Learn about the proposed new urban growth boundary, Clear Lake and Santa Clara proposed expansion areas, new comprehensive plan land use policies, multi-family housing strategies and more. Find out how to provide feedback and participate in the March public hearing.

Community Information Sessions

**January**
- **19**
  - 6-7:30 pm
  - South Eugene High School Library
  - 400 E. 19th Ave., Eugene

- **26**
  - 6-7:30 pm
  - Sheldon High School Library
  - 2455 Willakenzie Rd., Eugene

- **31**
  - 6-7:30 pm
  - North Eugene High School Library
  - 200 Silver Ln., Eugene

**February**
- **2**
  - 6-7:30 pm
  - Churchill High School Library
  - 1850 Bailey Hill Rd., Eugene

- **7**
  - 6-7:30 pm
  - Eugene Downtown Library
  - Bascom-Tykeson Room

- **9**
  - 6-7:30 pm
  - Willamette High School Library
  - 1801 Echo Hollow Rd., Eugene

January 2017

Get Involved! www.envisioneugene.org
The formal process of adopting Eugene’s own urban growth boundary (UGB) has started! This is a big moment for Envision Eugene and a big step forward in implementing our community vision. We hope this community information guide helps you wade through the complex and sometimes dense information that make up the UGB adoption package. We also hope it helps you understand the process for adopting our UGB and how you can provide testimony.

This guide contains:

1. Community Information Session Presentation Slides and Notes
2. UGB Adoption Package Fact Sheet
3. How to Testify Fact Sheet
4. Other 2017 Envision Eugene Fact Sheets
5. Infographics describing our Housing Need and the Seven Pillars of Envision Eugene
6. Project Timeline Going Forward (as of January 2017)
7. Historic Timeline of the Envision Eugene Decision Process
8. Links to Videos and Other Resources

You can find the latest information on Envision Eugene by visiting our website: www.envisioneugene.org. You can also get in touch with us to ask questions and provide feedback at envisioneugene@ci.euge.or.us. We look forward to hearing from you!
The following presentation is based on the presentation given at six community information sessions across Eugene in January and February, 2017. We hope the text included with these slides helps community members understand the urban growth boundary adoption proposal and process, and how they can provide feedback on the proposal.
We start with a quick reminder that we are currently recruiting for Planning Commissioners as there will be upcoming vacancies on the Commission this spring.

Join the Planning Commission!
Do you want to learn about how neighborhoods are planned and help shape the future of Eugene?

We want your perspective!
No land use experience required!

Applications accepted through March 31 at www.eugene-or.gov/86/Boards-and-Commissions

For more details call:
541-682-5508
Presentation Outline & Welcome

1. Envision Eugene Community Process
2. Urban Growth Boundary Adoption Process
3. UGB Proposal
4. How to Participate
5. Questions?

This presentation covers these topics.
Eugene and Springfield have shared an Urban Growth Boundary and a regional Comprehensive Plan (the Metro Plan) since 1982. Over time, each city developed different goals for managing population and job growth. In 2007, the state legislature passed House Bill 3337, requiring Eugene and Springfield to adopt their own UGBs and comprehensive plans. The Envision Eugene process began in 2010.
The 7 pillars are a result of community visioning from 2010-2012, involving hundreds of community members in workshops, meetings, and the Community Resource Group. They set a framework for planning guided by common values.

All pillars inter-relate and should be considered as a whole – there is a need to seek balance between these pillars.

They cover the range of statewide planning goals, but organize concepts according to the community’s unique values and needs.
The Community Vision approved by the City Council in 2012 focuses new growth in the downtown and near key transportation corridors. They include West 11th Avenue, Highway 99, River Road, Coburg Road, Franklin Boulevard, and South Willamette Street.

It also promotes the concept of 20-minute neighborhoods, where all Eugene residents can access daily shopping needs, parks, and schools within a 20-minute walk of their home.
This graphic shows how we got here, and later in the presentation we cover where we’re going next.

