



Envision Eugene

Promote Compact Urban Development and Efficient Transportation Options

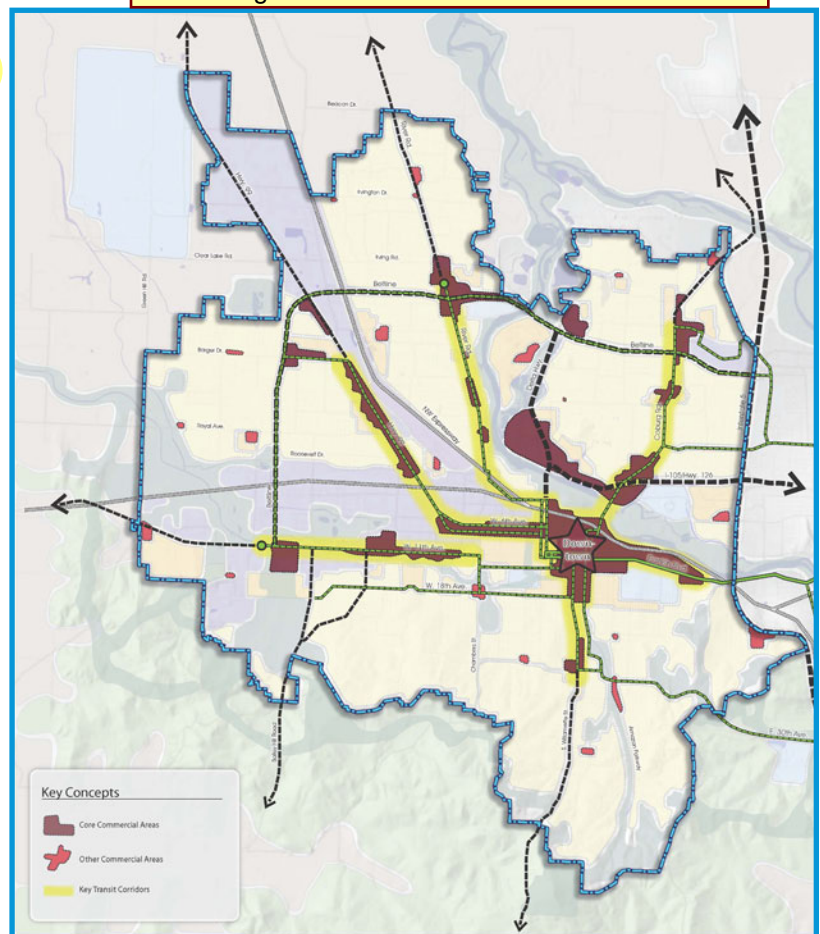


Promoting compact urban development and efficient transportation options are long-held community values in Eugene. From the days of “nodal development” and “mixed use centers”, the objectives remain the same: to integrate the closely-connected needs of land use and transportation (i.e. walking, biking, riding and driving) in our community, and to make the most efficient use of land and financial resources. The strategies for reaching these objectives have evolved and improved. The following strategies take into account market forces, current transit planning concepts, and urban design to achieve compact urban development and efficient transportation options:

According to the March 2015 Envision Eugene Recommendation, this is possible without adopting ANY changes to the South Willamette area.

1. Meet all of the 20-year multi-family housing and commercial job needs within the existing UGB. (Note: this does not preclude the inclusion of small amounts of multi-family housing and commercial retail lands within areas that expand to accommodate other uses). For more information on commercial land, see the [Technical Summary](#).

- a. Integrate new development and redevelopment in the downtown, on key transit corridors, and in core commercial areas. Key transit corridors are streets that have, or are planned to have, frequent transit service (approximately every 15 minutes or less). This frequent transit service is often accompanied by nearby amenities such as parks, commercial attractions or employment centers, and higher density housing that enable shorter trips and less reliance on the automobile. Core commercial areas are also served with frequent transit service and have a high concentration of commercial retail services.



Downtown, Key Transit Corridors and Core Commercial Areas



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Image courtesy of Parsons Brinckerhoff

2. Facilitate the transformation of downtown, key transit corridors and core commercial areas as mixed-use neighborhoods that foster active, walkable, community living by providing a mix of residential, commercial, retail, and public uses in proximity to one another.

