



AGENDA

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

Meeting Location:
Sloat Room—Atrium Building
99 W. 10th Avenue
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 hour notice prior to the meeting. Spanish-language interpretation will also be provided with 48 hour notice. To arrange for these services, contact the Planning Division at 541-682-5675.

MONDAY, AUGUST 3, 2015 – REGULAR MEETING (11:30 a.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: COMPREHENSIVE PLAN

Lead City Staff: Terri Harding, 541-682-5635
terri.l.harding@ci.eugene.or.us

12:50 p.m. III. BIKE PARKING

Lead City Staff: Reed Dunbar, 541-682-5727
reed.c.dunbar@ci.eugene.or.us

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

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

Commissioners: Steven Baker; John Barofsky; John Jaworski (Vice-Chair); Jeffrey Mills; Brianna Nicoletto; William Randall (Chair); Kristen Taylor

AGENDA ITEM SUMMARY
August 3, 2015

To: Eugene Planning Commission

From: Terri Harding, City of Eugene Planning Division

Subject: Envision Eugene Plan Approach and Comprehensive Plan Overview

ISSUE STATEMENT

This work session is an opportunity to update the Planning Commission on the structure and organization of the Envision Eugene Plan, and to provide an overview of Part Two: the *Envision Eugene Comprehensive Plan*.

BACKGROUND

The *Envision Eugene Comprehensive Plan* will be our city's first comprehensive plan separate from the City of Springfield. It is envisioned to sit within a larger context of the Envision Eugene Plan, a four part document that encompasses the visionary, regulatory, design, and implementation aspects of Envision Eugene. See Attachment A for a diagram of the Envision Eugene Plan components.

- Part One: *Community Vision* will carry forward the seven pillars as an expression of community values defined through the visioning process of Envision Eugene.
- Part Two: *Envision Eugene Comprehensive Plan* will serve as the legally required Comprehensive Plan and incorporate both new policies and existing policies pulled from the current Metro Plan. It will take several years to fully populate this document to make it a stand-alone Comprehensive Plan; the plan will work in tandem with the Metro Plan during the transition period. Goals and policies that are required for the adoption of a Eugene-specific Urban Growth Boundary (UGB) will be part of the adoption package moving to public hearings in late 2015.
- Part Three: *Urban Form and Community Design* will delve more into the physical character of the city and include the Community Design Handbook. The handbook has been previously reviewed by the Planning Commission, and additional refinements will be taken out for public review later in August; a Commission meeting on Part Three of the Envision Eugene Plan is tentatively scheduled for August 31.
- Part Four: *Implementation and Monitoring* will provide guidance for ongoing monitoring and implementation of the plan through time. This includes strategies and action items (many carried forward from the 2012 EE

recommendation) that will implement the goals. The Growth Monitoring Plan will also be included in this part of the plan (the Commission last reviewed the Monitoring Plan on June 22).

Attachment B contains a draft outline and table of contents for the *Envision Eugene Comprehensive Plan*. These documents are provided to enable the Commission and the broader community to understand where various topics will be addressed in the Envision Eugene Comprehensive Plan. Some elements will be complete for adoption with the urban growth boundary, and some elements will be developed for a later adoption process following additional staff work and community input.

Attachment C includes an introduction to plan goals and policies. This document explains the meaning and function of the Envision Eugene Comprehensive Plan goals and policies, in brief; that goals are aspirational statements that the community desires to achieve; and that policies guide city decision making related to growth management.

Attachment D is a draft chapter addressing Public Involvement, and Attachment E is an updated chapter addressing Economic Development. The Commission reviewed draft Economic Development policies in December, 2014.

Chapters addressing Compact Development and Urban Design, Housing, and Plan Implementation are in the process of being written and reviewed by the Planning Commission subcommittee, and the Transportation chapter is out for public review as part of the parallel [Transportation System Plan](#) update.

NEXT STEPS

Staff will continue to work with the subcommittee on all components of the Envision Eugene Plan, including the Comprehensive Plan over the coming months for its inclusion in the Envision Eugene formal adoption process. As individual components become ready for review, they will be presented to Planning Commission. An inter-commission workshop and opportunities for public review and comment on the plan components are also in the planning stages.

