

# Envision Eugene

## *E-Newsletter, July 9th Edition*

Happy July to all of you! Summer is in full swing, and Envision Eugene is keeping the momentum going from all of the positive energy generated during the first phase of public outreach. This first phase included three public workshops, which were held around the community on May 4<sup>th</sup>, May 26<sup>th</sup>, and June 23<sup>rd</sup>. The June 23<sup>rd</sup> workshop focused on a refined list of potential approaches to growing within our current growth boundary. Based on feedback from the first two workshops, along with staff research and technical analysis, the following 9 approaches to managing growth were presented:

1. Mixed Use Transit Corridors
2. Mixed Use Downtown
3. Mixed Use Centers
4. Small Scale Commercial in Neighborhoods
5. Multi-Family Housing Around Hot Spots
6. Increased Density for New Housing Development
7. Attached and Clustered Housing at Neighborhood Edges
8. Small Scale Neighborhood Infill
9. More Commercial Uses in Industrial Areas

Workshop materials, compiled comments, and comment forms are now posted on the website at [www.envisioneugene.org](http://www.envisioneugene.org) in the Meeting #3 folder in the left hand column. See below for an image of one of the posters we presented.

### *Youth Art Projects*

Sixth graders at MeadowView, Family School, and O'Hara got involved in Envision Eugene by participating in art class projects on the topic of what their ideal future Eugene would look like. Over 100 completed pen and ink artworks are on display at the Atrium at 99 West 10<sup>th</sup> Avenue. For ages 14-21, we sponsored a contest for expressing the future of Eugene through a poster, video, or poem. Thirty-seven high school students submitted entries, and these are on display at the Atrium as well. Awards were presented by Mayor Piercy during the first Friday Art Walk on July 2nd. At right is an image of the art show crowd.



### *Community Resource Group*

In early June, City Manager Jon Ruiz convened a three day community workshop with the purpose of engaging participants with a wide variety of views on the issue of growth in a collaborative conversation. The workshop included exploration of conflicts in our community, and set the stage for allowing new ground to be created that will serve a common community vision of our future. This group agreed to participate in follow up discussions that connect them to work done by staff and the general public over

the course of the three Envision Eugene public workshops. During July and August, work will continue with this group and subsets of this group, allowing project momentum to continue over the summer and refined information to be presented to the broader community in the fall. A list of community workshop participants is available at [www.envisioneugene.org](http://www.envisioneugene.org) on the Get Involved page; additional participants will be added to improve the diversity and balance of viewpoints.

#### *Technical Analysis Update*

During the buildable lands inventory (Eugene Comprehensive Lands Assessment or ECLA) City staff and consultants worked with stakeholders to develop baseline assumptions about Eugene's future growth. These assumptions are largely based on recent historical data about development in Eugene. Future development, however, may be different from past development as a result of multiple factors, including changes in market conditions or in public policy. Through the ECLA work, some of the assumptions were identified as assumptions that could be adjusted during Envision Eugene to better reflect the future.

Two of the assumptions, housing mix and housing density, particularly warrant further analysis. Housing mix is the percentage of land needed for single-family housing compared to the percentage of land needed for multi-family housing. Housing density is the average amount of density assumed for new construction on vacant land. To identify what the City's needed housing mix and housing density will be for the future, City staff and the ECLA consultants have analyzed factors such as housing density and mix trends and changing demographics. A draft memo detailing these assumptions and the implications of adjusting them is being finalized and will be available on our website next week.

I invite you to take a peek at project information via the website, take a survey, or join us on our Facebook page. Also, expect another newsletter in about two weeks, and additional public workshops are in the planning stages for fall.

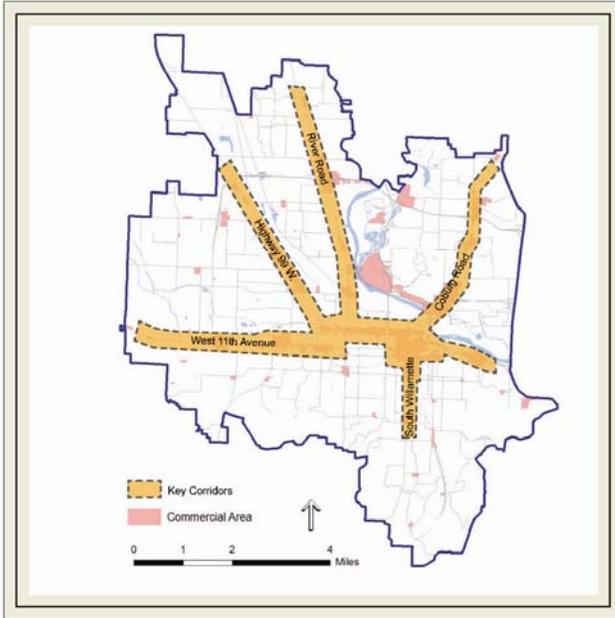
Happy summer!

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Areas where strategy may be applied

# 1 Mixed Use Transit Corridors

## Description

Create stretches of medium and high density housing and businesses along transit corridors (major streets that serve as key transportation routes for people and goods such as LTD/EmX routes). Denser housing and businesses along corridors would transition into less dense housing to match nearby neighborhoods. Mixed use corridors also include important public amenities such as bike and pedestrian-friendly streets and parks. Corridors are relatively large geographic areas that may include one or more mixed use centers, or commercial hubs.



\*Actual land savings depends on many factors and is currently unknown. Requires further study.

## What We've Heard

- Locate density in under-developed commercial corridors such as West 11th Avenue.
- Focus on transportation oriented development.
- Make better use of infrastructure investments.

## Implementation

### Current Status:

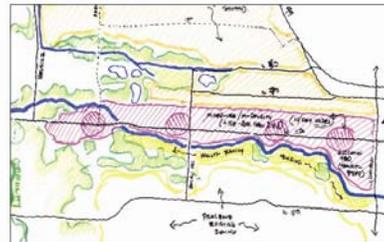
- Mixed use is already allowed in commercial zones and along transit corridors, but very little mixed use development is currently happening.

### What Would Change:

- Create a vision for mixed use development centered around transit corridors. We need to plan for what we want, identify barriers and overcome them.
- The vision should focus on building design, uses, relationship of buildings to streets, public spaces, transportation, parks, and natural areas, and services.
- Various incentives to encourage this type of development should be considered.



Mixed Use in Crescent Village



Working Sketch from West Eugene Collaborative (WEC)



Mixed Use Development on a Corridor

# Housing, Jobs & Services