AGENDA

EUGENE PLANNING COMMISSION

Phone: 541-682-5481
www.eugene-or.gov/pc

McNutt Room—City Hall, 777 Pearl Street
Eugene, OR 97401

The Eugene Planning Commission welcomes your interest in these agenda items. Feel free to come and go as you please at any of the meetings. This meeting location is wheelchair-accessible. For the hearing impaired, FM assistive-listening devices are available or an interpreter can be provided with 48 hours notice prior to the meeting. Spanish-language interpretation will also be provided with 48 hours notice. To arrange for these services, contact the receptionist at 541-682-5481. Telecommunications devices for deaf assistance are available at 541-682-5119.

MONDAY, MAY 7, 2012 – REGULAR MEETING (11:30 a.m. to 1:30 p.m.)

11:30 a.m. I. PUBLIC COMMENT

The Planning Commission reserves 10 minutes at the beginning of this meeting for public comment. The public may comment on any matter, **except for items scheduled for public hearing or public hearing items for which the record has already closed.** Generally, the time limit for public comment is three minutes; however, the Planning Commission reserves the option to reduce the time allowed each speaker based on the number of people requesting to speak.

11:40 a.m. II. ENVISION EUGENE: COMMENTS TO CITY COUNCIL

Staff: Carolyn Weiss, 541-682-8816

12:20 p.m. III. TRANSPORTATION SYSTEM PLAN UPDATE

Staff: Kurt Yeiter, 541-682-8379

12:45 p.m. IV. ENVISION EUGENE: SOUTH WILLAMETTE AREA PLAN

Staff: Patricia Thomas, 541-682-5561

1:15 p.m. V. ITEMS FROM COMMISSION AND STAFF

A. Other Items from Staff
B. Other Items from Commission
C. Learning: How are we doing?

Commissioners: Steven Baker; Jonathan Belcher; Rick Duncan; Randy Hledik, Vice Chair; John Jaworski; Jeffery Mills, Chair; William Randall

AGENDA ITEM SUMMARY
May 7, 2012

To: Eugene Planning Commission

From: Kurt Yeiter, Senior Transportation Planner, Public Works Engineering

Subject: Eugene Transportation System Plan Update

ACTION REQUESTED
This memorandum and discussion on May 7th will provide a status report on the Transportation System Plan update. The last Planning Commission update on this project, which focused on public involvement, was in June 2011. No action is requested at this meeting.

BRIEFING STATEMENT
The Eugene Transportation System Plan (TSP) is being updated to replace *TransPlan* as Eugene's local comprehensive transportation strategy. The TSP will support the Envision Eugene vision for future growth and mobility over the next 20 years or more. The TSP will provide goals and policies to direct future changes to our transportation system and a list of projects that are needed to implement these changes. The Transportation System Plan will weave together direction from the Airport Master Plan, Pedestrian and Bicycle Master Plan, Lane Transit District's long range transit plan (not yet completed), and other plans. In addition to the Eugene Transportation System Plan there will continue to be two regional transportation plans as required by state and federal regulations.

Work on the TSP has been informed by a community dialogue through the Transportation Community Resource Group (TCRG), which invites all original members of the Envision Eugene Community Resource Group (CRG), the Pedestrian and Bicycle Master Plan project advisory committee (PAC), the city's standing Bicycle and Pedestrian Advisory Committee (BPAC), and others to participate. TCRG meetings usually attract about 40 people, with many regular attendees. The purpose of this work session is to share some insights gleaned from the TCRG discussions to date.

<u>What have we learned</u>?
For more than a year, the Transportation Community Resource Group studied Envision Eugene, the Climate and Energy Action Plan, the Oregon Sustainable Transportation Initiative (OSTI) and greenhouse gas reduction strategies, transit planning, the Pedestrian and Bicycle Master Plan, projected state and federal funding, and street design. One workshop used the Sustainable Transportation Analysis and Rating System (STARS) to help the TCRG shape the TSP in a "triple bottom line" framework. While we cannot say that every member of the TCRG agrees on every point, the following themes seem to be emerging to guide the Transportation System Plan:

- The *Metro Plan*, *TransPlan,* and Eugene's Growth Management Policies provide a good foundation for the future, but the TSP should be updated to explicitly address climate change, energy uncertainty, and sustainability.

- The TSP should do its best to meet the goals set forth in the local Climate and Energy Action Plan and Oregon Sustainable Transportation Initiative.

- Increases in fuel prices create increased demand for alternatives to single-occupant automobiles, such as for public transit, safe and convenient bike facilities, and housing located nearer stores and employment.

- Money not spent on transportation is money spent locally.

- There will be significantly less state and federal money available in the future for transportation projects. ODOT will focus its spending on maintaining and preserving the highway system.

- Transit funding fluctuates. When revenues go down, demand goes up.

- Envision Eugene's "Key Transit Corridors" are among our most vibrant and congested commercial areas.

- Successful transit depends on the character of the built environment (e.g., connectivity, mix of uses, design, and amenities).

- Our streets are not wide enough to accommodate all travel modes all the time, for everyone. We must find the right balance on how to use the space within limited rights-of-way.

- Freight movement is important.

- Equity and access matter.

- Congestion is probably unavoidable, and we should reconsider our tolerance for more congestion.

- Our transportation future may be very different and harder to predict because of new technologies and trends.

- True sustainability is very difficult to achieve, but sensible steps should be taken soon.

- Resiliency to rapid changes is very important.

Where are we now?
Based on these lessons, the TCRG has released draft goals, objectives, and policies for public review and feedback (see Attachment A). The goals and objectives will eventually be used as criteria for evaluating potential transportation projects and programs, winnowing down a universe of potential projects to those recommended for funding in the TSP. It is therefore important that the goals and objectives truly reflect community values.

The city is also currently accepting recommendations of potential transportation projects to be considered for further study. Already included on the list are projects in *TransPlan*, the new Pedestrian and Bicycle Master Plan, Airport Master Plan, and other ideas generated in the TCRG meetings. The draft goals and objectives, and a summary project list were featured at all six community forums sponsored by Envision Eugene and are available with feedback forms and interactive maps on the project website: www.EugeneTSP.org. The website surveys will remain active through May.

The Lane Council of Government's regional traffic model has been updated to better reflect the land use and potential development studies from Envision Eugene's technical resource group. Once the Envision

Eugene vision is approved to move towards adoption, its future growth and land use projections will be integrated into the traffic model to inform future transportation decisions.

The Transportation System Plan was funded by ODOT in phases. Phase One provides an evaluation of existing conditions, review of current policies, crafting of draft goals and objectives, and coordination with Envision Eugene's land use analysis. Phase One will be completed mid-2012. Phase Two will identify the preferred package of transportation projects for adoption, implementation strategies, and cost estimates.

MORE BACKGROUND

On November 8, 2007, the Metropolitan Policy Committee adopted an update to the federally-required Regional Transportation Plan. This resulted in the Land Conservation and Development Commission (LCDC) approving a work plan for amendments to our Regional Transportation System Plan in 2013. The work plan was structured to allow completion of new local land use plans (e.g., "Envision Eugene") and Transportation System Plans for Eugene, Springfield, and Coburg prior to adoption of the regional plan. Work on Envision Eugene and the Eugene Transportation System Plan is being coordinated so that they may be adopted as a mutually supporting package.