ATTACHMENTS

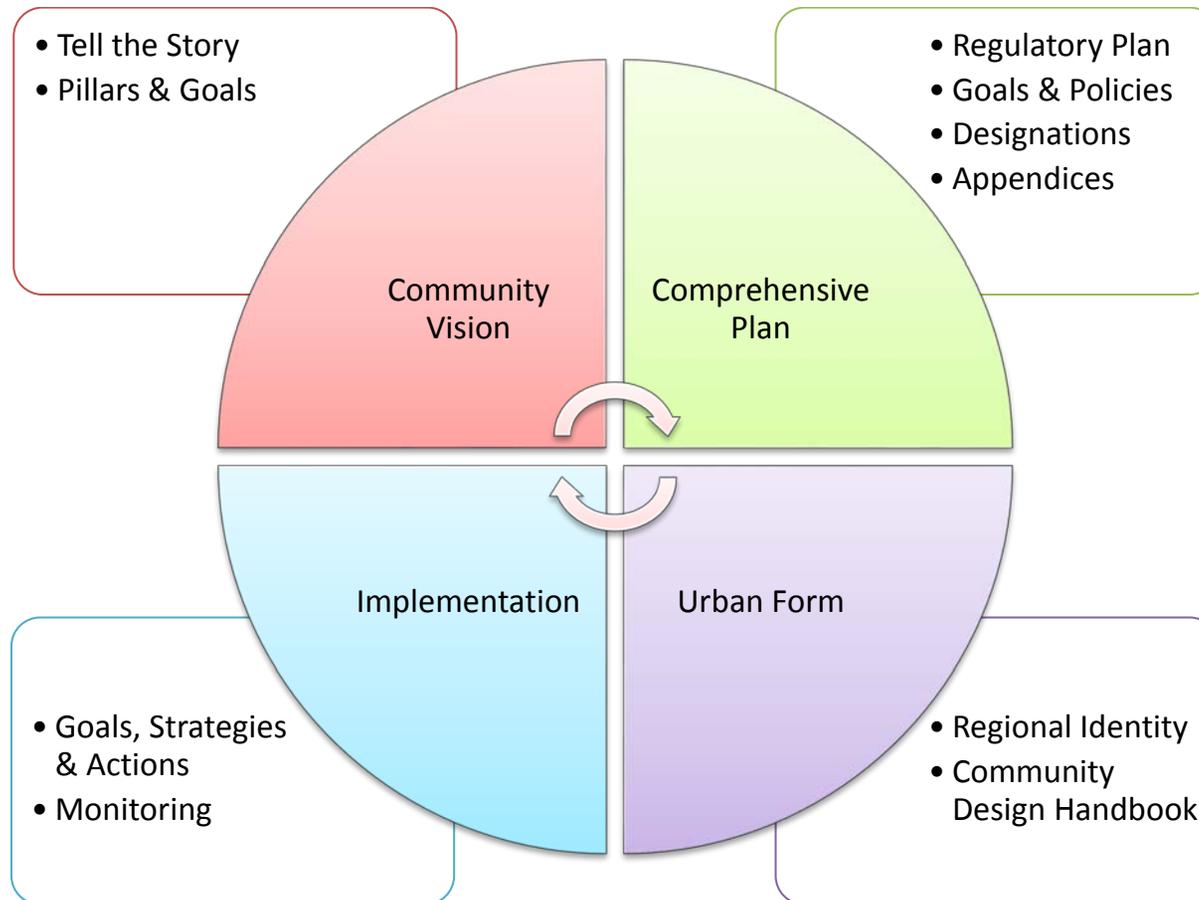
- A. Envision Eugene Plan Structure Diagram
- B. Envision Eugene Comprehensive Plan: Draft Outline and Table of Contents
- C. Envision Eugene Comprehensive Plan: Introduction to Goals and Policies
- D. Envision Eugene Comprehensive Plan: Chapter 1, Public Involvement
- E. Envision Eugene Comprehensive Plan: Chapter 3, Economic Development

FOR MORE INFORMATION

Contact Terri Harding at 541-682-5635, terri.l.harding@ci.eugene.or.us

ENVISION EUGENE: four part box set

February 2015





Community Vision



Comprehensive Plan



Urban Form



Implementation

How to Use This Plan

Introduction

Eugene Today: The People/
The Place

Eugene Tomorrow: The
Community Vision

Best Outcomes

Pillar Descriptions:

- What's the issue?
- Why does it matter?
- What do we intend to achieve?
- Goals

How to Use This Plan

Introduction

An Integrated Vision
(crosswalk with pillars)

Goals & Policies

Chapter 1-9

Comprehensive Plan Map &
Designations

Appendices
(Glossary/EOA/HNA/ Public
& Semi Public NA/ BLI)

*CC to adopt by Ordinance
(include adopting ordinance)

How to Use This Plan

Introduction (tie to pillars)

Regional Identity:

- Landscape Character
- Architectural Character
- Recreation, Culture &
Commerce

Community Design
Handbook

How to Use This Plan

Introduction

Goals, Strategies & Actions
(organized by pillar)

Monitoring Plan

ENVISION EUGENE
PART 2: COMPREHENSIVE PLAN
DRAFT OUTLINE: Phase 1

June 2, 2015

INTRODUCTION

- Plan purpose

SECTION 1: AN INTEGRATED VISION

- Relationship to Envision Eugene (Crosswalk with Pillars)
- Relationship to Other Plans (Metro Plan, Refinement and Functional Plans)
- Role of Supporting Documents (EOA, HNA, School Facility Plan, Goal 5)

SECTION 2: GOALS & POLICIES

- Introduce and explain purpose and use of Goals and Policies

Chapter 1	Public Involvement	<ul style="list-style-type: none"> • Goal 1: Public involvement
Chapter 2	Compact Development & Urban Design	<ul style="list-style-type: none"> • Goal 14: Urbanization • Annexation policies • Urban Design
Chapter 3	Economic Development	<ul style="list-style-type: none"> • Goal 9: Economic development
Chapter 4	Housing	<ul style="list-style-type: none"> • Goal 10: Housing
Chapter 5	Community Health and Livability	<ul style="list-style-type: none"> • Goal 8: Recreation • School siting and planning • Culture/ Art • Community Health • Quality of life/ Livability
Chapter 6	Natural & Environmental Resources	<ul style="list-style-type: none"> • Goal 5: NR, scenic and historic, open space • Goal 6: Air, water and land • Goal 7: Natural hazards • Goal 13: Energy conservation • Goal 15: Willamette greenway
Chapter 7	Public Facilities & Services	<ul style="list-style-type: none"> • Goal 11: Public facilities & infrastructure • Capital Improvement Plan
Chapter 8	Transportation (TSP by reference)	<ul style="list-style-type: none"> • Goal 12: Transportation
Chapter 9	Administration & Implementation	<ul style="list-style-type: none"> • Goal 2: Coordination with partners

SECTION 3: COMPREHENSIVE PLAN MAP AND DESCRIPTIONS

APPENDICES:

