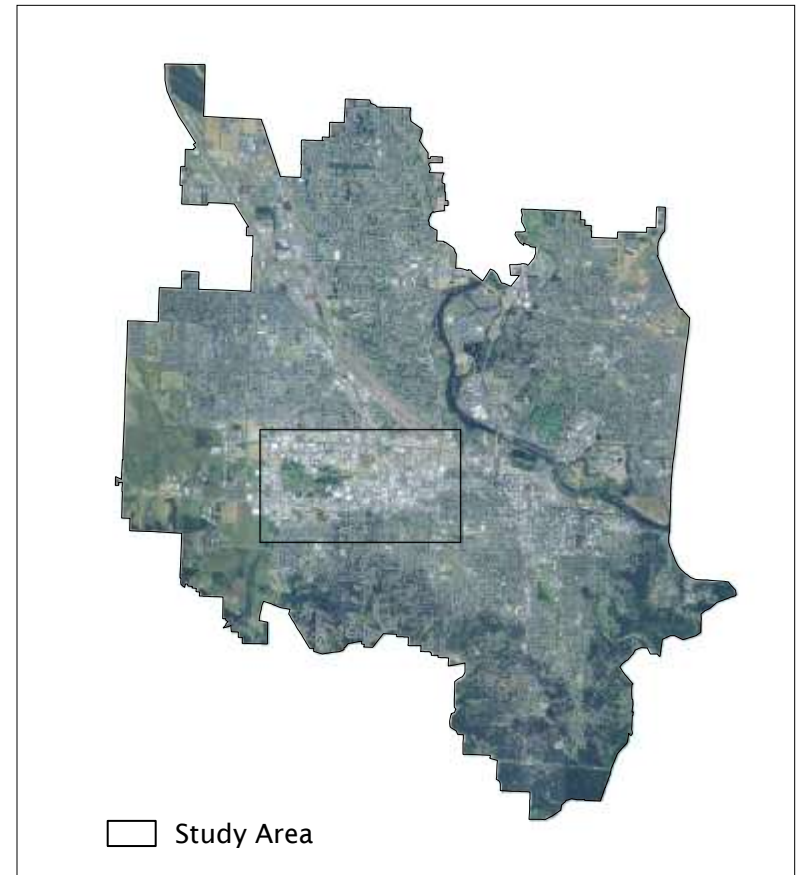


West Eugene Flexible Zoning Study

- Envision Eugene Context
- Study Area Characteristics
- What We've Heard
- Implementation Options



The Seven Pillars of Envision Eugene

- Provide ample economic opportunities for all community members
- Provide affordable housing for all income levels
- Plan for climate change and energy uncertainty
- Promote compact urban development and efficient transportation options

