 Patronage of Locally Owned Businesses:** Encourage patronage of locally owned businesses through community organization efforts such as marketing, education, and events.

**Policy 1.4 Regulatory Environment:** Stive for a local regulatory environment that is supportive of economic development in line with neighborhood vision (such as creating small commercial nodes).

### **Goal 2: Promote redevelopment that enhances walkability and increases access to daily needs.**

**Policy 2.1 Vibrancy:** Incentivize and support redevelopment that fosters active mixed-use neighborhood centers.

**Policy 2.2 Small Business Development:** Promote small business development that supports active mixed-use neighborhood centers by identifying local funding sources and continuing local outreach and assistance to small business owners.

### **Goal 3: Promote living wage employment opportunities within the neighborhood.**

**Policy 3.1 Residential Employment:** Encourage businesses in residentially zoned areas at a scale that complements the surrounding neighborhood.

**Policy 3.2 Employment Opportunities:** Promote the creation of employment opportunities that offer a living wage.