The big picture is, we’re very close to adopting our very own urban growth boundary for Eugene. This project has included a series of major steps, with the Eugene City Council making a number of decisions over the course of the past 6 years.
A lot of community and staff work has already been done. This document is hard to read on this slide, but is available on our website under “how we got here.” It provides an accounting of the incremental decisions that have been made and direction that has been given by the Council as we have worked to put together a complete Urban Growth Boundary proposal.
2. Urban Growth Boundary Adoption Process

So, what’s the process for establishing or expanding a city’s Urban Growth Boundary?
The process is highly prescribed by Oregon’s pioneering statewide planning program, which was the first in the nation, established in 1973.

There are 19 Planning Goals, and Guidelines to go along with each. There are many Oregon Revised Statutes that lay out how cities do this work. There are Oregon Administrative Rules that provide further direction to cities. And, there are case law decisions that show how the courts have interpreted the goals, statutes, and rules around the state.

One of the overarching goals of the statewide planning system is to preserve farm and forest land as much as possible, and contain urban growth within cities. This is why each city in Oregon is required to have an urban growth boundary and a comprehensive plan. The comprehensive plan guides growth consistent with state law and local planning values.
The city went through a process of determining how much land we need for our jobs and businesses in the year 2032. This started with an inventory of our existing land supply in 2012.

The next step was forecasting the future demands for jobs and businesses, and the land that they will require. This information is in the Economic Opportunities Analysis. (includes 1.4% employment growth rate, a safe harbor)

Step 3 compares the 2012 inventory to the 2032 demands, and finds that Eugene does not have enough commercial land, and that we need industrial sites for large employers.

As required by state law, the City then looked for ways to fit more jobs and businesses inside the existing UGB – actions referred to as efficiency measures. The Council adopted measures in 2014 that provided zoning flexibility for commercial and industrial uses in West Eugene and the Chad Drive campus employment area.

After that work was complete, there is still a need to expand the UGB for large employment sites – 11 of them, of different sizes. That is what is proposed in our UGB adoption package, and what will allow the City to have an adequate land supply for our employment needs in 2032.
The city went through a similar process to determine our housing land needs for 2032. This started with an inventory of our existing land supply in 2012. The next step was forecasting the future demands for housing, and the land that it will require. This information is in the Housing Needs Analysis, which includes adopted population forecast of 34,000 people, and housing mix selected by Council of 55% single family and 45% multi-family for new housing. Step 3 compares the 2012 inventory to the 2032 demands, and finds that Eugene does not have enough land for low and high density housing. Efficiency measures for housing included downtown and mixed use code amendments in 2013, re-designation of land in the Crow Road, Irving Road, and Gilham Road areas in 2014, and adopting a new MUPTE ordinance in 2015.

After that work was complete, there is still a need for about 1600 medium and high density multi-family homes. This piece was considered by Council in October 2016, and we received direction to accommodate those remaining 1600 homes by continuing downtown housing programs and preparing amendments to the land use code to increase the minimum density in the R-2 zone. The R-2 code amendments are included in our UGB adoption package, and with them in place, the City will have an adequate land supply for our housing needs in 2032.
The UGB proposal includes two expansion areas to provide Eugene with more land for jobs, parks and a school. A lot of technical analysis goes into deciding where to expand for these uses.
There are several studies analyzing expansion needs and areas. Each expansion study begins with a study area – in this case, the full area around Eugene, and determines the land priority categories within that area. Each priority category is then divided into subareas for a closer look at the constraints and site characteristics of that land.

Priority 1 for inclusion in a UGB is Urban Reserves, and Eugene has none. Priority 2 (rust color) is land already developed or committed to use other than farm or forest land. In Eugene this covers the airport, rural residential areas, and some others. Priority 3 (dark orange) is marginal land, which is farm and forest land with marginal economic value for farming or forest use; we have a little of that. Priority 4 (light orange) is all remaining farm and forest land.