- Continue to implement the strategies and actions in the [Eugene Downtown Plan](#), adopted in 2004.
- Create area plans for key transit corridors and core commercial areas. Use urban design to integrate a mix of commercial and residential uses, transportation, parking, parks and open space, and historical and cultural resources.
 - Recognize the unique characteristics of each area and provide-localized consideration and treatment in planning the area, and as necessary, in the land use code.
 - Plan for phased implementation, which allows for a gradual integration of existing uses with new development over time. Accommodate existing businesses and non-conforming uses.
 - Consider street design and other public improvement designs that foster pedestrian-friendly, compact urban development, in coordination with the Eugene Transportation System Plan and the Bicycle and Pedestrian Plan.
 - Consider the consensus report of the West Eugene Collaborative as an example outline of an area plan for the West 11th area.

SW-SAZ conflicts with this policy in that it TRANSFORMS adjacent neighborhoods, rather than PROTECTS them.

3. Protect adjacent neighborhoods and provide housing options by using transitions between commercial/ higher density residential uses and lower-density/ single-family neighborhoods in accordance with the compatibility goals of the Infill Compatibility Standards and Opportunity Siting projects.

- Utilize area planning efforts to identify transition areas and tools; for example, building height step downs, traffic calming, and landscaping.
- Identify and apply implementation tools, such as overlay zones, form-based code, and design review.
- Promote the development of diverse housing choices that are affordable for all income levels.

Transitions are supposed to be implemented by LIMITING the intensity/density of commercial/higher density residential uses, NOT by INCREASING the intensity/density of the single-family neighborhoods.

South Willamette Draft Concept Plan



The South Willamette pilot project uses area planning and visioning to involve residents, businesses, developers and the city in creating a long-term plan that integrates new multi-family housing and commercial uses.

West Eugene Collaborative

The West Eugene Collaborative was a broad-based community partnership aimed at finding an integrated land use and transportation solution to west Eugene's transportation challenges. The group operated in a collaborative, consensus-building style and addressed complex, inter-related issues. For more information, see www.westeugene collaborative.org.

4. Make compact urban development easier in the downtown, on key transit corridors, and in core commercial areas.

- a. Identify and remove regulatory barriers (i.e., parking requirements, ground floor commercial requirement, floor area ratio [FAR] requirements, restructuring the Traffic Impact Analysis requirement within core commercial areas and corridors, and others).
- b. Change the land use code to increase flexibility for compatible uses within industrial and commercial zones.
- c. Complete a feasibility study for the formation of Compact Urban Development Districts that would reduce the financial and regulatory obstacles in the downtown, on key transit corridors, and in core commercial areas.
- d. Complete an assessment of implementing restructured SDCs, with the purpose of recognizing reduced impacts of smaller home footprints and denser development.
- e. Explore and apply additional incentives such as infrastructure improvements, tax incentives, loan programs, and public/private partnerships. Identify tools that can be utilized repeatedly such as a revolving redevelopment fund.
- f. Identify and apply implementation tools, such as new overlay zones, form-based codes, and an alternative review path that increase flexibility.
- g. Ensure that the transportation system can support planned densities (in coordination with the Eugene Transportation System Plan).

The proposal attempts to circumvent this policy by declaring that the area is a "Multi-Modal Mixed Use Area," which EXEMPTS the city from traffic performance studies.

5. Conduct a pilot project, incorporating strategies 2, 3 and 4 above to demonstrate how builders, neighbors, and the city work together to create best outcomes.

- a. Identify focus areas that are likely to change, are economically viable, and offer the potential for success.
- b. Consider a pilot project in the area between downtown and the University of Oregon. This area is bordered by the Willamette River, is currently served by EmX, and is experiencing high levels of development interest and activity.

Removing Barriers

One Example: Some commercial zones call for mixed use buildings that require commercial uses to be located on the street level, with housing above. While the market may support the housing, it doesn't always work for the commercial use. Because of this requirement, potentially good projects are not able to happen. By changing this, and allowing for future flexibility (i.e., that the ground floor could be converted to commercial use later), more housing and job needs can be met on existing lands.

Infrastructure and Placemaking

What makes a place great? Often, it's a park, a plaza, a comfortable street, or something else that sets it apart from other places. One way to support redevelopment and density is to build plazas, parks, beautiful streets, art, and other features that enhance private development and attract people.



6. Plan for additional parks, plazas and other public open spaces that will be needed in or near key transit corridors and core commercial areas as densities increase.

- a. Identify parks and open space needs through individual area planning efforts.
- b. As the city updates its Comprehensive Plan for Parks, Recreation and Open Space, consider the park needs in areas of high population density and develop funding strategies to meet those needs.

**Redevelopment
strategies
should be
aggressive but
realistic.**



Artist's concept of future development along Franklin Boulevard, showing multi-way boulevard

Best Outcomes - Statements from Community Resource Group Participants

"Our transit corridors will transform to attractive livable spaces that people can be proud of."