The Oregon Department of Transportation (ODOT) is funding development of Eugene's Transportation System Plan and the updated regional transportation system plan.

STAFF RECOMMENDATION

None, for discussion purposes only.

FOR MORE INFORMATION

Staff Contact:	Kurt Yeiter, Senior Transportation Planner
Telephone:	(541) 682-8379
Staff E-Mail:	Kurt.M.Yeiter@ci.eugene.or.us
Project Web Site:	www.EugeneTSP.org

ATTACHMENT

A. Draft Goals, Objectives, and Policies memorandum

DRAFT Goals, Objectives, and Policies

The following framework of draft goals, objectives, and policies for the Eugene Transportation System Plan (TSP) have been drafted based on a review of existing adopted and completed local and regional plans, the Sustainable Transportation Access Rating Systems (STARS) draft guidance document for planning processes, and input from Eugene's Transportation Community Resource Group (TCRG), an open group of interested citizens and agency staff that have been providing guidance on the system plan. The goals, objectives, and policies will be discussed with the Eugene community in winter 2012 and will be used as a point of reference against which potential transportation project and program ideas will be evaluated.

Draft Goals

A goal is a broad statement of philosophy that describes the hopes of the community for the future of Eugene, as it relates to transportation. A goal may never be completely attainable but it is used as a point towards which to strive. Pursuit of these statements underpins all of the Plan's objectives, policies, and projects.

Goal 1: Create an integrated multimodal transportation system that is safe and efficient; supports local land use and economic development plans; reduces reliance on single-occupancy automobiles; and enhances community livability.

Goal 2: Advance regional sustainability by providing a transportation system that improves economic vitality, environmental health, social equity, and well-being.

Goal 3: Strengthen community resilience to changes in climate, increases in fossil fuel prices, and economic fluctuations through adaptations to the transportation networks.

Goal 4: Distribute the benefits and impacts of transportation decisions fairly and address the transportation needs and safety of all users, including youth, the elderly, people with disabilities, and people of all races, ethnicities and incomes.

Draft Objectives

An objective is an attainable target that the community attempts to reach in striving to meet a goal. An objective may also be considered as an intermediate point that will help fulfill the overall goal. Objectives are grouped with STARS goal categories that they support.

Safety and Health

1. Double the percentage of pedestrian, bicycle, and transit trips by the year 2031.

2. Improve community health by increasing physical activity as part of the transportation system.

3. Reduce exposure to auto-related air pollutants.

4. Support the reduction in quantities of harmful airborne pollutants associated with transportation[1].

5. Improve safety and security for all users, especially for the most vulnerable; strive for zero fatalities.

Social Equity

6. Use future transportation investments to reduce or eliminate disparities between neighborhoods in access, economic benefits, safety, and health.

Access and Mobility for all modes

7. Foster neighborhoods where 90 percent of Eugene residents can meet most daily needs without relying heavily on an automobile.

8. Improve the comfort and convenience of travel, especially for walking, bicycling, carpooling, and riding transit.

9. Improve trip reliability for the movement of freight, and other trips where arriving on-time is of the highest importance.

Community Context

10. Ensure consistency between transportation investments and all relevant adopted and accepted local plans, such as Envision Eugene, A Community Climate and Energy Action Plan for Eugene, Airport Master Plan, and the Pedestrian and Bicycle Master Plan.

11. Maintain broad community and political support for this Transportation System Plan.

Economic Benefit

12. Support redevelopment priorities by promoting compatible transportation investments along key transit corridors and in core commercial areas, including downtown.

[1] Such as acetaldehyde and benzene, two pollutants associated with motor vehicle operation that don't yet meet Oregon benchmarks.

13. Promote access to jobs, services, education, and shopping for residents and visitors of Eugene.

14. Encourage infrastructure and programs that allow residents to reinvest in the local economy by reducing expenditures on fuel and vehicle use.

Cost Effectiveness

15. Optimize benefits relative to public, private, and social costs over the plan's time horizon.

16. Maximize the life of the current transportation system.

Climate and Energy

17. Focus on transportation programs and projects that help to:
    a. reduce total community-wide fossil fuel use by 50% by 2030;
    b. reduce vehicle miles traveled per capita by 10% by the year 2020; and
    c. reduce community-wide greenhouse gas emissions 10% below 1990 levels by 2020.

Ecological Function

18. Improve water quality and lower the rate of stormwater runoff as it relates to new transportation infrastructure.

19. Reduce the urban heat island[2] caused by dark surfaces, such as asphalt, that absorb and re-radiating heat.

20. Foster transportation investments that avoid damaging and improve habitat areas, where possible.

Draft Policies

A policy is a statement adopted to provide a consistent course of action, moving the community towards attainment of its goals.
Policies are grouped with the STARS goals categories that they support.

Safety and Health

1. Reduce the number and severity of crashes through design, operations, maintenance, education, and enforcement.

2. Design transportation facilities to avoid pedestrian and bicyclist fatalities and injuries.

3. Maintain a network of Emergency Response Streets to facilitate prompt emergency response[3].

[2] The term "heat island" describes built up areas that are hotter than nearby rural areas. Heat islands can affect communities by increasing summertime peak energy demand, air conditioning costs, air pollution and greenhouse gas emissions, heat-related illness and mortality, and water quality. Source: U.S. Environmental Protection Agency, http://www.epa.gov/hiri/ (last accessed February 6, 2012).
[3] Best practices for emergency response standards can be found in the Congress for a New Urbanism (CNU)/Institute of Transportation Engineers (ITE) Proposed Recommended Practice, Designing Walkable Urban Thoroughfares: A Context Sensitive Approach.

4. Provide an inviting environment where travelers feel an adequate level of safety and security while traveling.

Social Equity

5. Ensure that transportation facilities are provided for all demographics, including people of different ages, races, ethnicities, abilities, incomes, and different neighborhoods.

Access and Mobility for all modes

6. Use street design to encourage lower speeds on key multimodal streets.

7. Complete safe, comfortable, and direct sidewalk and bikeway networks between key destinations, transit stops, and residential areas.

8. Support Lane Transit District's efforts to provide high-capacity, frequent transit service, including bus rapid transit (EmX), on the Primary Transit Network.

9. With Lane Transit District, analyze collector and arterial roads for their potential as a Primary Transit Network, and adopt setbacks, design, and operational standards to realize the potential for high-capacity, frequent transit service.

10. Expand Transportation Demand Management (TDM), carshare, and bikeshare programs to reduce the number of single-occupant vehicles.

11. Preserve corridors, such as rail rights-of-way, and easements that may be needed for future transportation uses.

12. Promote connections between modes of transportation, such as by providing good bicycle facilities at bus and train stations, and truck loading facilities at train yards.

13. Improve travel times and travel time reliability between key origins and destinations for transit and regional freight movement.

14. Encourage the use of rail for movement of freight and long distance passenger trips.

Community Context

15. Use the Pedestrian and Bicycle Master Plan as the guide for improvements of pedestrian and bicycle facilities and services.

16. Design major transportation facilities and include amenities in all project designs in ways that retain or improve the character of residential neighborhoods.

17. Target publicly-financed infrastructure extensions to support development for higher densities, in-fill, mixed-use development.