We are required to analyze the land in priority order, making inclusion of priority 4 farm and forest land in a UGB a last resort.
This is a closer look at one of the subareas on the previous slide, with four constraints displayed. Constrained land is dismissed from consideration before the next stage of analysis. We looked at land that is too steeply sloped, in a special flood hazard area, protected as a natural resource under statewide planning goal 5, and land devoted to other uses.
After that analysis, constrained land is now shown in gray. It is dropped out of consideration for inclusion in the UGB because it doesn’t meet our needs.

Unconstrained land is evaluated for site characteristics deemed important for our employment site needs. Land that is too far away from a freight corridor via street access is shown in black. Sites that are close enough to a freight corridor but too small are shown in purple. The remaining sites are labeled and evaluated one by one for the impacts of industrial expansion.
After this first phase of analysis, all remaining candidate sites are evaluated for soil capability. All remaining tax lots under consideration are high value farmland (which the map shows is extensive in the area), and are evaluated in greater detail in an appendix to the industrial expansion study.

The UGB proposal takes great care to minimize the amount of farm land taken into the city for urbanization. The Clear Lake area allows the city to take in land between the existing city and the airport, and avoids having new urban land immediately adjacent to active farm land. The new industrial land is adjacent to existing urban land, the airport, and airport reserve land.
The analysis process described on the previous slides led Eugene to the proposed UGB expansion areas in Clear Lake for employment land, a community park, and a school; and in Santa Clara for a community park.
3. UGB Proposal
Employment Lands
The Clear Lake area provides space for about 3,000 jobs for Bethel, Golden Gardens Community Park, and a future school site (k-8). Future planning will aim to integrate business development with wetland mitigation and a green infrastructure system for the area (sustainable storm water management).

Land uses would transition from the Bethel neighborhood to the school and park, to campus industrial, to general industrial near the airport. Commercial services within the gray circles and potential road extensions are illustrated above.
Large Employment Site Portfolio

This map is an example from the analysis of large site considerations. This map shows the possible locations of sites 50-75 acres in size in the expansion areas that could meet our large industrial site needs.
It is proposed that the Clear Lake Area would have a new overlay zone based on the work of a committee that had two main goals: (1) protect large employment sites from being divided, and (2) address environmental justice issues. The overlay specifies how land may be divided and how the large sites must be provided where they are feasible, based on our analysis.

The new overlay standards prohibit some uses, require separation for some uses, and add process steps such as coordination with Lane Regional Air Pollution Agency for some uses.
We tested the feasibility of large site development with additional analysis of wetland constraints. The city is committed to working with state and federal agencies, as well as property owners, to avoid wetland impacts where possible and mitigate for wetlands filled for economic development purposes, both in the Clear Lake Area and off-site.

The city has a strong track record of wetland mitigation banking and working with state partners to restore wetlands in areas within and around the city. The Coyote Prairie mitigation site is an example of the city’s role in wetland restoration.
UGB Proposal
Schools and Parks
The Clear Lake area would provide a 222 acre Community Park, and a 54 acre future school site for K-8.
The Santa Clara expansion area would provide a 35 acre community park for that neighborhood.

Parks for 2 neighborhoods – Bethel and Santa Clara – that are documented as under served and a school in an area that has an established need.
We are not proposing an expansion for housing – our analysis shows that we have enough land within our existing urban growth boundary to accommodate the next 20 years of housing development.