"Incentives are provided to implement strategies and density is increased while quality of life is maintained."

"We work together through this conflict to find elegant solutions to big problems."

The SW-SAZ process has NOT been an INCLUSIVE collaborative process that empowered the residents and home owners who would be most impacted by the changes. Instead it has been staff-driven and relied on so-called "experts" to vet the proposed standards.

"It honors the concept of community involvement."



Envision Eugene

Protect, Repair & Enhance Neighborhood Livability



Eugene's existing neighborhoods provide the foundation for the community's overall livability. As new development brings change throughout Eugene's neighborhoods, we will undertake the following strategies to help ensure a high level of livability, deter negative impacts, and make positive changes:

1. Minimum and maximum allowable densities in the land use code will not be changed in order to meet our residential land need for Envision Eugene. Future actions (such as land use code changes and plan amendments) that impact allowable density in neighborhoods will only be undertaken through a public process (such as area planning or neighborhood planning) that integrates the compatibility goals of the Infill Compatibility Standards (ICS) and/or Opportunity Siting projects.

See the ICS goals on the next page.

2. Continue to implement the goals of the Infill Compatibility Standards project to prevent negative impacts and promote positive impacts of residential infill by integrating compatibility and urban design principles in future planning efforts.

- Bring to the City Council, code changes to adopt low-density residential infill recommendations addressing flag lots, lot coverage, sloped setbacks, secondary dwelling units, and alley access lots as part of the Envision Eugene amendment package.
- Continue to implement ICS work on remaining issues identified by the Task Team by integrating the recommendations into the ongoing Code Improvement Program (see Flexible Implementation Pillar).

This commitment has been betrayed by many staff and advocate representations that the increases in density are in order to meet the residential land need.

Infill Compatibility Standards

The SW-SAZ fails to support the ICS goals.

Infill Compatibility Standards are a set of recommendations from a community task force to help new development fit and function better in Eugene's existing neighborhoods. Some recommendations have been implemented while others are pending further action. For more information on specific recommendations, see www.eugene-or.gov/infill.

Opportunity Siting

Opportunity Siting is a planning process that uses incentives to encourage higher density residential development on sites that are identified through visioning by residents, developers and the City. For more information see www.eugene-or.gov/opsiting.



Neighborhood planning

Preserving and enhancing our livable neighborhoods is vital to making Eugene a great place to live, work, and play in the future.



Protect, Repair & Enhance Neighborhood Livability

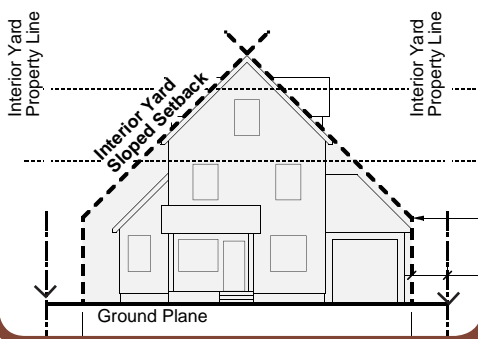
As city documents show, the initial goal of the South Willamette Area Concept Study was to implement Opportunity Siting. This goal was hijacked -- without community involvement -- to become a radical transformation of existing single-family neighborhoods.

Infill Compatibility Standards Goal Statement

Create and adopt land use code standards and processes that:

- Prevent residential infill that would significantly threaten or diminish the stability, quality, positive character, livability or natural resources of residential neighborhoods; and
- Encourage residential infill that would enhance the stability, quality, positive character, livability or natural resources of residential neighborhoods; and
- So long as the goal stated in (a) is met, allow for increased density, a variety of housing types, affordable housing, and mixed-use development; and
- Improve the appearance of buildings and landscapes.

Sloped Setback Concept



Neighborhood planning
will address unique
situations and
opportunities across
the city.

3. Implement the Opportunity Siting (OS) goal to facilitate higher density residential development on sites that are compatible with and have the support of nearby residents.

- Conduct an OS pilot project on a specific site to demonstrate how builders, neighbors, and the city can come together to foster best outcomes.
- Implement a toolbox of incentives that support the achievement of OS outcomes. Incentives may include:
 - Regulatory (flexible codes, re-zoning, design review)
 - Facilitative (no cost pre-application meetings)
 - Financial (Multiple Unit Tax Exemption (MUPT), variable SDCs)
 - Affordable housing (land bank program, Low Income Rental Housing Property Tax Exemption, SDC grants)
 - Infrastructure (utilities, transit, street improvements, parking, sidewalk)

Nowhere is the South Willamette area identified as an Envision Eugene priority for a neighborhood plan. No actual neighborhood refinement plan for South Willamette was ever created -- as it should have been.