- EOA, HNA, Public NA, BLI

GLOSSARY

June 2, 2015

**Envision Eugene Comprehensive Plan
Section 2: Goals and Policies
Annotated Table of Contents
June 2015 **DRAFT****

- **Chapter 1 – Public Involvement**
 - Goals
 1. Meaningful and Equitable Public Participation
 2. Accessible and Transparent Processes
 3. Integrate Community Wisdom with Sound Technical Analysis
 - Policies
 - Diverse Participation Opportunities
 - Enhance Community Capacity
 - Enhance City Staff Capacity
 - Maintain Focus on Transparency
 - Design for Equity
- **Chapter 2 – Compact Development and Urban Design**
 - Goals
 1. Compact Development
 2. Urban Design
 3. Neighborhood Vitality
 - Policies
 - Development Principles
 - Efficient use of land
 - Efficient energy use
 - Urban intensity
 - Form-based planning
 - Natural systems
 - Development Patterns
 - Key Corridors and Core Commercial Areas
 - Area Planning
 - Redevelopment opportunities
 - Transit Oriented Development
 - Transit station area safety
 - Complete neighborhoods
 - Future neighborhoods
 - Downtown
 - Downtown vitality
 - Cultural center
 - Expand downtown to the river
 - Downtown housing
 - Design Principles

- Community Design Handbook
- Community places
- Public spaces
- Parking management
- Walkable places
- Design transitions
- Crime prevention
- **Chapter 3 – Economic Development**
 - Goals
 1. Household Prosperity
 2. Business Development
 3. Community Vitality
 - Policies
 - Overall Economic Development Objectives
 - Employment growth
 - Emerging economy
 - Build on Eugene’s Assets
 - Priority development areas
 - Small business incubators
 - Targeted Industries
 - Industry Clusters
 - Advanced Manufacturing
 - Local food and beverage manufacturing
 - Health and wellness
 - Clean technology and renewable energy
 - Software and educational technology
 - Land supply
 - Adequate land supply
 - Parcel size and suitability
 - Large lot preservation
 - Multimodal freight accessibility
 - Industrial land preservation
 - Brownfields
 - Parcel assembly
 - West Eugene industrial areas
 - Flexible campus employment areas
 - Advancing environmental justice and compatibility
 - Short-term supply
 - Short-term supply
 - Urban services
 - Monitoring
 - Infrastructure, facilities, and transportation planning

- Infrastructure
 - Transportation services
 - Technological support
 - Public investment
 - Downtown, key corridors, and core commercial areas
 - Urban economy
 - Multifaceted, regional center
 - Transit-supportive commercial development
 - Neighborhood vitality
 - Site preparedness
- **Chapter 4 – Housing**
 - *Goals*
 1. *Affordability*
 2. *Choice and Diversity*
 3. *Fairness and Equity*
 - *Policies*
 - *Affordable Housing*
 - *Fair Housing*
 - *Equitable Housing Opportunities*
 - *Tenure and Stability*
 - *Special Needs*
 - *Funding and Financial Support/Subsidies*
 - *Existing Stock*
 - *Programmatic Support*
 - *Regional Coordination and Partnerships*
 - *Supply, Demand, and Housing Needs Analysis*
 - *Density*
 - *Variety/Mix/Choice/Type*
 - *Housing Variety*
 - *Creating greater housing choice*
 - *Siting, Location and Public Facilities*
 - *Site and Unit Design*
 - *Neighborhood housing design*
 - *Policies (Additional Brainstorm)*
 - *ADUs? Add to housing variety policy?*
 - *Unhoused population policies? (somewhat, but not explicit above)*
 - *Energy-efficient housing (Pillar 3)*
 - *Housing safety – crime, hazards, structural quality*
- **Chapter 5 – Community Health and Livability**
 - *Goals*
 1. *Enhance natural and built environment for wellbeing*
 2. *Support social cohesion and equity within the community*
 3. *Fun and beauty – recreation, culture, arts, historic preservation*

- *Policies*
 - *Historic Preservation*
 - *Culture and arts*
 - *Complete neighborhoods*
 - *Neighborhood associations*
 - *Schools*
 - *Parks*
 - *Recreational needs (Goal 8)*
 - *Active transportation*
 - *Environmental justice*
 - *Pollution/toxins*
 - *Mental health*
 - *Social health*
 - *Civic engagement*
 - *Food systems (broadly) – healthy food, food security, food deserts*
 - *Urban Agriculture*
 - *Medical care*
 - *Safety – crime, hazards*
 - *Sanitation*
 - *Work environments*
- **Chapter 6 – Natural Resources and Environmental Considerations**
 - *Goals*
 1. *Stewardship*
 2. *Resilience*
 3. *Preservation and Conservation*
 - *Policies*
 - *Riparian Corridors*
 - *Wetlands*
 - *Habitat/biodiversity*
 - *Habitat connectivity*
 - *Scenic areas*
 - *Groundwater resources*
 - *Mineral resources*
 - *Energy resources (renewable and non-renewable)*
 - *Energy conservation (goal 13)*
 - *Historic resources (goal 5)*
 - *Open space (as distinct from parks)*
 - *Urban forest*
 - *Invasive species*
 - *Pollution (goal 6)*
 - *Natural hazards (flood, landslide, earthquake, wildfires – required) (other – storms, volcanoes, drought, heat events) (goal 7)*
 - *Man-made, social or biological hazards*

