

Performance Measures

Effectiveness

- Adoption of the Urban Growth Boundary (UGB)
- Completion of Vision to Action Documents
- Implementation of Envision Eugene strategies by:
 - Plan/Code amendments adopted
 - Special area plans, neighborhood plans, corridor or neighborhood action plans completed
 - Incentives implemented that facilitate desirable development
 - Partnerships established that facilitate desirable development
 - Number of barriers removed to housing affordability
 - Number of public engagement activities completed (surveys, videos, emails, events)
 - Number of recipients of e-newsletters, social media engagements, open rates, video views

Strategies with Performance Targets

Strategy 1

Make compact urban development easier to build.

Target: By 2018, remove barriers in the land use code to desirable development activity in core commercial areas and along key corridors.

Target: By 2019, have a toolbox of incentives available to facilitate desirable development activity in more areas across the city.

Strategy 2

Improve Eugene's urban form.

Target: By 2017, institute downtown design standards or guidelines, and a design consultation program.

Target: By 2018, complete an Area Plan or Corridor Action Plan for one MovingAhead corridor.

City of Eugene Service Profiles

Service profiles are mini strategic plans for each of the City of Eugene's services. Updated every four years, the profiles offer an overview of each service and its goals, and insight into some of the tools the service uses to track its performance. View the entire service profile library at <http://www.eugene-or.gov/EugeneCounts>.

Efficiency

- Frequency/Efficiency of:
 - Plan/Code amendments adopted that implement Envision Eugene strategies
 - Area, neighborhood, and corridor plans completed
 - Incentives put in place, partnerships established, barriers removed

Customer Satisfaction

- Number of customer service satisfaction surveys collected
- Percent of customers who are satisfied with access to information about planning activities.
- Percent of customers who received knowledgeable, respectful and timely service by staff.

Strategy 3

Improve neighborhood livability.

Target: By 2017, have the first set of code improvement program amendments complete.

Target: By 2018, complete neighborhood plans for the University Neighborhoods and River Road/Santa Clara.

Target: By 2019, have a toolbox available to facilitate 20 minute neighborhoods.

Strategy 4

Provide adaptable and flexible implementation of planning goals.

Target: By 2017, have the Growth Monitoring Program system in place to provide tracking, and evaluation of key land use data

Long-Range Planning Profile

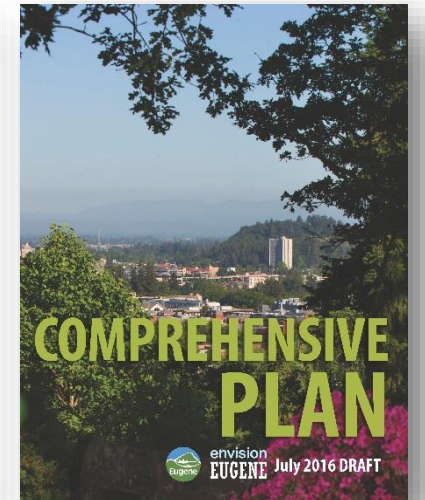
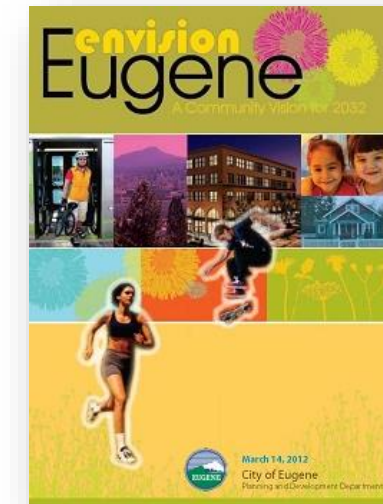
Service Description

The function of long-range planning is to create a future vision for the community and put in place the tools and actions necessary to implement that vision. The future vision for the community was developed through in-depth community dialogue and policy direction from the Planning Commission and City Council.

Envision Eugene: A Community Vision for 2032 was approved by the City Council in 2012. The seven pillars of Envision Eugene encompass the community's values and include:

- 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
- Protect, repair, and enhance neighborhood livability
- Protect, restore, and enhance natural resources
- Provide for adaptable, flexible and collaborative implementation

Since 2012, long range planning staff have developed four packages of efficiency measures to add capacity for jobs and housing inside the current UGB. The current priority is preparing



documents necessary to adopt our urban growth boundary, which includes adding land in Bethel for 3,000 jobs, a community park and a school site, as well as a community park in Santa Clara. The first component to be adopted will be the **Envision Eugene Comprehensive Plan**. Only the chapters necessary for adopting our UGB are proposed for adoption in this first phase; these include policies related to jobs, housing, transportation, and growth monitoring.

Ultimately, the Envision Eugene documents will comprise a four part set called **Vision to Action**:

- Community Vision
- Comprehensive Plan
- Urban Framework Plan
- Action Plan

The documents will work together to describe our desired future city, guide growth and development through policy, shape the look

and feel of the community, and implement tools and programs necessary to realize our collective best outcomes related to growth management.

Staff are partnering with Lane Transit District in the **MovingAhead** effort to coordinate land use and transportation investments along future high capacity transit corridors. Additional high priority work items include a Growth Monitoring Program, planning for Urban Reserves to manage long term (50 year) growth projections, an ongoing code improvement program, neighborhood planning in the University Area and the River Road/Santa Clara neighborhoods, implementing the Downtown Riverfront (EWEB) redevelopment plan, planning for key corridors and commercial centers that have the potential to redevelop and accommodate additional density, removing barriers to housing affordability, and implementing 20-minute neighborhoods.

