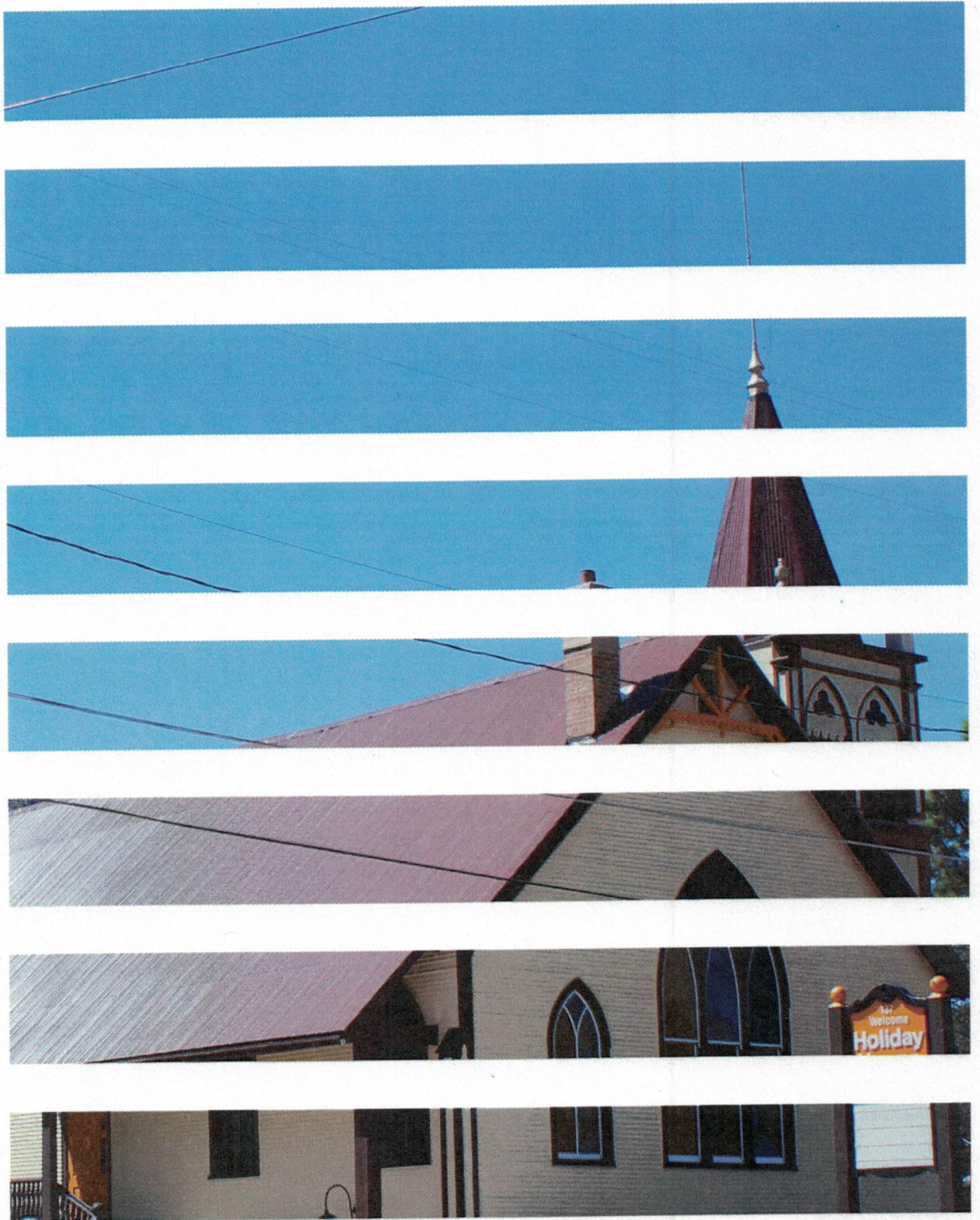


COMMUNITY VISION



2.1 INTRODUCTION

2.2 GOALS

COMMUNITY VISION

The most important part of the Eureka general planning process is the development of a Community Vision Statement along with further clarifying goals and strategies. The Community Vision Statement reflects the interests and concerns of the citizens, establishes the direction Eureka will take, and provides a framework for specific accommodations to guide the future of the City. The Community Vision Statement was derived from the existing Vision Statement found in the 1996 General Plan and input from the current Executive Commit-

tee. The specific comments and discussions of the Executive Committee may be found in Appendix A of this plan.

