

2 Community Vision and Goals

2.1 Vision and Goals

Planning participants want to be proud of all of East Gateway. The community vision supported by most planning participants consists of the following area goals:

1. Create a Safe, Well Maintained, Attractive Community.
2. Enable the continued existence and new development of a variety of thriving businesses to provide jobs and to offer local services including entertainment and a wide selection of restaurants.
3. Design and Build Streets and Trails that offer Multiple Efficient, Safe Transportation Choices: Driving, Cycling, Walking, Public Transit.
4. Transform Central Avenue into a Vibrant Place that functions as a Community destination – a seam rather than a barrier.
5. Provide Accessible Parks, Major Public Open Space, and Community Programs that serve the entire East Gateway Community.
6. Support Existing Stable, Thriving Residential Neighborhoods and Transform Others.
7. Ensure Well Maintained Safe Housing for Low Income Households
8. Enable Multi-Family Housing Development close to public services, transit, and shopping.

2.2 Plan of Action To Achieve Community Vision

2.2.1 Create a Safe, Well Maintained, Attractive Community

The Plan's coordinated Land Use and Transportation strategies could transform Central Avenue and other major streets into vibrant and successful places that attract people carrying out legitimate business.

The Plan introduces five new mixed use zoning districts, form-based zoning, and multi-modal street redesign to enable a physical environment that fosters personal safety and creates property ownership pressure to maintain properties.

The Plan proposes a community-wide street lighting project and requires businesses to light alleys and building frontages as well.

The Plan also proposes initiating regularly scheduled pro-active zoning and building code enforcement to ensure safe multi-family housing and well-maintained properties.

2.2.2 Enable the continued existence and development of a variety of thriving businesses to provide jobs and to offer local services including entertainment and a wide selection of restaurants.

The Plan's five new zoning districts will enable the development of a

variety of businesses. The new Corridor Zone will continue to allow C-2 uses in areas between designated mixed-use activity centers at the major intersections. Additional allowed uses include very light manufacturing, flex spaces, and multi-family housing.

The new SU-2/C-2 Transition and SU-22/C 3 Transition zone will continue to allow C-2 and C-3 uses in areas between properties along the corridors and the residential neighborhoods. It will also legitimize housing.

The new Community Activity Centers and Neighborhood Activity Centers will enable the development of closely located businesses that will allow customers to easily access a variety of stores in one trip. Restaurants can act as anchors for other stores and offices.

2.2.3 Design and Build Streets and Trails that offer Multiple Efficient, Safe Transportation Choices: Driving, Cycling, Walking, Public Transit. Complete the Bicycle Network of on-street lanes and routes and off-street trails.

The Plan proposes phased street redesign and construction projects that will improve vehicular traffic movement at major street intersections while providing safe and efficient facilities for cycling, walking and taking public transit.

The Plan proposes bicycle lanes on Central Avenue and trail connections community-wide where there are gaps.

Plan development regulations require regularly spaced pedestrian access to major streets and services.

2.2.4 Transform Central Avenue into a Vibrant Place that functions as a Community Destination – a seam rather than a barrier.

The Plan proposes street design that will support transit service, pedestrian movement and more legitimate activity along Central Avenue.

Development encouraged under form-based zoning and designated community and neighborhood activity centers will promote a mixture of uses to include employment, stores, and housing along Central.

2.2.5 Provide Accessible Parks, Major Public Open Space, and Community Programs that serve the entire East Gateway Community.

The Plan makes recommendations to improve parks and recreation opportunities to serve all community members.

The Plan also makes recommendations for improvements to existing facilities and programs and for new facilities that include community centers and libraries.

2.2.6 Support Existing Stable, Thriving Residential Neighborhoods and Transform Others.

The Plan does not change existing residential neighborhood zoning.

Projects and regulations should increase the vitality of the major streets that should be serving nearby neighborhoods.

Public facility improvements will serve neighborhoods

The Plan's lighting program emphasizes neighborhood security.

2.2.7 Ensure Well Maintained Safe Housing for Low Income Households.

The Plan proposes pro-active housing, building and zoning code enforcement of existing multi-family housing.

2.2.8 Enable Multi-Family Housing Development close to public services, transit, and shopping.

The Plan's form-based zoning and new zoning categories will enable the development of multi-family housing along Central Avenue.