

## **DEVELOPMENT PRINCIPLES – October 12, 2006**

These principles define the overall intent of the CCRD Partners and are meant to serve as references in making decisions regarding the development of the River District. They are not listed in order of priority, but each is to be considered equally important and inseparable from one another in the thoughtful and deliberate consideration of individual projects.

- **Cooperative Action**

One of the primary motivations for this project is the recognition that independent action is less likely to produce as much overall community benefit as collaborative action by all the partners. This is particularly apparent in the possible need for a shared infrastructure program. Much of the history of activity between the partners has been of a competitive nature, often in negative ways. The intent is that each partner does no harm to any of the other partners.

- **Mutual Benefit**

By mutual support for each partner's development activities it is anticipated that all will benefit both quantitatively and qualitatively. This spirit is perhaps best identified in the phrase "A rising tide of development will mean all boats are benefiting."

- **Promote Community**

To achieve a safe and healthy social and natural environment requires that all the partners acknowledge that we need each other to assist and even occasionally compromise for each other if we all are going to achieve the best possible sustainable and livable community.

- **Public Awareness**

In order to assure public support and the mutual benefit of all partners it is important that the public be aware of the decisions made by the partners in the CCRD and given the opportunity to give input. By being open about the plans and programs of the CCRD the effectiveness of the River District projects will be enhanced and the surrounding livability of the neighborhoods improved.

- **Family-wage Jobs**

Much of the motivation for the partners is to assure that people living in the East County Area have employment opportunities that allow them to forego commuting to other parts of the region and further assure they and their families are able to enjoy a safe and healthy life.

- **Foster and Attract Successful Businesses**

For the CCRD to be successful the businesses that are recruited to the area and those that expand within the District must be productive and beneficial members of the community. Regulations that inordinately slow the construction of the enterprises or inhibit their expansion are counterproductive. Further, it does the

District little good to expend its efforts to attract businesses that do not have natural or community advantages for locating here, or that cannot long maintain the social and environmental quality that is desired for the area.

- **Retain the Existing Area Lifestyle**

By attracting businesses and activities that provide the needed property taxes to pay for viable community services, while not unreasonably increasing impacts such as congestion, air or water pollution, or adversely affecting other community resources, the overall character of East County can be maintained and continue to be enhanced.

- **Start Succeeding Quickly**

All of the partners recognize that it is important that the River District begin producing employment and revenue benefits as soon as possible. Further, that it is appropriate for the District to determine methods by which businesses providing the kind of benefits most desired by the partners be assisted in their ability to be sited within the area.

- **Promote Innovation**

To maximize the employment, revenue and sustainability benefits sought for the CCRD it is to the partners advantage to seek out and encourage innovative businesses, such as green industry (e.g., bio-fuels and high tech), to foster the growth of intellectual capital, and to provide those businesses the conditions and environments that encourage their locating in the area.

- **Respect the Community Environment**

Open spaces, wetlands and other natural resources are common throughout the district. While recognizing that change is inevitable, development should occur in a manner that allows for the greatest benefit to the community. This includes the wise use of resources to attract outside revenue from tourists, serve as amenities for the community and to attract businesses or, if needed to meet community goals, to be modified to provide viable locations for new employers.