18. Support public investment in the Eugene Airport as a regional facility, using the Eugene Airport Master Plan as the guide for improvements of facilities and services at and near the airport.

19. Support rail-related infrastructure improvements as part of the Cascadia High Speed Rail Corridor project.

20. Maximize public support for the transportation plan and individual projects through open information, public participation, and regular public acknowledgement and reassessment of the plan's directives.

Economic Benefit

21. Design streets to improve speed consistency and optimize fuel consumption.

22. Increase access to employment centers via foot, bike, and transit, while improving the quality of the traveling experience.

23. Favor transportation investments that support industries and employment sectors specifically targeted for this region.

24. Facilitate efficient access for goods, employees, and customers to and from commercial and industrial lands, including freight access to the regional transportation network.

Cost Effectiveness

25. Coordinate with Lane Transit District to stabilize sufficient funding for transit services to meet this growing community's needs.

26. Coordinate with partner agencies to ensure efficient planning, design, operation, and maintenance of transportation facilities and programs.

27. Favor transportation investments that have potential funding for both implementation and ongoing maintenance.

28. Prioritize enhancement, improved safety, and maintenance of the existing roadway network over roadway expansion.

29. Operate and maintain transportation facilities in a way that reduces the need for more expensive future repair, to the extent practical and affordable.

30. Consider a mechanism that aligns transportation infrastructure costs in greenfield areas with the new development and requires new development to fund needed increases to capacity[4].

Climate and Energy

31. Encourage the use of electric and non-motorized vehicles.

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[4] The City will examine ways to subsidize the costs of providing infrastructure or offer other incentives that support higher-density, in-fill, mixed-use, and redevelopment.

Ecological Function

32. Reduce stormwater pollution and minimize hydrologic impacts associated with streets and multi-use paths in a manner prescribed by Eugene's Comprehensive Stormwater Management Plan.

33. Maintain or enhance the tree canopy along key transportation corridors to reduce the urban heat island effect.

34. Care for federal, state, and locally-defined sensitive or imperiled species or habitat by minimizing or avoiding negative impacts associated with transportation projects.

35. Look for opportunities to repair and enhance habitat in all transportation projects.

AGENDA ITEM SUMMARY
May 7, 2012

To: Eugene Planning Commission

From: Patricia Thomas, City of Eugene Planning Division

Subject: South Willamette Draft Concept Area Plan

ISSUE STATEMENT
This work session provides an opportunity to hear a presentation and update on the South Willamette area planning process. The focus of this work session will be the South Willamette Draft Concept Area Plan as presented to the public in December 2011 and the steps planned to move the work to the implementation phase.

BACKGROUND
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 and commercial uses into the district. Area planning is a strategy proposed in the Envision Eugene recommendation as a tool to implement the pillar: *Promote Compact Urban Development and Efficient Transportation Options.* As stated in that pillar,

> *"Area Planning considers all the features, natural and built, of special places along key transit corridors and in core commercial centers, to create a vision to foster vital and sustainable redevelopment in areas with potential to become active centers for living and working."*

In addition, area planning and the South Willamette pilot are also intended to implement the pillar: *Protect, Repair and Enhance Neighborhood Livability.* As part of the visioning process, opportunities are being identified for carefully integrating higher density housing consistent with the goals of Opportunity Siting. As stated in this pillar,

> *"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."*

Following a public interactive design workshop held on October 3, 2011, the input from the workshop and numerous other sources, including interviews and group meetings, was utilized to create a draft concept area plan. The resulting draft plan was presented for discussion online and in a public workshop on December 7, 2011. An online survey seeking comment on the plan received three hundred and nine responses during December and January. A summary of the survey responses is provided in Attachment A. Attachment B provides a list of additional public outreach methods and events used to solicit input in creating the draft plan. Staff continues to seek input from large and

small groups as well as with individuals to gather input on how the concept plan works for the community.

The draft concept plan serves as a framework for accommodating growth in the South Willamette district as one of the "key transit corridor" areas described in the Envision Eugene recommendation. The following elements of the plan are underway or being planned to implement the concept:

a. Continue to refine the South Willamette Area Concept Plan as a working document, including a preferred alternative for the following:
    - Street, bike, and pedestrian improvement concepts as developed through the parallel Transportation and Growth Management funded study. This study, scheduled to begin in early summer, will focus on Willamette Street from 24th to 32nd Avenues.
    - Building form, height and relationship to street
    - Park, open space and green infrastructure concepts
    - Integrated parking concept
b. Parcel-specific map of opportunity sites coupled with appropriate incentives such as a MUPTE district or systems development charge restructuring
c. List of public improvements, such as street improvements, pedestrian connections, parks and public spaces, other semi-public improvements that could be done through partnerships
d. Code amendments such as form-based code with design guidelines
e. Phased implementation strategy

The South Willamette Draft Concept Area Plan is attached (Attachment C) and can be found on line at www.eugene-or.gov/SWillamette. An implementation timeline is provided as Attachment D.

NEXT STEPS

A public workshop is planned for May 30. Transportation concept design work on Willamette Street is anticipated to begin in June, and will inform a revised concept plan and later creation of implementation tools (such as form-based code) on Willamette Street itself. Staff will return to the Planning Commission in the fall with an implementation update.

Attachments:

A. Survey Response Summary
B. Public events and input
C. Draft Concept Area Plan
D. Timeline

FOR MORE INFORMATION

Patricia Thomas, 541-682-5561 or patricia.thomas@ci.eugene.or.us

South Willamette Concept Plan

SURVEY RESULTS

South Willamette Concept Plan

SURVEY RESULTS

The **South Willamette Draft Concept Area Plan** is the beginning of a vision for growth during the next twenty years for the South Willamette district, located from 24th to 32nd Avenues on the north and south, and from Amazon Park to the base of College Hill on the east and west. It is meant to help develop a thoughtfully designed concept for the district to serve as a twenty minute neighborhood with a vital and accessible walkable business district, supported by more kinds of housing, such as row houses, apartments and condos.

309 people responded to the survey. The following is a summary of their comments. These survey results represent a snapshot of the community perspective during December 2011 and January 2012.

The draft plan reflects input from lots of sources including residents, property owners, business people, customers and others who use the district. The plan is a work in progress, and the public is encouraged to continue to provide input throughout the process.

The Survey Questions

Q1:

Do you live, work, own property or run a business in the South Willamette project area on the map above?

Q2:

If YES, are you a resident, property owner, business owner, part of a business or employee?

Q3:

If NO, how do you use the area? ...as a customer or on the way to other places?

Q4:

How well does the Draft Concept Plan meet the needs of the community as a whole?