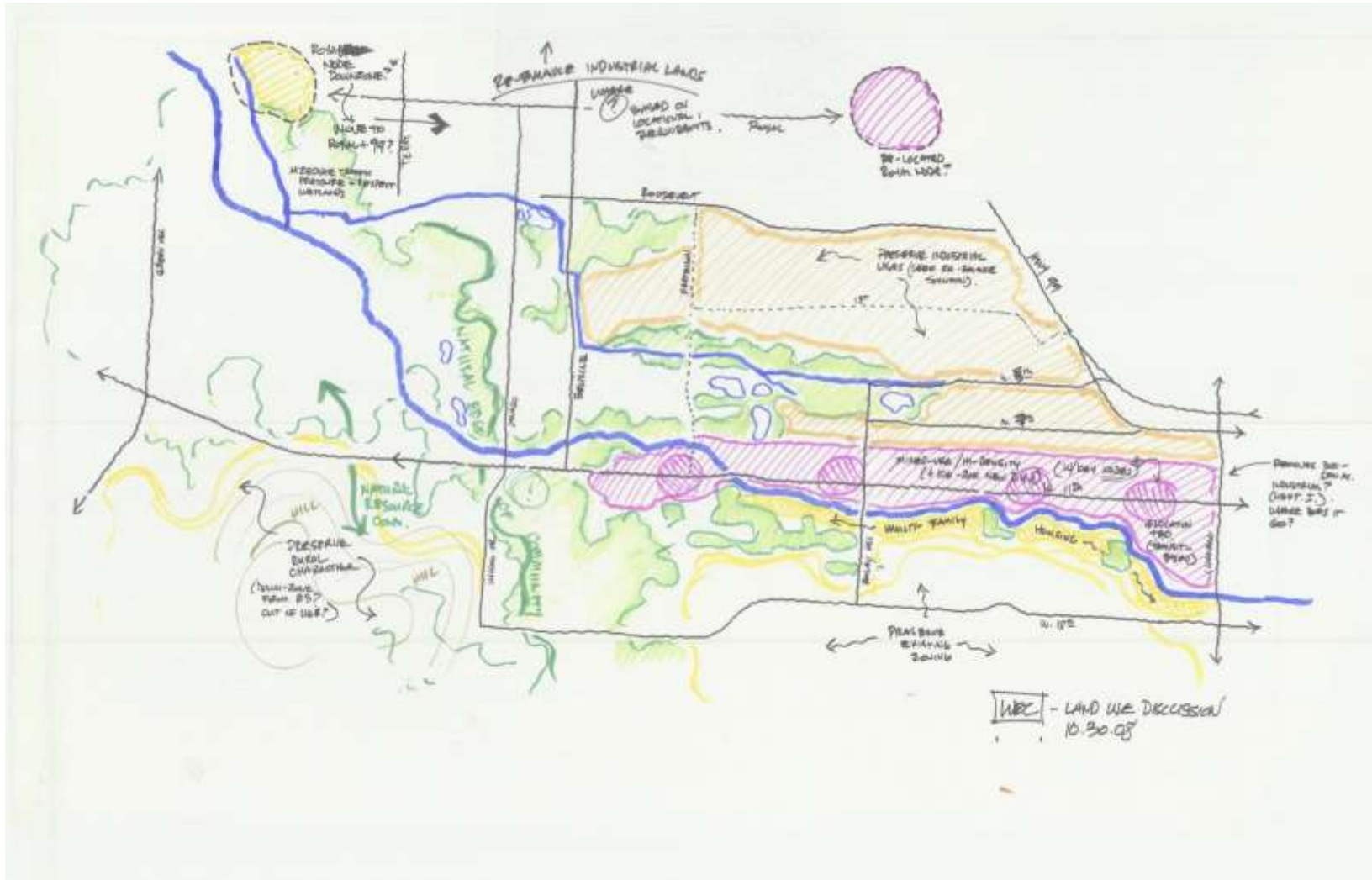
Economic Opportunity Strategy 2a

- Conduct a *parcel evaluation to add flexibility* to at least 75 acres of *smaller sized, underutilized industrial lands* in the Campus Industrial designation as well as in *West Eugene* to a commercial or flexible employment designation.

Compact Development Strategy 4b

- Change the land use code to *increase flexibility* for compatible uses *within industrial and commercial zones*.

