

Envision Eugene

A Legacy of Livability



Draft Proposal Open House

Learn about the proposed plan and give feedback on how we grow.

April 4, 2011, 3-6 pm
Bascom-Tykeson Room
Downtown Eugene
Public Library



View the Draft Proposal and take a survey online at www.EnvisionEugene.org

City of Eugene
Planning & Development Department
541-682-6021



April 2011

Welcome to the monthly project newsletter for Envision Eugene, our community's process for creating and achieving a vision for accommodating our future growth.

We reached a project milestone on **March 9**, when the City Council reviewed the draft proposal, *Envision Eugene: A Legacy of Livability*. The council voted unanimously to send the proposal out for public review and comment. The full size file is available for viewing or downloading on the website at www.envisioneugene.org, along with a link to a feedback survey. A smaller file, with less graphic clarity, is attached to this message.

Open House/Craft Time at the Library: On **April 4th** (next Monday) from 3-6 pm, you are invited to come to the Downtown Library for an open house/Q & A session with Envision Eugene staff.

****Both children and adults will be invited to participate in making crafts and art at this event. Activities will include an Envision Eugene mural, a craft project designed and overseen by city Recreation staff, and postcard making with pens and ink. This event is designed to allow parents to bring their children along, and to involve community members of all ages in Envision Eugene.****

At the event, staff will be soliciting comments on four main themes of the draft proposal:

- **Mixed Use Redevelopment.** Compact development and efficient transportation options are community priorities. Future land need for commercial activities and multi-family housing will be accommodated inside the existing UGB, along key transit corridors and in core commercial areas.
- **Tools and Incentives.** Implementation tools and incentives (such as financial incentives and infrastructure projects) will be required to facilitate redevelopment activities along key transit corridors and in core commercial areas.
- **Industrial Land Strategy.** Economic development is a community priority, to increase local employment rates, wages, and standard of living. We will facilitate redevelopment of our existing industrial lands as our first priority. However, Eugene lacks available land for large lot industrial development, and the UGB will need to be expanded to accommodate this land need. Currently, 400-500 acres is proposed. Potential expansion areas will be determined by prioritizing the preservation of high value agricultural lands and habitat areas.
- **Neighborhood Livability.** Densities will not be increased in our single-family neighborhoods beyond what is currently allowed. Furthermore, we will continue to develop design standards to ensure that future development is in-keeping with the character of existing neighborhoods. The need for additional land to accommodate a future supply of single-family homes is still under study. A recommendation is expected in May of 2011.

Public Hearing: The City Council invites your comments on the March 2nd draft proposal at a public hearing on [April 25th](#). The hearing will begin at 7:30 pm in the Council Chamber at 777 Pearl Street.

Email or written comments on the draft proposal are welcome. Send email comments to terri.l.harding@ci.eugene.or.us or mail to Terri Harding, c/o Eugene Planning Division, 99 West 10th Avenue, Eugene, OR 97401.

City Club: We had a great discussion about the draft proposal on [March 18th](#) with Lisa Gardner, Pat Johnston, Randy Hledik, Alan Zelenka, Larry Banks, Bill Aspegren, and Kate Perle. You can listen to the radio broadcast of the program at www.klcc.org. More information is available at www.cityclubofeugene.org.

Saturday Market starts [this weekend](#), along with an expanded Lane County Farmers Market. It's a beautiful time to be living, working, and playing in Eugene! Thanks for your involvement.

Terri Harding
Envision Eugene Public Involvement Manager
City of Eugene Planning Division
(541) 682-5635 terri.l.harding@ci.eugene.or.us



www.envisioneugene.org