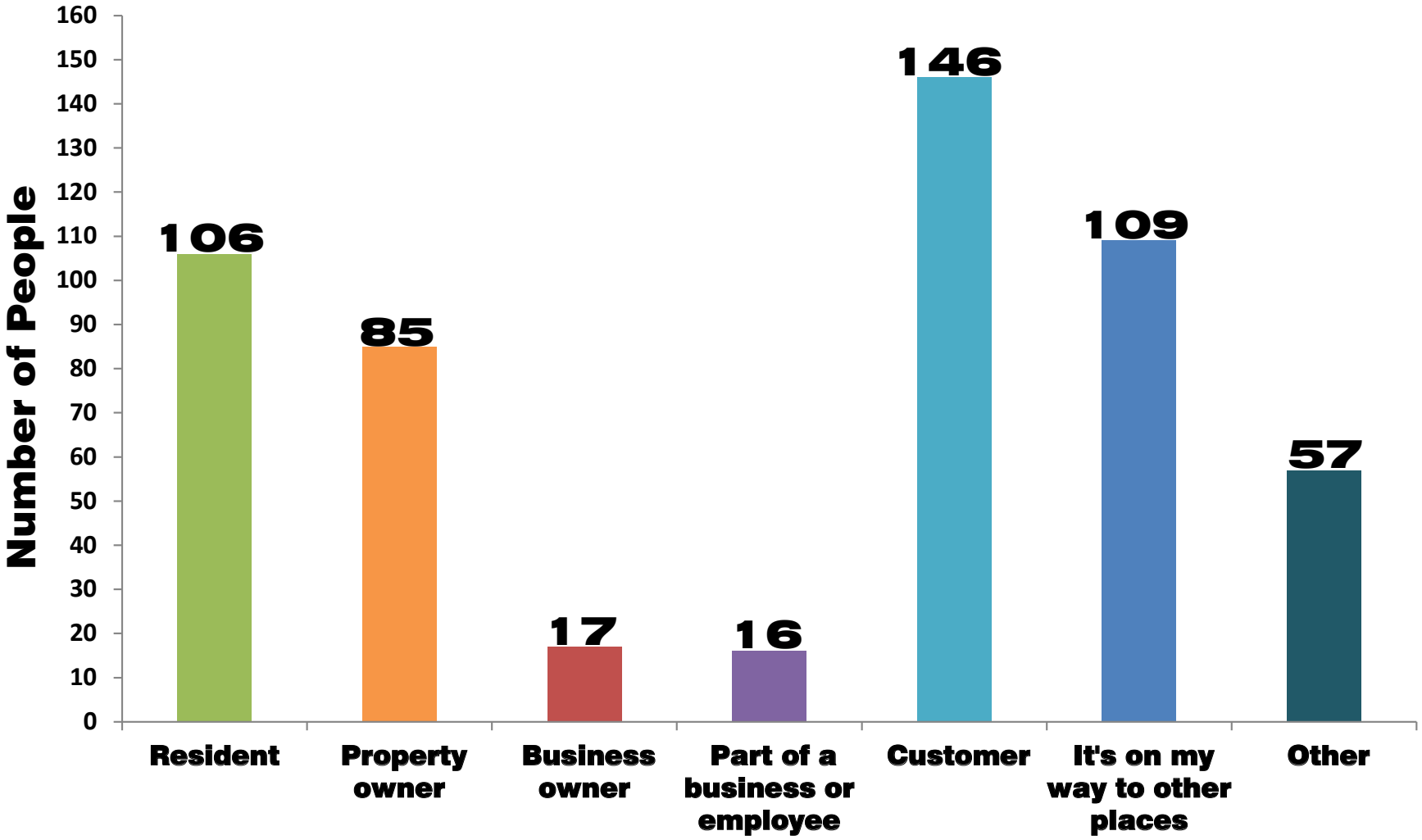
Q5:

What elements of the Draft Concept Plan are the most important to you?

Q6:

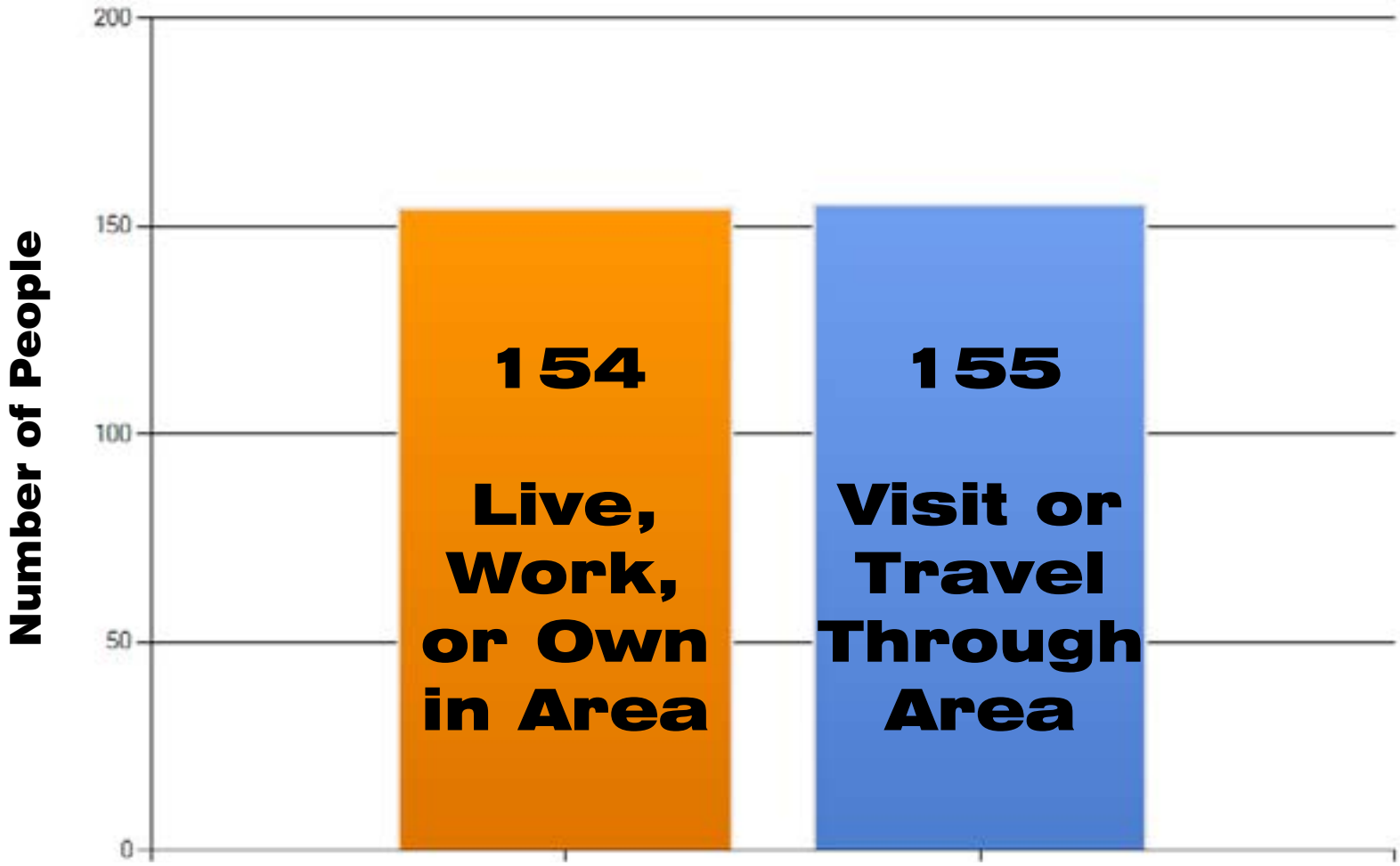
What elements of the Draft Concept Plan would you change? Why?

Who Responded to the survey*?

