

South Willamette Street Initiative

A Community-Based Proposal for Addressing the Future of the South Willamette Street Mixed-Use Area

GOALS

- I. Fully engage the residents, local business principals and other community members within the area around south Willamette Street to develop a pragmatic, limited, *community-supported* refinement plan covering the commercially-designated lots between 24th and 29th Avenues. (See attached map.)

The refinement plan should further the Envision Eugene policies for that area, specifically emphasizing the following Envision Eugene “pillars”:

- Promote compact urban development and efficient transportation options
 - Protect, repair and enhance the livability of the established residential areas.
 - Provide housing affordable to all income levels
 - Plan for climate change and energy resiliency
- II. Develop community-based recommendations to designate and implement an enhanced walkability and accessibility district encompassing the South Willamette Mixed-Use area and surrounding residential areas.

PRINCIPLES

- I. Fully engage and empower the neighborhood community, specifically through the Council of South Eugene Neighborhoods and the four city-chartered neighborhood organizations that CSEN comprises, i.e.:
 - Friendly Area Neighbors (FAN)
 - Southwest Hills Neighborhood Association (SHiNA)
 - Southeast Neighbors (SEN)
 - Amazon Neighborhood Association (Amazon)
- III. As recommended by the Envision Eugene Mixed-Use Development Committee (December 10, 2010):
 - Concentrate financial incentives and other aids and incentives on a mixed-use center around one of the intersections on Willamette Street.
 - “Respect the scale and character of existing low-density neighborhoods.”
- IV. As City Council directed (November 16, 2005): “Incorporate Opportunity Siting as a primary strategy for achieving density targets in mixed-use centers.”
- V. Enhance the “20-minute neighborhood” that currently exists by focusing on *cost-effective, non-disruptive* actions that improve the safety and pleasure of walking and accessibility from area residences to local businesses, schools and recreational facilities.
- VI. As approved under the Envision Eugene “livability” pillar, “continue to implement the goals of the Infill Compatibility Standards project to prevent negative impacts and promote positive impacts of residential infill.”

ACTIONS

The City acknowledges that the public process for the proposed South Willamette Special Area Zone (SW-SAZ) has not sufficiently engaged the affected neighborhood community members, and further community involvement is necessary to rebuild trust and to provide a sound basis upon which to consider any rezoning or other regulatory changes in the area.

Therefore, the City Manager will develop a detailed proposal, including a work plan, for consideration by the community and City Council. The proposal will include:

- A map demarcating a proposed “South Willamette Street Mixed-Use Area” and a “South Willamette Street Enhanced Walkability and Accessibility District” that defines the initial geographic scope of the other elements of the proposal. (The attached map shows tentative boundaries.)
- A South Willamette Street Mixed-Use Area Planning Team that will be established to fully engage neighborhood community members in the south Willamette Street area. (See below.)
- Draft *South Willamette Street Mixed-Use Area Refinement Plan*

The Planning Team will collaborate with City staff and engage area businesses, residents, and other area community members to draft a *South Willamette Street Mixed-Use Area Refinement Plan* that includes specific goals, objectives, policies and implementation recommendations consistent with the goals and principles above.

The draft plan shall address at least the following elements:

- Land use, including commercial and residential development
- Traffic and parking
- Walkability and accessibility
- Proposal for a *South Willamette Street Enhanced Walkability and Accessibility District*

The Planning Team will also produce a proposal for a South Willamette Street Enhanced Walkability and Accessibility District.

This district should establish priority for planning and implementing infrastructure improvements, including sidewalks, intersection crossings, signage, landscaping, intersection crossings, as well as publicity, events and other means of substantially improving the safety and attractiveness of accessible walking and wheel-chair movement north and south on Oak and Portland Streets and connecting to and crossing Willamette Street via cross avenues. The proposal should also address pedestrian and accessibility connections from the South Willamette Street area to the adjacent neighborhoods and to the community facilities being planned for the former Civic Stadium site.

The proposal should not recommend any rezoning of existing single-family residential areas.

- A description of existing and potential options for financial and other incentives to promote the goals and objectives recommended by Planning Team. These should include, but not be limited to additional MUPTE criteria, SDC allocations and Neighborhood Matching Grant allocations.
- Reasonable estimates of the schedule and required professional resources to support the Planning Team with staff and/or a planning consultant.
- Potential grant sources for developing the refinement plan and enhanced walkability and accessibility district, such as from Oregon Department of Transportation.

PLANNING TEAM

The **South Willamette Street Mixed-Use Area Planning Team** shall be appointed by the City Council, based on nominations from the four neighborhood associations.