This map shows 20 years worth of supply of vacant and partially vacant land for housing within the current UGB.
As mentioned earlier, analysis in 2016 showed that we still had a need to accommodate about 1,600 homes (1,000 high density homes and 600 medium density homes). Over the course of the summer and fall of 2016, we sought feedback from the public and direction from council on efficiency measures to accommodate our multi-family housing need within our existing UGB. The selected actions are proposed to be adopted with the UGB.
High Density Housing Strategy
This strategy capitalizes on work the community and Council has already done, by making programs and development incentives available in our downtown for more housing. This strategy can easily provide the needed 1000 homes over 20 years, or 50 homes per year.
Olive Lofts: Downtown

This is the first project that will receive the renewed Multiple Unit Property Tax Exemption (MUPTE) development incentive. This development includes 36 residential units and ground floor commercial, contributing to our goal of a vibrant downtown.
Medium Density Housing Strategy
About 600 medium density homes need to be addressed. Areas in dark orange represent sites over an acre in size, designated (planned) for medium density residential.
The City Council selected a strategy that slightly increases the minimum density in existing medium density areas (see previous map), addressing the 600 home need over time.

**Medium Density Housing Strategy**

**Increase R-2 Zone Minimum Density**

- Current: 10-28 homes per acre
- Proposed: 13-28 homes per acre
UGB Proposal
Plan Amendments
In order to adopt our UGB certain existing plans need to be amended in order to ensure coordination.
This program relates to the 7th pillar of Envision Eugene, “Provide for adaptable, flexible, and collaborative implementation.”
After UGB adoption we will establish a monitoring program that will help us track development as it occurs and respond as necessary. This graphic describes the monitoring program process.
The growth monitoring program will allow us to respond to emerging development trends and modify policies to pursue implementation of our community vision.
The monitoring program will be supported by a Technical Advisory Committee. The TAC builds on the Envision Eugene Technical Resource Group success. It will be made up of appointed members from diverse backgrounds, interests, expertise and qualities. Meeting regularly, they will be responsible for initial review and recommendation of data, annual and special reports.
4. How to Participate
This flow chart shows the process for adopting our UGB.

Over the course of winter 2017 (Jan-March), the Planning Commissions will hold work sessions to familiarize themselves with the proposal, before a public hearing on March 7th. They will then deliberate and make a recommendation to their respective elected bodies.

From there, Eugene City Council and the Lane County Board of Commissioners will go through the same process of work sessions, public hearing and deliberations before making a final decision on the UGB.
This excerpt from our longer time frame shows where we are at in January 2017 and how we anticipate the process will unfold over the next three months.
March 7th is the date of the public hearing with the Planning Commissions. You are encouraged to listen to the work sessions online or attend in person and then provide testimony at or before the public hearing in writing or in person.
There are a number of ways you can learn more about the UGB proposal.

Lean more by attending...

• Community Information Sessions
• Planning Commission Work Sessions
• Neighborhood Association Meetings
• Other Existing Meetings
• Request a Community Guide!
We maintain an extensive project website, send emails and newsletters, and create videos to keep people up to date.
5. Questions?

Contact the Envision Eugene at envisioneugene@ci.eugene.or.us.
What is the urban growth boundary (UGB) adoption package?
The set of documents required for adoption of our UGB is referred to as “the UGB adoption package.” These documents provide detailed information about how and why and where the Eugene-specific UGB is proposed. These documents fall into three main categories:

1) The UGB Proposal
2) Related Plan Amendments and Regulations
3) Technical Studies and Legal Findings

The UGB proposal is contained within Eugene’s new comprehensive plan. The comprehensive plan includes a map of the proposed UGB and land use policies to guide development.

The related plan amendments and regulations include changes to the Metro Plan, Transportation System Plan, and the Public Facilities Services Plan to make sure all plans are in alignment. New regulations include the Clear Lake overlay to preserve the large lots and limit environmental and health impacts, and the R-2 code amendments to fit more housing on medium density land.

The technical studies walk through the analysis that led to the proposed UGB while the legal findings walk through the state and local rules for adopting an urban growth boundary.

The entire adoption package is available at www.envisioneugene.org on the Adopting Our Urban Growth Boundary page.