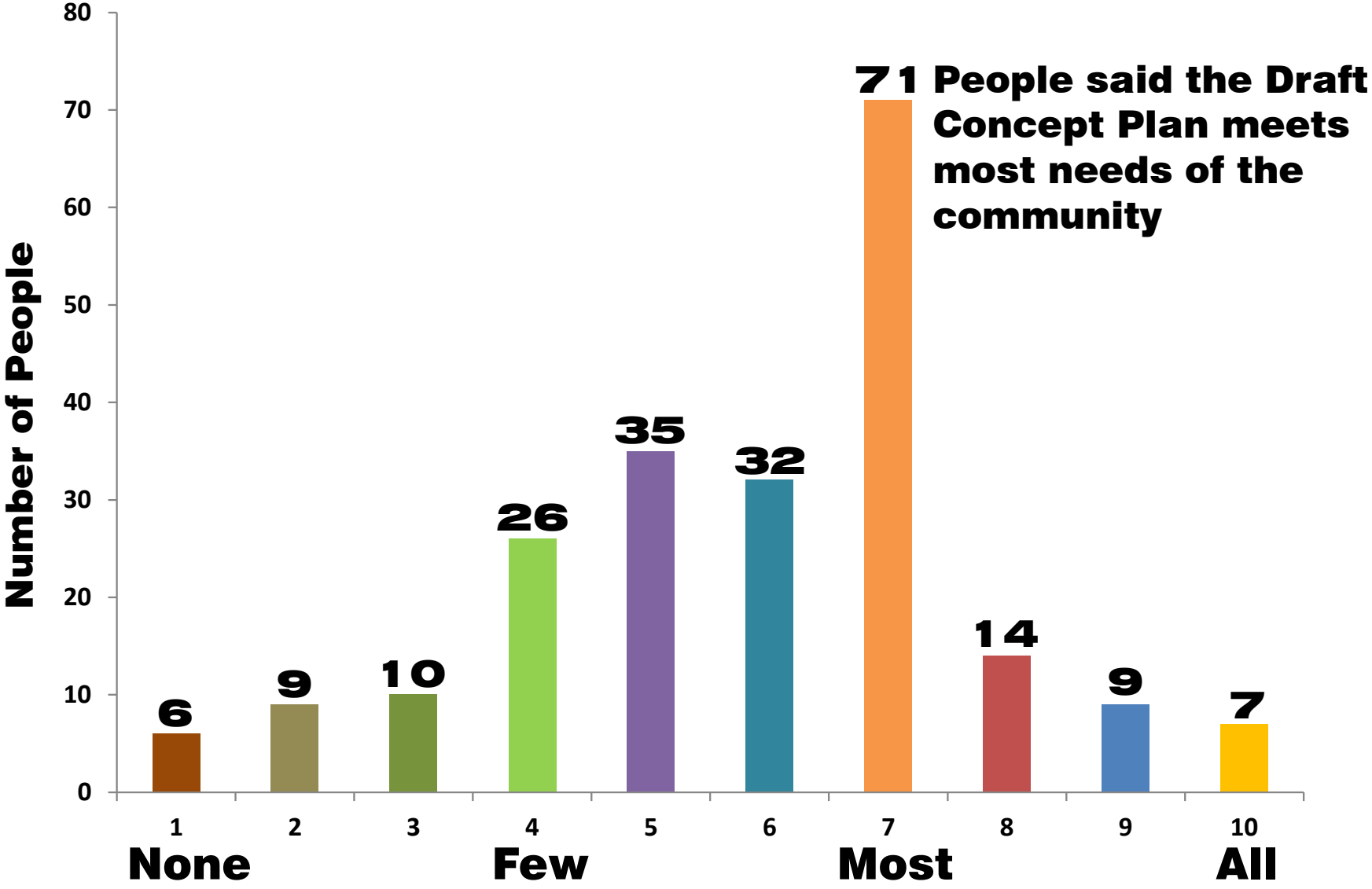


* A total of 309 people responded to the survey. Respondents were able to select more than one option.

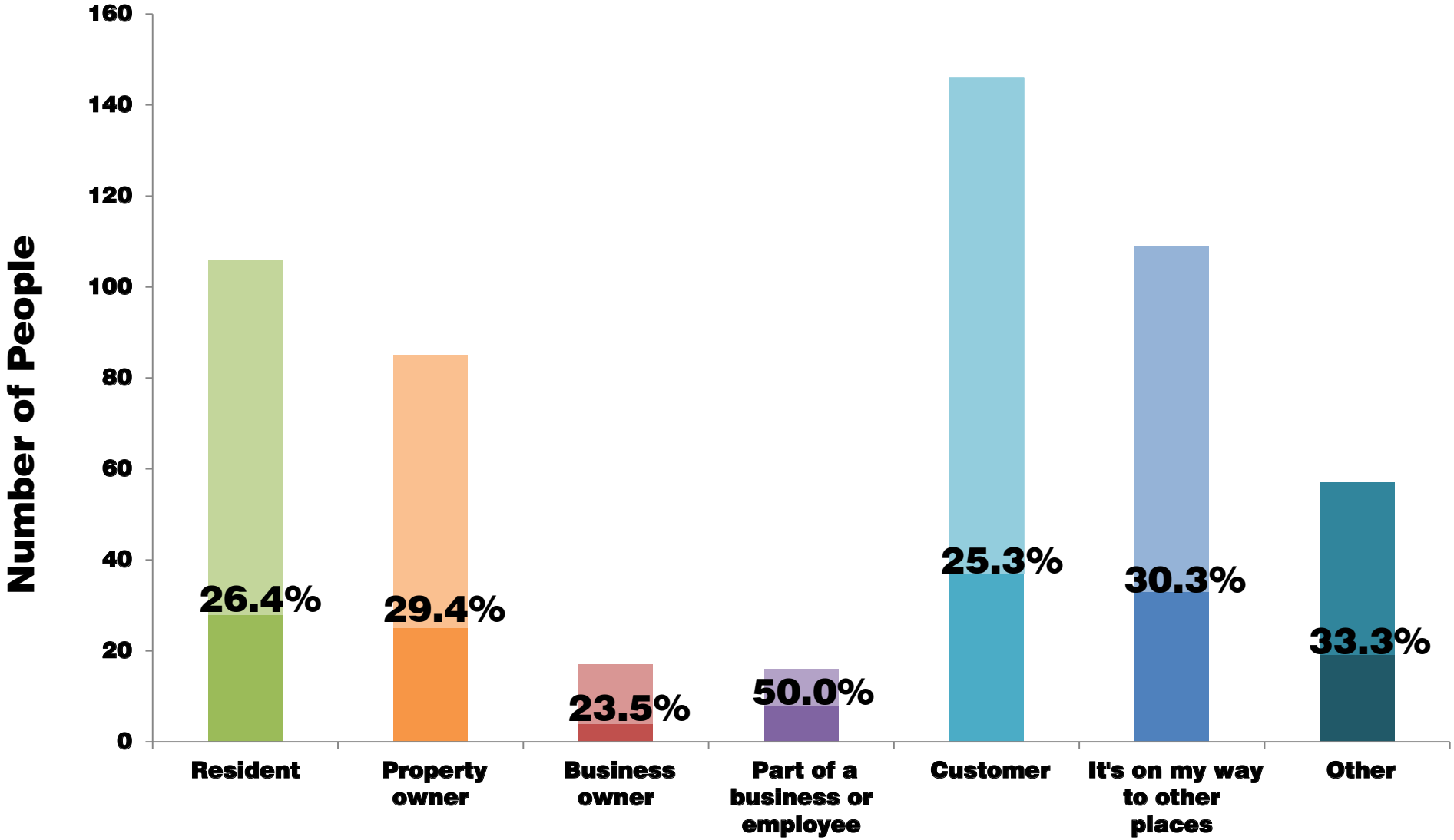
Of those who responded, how many live, work, own property, or own a business in the area?