- *Regional hazard impacts (climate/earthquake refugees, upstream dam failure, etc.)*
- *Willamette River Greenway (goal 15) (some overlap with other goals)*
- *Urban/rural interface*
- *Rainwater collection*
- *Green roofs*
- *Ecosystem services*
- *Climate adaptation*
- *Stormwater management*
- *Carbon sequestration*
- **Chapter 7 – Public Facilities and Services**
 - *Goals*
 1. *High quality services*
 2. *Efficient use of resources*
 3. *Resilient systems*
 - *Policies*
 - *Urban Services Boundary*
 - *Service Extension*
 - *Service Delivery*
 - *Multi-objective systems?*
 - *Service coordination*
 - *Public safety and emergency response*
 - *Sanitary facilities*
 - *Storm drainage facilities*
 - *Zoning and subdivision control*
 - *Health services*
 - *Recreation facilities and services*
 - *Energy and communication services*
 - *Community governmental services*
 - *Water*
 - *Sewer*
 - *Transportation facilities*
 - *CIP*
 - *Financing public services*
 - *Solid waste*
 - *Composting/recycling*
 - *Environmental sensitivity*
 - *Equitable access to services*
- **Chapter 8 – Transportation System Plan**
 - *Goals*
 1. **Create an integrated multimodal transportation system that is safe and efficient; supports Envision Eugene, the City of Eugene’s targets for reduction in fossil fuel consumption, and other City land use and**

- economic development goals; reduces reliance on single-occupancy automobiles; and enhances community livability.
2. Advance regional sustainability by providing a transportation system that improves economic vitality, environmental health, social equity, and overall well-being.
 3. Strengthen community resilience to changes in climate, increases in fossil fuel prices, and economic fluctuations by making the transportation networks diverse, adaptable, and not reliant on any single mode.
 4. Address the transportation needs and safety of all travelers, including people of all ages, abilities, races, ethnicities, and incomes. Through transportation investments, respond to the needs of system users, be context sensitive, and distribute the benefits and impacts of transportation decisions fairly throughout the city.
 5. By the year 2035 double the percentage of trips made on foot, by bicycle, and by transit from 2014 levels.
- Policies (**abbreviated from TSP**)
 - System-wide policies
 - Foster neighborhoods cars are optional
 - Strive for zero transportation-related fatalities
 - Improve community health by planning for increases in physical activity as part of the transportation system.
 - Promote connections between modes
 - Recognize and support the Regional Transportation Options Plan (RTOP)
 - Facilitate safer conditions through speed limits
 - Specific Policies
 - Complete Streets Policy
 - Transit Policies
 - Promote the use of public transit
 - Prioritize Key Corridors
 - Collaborate with Lane Transit District
 - Engage the community in determining the role of transit service
 - Roadway Policies
 - Improve connectivity
 - Improve travel times and travel time reliability
 - Facilitate prompt emergency responses
 - Use street designs to achieve desired speed limits.
 - Complete sidewalk network
 - Preserve rail corridors, alleys, access-ways, and pedestrian and bicycle easements
 - Use motor vehicle Level of Service (LOS) standards
 - Optimize the efficiency of the transportation system

- Defer roadway improvements that increase motor vehicle capacity until existing constraints can be overcome
- Facilitate efficient access to and from commercial and industrial lands, including via foot, bike, and transit.
- Improvements to Randy Papé Beltline Highway
- Pedestrian Policies
 - Encourage walking
 - Safe, comfortable, and direct sidewalk connections
 - Maintain a map and project list for desired improvements to the pedestrian network
- Bicycle Policies
 - Create conditions that make bicycling more attractive than driving for most trips of two miles or less.
 - Safe, comfortable, and direct bikeway connections
 - Improve the comfort and safety for bicycling
 - Maintain a map and project list for desired improvements to the bicycle network
- Rail, Freight, and Pipeline Policies
 - Encourage the use of rail for movement of freight and long distance passenger trips.
 - Support higher-speed passenger rail service
 - Reduce conflicts between rail and street traffic.
 - Create a railroad quiet zone
 - Reduce transportation inefficiencies or risk from the transportation of hazardous materials.
- Air Transportation Policies
 - Support the Eugene Airport as a regional transportation facility.
 - Recognize the Eugene Airport Master Plan
- Greenhouse Gasses, Climate Change and Natural Environment Policies
 - Support the use of more fuel efficient and electric, hydrogen cell, and non-motorized vehicles.
 - Reduce stormwater pollution and minimize runoff
 - Support car and bike share programs.
 - Enhance the tree canopy along streets.
 - Repair and enhance habitat in transportation projects.
- Cost Effectiveness Policies
 - Cost-effectively provide desired levels of service, consider facilities' lifecycle costs, and maintain the City's long-term financial sustainability.
 - Prioritize active transportation options over parking

- Provide justification for using lower priority measures before higher priority measures.
 - Prioritize transportation systems that move people and goods at lesser total life-cycle cost
- Internal Operations Policies
 - Be fair and equitable
 - Reduce or eliminate disparities between neighborhoods
 - Build and maintain public support for the TSP
 - Encourage cooperative development of context sensitive projects
 - Use transportation investments to support the Regional Prosperity Economic Development Plan.
- Finance Policies
 - Logical phased jurisdictional transfer of roads and highways.
 - Reduce the need for more expensive future repair
 - Require new development to pay for its full impact on the capacity of the transportation system
 - Prioritize street preservation; safety improvements; and completion of pedestrian, bicycle, and transit networks.
- **Chapter 9 – Administration and Implementation**
 - Goals
 1. Clear and Effective Process
 2. Adaptability and Responsiveness
 3. Coordinate and Collaborate with Partners
 - Policies
 - Implementation Tools
 - Growth Monitoring Program
 - Comprehensive Plan Amendments
 - Comprehensive Plan Review Process
 - Future Land Use Map
 - Code Improvement Program
 - Community partnerships
 - Plan coordination

Envision Eugene Comprehensive Plan

Section 2: GOALS AND POLICIES

Introduction

The Envision Eugene Comprehensive Plan is a regulatory document that guides City actions related to land use and growth management with a twenty-year vision developed during an extensive period of public engagement. Land use is connected to many aspects of our community, and the way we use land within our city boundaries affects the people and landscape well beyond our community.