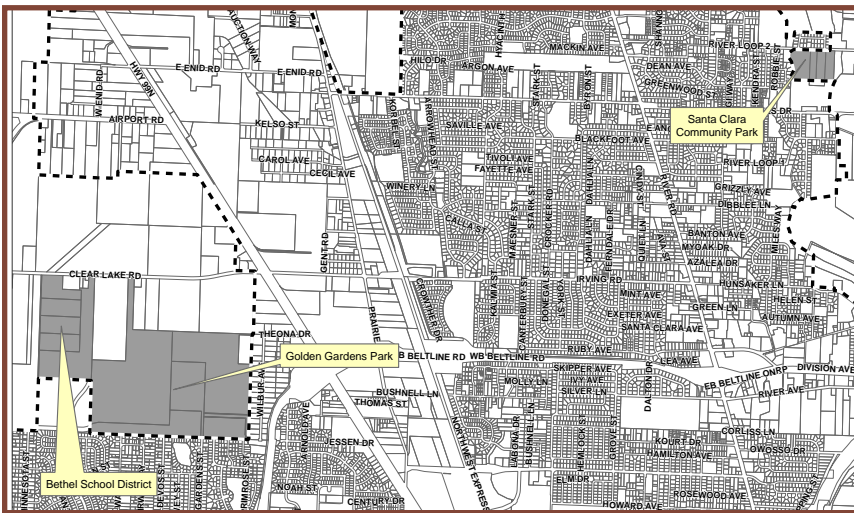
4. Create neighborhood plans to address unique situations and impacts in different neighborhoods.

- Complete area planning for the University neighborhoods to better address the interface between the University of Oregon and surrounding neighborhoods. As part of this effort, consider creating specific design standards for housing in the area to address impacts from proximity to the University. Begin this planning process immediately following local adoption of Envision Eugene.
- Complete area planning for the River Road and Santa Clara neighborhoods to address impacts of increasing urbanization. Base future planning efforts on previous work done under the River Road/ Santa Clara Transition Project and Final Report, June 2006, and the Santa Clara-River Road Outreach and Learning (SCRROL) project, 2012. Begin this planning process immediately following local adoption of Envision Eugene.
- Beginning in 2015, select at least one neighborhood every two years as needed, for completion of area planning. As resources allow, complete plans at a quicker rate.
- Continue Strategic Neighborhood Assessment and Planning (SNAP) program to provide opportunities for neighborhood-based planning activities.

5. Recognize the value that historic properties contribute to community character and livability, and work to preserve those significant properties. Promote consideration of adaptive reuse of existing buildings in areas of commercial and residential redevelopment. Incorporate historic preservation considerations into area planning efforts.

6. Provide needed land for schools and parks to serve existing and future populations. For more information on land for parks and schools, see the [Technical Summary](#).

- Expand the UGB by 80 acres to encompass Bethel School District owned property (south of Clear Lake Road) to address projected enrollment.
- Partner with the Eugene 4J and Bethel 52 School Districts to provide coordinated land use and school facility planning. Share growth projections, demographic information, and projected densities to facilitate more coordinated planning regarding future school facility needs.
- Expand the UGB by 242 acres to encompass property owned by the City of Eugene for an expanded Golden Gardens Community Park and a new Santa Clara Community Park. Plan for additional park needs inside the existing UGB by accounting for projects identified in the Parks, Recreation and Open Space Project and Priority Plan.
- Identify parks and open space needs in housing expansion areas and develop location and acquisition strategies.



Adaptive reuse of historic properties

Ten Tenets of Opportunity Siting

1. Help preserve and enhance existing neighborhoods.
2. Proactively direct the pressure of development to appropriate sites.
3. Identify process mechanisms for compatible urban growth.
4. Support the urban growth boundary, limit urban sprawl and preserve farmland and rural parkland.
5. Promote sustainable growth and conserve energy by:
 - a. creating walkable neighborhoods near transit corridors
 - b. reducing dependency on automobiles
6. Support existing neighborhood schools by providing sufficient family homes nearby.
7. Capitalize on city investment by building within existing infrastructure.
8. Allow people to stay in their neighborhoods as their housing needs change throughout their lives.
9. Encourage the creation of housing in proximity to neighborhood amenities including open space.
10. Provide housing choice to a broader spectrum of the community by siting housing near jobs.

Best Outcomes

- Statements from Community Resource Group Participants

"Well done infill becomes an asset to existing neighborhoods."

"We have vibrant neighborhoods that celebrate culture, history and have a connection to a network of resources and activities."