How well do they think the Draft Concept Plan meets the needs of the community as a whole?

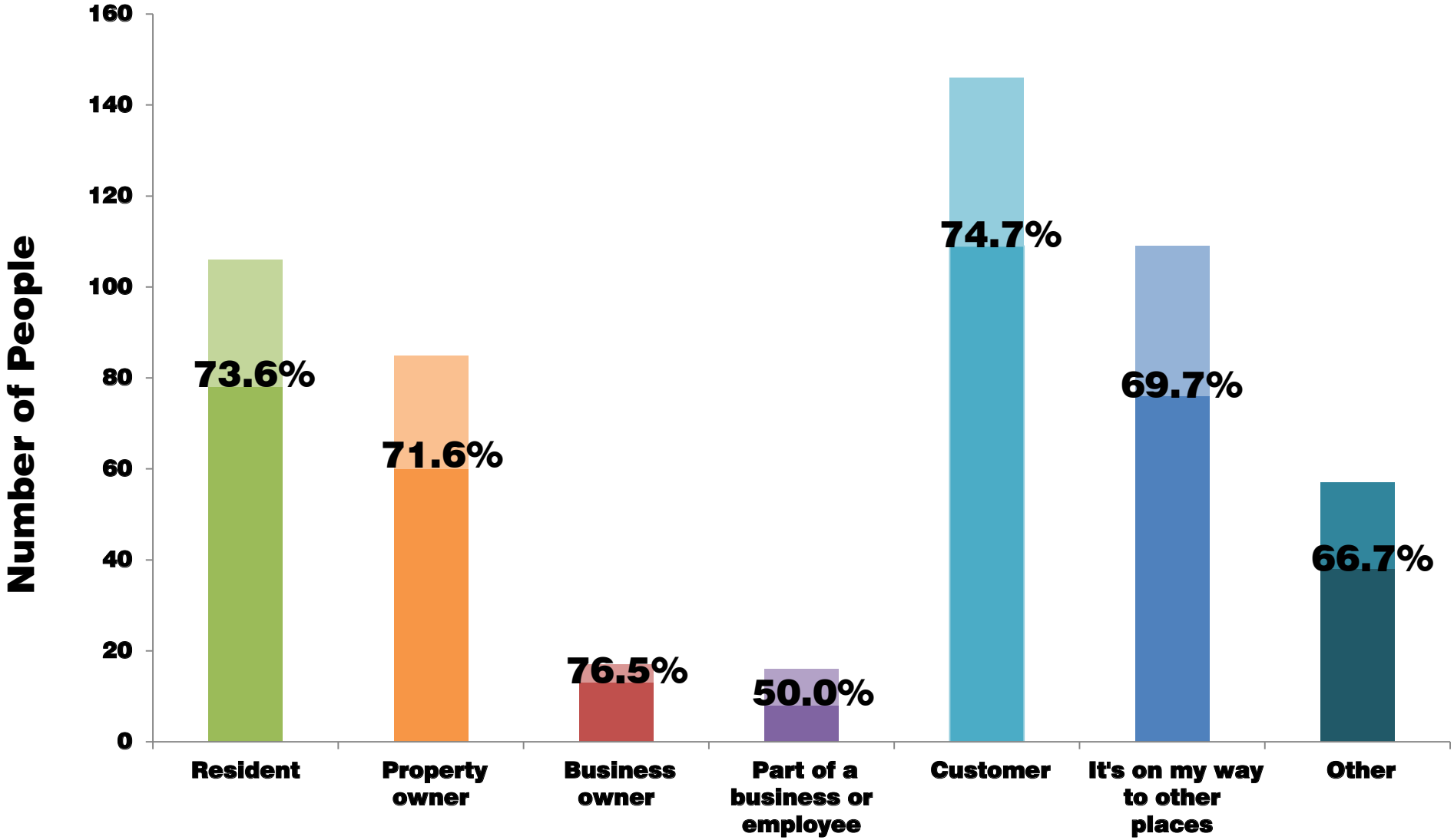


Number of people who felt the Draft Concept Plan meets none to few of the community's needs compared to the total number of respondents



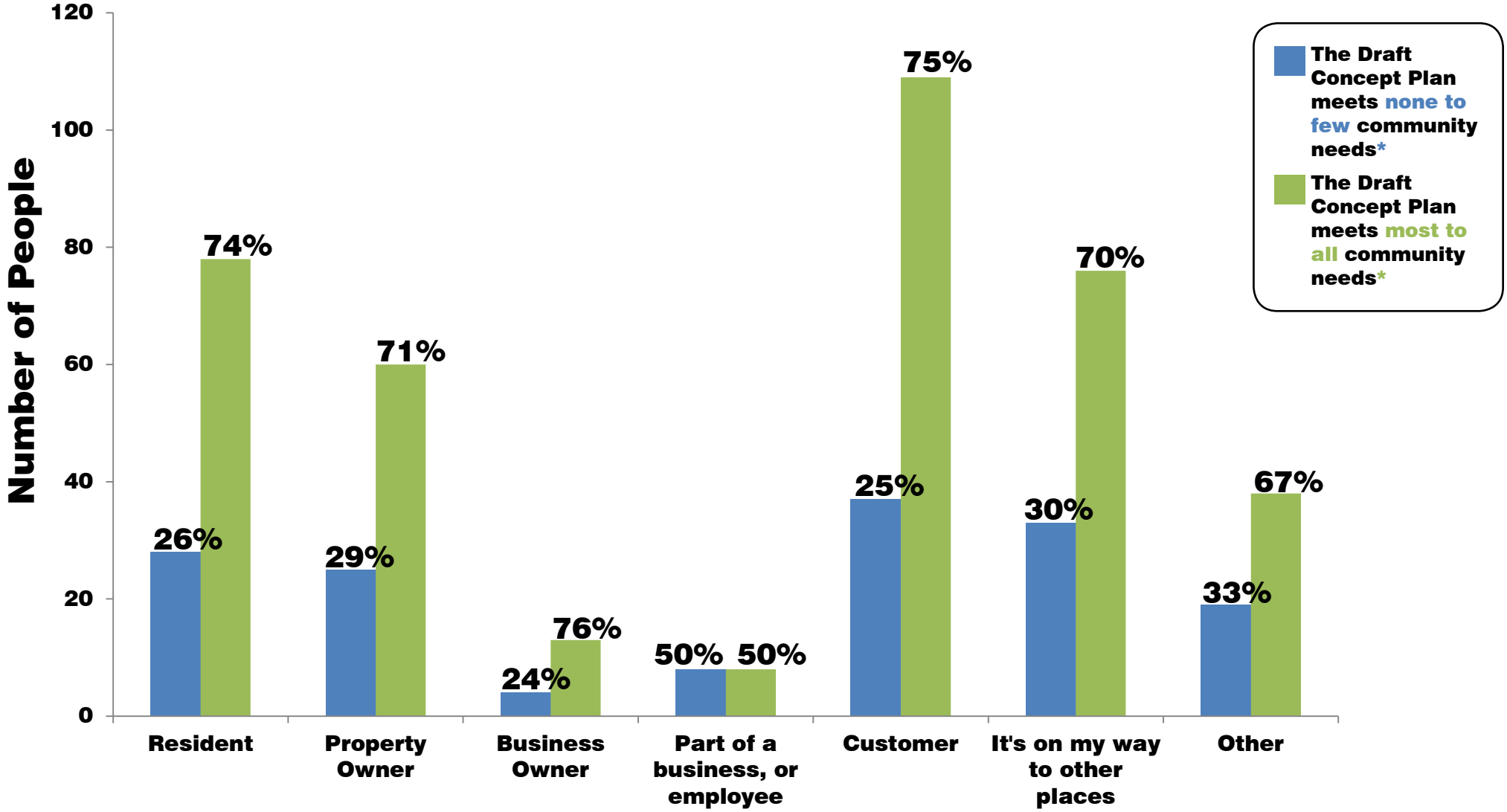
*These respondents gave the Draft Concept Area Plan a rating of 1-5.

