

River Road-Santa Clara Neighborhood Plan Draft Policies

JANUARY 2019 VERSION

Economic Development

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

- 1.1 Incentives for Local Businesses: Develop incentive programs to support growth and creation of neighborhood businesses.
- 1.2 Diversity of Size and Type: Strive for diversity of size and type of businesses and employment
- 1.3 Neighborhood Assets: Base local economic development on neighborhood assets
- 1.4 Patronage of Locally Owned Businesses: Encourage patronage of locally owned businesses
- 1.5 E-commerce and Technology: Foster entrepreneurship and support start-up companies, particularly in the e-commerce and technology sectors
- 1.6 Regulatory Environment: Ensure regulatory environment is supportive of economic development in line with neighborhood vision

Goal 2: Promote redevelopment that enhances the character of our neighborhood while increasing access to daily needs.

- 2.1 Vibrancy: Incentivize and support redevelopment that fosters vibrancy
- 2.2 Market Analysis: Conduct market analysis to identify needed commercial development and opportunities for local small business owners.
- 2.3 Small Business Development: Promote small business development that supports vibrant mixed use areas
- 2.4 Encourage development of businesses that contribute to environmental sustainability

Goal 3: Promote living wage employment opportunities within the neighborhood

- 3.1 Residential Employment: Encourage business growth in residential locations that complements the surrounding neighborhood
- 3.2 Employment Opportunities: Promote the creation of employment opportunities

Transportation

Goal 4: Promote a connected and efficient multi-modal transportation system that is equitable and affordable

- 4.1 Active Transportation to Commercial Centers: Develop active transportation networks that connect local neighborhoods to their adjacent commercially developed areas.
- 4.2 Safe and Efficient Access to Commercial Centers: Develop safe and efficient access to active commercial centers.
- 4.3 Active Transportation on High Traffic Roads: Develop separated, safe and efficient active transportation options on high traffic roadways (River Rd., Irving, NW Expressway, Maxwell, etc.)
- 4.4 All Modes All Roads: Support all transportation options on all roads
- 4.5 Bus Rapid Transit: Support actions that create affordable bus rapid transit from the River Road corridor to the rest of Eugene.
- 4.6 Bicycle Access to Eugene: Create a seamless and safe bicycle infrastructure system that connects RR and SC to the rest of Eugene.
- 4.7 Active Transportation to Commercial: Support safe and convenient active transportation access to commercial entities that include community gathering areas.

Goal 5: Plan for a transportation system that is future oriented, environmentally responsible and transitions to zero carbon

- 5.1 Net Zero Carbon: Implement all relevant planning from City and the TSP to move away from personal carbon based transportation.
- 5.2 Youth Engagement: Educate current and future users about active modes of transportation through targeted education and direct outreach.
- 5.3 Multi-Modal Transportation: Create seamless connections between modes of transportation and between active transportation and commercial centers.
- 5.4 Equity in Access: Increase equity of access to transportation

Goal 6: Ensure a safe transportation system for all users

- 6.1 Travel to and from schools: Ensure the safety of students traveling to and from schools.
- 6.2 Collectors and local streets: Promote safe access for all users along collectors and local streets.
- 6.3 Major and minor corridors: Ensure the safety of pedestrians and bicyclists along major and minor corridors.
- 6.4 Active Transportation on High Traffic Roads: Develop safe and efficient active transportation options on high traffic roadways (River Rd., Irving, NW Expressway, Maxwell, etc.)

6.5 Riverfront Paths: Implement safety measures along riverfront bicycle/pedestrian paths.

6.6 Traffic Management: ensure traffic regulations support safety objectives and that they are enforced

Parks & Natural Resources

Goal 7: Ensure that natural areas are healthy, thriving spaces that provide habitat for native species and function as natural infrastructure.

7.1 Stormwater Conveyances: Enhance natural stormwater conveyances for improved function

7.2 Education: Educate public about the interconnectedness of function and safety in natural stormwater system

7.3 Habitat Corridors: Create new and enhance existing habitat corridors throughout River Road and Santa Clara

7.4 Natural Areas: Provide natural areas accessible by walking for all residents

Goal 8: Provide neighborhood access to recreational opportunities, parks, and community centers.

8.1 Access to Parks: Ensure all residents have access to parks or open space within walking distance

8.2 Connectivity: Create connectivity between parks, natural areas and open spaces

8.3 Recreational Opportunities and Community Centers: Develop recreational opportunities commensurate with other neighborhoods

Goal 9: Ensure the Willamette River is a vital and accessible part of the neighborhoods.

9.1 Willamette Greenway Preservation: Prohibit commercial or residential development along the river's edge for a distance of 100 (XXX) inland, an area known as the river greenway.