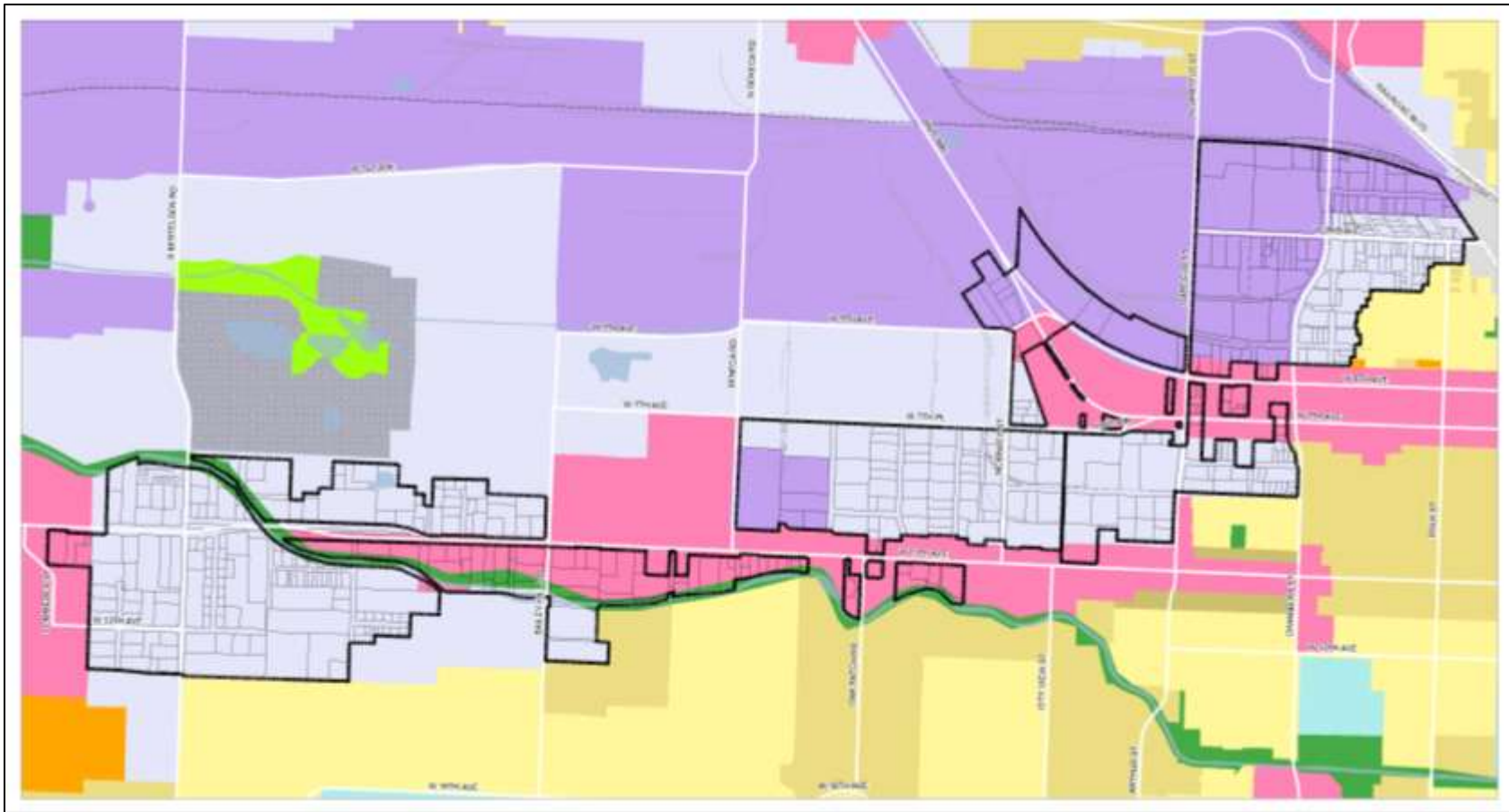
West Eugene Collaborative Vision



West Eugene Study Area

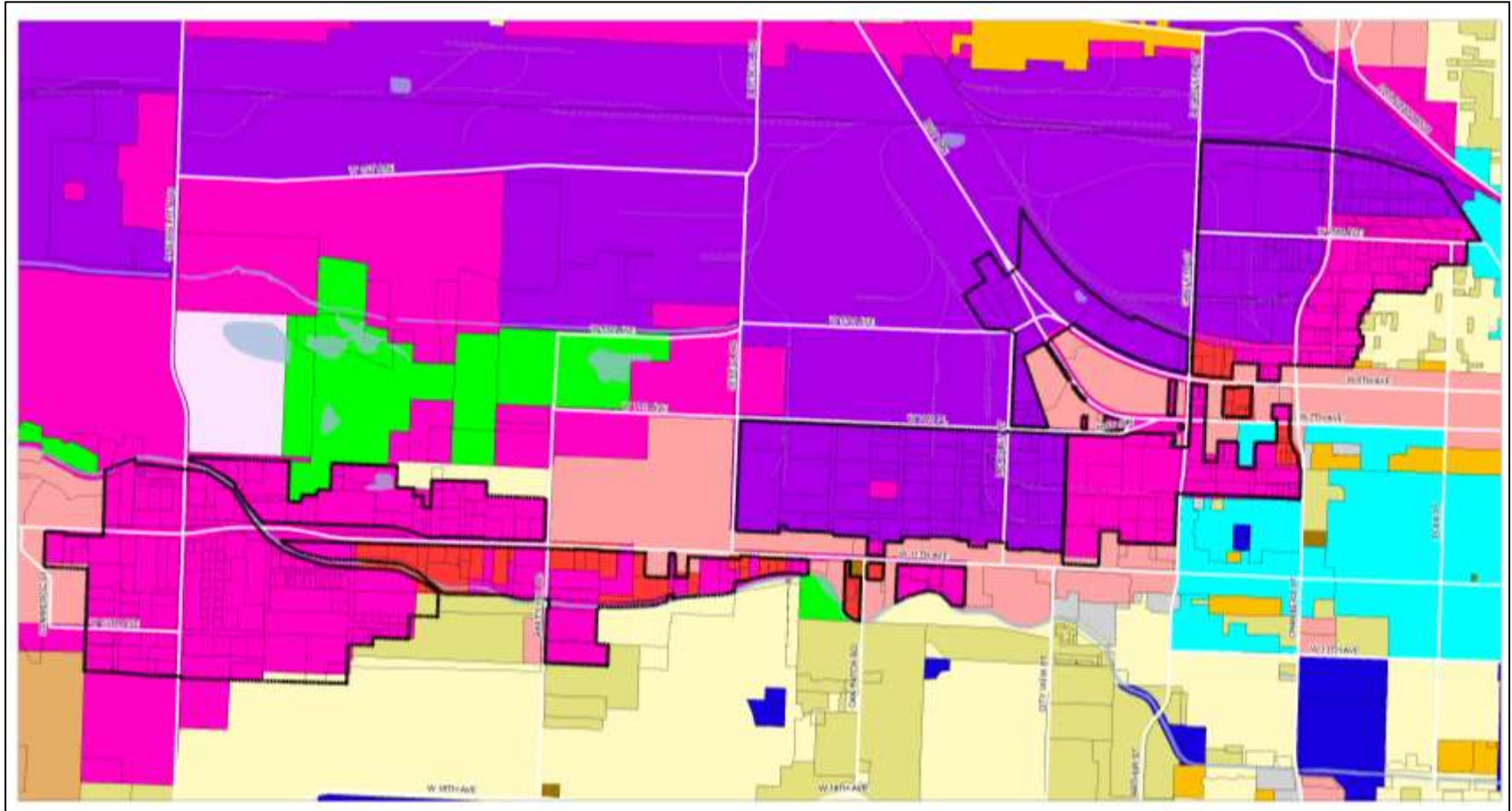


Metro Plan Designations



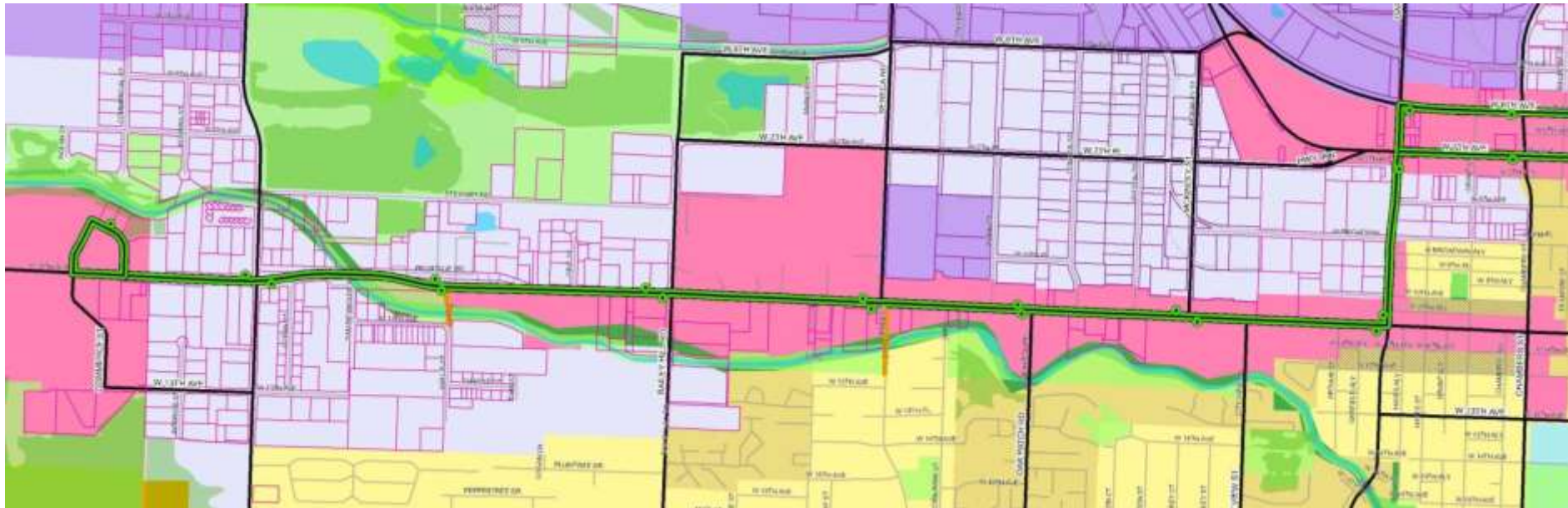
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|------------------|-------------------------------|----------------------------|------------------------------|
| ———— Study Areas | L, Low Density Residential | C, Commercial | O, Campus Industrial |
