



## Vision and Goals Purpose

The preliminary corridor vision and goals are intended for broad community review based on input from the online survey, pop-up and community workshop events, PWG and TAG meetings, and Planning Commission and City Council. The vision and goals will be the guiding foundation for all project recommendations and outcomes.

### Draft Vision

***Our vision is to enrich the Hwy 43 corridor, infusing it with a distinct sense of place and local identity, turning it into a cherished destination. The Corridor will seamlessly integrate activity centers, or “focus areas” with surrounding neighborhoods and the whole community, thereby serving as a cohesive asset that binds the region together and draws in opportunities for people to live, work, and play. All community members and visitors are safe and comfortable in the Hwy 43 Corridor. The area will harness a variety of efficient transportation and land use patterns to help us create a vibrant, sustainable corridor that is climate friendly and reflects the community’s values. Through collaborative efforts, we aspire to shape a corridor that embodies the spirit and essence of our community, becoming a beloved destination for all.***

### Draft Goals

#### Safety and Accessibility

*Prioritize a safe and accessible environment for people to comfortably walk, bike, and roll. Encourage development patterns that give people a variety of safe options to move within the corridor and enhance connections and access to neighborhoods and surrounding areas.*

#### Integrated Spaces and Design

*Integrate the Corridor with surrounding neighborhoods, parks, trails, and the rest of the community. Thoughtfully incorporate landscaping, green spaces, sidewalks and pathways, and other amenities (e.g., lighting, benches, and similar features) to improve local environmental sustainability and to enhance the appearance and vitality of the Corridor. Develop an exciting and compelling environment that promotes beautification and fosters a cohesive, attractive corridor. Leverage proximity to existing community assets such as parks, trails, neighborhoods, and enhance connectivity to the waterfront. Enhance connections within and between the focus areas and activity centers along the Corridor that promotes sustainable and climate friendly development patterns. Prioritize active and engaging design and avoid development patterns that are incompatible with walking and biking.*

## Community Gathering Places

*Develop a corridor that serves as a hub for living, working, and recreational activities, featuring a mix of housing, shopping, restaurants, and recreational spaces. Transform the corridor into a dynamic, multi-functional community asset, aiming to become an inviting destination rather than just a thoroughfare. Design spaces and focus areas to be walkable and desirable, offering diverse dining and shopping options, recreational facilities, and community amenities, fostering a sense of place that is unique to West Linn.*

## Economic Development Opportunities

*Leverage mixed-use development opportunities to foster economic growth and vitality, particularly for the Corridor's focus areas. Prioritize the integration of commercial, residential, and recreational spaces to create a vibrant and diverse environment. Encourage the development of mixed-use properties that cater to the needs of residents, workers, and visitors alike. Foster a dynamic ecosystem that supports local businesses, creates job opportunities, and enhances the overall quality of life.*

## Functional Corridor and Spaces

*Transform the corridor so that it is functional and efficiently serves the needs of the community. Prioritize land use strategies that optimize functionality, accessibility, and efficiency along the corridor. Ensure a balanced mix of land uses that support the community's needs. Identify transportation improvements to enhance connectivity, accessibility, and safety.*