Number of people who felt the Draft Concept Plan meets most to all of the community's needs compared to the total number of respondents



*These respondents gave the Draft Concept Area Plan a rating of 6-10.

How well do they think the Draft Concept Plan meets the needs of the community? Break-down by user group:



*Respondents gave the Draft Concept Plan a rating of 1-5.

*Respondents gave the Draft Concept Plan a rating of 6-10.

100 most frequently used words in all comments* on the Draft Concept Plan:

*Respondents provided responses to open-ended questions regarding the Draft Concept Plan

Top 10 most-frequently mentioned themes in all comments* on the Draft Concept Plan:

1. Bike and pedestrian safety on Willamette
2. Bike and pedestrian safety/ access in the district as a whole
3. Aesthetics and street life
4. Traffic congestion
5. Neighborhood character
6. Public transportation
7. Parks and open space
8. Parking
9. Willard School Site
10. Commercial Development

*Respondents provided responses to open-ended questions regarding the Draft Concept Plan

1. Bike and pedestrian safety on Willamette

146 respondents suggested improved ***bike*** safety and/or access on Willamette

140 respondents suggested improved ***pedestrian*** safety and/or access on Willamette

84 respondents suggested that Willamette Street have ***dedicated bike lanes***

8 respondents suggested a ***reduced traffic speed***

Other suggestions:

- Reduce curb-cuts and driveways
- Include covered bike parking at key locations
- Create wide, attractive sidewalks
- Improve and increase crosswalks along Willamette and 29th
- Created a vegetated buffer zone between the sidewalk and street
- Prioritize biking and alternative modes of transportation over car traffic:

  "Don't keep the status quo of it being so much easier to drive a car than get out into the community and bike."

2. Bike and pedestrian safety/access in the district as a whole

129 respondents suggested improved ***bike*** safety and/or access in the district as a whole

120 respondents suggested improved ***pedestrian*** safety and/or access in the district as a whole

13 respondents expressed support for creating a bike/pedestrian connection at ***27th and Amazon***

8 respondents expressed support for a bike and pedestrian connection between ***Woodfield Station*** and the ***Southtowne Shoppes***

7 respondents suggested that the ***Amazon trail bike/pedestrian crossing at 24th*** be enhanced with ***improved lighting and clearer signage***

Other suggestions:

- Provide connection between Willamette street bikeway and Amazon bike/pedestrian path
- Provide safe bike connection from Amazon Parkway at 29th to Lorane Highway
- Improve bike and stroller access between College Hill and Woodfield Station
- Facilitate pedestrian access to the Willamette district from south of 29th Avenue
- Provide more covered areas:

  "By creating covered areas and pathways that are friendly to cyclists and pedestrians, you encourage people to go to unfamiliar businesses. When looking at a space, I ask, "Is this a place where I would walk with my grandmother?" If the answer is no, people are unlikely to think of the area fondly."

3. Aesthetics and street life

46 respondents expressed an interest in improving the ***aesthetics*** of Willamette Street

9 respondents suggested that ***utility lines*** be ***buried under the street*** to provide wider sidewalks and reduce visual clutter

8 respondents suggested that ***building heights*** be limited

Other suggestions:

- Provide development along Willamette Street that is at human-scale and enhances the pedestrian experience
- Enhance sidewalks with amenities such as drinking fountains for people and pets, pet clean-up stations, attractive trash bins, and educational art pieces
- Extend aesthetic improvements to 29th Ave. with features such as street trees and attractive light poles
- Enforce specific design guidelines for new development on Willamette Street:

  "While the general land use designations are useful, often it is the character of the development (form, quality) that are most important. Design standards are highly desirable."

4. Traffic

29 respondents suggested ***reducing*** the number of ***traffic lanes*** on Willamette, while

6 respondents ***opposed a decrease*** in number ***traffic lanes***

30 respondents suggested a ***center turn lane*** on Willamette

11 respondents expressed concern over ***increased traffic*** in ***neighborhood streets***

Other suggestions:

- Encourage through car traffic to use Amazon Parkway so that Willamette can be safer for bikes and pedestrians
- Balance the needs of car traffic with other forms of transportation:

  "We drive down Willamette every day to take the kids to school. Keeping the flow of traffic moving is important -- which is a tall order when combined with the need to make it more walkable and safe for bikes."

5. Neighborhood character & housing

20 respondents expressed ***support*** of ***increased density*** in the district,

18 expressed ***support*** of ***density with some concerns***, and

13 respondents were ***opposed*** to ***increased density*** in the district

22 respondents expressed a desire to ***protect neighborhood character***, especially in areas with ***single-family housing***

4 respondents suggested that new development in the area ***preserve neighborhood views***

Other suggestions:

- Enforce strict energy-efficiency and sustainable-building standards for new housing developments
- Provide gradual, sensitively designed transitions between areas of high and low housing densities:

  "I do not object to row houses on our street but would like to see any additional houses types integrated, over time, with those of us who choose to live and raise our families in single family dwellings in this neighborhood."

6. Public transportation

21 respondents expressed ***support*** for ***public transportation*** options

Other suggestions:

- Integrate Bus Rapid Transit (EmX) line on Willamette Street
- Create dedicated bus pullouts along Willamette

7. Parks and open space

14 respondents suggested developing ***more public open space*** in the area

Other suggestions:

- Maintain small, open "flex spaces" to accommodate future demographic needs (i.e. park, garden, school, etc.)
- Accommodate urban agriculture and sunlight needs
- Improve Amazon Park with "destination features" such as gardens and arboretums to encourage pedestrian access
- Plant trees along 29th to create a "green strip" from Amazon Park to Morse Ranch
- Provide a public gathering space in the concept plan:

> ***"...something that is an 'epicenter' of the area that doesn't involve private property or spending money."***

8. Parking

11 respondents expressed ***support*** for the ***shared parking lot*** plan

2 responded suggested the creation of ***parking garages*** concentrated near commercial centers

Other suggestions:

- Retain some short-term parking spots on Willamette for running quick errands (picking up bread, dry-cleaning, etc.)