| Water Bodies | M, Medium Density Residential | MU, Mixed Use | E, X, Government & Education |
| | U, Medium Density Res. Mixed | Z, Heavy Industrial | P, Parks and Open Space |
| | H, High Density Residential | I, Light Medium Industrial | N, Natural Resource |

Existing Zoning



Potential West Eugene EmX Station Locations

6th/7th
Chambers



Commerce—Bertelsen—Wallis-----Bailey Hill—Seneca—Oak Patch—McKinley—Garfield

Vacant & Underutilized Parcels



Recent Development on West 11th (C-4 zone)



West 11th Hodgepodge



West Eugene Flexible Zoning Study Contacts

- Brim Tractor
- Emerald Deli
- Bagel Sphere
- United Rentals
- SELCO
- Claim 52 Brewing
- Goodwill Industries
- Willamette Valley Company
- Forrest Paint
- UP Railroad
- St. Vincent de Paul
- Giustina Resources
- Milland Properties
- City Building, Community Development, Parks, and Transportation
- ODOT, LTD
- Real Estate Professionals
- West Eugene Community Organization

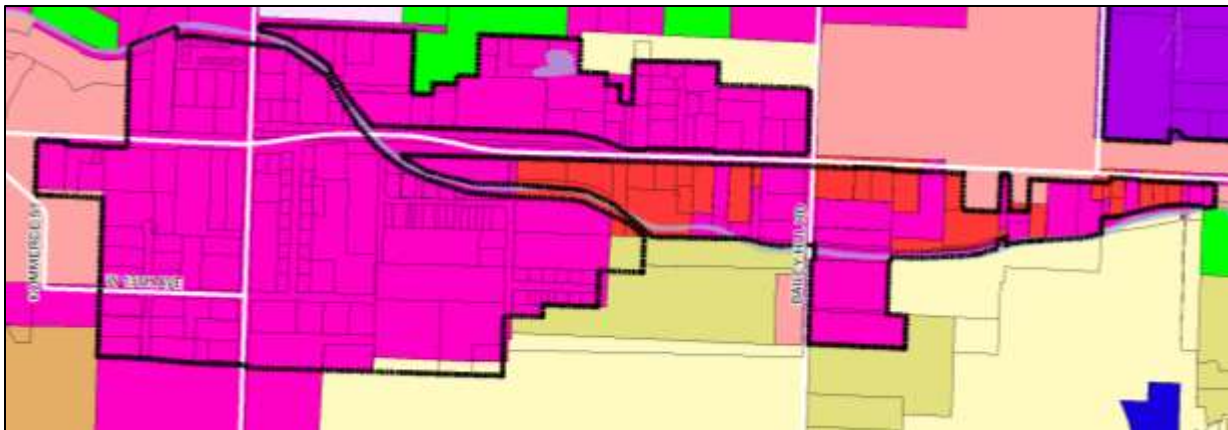
Open House – December 10, 2012 Goodwill Industries (855 Seneca)