The goals and policies of the Comprehensive Plan are organized into nine chapters. Each chapter addresses a specific aspect of the community or planning process. These chapters also address the Oregon Statewide Planning Goals. Of the nineteen Statewide Planning Goals, thirteen apply to Eugene. The goals that do not apply to Eugene are Statewide Planning Goals 3 and 4, which address agricultural and forest lands outside of urban growth boundaries, and Statewide Planning Goals 16-19, which address coastal issues.

The goals presented in each chapter are distinct from the Statewide Planning Goals. The comprehensive plan goals are broad statements that describe our collective hopes for the future of our community. A goal is aspirational and may not be fully attained within the 20-year planning horizon of this plan.

Policies are statements adopted to provide a consistent course of action and move our community toward attainment of its goals. Policies in the Envision Eugene Comprehensive Plan guide City actions, and will not be used as land use application criteria. Policies influence and are implemented through city code, among other measures. City code is then used as criteria in land use application decisions. Beyond city code, further implementation measures and action items can be found in Envision Eugene Part IV: Implementation and Monitoring.

Goals and policies are grounded in the specific circumstances of our community. The factual basis (findings) comes from studies, reports, analysis and public involvement. References to findings are in the appendices of the Comprehensive Plan.

Which Statewide Planning Goals Apply to Eugene?

Goal 1 - Citizen Involvement

Goal 2 - Land Use Planning

Goal 3 - Agricultural Lands (not applicable)

Goal 4 - Forest Lands (not applicable)

Goal 5 - Natural Resources, Scenic and Historic Areas, and Open Spaces

Goal 6 - Air, Water and Land Resources Quality

Goal 7 - Areas Subject to Natural Hazards

Goal 8 - Recreational Needs

Goal 9 - Economic Development

Goal 10 - Housing

Goal 11 - Public Facilities and Services

Goal 12 - Transportation

Goal 13 - Energy Conservation

Goal 14 - Urbanization

Goal 15 - Willamette River Greenway

Goal 16 - Estuarine Resources (not applicable)

Goal 17 - Coastal Shorelands (not applicable)

Goal 18 - Beaches and Dunes (not applicable)

Goal 19 - Ocean Resources (not applicable)

Eugene Comprehensive Plan

Section 2: GOALS AND POLICIES

Chapter 1

Public Involvement

Introduction

Community members in Eugene have a rich history of active, engaged participation in planning activities and decisions both as individuals and through a variety of groups. The City of Eugene is committed to supporting this participation through collaborative partnerships and mechanisms that invite meaningful engagement from a wide range of community members. Public involvement in the planning process leads to more grounded decisions while strengthening the social fabric and civic cohesion of our community.

This chapter lays out goals and policies to guide City efforts to engage the public in ways that support more equitable consideration of community needs, clear channels of communication, and ultimately stronger planning decisions. The tools that the City uses to engage the public range from formal committees to opportunities for individual communication with decision makers. The City of Eugene Planning Commission serves as the official committee for citizen involvement in accordance with Statewide Planning Goal 1 – Citizen Involvement.

The Envision Eugene project that led to the City’s initial adoption of the Envision Eugene Comprehensive Plan utilized multiple avenues of community involvement, including a Community Resource Group (CRG), a Technical Resource Group (TRG), open houses, mailings, videos, surveys, and newsletters. It was very important from the beginning of the project to have the words and concepts come from the community, in order to build a broadly supported common vision for realizing best outcomes for Eugene’s future. The 2012 *Community Vision for 2032*, the reflection of two years’ worth of community visioning, was built around 7 “pillars” or community goals.

One of the Envision Eugene pillars is to provide for adaptable, flexible and collaborative implementation. In order to embody that pillar, this chapter sets forth goals and policies for collaborating effectively and inclusively with community members. The goals and policies in this chapter are intended to guide City planning activities and local decision making in the spirit of Statewide Planning Goal 1 – “to develop a citizen involvement program that insures the opportunity for citizens to be involved in all phases of the planning process.”

Goals

1. Meaningful and Equitable Public Participation

Ensure opportunities across all phases of the planning process for the full spectrum of community members to engage with decision makers and contribute to land use decisions.

2. Accessible and Transparent Processes

Design clearly documented, open processes that are accessible in terms of time, location, and language to support the engagement of community members with diverse abilities, backgrounds, and contributions.

3. Integration of Community Values with Sound Technical Analysis

Seek out and honor community perspectives to enhance and compliment robust data analysis in support of thoughtful land use decisions that implement community best outcomes.