QUICK FACTS

- The UGB adoption package includes nearly 1,000 pages! This fact sheet is intended to help people focus on the pieces they most care about.
- Comments are welcome on the entire adoption package, however the new aspects of the proposal are most in need of public review.
- There are upcoming Community Information Sessions, public hearings and on-line opportunities to provide comment.
- Tell us what you think! Visit envisioneugene.org to provide feedback.
What parts of the adoption package can the public comment on?
People can provide comments on any aspect of the adoption package. New components that need public review include the Clear Lake Overlay zone, changes to the R-2 Medium Density Residential zone, changes to the Metro Plan, and new Envision Eugene Comprehensive Plan policies. Other aspects have been developed over a long period of time and would be more difficult to change. Some parts of the adoption package are required by state law, such as the population forecast and policies needed for compliance with Statewide Planning Goals. Other aspects are grounded in long term community input, such as the seven pillars, or specific City Council direction, such as housing mix, the type of land needed in the expansion areas, and the location of those areas. Regardless, all comments are welcome, and will help the Planning Commissions and elected officials refine the final adoption package to best reflect the values and expectations of the community.

How can I find information on a specific topic?
Some documents, like the comprehensive plan, cover many topics. Others focus on a particular topic, like transportation, or economic development. For a list of documents relevant to some of the most common topic areas of interest, see the Topic Areas page on www.envisioneugene.org, and look under “How does [this topic] relate to adopting our UGB?” Searching for other topics or documents? You are welcome to contact the Envision Eugene team via email, phone, or at one of our community events. We’re here to help!
How do I give feedback on the UGB adoption package?

Winter/Spring 2017: The proposed UGB adoption package of materials must go through a formal adoption process that begins in January 2017. This process starts with a series of work sessions with the City of Eugene and Lane County Planning Commissions to familiarize people with the proposed UGB and supporting materials, as well as the adoption process. Following these work sessions, the commissions will hold a public hearing where members of the public will have the opportunity to provide comment. Comments from the public will be considered by the commissions in their deliberations, along with legal requirements, technical analysis, and previous City Council direction. After the hearing, both commissions will deliberate and make a recommendation to their respective elected bodies. The Eugene City Council and Lane County Board of Commissioners will then hold work sessions, a public hearing, and deliberations to finalize the UGB adoption package for acknowledgement by the state.

Go to [www.envisioneugene.org](http://www.envisioneugene.org) and see the *Get Involved!* page for the latest timeline of events, other opportunities for comment, information and videos.

Need more details?
- Visit [www.envisioneugene.org](http://www.envisioneugene.org) and see the *Adopting Our Urban Growth Boundary* page for specific components of the UGB adoption package and fact sheets
- Attend a [community information session](http://www.envisioneugene.org) in January-February 2017 for more information about the UGB proposal and adoption process
- Subscribe to the [Envision Eugene newsletter](http://www.envisioneugene.org) by emailing envisioneugene@ci.eugene.or.us
Providing Testimony during the UGB Adoption Process

We are entering a new phase of Envision Eugene, the formal adoption of our own urban growth boundary (UGB). Along with this new phase, come opportunities for the public to provide feedback on the UGB Adoption Package and how it reflects six years of community engagement, technical analysis and Council direction.

How do I give feedback on the UGB?

Winter/Spring 2017: The UGB expansion and full UGB adoption package must go through a formal adoption process that begins in January 2017. This process starts with a series of work sessions with the City of Eugene and Lane County Planning Commissions. These work sessions will familiarize Commissioners and the public with the proposed UGB and supporting materials as well as the adoption process.

Following these work sessions, the commissions will hold Planning Commission public hearings on March 7, 2017 where members of the public will have the opportunity to provide comment. There will be a work session first followed by the hearings. The hearing and testimony on the proposal for employment, parks and school land, including the UGB itself and the Comprehensive Plan, will occur first, followed by the hearing and testimony on the proposal for residential land, which includes code amendments and the residential land supply study. Comments from the public will be considered by the commissions in their deliberations, along with legal requirements, technical analysis, and previous City Council direction. After the hearings, both commissions will deliberate and make a recommendation to their respective elected bodies.