What We've Heard

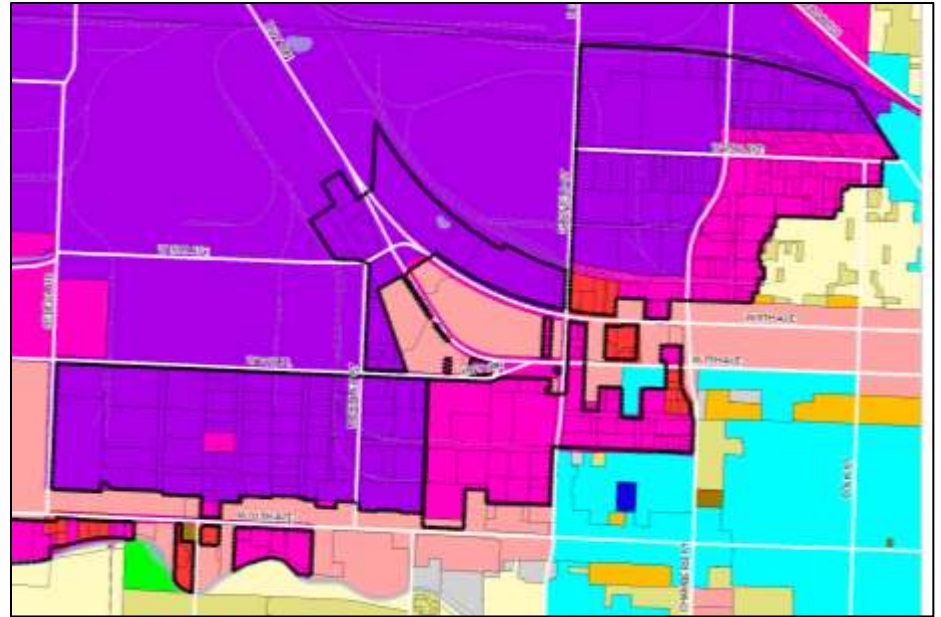
Broad support for **more use flexibility in the existing I-2 zone**, especially for parcels fronting major roads.

Support for **keeping the commercial-industrial zone concept**, but removing limitations. Patchwork zoning is a problem and should be **cleaned up**.



What We've Heard

Interest in expanding use allowances in the **I-3 zone** or re-zoning to a more flexible zone, while protecting existing industrial operations



Interest in expanding the **Whiteaker Special Area Zone** or a similar zoning district into the study area.

Implementation Options – Plan Diagram

- Re-designate some Industrial parcels to **Commercial**.
- Create a new **Employment** designation and re-designate some industrial and possibly some commercial land to the new designation.
- Create a **Mixed Use** designation and re-designate some industrial and commercial lands to the new designation.

Implementation Options – Zoning

- Amend the existing **I-2 and I-3** zones to allow compatible commercial employment uses.
- Re-work the **C-4** zone and apply it more broadly to lands designated Employment or Mixed Use.
- Rezone some properties from I-2 or I-3 to a C zone or **flexible zone**, especially on major roads
- Create a new **Special Area Zone** or re-worked Whiteaker SAZ and extend it further west into the study area.

Implementation – Other Considerations

- **Clean up the plan diagram** by re-designating publicly owned resource lands to the NR designation, and re-zoning as needed
- Create and apply **station area development standards** in concert with LTD's design and engineering work in West Eugene



Questions and Discussion

- Other considerations?
- Commissioner input as we move forward