

The Five Components of the McLoughlin Area Plan

This documents contains the complete language
of the five components of the McLoughlin Area Plan:

The Vision Statement

The Values

The Guiding Principles

Programs

Projects

The Vision Statement, Values, and Guiding Principles, created as part of Phase I, come from the 2010 “McLoughlin Area Plan Vision Framework” Phase I document, and is repeated in the 2011 ‘McLoughlin Area Plan Phase II’ document . The Programs and Projects, created in Phase II, come from the 2011 “McLoughlin Area Plan Phase II” document.

McLoughlin Area Plan: Vision

“In the future, our community fabric of thriving neighborhoods, shops, restaurants and services is green and sustainable; healthy and safe; woven together by walkable tree-lined streets, trails, natural area and open spaces; and strengthened by our diversified local economy, great educational opportunities and engaged citizens.”

McLoughlin Area Plan: Values

Community values are an expression of the shared ideals and aspirations that a community holds dear. They lay the foundation for understanding the needs of a community, and are a part of what makes a place unique and vibrant. The following seven values are a product of the initial community engagement in Phase I and were used to guide the process of identification, selection and prioritization in Phase II.

Community Connections	Community members value the strong and vibrant network of relationships and connections in the McLoughlin area. Residents in the area are active and involved in a wide range of community organizations and improvement efforts.
Health and Safety	Community members value neighborhoods that are safe for residents of all ages, and a healthy environment for all, including young families and retired residents.
Green and Sustainable	Community members value their quiet and green neighborhoods. They are committed to maintaining and enhancing the ecological, economic and social sustainability of the McLoughlin area.
Access and Connectivity	Community members value their access to the wider region, and close proximity to a range of retail, employment and recreation opportunities. They seek to improve a range of multi-modal options for the area, including bicycle, pedestrian, auto and transit amenities.
Diverse and Inclusive	Community members value the range of ages, incomes and ethnicities of people that live in the area, and seek to support this diversity and encourage greater participation by all.
Local Economy	Community members value the many local and small businesses that serve the area and help form the foundation for a resilient local economy.
Local Self-Determination	Community members value their independence and seek to maintain and enhance local control and decision-making.

McLoughlin Area Plan: Guiding Principles

Economic Vitality

- Ensure that any improvements, development or zoning changes shall promote an environment that fosters small business development and retention of existing businesses.
- Ensure that any improvements, development or zoning changes preserve or enhance shopping and retail opportunities that serve the McLoughlin area community.
- Ensure that any improvements, development or zoning changes continue to support and maintain a reasonable cost of living.
- Ensure that any improvements, development or zoning changes provide for the long term stability and viability of local businesses, as well as stimulate job creation and retention.

Transportation

- Encourage access and connections to local amenities and the region for bicycles and pedestrians.
- Provide sidewalks, streets and trails within neighborhoods to enhance accessibility. Any improvements shall have a minimal impact on the natural environment such as trees and streams.
- Greatly improve pedestrian access and safety throughout the McLoughlin area with an emphasis on routes to schools and crossings on McLoughlin Boulevard.
- Where possible, integrate off-street trails and other facilities that benefit bicyclists and pedestrians.
- Improve east-west multi-modal connections across the McLoughlin area.

Social

- Develop an atmosphere that is human-scale, family friendly, inviting and attractive.
- Create or maintain transition zones (buffers) between residential neighborhoods and the more intense nature of McLoughlin Boulevard.
- Create gathering places for citizens such as a community center, parks and places that foster social environments and opportunities.
- Ensure that any improvements, develop or zone changes shall promote a healthy, safe and high-quality environment for neighborhoods and schools.

Urban and Neighborhood Design

- Support a network of distinctive neighborhoods that have good connectivity for autos, transit, bicyclists and pedestrians.
- Utilize and integrate existing natural features, geography and topography of the area and minimize negative impacts of improvements on such areas. This applied to new development, re-development, access and transportation improvements.
- Ensure design functionality, beautification, lighting treatments and landscaping along McLoughlin Boulevard.
- Provide a series of clustered and concentrated thriving centers that provide a focal point for the neighborhoods of the McLoughlin area.

- Preserve, protect and enhance the current residential neighborhoods while maintaining main current densities.

Environmental

- Ensure that the long-term health and vitality of the natural environment, river, streams, trees and habitat are fostered or enhanced when property is developed or re-developed.
- Enhance, preserve and establish access to the rivers, streams and other natural habitat.
- Retain, preserve, expand and add natural areas and parks.

Administrative

- Ensure that prior to any public improvements being approved, a mechanism is in place that provides for ongoing maintenance and operation of the facility.
- Ensure that sufficient funding remains in place for existing facilities, programs and emergency services.
- Incorporate strong and active community involvement and decision-making into any planning efforts that affect the McLoughlin area. These efforts will include economically, socially and ethnically diverse members of the community.
- Provide improved and updated building codes, zoning codes and zoning overlays based on local aspirations, community involvement and decision-making.
- Provide adequate enforcement at all levels of county and other applicable codes.
- Continue to explore governance options as a means of supporting independence and local control.

McLoughlin Area Plan Programs & Projects

Program versus Project

Programs include an analysis of issues and the development of strategies to address the needs at hand; they are frequently policy recommendations or plans that will guide future development. Projects, on the other hand, generally lead to physical improvements and result in something you can see on the ground. They may also include property acquisition that then leads to other improvements. Projects are also tools that are used to assist in redevelopment and job creation.

Program and Project Categories

The programs and projects have been organized into six categories:

1	McLoughlin Boulevard Improvements	4	Strengthening Connections
2	Neighborhood and Community Improvements	5	Redevelopment and Development
3	Parks, Open Space and Natural Habitat	6	Economic Development

McLoughlin Boulevard Improvements	
Programs	Develop a community design plan for McLoughlin Boulevard.
Projects	Construct improved pedestrian crossings on McLoughlin Boulevard.
	Construct streetscape Improvements along McLoughlin Boulevard.

Neighborhood and Community Improvements	
Programs	Establish a citizen advisory committee to oversee plan implementation including budgets, project oversight, and community involvement.
	Stricter enforcement of existing sign ordinances.
	Enforce proper property use and maintenance.
	Coordinate enforcement to lesson negative impacts of adult oriented businesses on the family-friendly character of surrounding neighborhoods.
	Site offender treatment facilities to limit negative impact on the family-friendly character of surrounding neighborhoods.
	Encourage community-wide events and cultural celebrations.
	Modify the existing Zoning and Design Ordinance to better protect neighborhoods from up-zoning and incompatible development.
Projects	Improve lighting at key locations to improve safety for motorists and pedestrians.

Parks, Open Space and Natural Habitat	
Programs	Identify strategies to protect and enhance existing natural habitat.
Projects	Acquire property and/or develop new parks and open spaces.
	Improve pedestrian and bike connections to the Trolley Trail.

Strengthening Connections	
Projects	Construct street improvements on existing, significant transportation routes.
	Improve pedestrian and bike connections to schools, parks and other key community destinations.

Redevelopment and Development	
Programs	Develop a vacant and underused land inventory to assist the private sector.
Projects	Develop commercial or mixed-use activity clusters at targeted locations within the plan area.
	Support public-private partnerships to acquire land or buildings for development and re-development purposes.
	Develop a façade improvement program for existing commercial developments.

Economic Development	
Programs	Develop a program that promotes new business and expansion of existing businesses.
Projects	Provide incentives for businesses that provide family-wage jobs.