Policies

- 1.1 **Diverse Participation Opportunities.** Provide formal and informal opportunities for public involvement in all phases of land use planning including but not limited to:
 - The City of Eugene Planning Commission which serves as the committee for citizen involvement and whose members are selected through an open, well-publicized process
 - A land use code that sets out procedures to ensure an accessible citizen involvement program for land use decision making
 - Other topic-specific community advisory committees
 - Public hearings and forums
 - Informal and ad hoc opportunities for community participation
- 1.2 **Enhance Community Engagement Capacity.** Provide the public with sufficient information regarding specific issues, underlying principles, and broad context for meaningful, informed, and effective participation in land use planning processes. Support civic infrastructure (institutions, organizations and processes) that enables community participation.
- 1.3 **Enhance City Staff Capacity.** Continue to invest in ongoing education of city employees on best practices for culturally appropriate, innovative, inclusive engagement techniques and evaluate opportunities to improve outreach strategies.
- 1.4 **Maintain Focus on Transparency.** Make land use planning information and documentation accessible through mechanisms and practices such as digital availability, comprehensible language, clear organization, established channels for two-way communication, and diverse media for announcements.
- 1.5 **Design for Equity.** Plan participation processes with particular sensitivity to under-served and under-represented populations to ensure that decisions do not narrowly benefit certain groups. Seek out diverse representation from our community with regard to race, color, national origin, English proficiency, gender, age, disability, religion, sexual orientation, gender identity, income,

and geographic area of the community. Utilize the City's Diversity and Equity Strategic Plan to guide outreach efforts for planning projects.

DRAFT

Eugene Comprehensive Plan

Section 2: GOALS AND POLICIES

Chapter 3

Economic DevelopmentIntroduction

Economic opportunity is essential for a high quality of life, both as individuals and the community as a whole. A healthy economy allows community members to reach their full potential, supports a strong tax base for public services, and promotes the health and wellbeing of individuals, households, and the broader community. Throughout the history of Eugene, the types of economic opportunities available have shifted dramatically. The city has become more integrated into the global marketplace, and grown away from a primarily natural resource-based economy to a more diverse base of industry, commerce, and entrepreneurship. The City of Eugene has a role in promoting economic opportunity that is equitable, environmentally sensitive, and reflects local culture and values.

As the nation recovers from the Great Recession, there are real challenges to tackle. Unemployment, homelessness, wages that lag behind national and state averages, and equity issues are all economic concerns that require strategic attention. Economic development is an effort with partners in public, nonprofit, and private sectors. The City is committed to collaborating with those partners to pursue initiatives that leverage resources to the greatest effect. The Regional Prosperity Economic Development Plan provides a foundation for initiatives that encompass the needs of the greater area.

This chapter lays out goals and policies to guide City efforts to enhance prosperity for households, businesses, and the broader community. The City of Eugene supports economic opportunity through an array of activities. Zoning and the land use code affect the distribution and physical qualities of economic development, while incentives and other forms of programmatic support enable projects that might otherwise not happen. Policies in this chapter are not intended to be used as land use application criteria; rather, the policy guidance here is intended to be carried out through regulations in the City's land use code and implemented through public investments and programs. For the sake of clarity, policies have been organized into six topic areas:

- **Overall Economic Development Objectives** – This section notes policy areas that are a priority for the community as a whole.
- **Targeted Industries** – This section identifies established and emerging industries that are a particular focus for the City.
- **Land Supply** – This section addresses City strategies for the appropriate designation and assembly of available land for development.
- **Short-term Supply** – This section presents strategies for optimizing developable sites.
- **Infrastructure, Facilities and Transportation Planning** – This section identifies key physical elements of City investment.
- **Downtown, Key Corridors, and Core Commercial Areas** – This section supports geographic areas of particular economic intensity.

One of the Envision Eugene pillars is to provide ample economic opportunities for all community members. In order to embody that pillar, this chapter addresses a wide variety of economic development strategies. The goals and policies of this chapter also meet the specific mandates associated with Statewide Planning Goal 9 – “to provide adequate opportunities throughout the state for a variety of economic activities vital to the health, welfare, and prosperity of Oregon's citizens.”

Goals

1. Household Prosperity

Broaden and diversify the Eugene economy so all residents have ample employment opportunities with increased average wages, improving individual and household quality of life.

2. Business Development

Encourage business development that leads to a higher employment rate and an economic climate where business ventures grow and thrive with the land, zoning, and infrastructure they require.

3. Community Vitality

Support Downtown Eugene as the civic, economic, and cultural heart of our community; support infill and redevelopment on key corridors and in core commercial areas; support local business districts in neighborhoods across the city; and work with partners to promote the region as a place to thrive.

Policies

Overall Economic Development Objectives – *This section notes policy areas that are a priority for the community as a whole.*

3.1 Employment Growth. Plan for an employment growth rate that is identified in the current adopted Economic Opportunities Analysis. Strive to capture a majority of the region’s employment growth within the City of Eugene.

3.2 Emerging Economy. Strengthen and capitalize on Eugene’s comparative economic advantages, including:

- our highly educated and skilled workforce,
- partnerships with the University of Oregon, Lane Community College and other educational institutions,
- growing national presence in the specialty food and beverage, software, heavy machinery, advanced materials, and wood products industries,
- access to natural resources and open spaces, and
- high quality of life.

3.3 Build on Eugene’s Assets. Adapt to new trends and opportunities in the tourism, hospitality, and retirement living sectors that are attracted by Eugene’s favorable economic factors; including

- a healthy, outdoor-oriented lifestyle and Track Town USA branding,
- easy access to outdoor recreation opportunities and agricultural tourism,
- local food and beverage manufacturing and restaurants,
- walkable and livable neighborhoods served by transit, and
- City and University sponsored arts, cultural, and athletic events.

3.4 Priority Development Areas. Promote redevelopment and reuse in prioritized areas including Downtown, Key Corridors, and Core Commercial Areas.

3.5 Small Business Incubators. Encourage the formation of new business ventures in the creative arts, small scale industry, technology, food and beverage, and other sectors by supporting a variety of flexible, collaborative, and incubator spaces accessible to residents throughout the city.

Targeted Industries – *This section identifies established and emerging industries that are a particular focus for the City.*

3.6 Industry Clusters. Develop networks among associated targeted industry clusters for innovative networking, information sharing, and to provide opportunities for business growth.