9.2 Safe and frequent access: Provide safe and frequent access to the river for non-vehicular users

9.3 Public Ownership: Promote public ownership of lands adjacent to the Willamette River

9.4 Recreational Uses: Promote recreational uses along the river's edge

Goal 10: Preserve agricultural land and open spaces within and around our neighborhood boundaries

10.1 Agricultural Land Preservation outside the UGB: Preserve high value, class 1 and 2, farmland outside the UGB

10.2 Open Space Preservation: Promote a network of publicly and privately owned open space

10.3 Agricultural Enterprises within the UGB: Promote agricultural enterprises within the UGB

Land Use

Goal 11: Support development that is well designed and economically, socially and environmentally sustainable.

11.1 River Road/Santa Clara Land Use Provisions: Adopt River Road/Santa Clara Land Use provisions that can provide a potential template for use in other neighborhoods or for city-wide changes.

11.2 Effective Public Process: Encourage effective collaboration between developers and neighbors.

11.3 Well Designed Buildings: Ensure that building design and construction create a lasting addition to the built environment and contribute positively to the public realm.

11.4 Well Designed Public Space: Use well-designed public space to support the goals and policies of the neighborhood plan and other applicable City and State-wide goals on public property, large developments, and large commercial areas.

11.5 Green and Resilient Residential Properties: Encourage actions on residential and business properties that enhance food, water, energy and social production on site.

Goal 12 Ensure future housing addresses the needs of the community

12.1 Compatible Infill: Allow for residential infill development at compatible scales using a variety of housing types at appropriate density to lower costs and provide needed housing.

12.2 Housing Affordability: Ensure that housing affordable to all people is available and dispersed throughout the River Road/Santa Clara neighborhoods.

12.3 Agricultural Worker Housing: Remove barriers preventing agricultural worker housing within the Santa Clara neighborhood outside of the urban growth boundary.

12.4 Collaboration: Facilitate collaborative and innovative planning efforts between the neighborhood, city, and county.

Goal 13 Support a thriving, vibrant and active River Road corridor

13.1 Key Areas for Development: Support appropriate development and redevelopment along the River Road corridor.

13.2 20-minute neighborhoods: Support walkable neighborhoods where people can meet most of their daily needs within a 20-minute walk.

Goal 14 Promote land use and development that protects and enhances neighborhood character

14.1 Compatible Design Transitions: Ensure adequate privacy restrictions for all new developments abutting residentially zoned properties.

14.2 Neighborhood Compatibility: Retain neighborhood compatibility.

14.3 Willamette River Compatibility: Ensure compatible development along the Willamette River.

Community

Goal 15 Ensure our community is welcoming and inclusive.

15.1 Promote and integrate a welcoming and inclusive approach in the work of the Community Organizations.

15.2 Increased the social and organizational opportunities for non English-speakers to participate

15.3 Housing Affordability: Increase affordable housing opportunities in the neighborhoods

15.4 Homelessness: Create housing and social opportunities for people experiencing homelessness

Goal 16 Foster collaborative relationships to build a stronger and more resilient community.

16.1 Community Outreach Capacity: Enhance RRCO and SCCO communication and outreach capabilities to the neighborhoods

16.2 Gathering and Learning Spaces: Increase access to open community, gathering, sharing, and learning spaces for all residents

16.3 Neighborhood Projects: Build and maintain empowerment, engagement and safety through neighborhood projects.

16.4 Walkable Neighborhoods: Incentivize neighborhood development that allows residents to meet their daily needs by foot.

16.5 Resilience Networks: Empower neighbors to build small scale resilience networks

Goal 17: Provide comprehensive public services responsive to the needs of the community

17.1 Address Confusion: Ensure residents are educated about their service providers so there is clarity about which agencies provide their services and how to communicate with them.

17.2 Life and Safety Services: Provide a seamless transition of essential public services (safety, water, fire) as amalgamation of service providers takes place.

17.3 Quality of Life Services: Provide park, recreation and library services in the River Road and Santa Clara Neighborhoods. Encourage and facilitate cultural services that enrich the community.

17.4 Human Services: Support human services in the neighborhoods, especially for the elderly and youth

Goal 18: Increase resilience in local food, water, and disaster preparedness systems necessary for human health and wellbeing.

18.1 Green Infrastructure: Promote the creation of green infrastructure

18.2 Resilient Infrastructure: Build redundancy into critical infrastructure

18.3 Food Production: Increase home and neighborhood food production

18.4 Renewable Resources and Energy: Promote renewable resources and energy conservation to decrease reliance on public utility grid

18.5 Neighborhood-wide Emergency Preparedness: Educate and prepare for natural disasters.