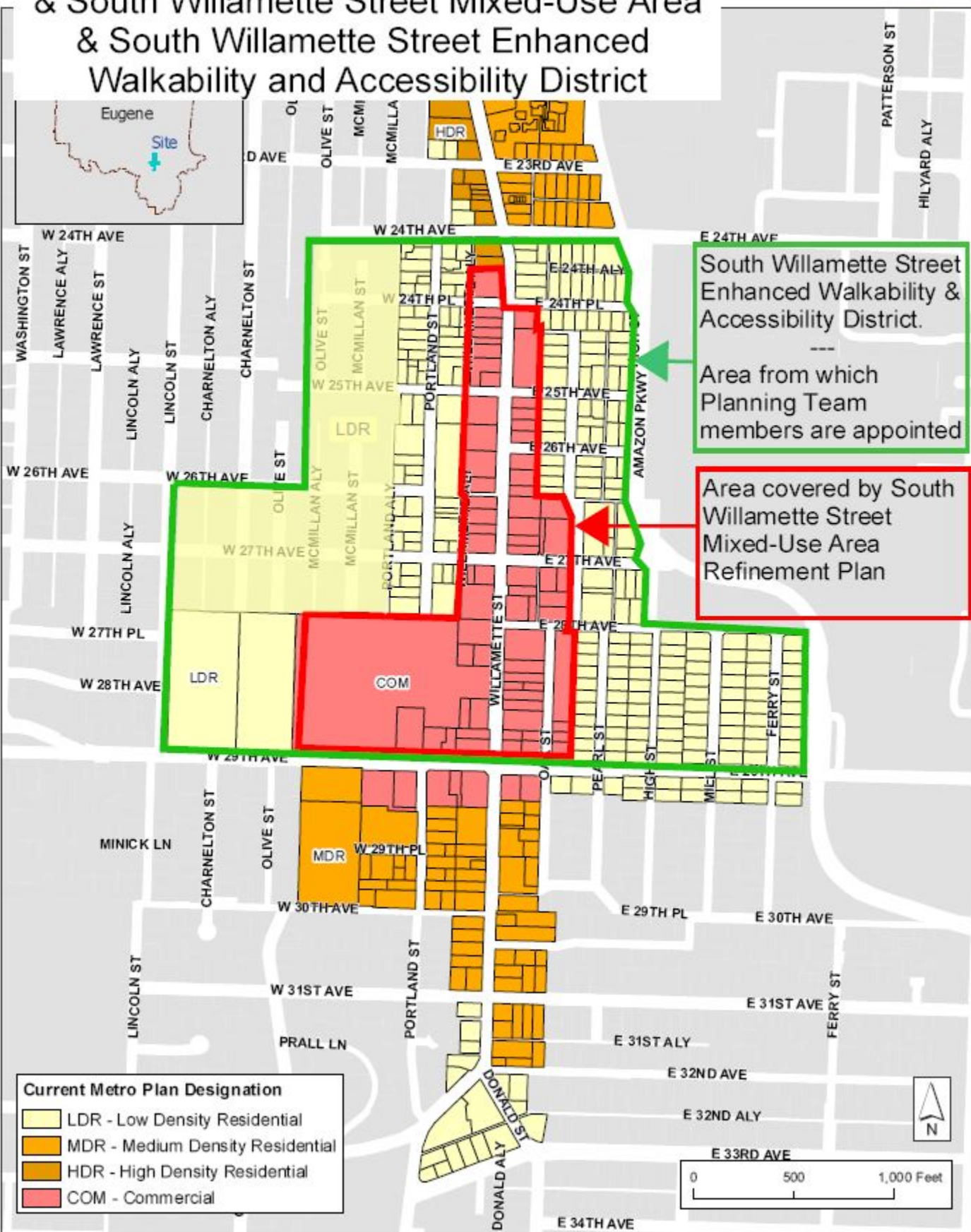
Members of this Planning Team will be appointed from Eugene citizens who are members of the Friendly Area Neighbors based on residency, property ownership or having a business within the “South Willamette Street Mixed-Use Area.” In addition, the Planning Team shall include one resident from each of the three adjacent neighborhoods.

Tentatively, the composition of the Planning Team should include:

- Three to five owners or principals of local businesses in the plan area.
- Three to five residents of the plan area and surrounding community area, shown on the attached map.
- One owner of a single-family rental property in the surrounding community area
- One owner of an apartment property in the plan area or surrounding community area
- One resident from each of the adjacent neighborhood associations:
 - Southwest Hills Neighborhood Association (SHiNA)
 - Southeast Neighbors (SEN)
 - Amazon Neighborhood Association (Amazon)

The City Manager should request from CSEN recommendations for Planning Team membership criteria, organizational structure and operating rules, and principles of participation. City Council will consider these recommendations in approving a charter for the Planning Team.

Current South Willamette Metro Plan Designation & South Willamette Street Mixed-Use Area & South Willamette Street Enhanced Walkability and Accessibility District



South Willamette Street Enhanced Walkability & Accessibility District.

Area from which Planning Team members are appointed

Area covered by South Willamette Street Mixed-Use Area Refinement Plan

- Current Metro Plan Designation**
- LDR - Low Density Residential
 - MDR - Medium Density Residential
 - HDR - High Density Residential
 - COM - Commercial