3.7 Advanced Manufacturing. Encourage the expansion of existing and the location of new manufacturing activities, especially in advanced technology and manufacturing, heavy machinery, advanced materials, and secondary wood products.

3.8 Local Food and Beverage Manufacturing. Promote the expansion of local food and beverage manufacturing and processing facilities, including beer and wine, frozen desserts, agricultural products, and natural foods.

3.9 Health and Wellness. Promote the development of expanded opportunities in the health and wellness sectors, including health care, biomedical research and development, and facets of healthy living, such as active transportation and outdoor recreation.

3.10 Clean Technology and Renewable Energy. Support the development of an industry cluster in renewable energy and clean technology.

3.11 Software and Educational Technology. Support the expansion of the local software development field, including educational, gaming, and other types of computer software.

Land Supply – *This section addresses City strategies for the appropriate designation and assembly of available land for development.*

3.12 Adequate land supply. Designate an adequate number of sites within the urban growth boundary to accommodate growing local businesses and new targeted industries, especially a diversified manufacturing base that includes advanced manufacturing, food and beverages, wood products manufacturing, regional distribution, trade, and services such as offices, software developers, educational technology, corporate headquarters, and other employment uses.

3.15 Parcel size & suitability. Designate land for industrial sites in the various sizes needed to accommodate the city's identified target industries.

3.16 Large lot preservation. Apply regulations that protect and preserve large lot industrial and employment sites (greater than 10 acres) in the Clear Lake area, and ensure they are not divided into lots smaller than 10 acres or re-designated prior to securing the large lots in accordance with the stated land needs of the Economic Opportunity Analysis (see Technical Appendix). Additionally, provide appropriate area for the development of smaller-scale support industries and services in close proximity to the large lot users.

3.17 Multimodal freight accessibility. Encourage maximum use of industrial land by businesses that rely on access and adjacency to multimodal (rail, highway, airport) freight infrastructure and services.

3.18 Industrial land preservation. Protect and retain the West Eugene and Highway 99 Industrial Corridor as industrial land, particularly parcels with access to rail infrastructure. Foster opportunities for a variety of heavy industrial development in existing heavy industrial areas.

3.19 Brownfields. Establish a brownfields program in partnership with the City of Springfield and Lane County. Promote brownfield redevelopment by pursuing opportunities to acquire industrial lands, assemble smaller vacant or underutilized lands, or secure funding to assist property owners with assessment and cleanup costs of environmentally contaminated lands.

3.20 Parcel assembly. Facilitate assembly of existing small industrial parcels to create redevelopment opportunities within the Urban Growth Boundary.

3.21 West Eugene industrial areas. Protect industrial areas in West Eugene, while supporting their evolution into diverse places of commerce with a flexible regulatory approach that offers a broad mix of employment and industrial uses, thereby accommodating increased employment densities and services to surrounding neighborhoods.

3.22 Flexible Campus Employment Areas. Recognize changing market demands and ensure land needs are accommodated through flexible zoning for light industrial/campus employment areas, including Greenhill Technology Park, Willow Creek Circle, and Chad Drive.

3.23 Advancing Environmental Justice and Compatibility. To promote compatibility between industrial lands and adjacent areas, ensure that the land use code is revised to avoid the siting of new heavy industrial uses (a) in areas that already accommodate a disproportionate amount of such uses or (b) near residentially designated lands, schools, day care centers, and community recreational facilities such as athletic fields, pools and playgrounds; or, ensure mitigation of typical associated impacts when adjacency cannot be avoided.

Short-term Supply – *This section presents strategies for optimizing developable sites.*

3.24 **Short-term supply.** Provide a competitive short-term supply of land for the industrial and other employment uses identified in the Envision Eugene Economic Opportunities Analysis.

3.25 **Urban Services.** Provide urban services to Employment lands inside the urban growth boundary in order to increase the short term land supply.

3.26 **Monitoring.** Establish and maintain a monitoring system to ensure a sufficient short-term supply of land for employment and industrial uses, wherein the land supply will be reviewed at least every 5 years to reassess needs for local businesses and targeted industries; and, subsequently take action to address the results of the review.

Infrastructure, Facilities and Transportation Planning – *This section identifies key physical elements of City investment.*

3.27 **Infrastructure.** Accommodate future employment and industrial land needs within the Urban Growth Boundary where public facilities are already present or can be efficiently extended. Plan for the extension of infrastructure services through amendments to the Public Services and Facilities Plan (PSFP) and the Eugene Transportation System Plan.

3.28 **Transportation services.** Encourage the development of transportation facilities which improve access to employment areas and improve freight movement capabilities by implementing the policies and projects in the Eugene Transportation System Plan and the Eugene Airport Master Plan.

3.29 **Technological support.** Acquire technological systems, both current and as needed in the future, as a means to accelerate high technology firm development.

3.30 **Public investment.** In strategically prioritized locations – downtown, neighborhood centers, key corridors, core commercial areas, and employment and industrial areas – use public infrastructure investment and other financial incentives as a catalyst to foster private development and site intensification to support employment growth, economic competitiveness, and increased access to opportunity.

Downtown, Key Corridors, and Core Commercial Areas – *This section supports geographic areas of particular economic intensity.*

3.31 **Urban economy.** Promote downtown as a hub of creative, entrepreneurial activity that can attract new investment and retain and grow existing businesses that thrive in the urban environment.

3.32 **Multifaceted, regional center.** Strengthen downtown's role as a destination and the functional center for government, business and commerce, entertainment and the arts, and education in Eugene and the Southern Willamette Valley.