2.1 Introduction

For a community to be successful, it must have a strong sense of vision, understand its strengths and weaknesses, and determine where it is today and where it wants to be in the

future. A Community Vision Statement creates a guiding principle for community leaders to follow. When a decision needs to be made, that Vision Statement can guide community leaders in determining if their solution better enhances the place its residents want it to be. If the plan is followed, the community eventually becomes a reflection of its vision. If the plan is not followed, the community will veer away from the desired community reflected in the Vision Statement. The General Plan and the Community Vision



the community vision of eureka is to:

- 1 retain eureka's small-town atmosphere and mining heritage while encouraging well-planned and organized growth
- 2 revitalize historic main street by implementing the desires of the community which include an improved appearance, more activities, business variety, and active public spaces
- 3 promote the benefits of our naturally clean air and healthy environment

Chapter help the city understand the long-term consequences of current decisions.

Eureka has a strong sense of community vision. In the Community Survey gathered specifically for the General Plan, many questions collectively contributed to provide an overarching image of how the members of the community view their City. The vision that emerged indicates the residents of Eureka love their small, tight-knit community and historical heritage. The respondents largely agree that adopting a pro-growth sentiment would have a positive impact on their community (89% of respondents) and possibly contribute to historic preservation efforts.

During the Executive Committee meeting, committee members were asked to think about Eureka as a whole, the City's past heritage, its current state of being, and the future of the City as they saw it in the context of its past. With that vision in

mind, the committee members jointly discussed each clause of the 1996 Plan created to guide future City government and planning decisions. They were asked to decide if those strategies were still expressive of their vision for the future of Eureka. The general consensus, with major adjustments, was that the Vision and Strategies adequately represent their hopes for the City.

Goals & Strategies:

Retain Eureka's small-town atmosphere and mining heritage while encouraging well-planned and organized growth

Document history and heritage of the community
Historic Preservation Committee

Provide incentives to new and local businesses to locate strategically within
City Council, Planning Commission, Mayor, Chamber of Commerce

Improve efforts to market Eureka as historical tourism destination to potential visitors
Historic Preservation Committee, Chamber of Commerce, City Council

Consider impacts and opportunities for community heritage issues in all planning, zoning, and capital improvements
City Council, Planning Commission, Mayor, Chamber of Commerce

Ensure that there are adequate areas designated for new businesses in the City
Planning Commission

Encourage recruitment of quality businesses to the City through a City Economic Development Committee
City Council, Mayor, Planning Commission

Revitalize historic main street by implementing the desires of the community which include an

Establish and maintain a community beautification committee with awards for residential, commercial, and industrial landscaping and exterior upkeep or design
Mayor, City Council, and City Administrator

COMMUNITY VISION

improved appearance, more activities, business variety, and active public spaces

Enforce the nuisance and weed abatement ordinances as adopted by the City

Zoning, Animal Control, Nuisance Officer

Ensure through specific ordinances and enforcement that all City-owned property is well maintained and attractive to set a positive example

Mayor, City Council, City Administrator

Provide recreational opportunities that would be of interest to all residents of the community

Mayor, City Council

Consider implementing design standards for the commercial district of Main Street

Mayor, City Council, Planning Commission

Provide incentives to current owners of dilapidated property to restore buildings if possible

Mayor, City Council, Planning Commission, Chamber of Commerce

Provide incentives to new and local businesses to locate in the commercial Main Street district

Mayor, City Council, Chamber of Commerce

Work to create a sense of community in Eureka through various yearly events unique the City

Mayor, City Council, interest groups

Promote the benefits of our naturally clean air and healthy environment

Consider advertisement efforts throughout Eureka and the surrounding area

Mayor, City Council, Planning Commission, Economic Development Committee

Establish pollution mitigation guidelines to assure that future land uses will not harm the environment

Mayor, City Council, Planning Commission