Mission and Outcomes

Both sections of the Planning Division (Long-Range and Land Use Planning) work together to realize the following mission and outcomes.

The Planning Division promotes a livable, sustainable, beautiful, and prosperous Eugene, by facilitating a long-range vision for the community that is implemented through adopted plans, policies, codes, and partnerships.

- Increase community livability and quality of life through managed growth that is consistent with the pillars of Envision Eugene.
- Facilitate development that incorporates quality urban design and protection of historic and natural resources.
- Facilitate community dialogue and understanding of land use planning issues.
- Ensure that development standards of the Land Use Code are met with each development
- Collaborate with neighboring jurisdictions to provide regional comprehensive planning.
- Through ongoing monitoring of land use factors, continually adjust and improve policies and regulations to better meet community best outcomes.

Communication and Community Involvement

An important focus of both Planning sections (Long-Range Planning and Land Use) is improving our communication and engagement with the community we serve. Staff continually seek to raise awareness in the community about planning opportunities and challenges we face as a community, what will happen if we fail to address them, and the impacts on the community of various solutions. We value fairness, open process, careful stewardship of resources, and high quality work in pursuit of a sustainable and livable future for all Eugeneans.

Building relationships with people affected by planning decisions, including those typically missing from the conversation, is a top priority. Future Neighborhood Planning efforts will be collaborative ventures with staff



facilitating community goals by lending professional skills and resources from City Departments.

Long-Range Planning staff work closely with the seven-member Planning Commission that is appointed by the Mayor and City Council. The Planning Commission advises the city council and city staff on a variety of subjects by making recommendations on important policy matters affecting the livability of Eugene.

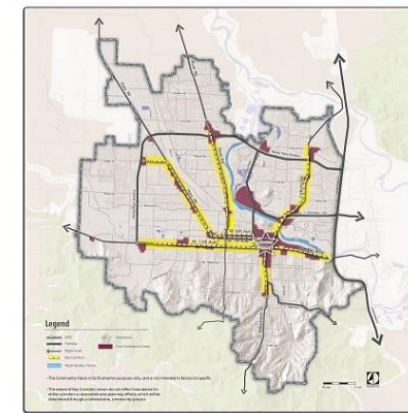
Many community members have become engaged in planning issues through Envision Eugene. A “Community Resource Group” (CRG) of about 70 individuals with a broad range of interests and expertise were instrumental in setting the course for the project. The Technical Resource Group (TRG) dived deeper into the analysis to vet assumptions and methodology related to our land supply and trend analysis.

Additionally, through the Envision Eugene process staff has received insight into the challenges of compact urban development from the property owner/developer view point. The establishment of working partnerships with other public agencies and private developers to facilitate the type of development that is desired is a critical component to realizing our community vision.

Operating Environment

Envision Eugene

While the formal adoption process for the urban growth boundary will be complete in 2017, the implementation of Envision Eugene will continue well into the future. The remainder of the Vision to Action documents will serve as a road map for future work items for years to come.



The Envision Eugene Comprehensive Plan works with other planning documents such as the Climate and Energy Action Plan; the Eugene-Springfield Affordable Housing Consolidated Plan; the Parks, Recreation and Open Space Plan; the Joint Elected Officials Regional Prosperity Plan, the Metropolitan Area General Plan, and the in-progress Eugene Transportation System Plan and Parks and Recreation System Plan to provide a coordinated vision and service delivery across a variety of disciplines and jurisdictional boundaries.

Building Partnerships

It's clear that in order to facilitate the type of development that is

desired by the community, the City needs to partner with private developers, public agencies, neighborhood associations, and other groups. While partnerships are not uncommon, they must be the model for the future. This suggests a shift towards increased City involvement and facilitation of desired development types. Through the use of incentives (financial, facilitative, and regulatory), Planning can serve as a partner to achieve the kind of development our community envisions for the future.

Focus on Design

As Eugene becomes more urban and dense, the quality of structures and their relationship to the environment become more and more important. From design standards for residential neighborhoods, to mixed-use development along corridors and downtown, tools that recognize the value of quality design are increasingly necessary.

In addition to form-based codes, staff are developing and adjusting tools such as design guidelines, area planning, and design review. Public investments in infrastructure, such as improved street design, pedestrian amenities, and landscaping are additional tools that improve the urban form and stimulate redevelopment activity.

Ongoing Monitoring and Analysis

Envision Eugene analysis revealed our need to update our tracking and monitoring of key data sets. GIS and database technology allow for the monitoring of information such as infill and redevelopment rates, housing trends, and commercial development activity. The development of these monitoring systems is underway and will need continuing work to refine the systems, evaluate the results, and adjust the strategies. The Growth Monitoring Program will be overseen by a Technical Advisory Committee.

Budget and Resources

Budget shortfalls in 2009 resulted in staff reductions in the Planning Division of over 20%. While very little operating funds are available to complete specialized consultant work, staff are ramping up their abilities in the fields of urban design, code writing, economic analysis, GIS technology and graphic design. Staff are also applying for grant funding for high priority projects that meet the goals and objectives of state and federal funding programs. Work activities are prioritized based on funding availability and community input.

The Division's long-range work plan is focused on Council directed priorities, with additional projects scheduled to begin once current projects are complete.