3.33 **Transit-supportive commercial development.** Encourage the creation of key corridors that are walkable, transit-supportive, and mixed-use between the core commercial areas throughout the community.

3.34 Neighborhood vitality. Recognize the vital role of commercial facilities that provide services and goods in complete, walkable neighborhoods throughout the community. Encourage the preservation and creation of affordable neighborhood commercial space to support a broad range of small business owners across all neighborhoods.

3.35 Site Preparedness. Work with property owners of current vacant or developed industrial lands, especially those larger than 25 acres, to reduce the financial and regulatory obstacles to development, with a goal of making these sites ready for development. In particular, explore a private/public partnership to address wetland permitting issues on larger industrial sites.

DRAFT

AGENDA ITEM SUMMARY
August 3, 2015

To: Eugene Planning Commission
From: Reed Dunbar, City of Eugene Public Works Engineering
Subject: Updates to Bicycle Parking Code Requirements (EC 9.6105)

ACTION REQUESTED

The Planning Commission will hold a work session to hear about current deficiencies and opportunities to update current bicycle parking code requirements. No formal action is requested at this time.

BRIEFING STATEMENT

Since 2012, there have been two planning documents prepared that included recommendations to update City of Eugene bicycle parking requirements (EC 9.6015). These include the Bicycle and Pedestrian Master Plan (2012) and the Regional Bicycle Parking Study (2013). The intent of the land use code update is to simplify and update the bicycle parking requirements and to ensure consistency in application of the code.

The variety of bicycle parking racks and types of bikes that people use has evolved over the past few years. Accordingly, changes to best practices and advances in rack element design suggest changes to the land use code may be necessary.

City staff has worked with a subcommittee comprised of representatives from the public to assess current bicycle parking conditions and to test national best practices for local applicability.

PURPOSE OF POSSIBLE CODE UPDATE

The landscape of bicycling is changing as the variety of bikes and the people who use them continues to grow. Bicycle parking requirements need to be updated on occasion to meet the needs of those most impacted by them.

Observe Best Management Practices

The Association of Pedestrian and Bicycle Professionals (APBP) maintains a national best practices guide on bicycle parking. Guidelines have been gleaned from national experts and verified by bicycle rack manufacturers. The APBP guidelines provide a framework for developing local standards.

APBP recommends selecting a bicycle rack that:

- a. Supports the bicycle in at least two places, preventing it from falling over
- b. Allows locking of the frame and one or both wheels with a U-lock
- c. Is securely anchored to the ground

- d. Resists cutting, rusting and bending or deformation

Current code enables the use, installation of bicycle racks that do not meet these basic principles.

Require Short-Term Bicycle Parking in Multifamily

Currently, there is no requirement for multifamily developments to provide short-term bicycle parking. This leads to visitors bringing bikes inside buildings or locking to fixed objects not intended for bicycle storage.

Increase Security

Materials are not specified in the current code. This has led to a variety of unique interpretations with various levels of success. The current allowance of chain link (cyclone) fencing as a secure exterior material for long-term bicycle parking in particular has resulted in thefts and some of these facilities have fallen into disuse as users no longer trust the security of the enclosures.

Respond to Changes in Bicycle Type

There are now more bicycle types available than ever before as the popularity of long-tail cargo bikes, bakfiets, fatbikes, and tag-along kid trailers continue to grow it requires the style of racks and the amount of space needed to park different types of bicycles to change. In addition, the emergence of electric bikes requires that offices and multifamily property managers identify ways to accommodate the need for electricity in long-term parking rooms.

Create More Efficient Use of Space

Current code requires bicycle parking spaces to be on the ground or tipped semi-vertically. This results in inefficient use of space since the area above the floor remains unused and compact designs that may result in a decreased footprint are not allowed. Stacked parking and racks that allow a small percentage of bikes to be hung off the floor have been successful in many cities to maximize utilization of the available space in structures such as parking garages.

In commercial areas, well-designed bicycle parking promotes a more orderly streetscape and preserves the pedestrian right-of-way. The provision of adequate parking may also prevent damage to trees and street furniture which tend to be targets for locking up a bike when dedicated bicycle parking is not available.

Promote Utilization through Proximity

The conspicuity of bicycle parking is important as easy-to-locate bicycle parking is often the most desirable. Standards on where to locate bicycle parking should correspond with observations about current use and proximity to building entrances.

When large, campus-sized developments are being designed long-term bicycle parking may be placed where it is convenient to the developer to include rather than where the users of the facility are likely to desire accommodation. Many communities are changing the model of a centralized bicycle parking location to smaller, more diffuse installations throughout a site. This makes access more convenient and responds to the proximity preferences of users.

Respond to Opportunities

Substantial building alterations may not trigger the requirement to update current bicycle parking to standard. If required bike parking is not installed during a substantial remodel, the opportunity to make relatively easy changes may be lost.

Bicycle Parking is Good for Business (and some need more than is currently required)

Bicycle racks provide additional parking spaces which customers can use to patronize local businesses. Bicycle racks accommodate the storage of bicycles while people shop and they announce to potential customers that the business welcomes people who bike. Certain types of businesses tend to attract a high rate of customers who arrive by bike (food and beverage, yoga studios, etc.) and should be required to provide bicycle parking that is sufficient for their need.

NEXT STEPS

There has been two meetings with the Citizen Advisory Committee and a staff committee has been identified and informed of the code review. Staff will develop code update recommendations. The Planning Commission will be provided with a staff recommendation for code language changes later in 2015.

FOR MORE INFORMATION

Reed Dunbar: 541-682-5727, reed.c.dunbar@ci.eugene.or.us

ATTACHMENTS

None.