9. Willard School site

9 respondents suggested that the site become a ***park/open space***,

3 respondents expressed that the school should be kept at the site to ***accommodate future population growth***, while

4 respondents suggested that the site be ***developed*** with some space preserved as a ***public park***

Other suggestions:

- Protect native vegetation (Oregon White Oak and Camas flowers) on the site
- Consider mixed-use development on the site

10. Commercial development

Specific suggestions:

- Limit the amount of franchise/chain businesses in the district
- Maintain, protect, and enhance presence of local businesses:

  "I support locally owned businesses rather than big box outlets. I'd much rather see a vi brant village feel with cafes, shops, restaurants, pocket parks."
- Remove deterrents for redevelopment:

  "I hope you will make it easy for businesses to tear down existing structures and replace them with more modern, more functional and more efficient structures over time. Trying too hard to maintain the 'character' of the old buildings acts as a deterrent for new business ventures."

Other concerns

8 respondents suggested that ***Civic Stadium*** be included in the study area

3 respondents expressed concern over increasing ***vandalism***, ***graffiti***, and ***theft*** in area

Things people liked:

Focus on walkability

- Pedestrian connection between South Towne Shops and Woodfield Station
- Pedestrian connection to community garden at 27th and Amazon
- Concept of a '20 minute neighborhood'

  "I appreciate that the plan includes places to live, work, shop and recreate (the park). It is important that we create a walkable environment for all of these."

Business revitalization

- Opportunities for new businesses
- Business/residential mixed-use developments on Willamette

Aesthetic improvements

- Street trees and landscaping

Overall process

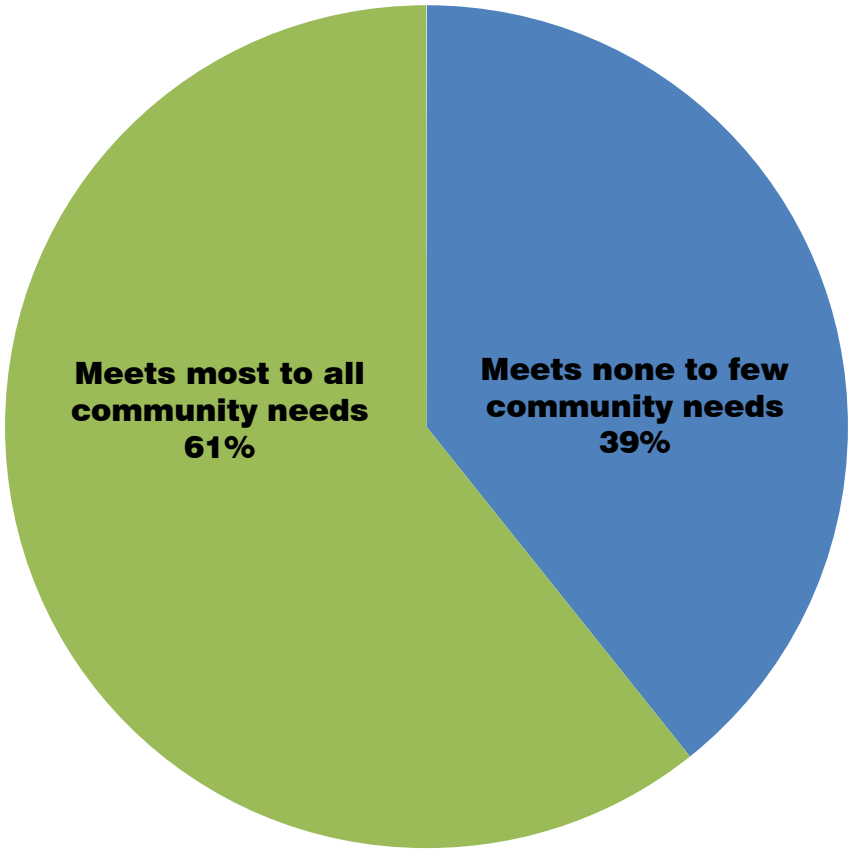
- Sense of community

  "Overall, I feel like the draft plan is on the right track. It has vision and seems to be focused on creating community, fostering a sense of shared space."
- Future potential of the district

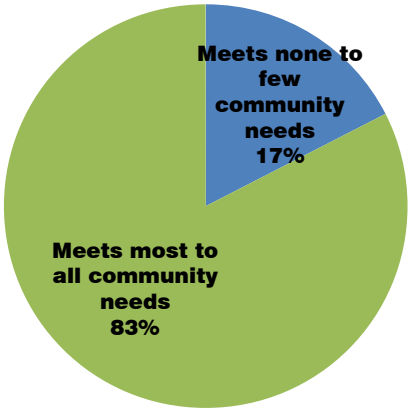
  "I am excited for Willamette Street area to realize its potential. As long as this plan is rooted in longterm, sustainable development, provides bike and pedestrian friendly options, and creates desirable retail options, I think it will work."

How well does the draft plan meet community needs?

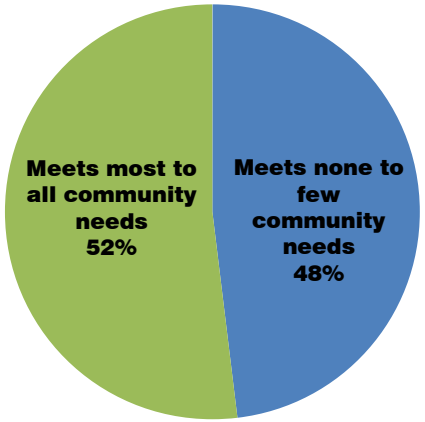
The December draft concept plan did not show a transportation design for Willamette Street itself. During the time frame of the survey the project received considerable media attention regarding whether bicycle lanes will be proposed for Willamette Street. It is now widely understood that this aspect of the plan will be examined in a more detailed transportation study to begin this summer and is intentionally not shown in the Draft Concept Plan. These charts indicate the difference in response before and after the media generated on this topic.



All respondents



Respondents prior to Jan. 3



Respondents after Jan. 3

Public Outreach and Publicity of South Willamette Draft Concept Plan

Through Spring 2012

- Friendly Area Neighborhood General neighborhood meetings, quarterly newsletters:
- SouthTowne Business Association meetings, monthly newsletters
- General meetings for business people
- Public workshops and listening sessions
- Individual conversations with business people, property owners, residents
- Conversations with small groups
- UO Architecture design studio and public presentation
- Transportation and Growth Management Grant
- OTREC grant application
- Pedestrian and Bicycle Master Plan
- Envision Eugene, SW concept plan integrated in recommendation and public forums
- City Council Newsletter articles
- Planning Commission updates and presentations
- Over 500 people on Interest list
- Two direct postcard mailings to all occupants and owners within project boundary
- Interactive Design Workshop
- Draft Concept Presentation
- Focus Group
- Stakeholder meetings to discuss draft concept
- Two online surveys; 339 total responses
- Online video presentation
- Media articles and interviews: The Weekly, Register Guard, KLCC, KVAL
- Ongoing display of concepts on 2nd level gallery in Atrium building