The Eugene City Council and Lane County Board of Commissioners will then hold work sessions, public hearings with opportunities for public comment, and deliberations before taking action to finalize the UGB adoption package for acknowledgement by the state. Go to www.envisioneugene.org and see the Get Involved! page for the latest on events and opportunities.
How do I prepare testimony that addresses the approval criteria for a decision?

The UGB adoption package includes several types of land use applications including Metro Plan Amendments, Refinement Plan Amendments, Code Amendments and Zone Changes. Each of these are reviewed against their own set of required approval criteria (standards or rules) from the Eugene Code (Chapter 9 Land Use) and from state law. City Council’s decision on the UGB adoption package will be based on whether or not it complies with these approval criteria. As such, your testimony should be
directed at how the adoption package complies with these. There are several ways to find out about the relevant approval criteria for each application type:

- informational handouts and web resources at [http://www.eugene-or.gov/3208/Land-Use-Application-Information](http://www.eugene-or.gov/3208/Land-Use-Application-Information)
- public notices that will be mailed and posted on [http://www.envisioneugene.org](http://www.envisioneugene.org)
- staff report/findings that address the approval criteria (See [http://www.envisioneugene.org](http://www.envisioneugene.org))

If you have questions about which criteria are applicable, or how to interpret specific criteria, feel free to contact the Envision Eugene team.

**How do I provide written testimony?**
Written testimony can be emailed, mailed, or hand delivered to a member of the Envision Eugene team. Testimony can also be submitted at a public hearing.

**Email:** envisioneugene@ci.eugene.or.us

**Physical and Mailing Address:**
ATT: Planning Division/Envision Eugene Team
99 W. 10th Avenue
Eugene, Oregon
97401

**How do I provide testimony at a public hearing?**
Adopting the Eugene-specific UGB will require two sets of public hearings, one with the Eugene and Lane County Planning Commissions and one with the Eugene City Council and Lane County Board of Commissioners. These public hearings are opportunities to present your testimony in-person to appointed and elected officials. Often there is a three minute time limit for individual testimony when there are several speakers or when speaking at City Council. If you agree with the speaker before you, you can state your agreement rather than repeating the same testimony. If you are testifying alongside others who share your stance, it can be effective to organize ahead of the hearing so that each person has a different topic or issue to speak on (rather than repeating the same testimony). If possible, bring written copies of your testimony to give to the Commissioners/Councilors.

**Need more details?**
There are many opportunities to learn more about the UGB adoption package of materials:

- Visit [www.envisioneugene.org](http://www.envisioneugene.org) and see the **Adopting Our Urban Growth Boundary** page for specific components of the UGB adoption package, including materials proposed for adoption and fact sheets,
- Attend a **community information session** in January-February for more information about the UGB proposal and adoption process
- Subscribe to the **Envision Eugene newsletter** by emailing envisioneugene@ci.eugene.or.us
- Visit [www.envisioneugene.org](http://www.envisioneugene.org) and see the **Get Involved!** page for details about events and opportunities

January 2017
What is the urban growth boundary?
The urban growth boundary (UGB) is the cornerstone of land use planning in Oregon. It is the line that separates urban uses from rural uses with the aim of protecting our farm and forest lands while making sure we have enough space for the needs of a growing urban population to live, work and play. Every city in Oregon is required to have an urban growth boundary, which must contain enough land for housing, employment, parks and schools for the next 20 years of projected population growth.

The Cities of Eugene and Springfield have shared a common UGB since 1982. As part of Envision Eugene, we will adopt our first ever Eugene-specific UGB. We’ve listened to the community and completed a lot of technical analysis that together, guide where, when and how we should grow based on our shared community values. We learned that we can meet our needs for the next 20 years for most homes and businesses inside our current UGB. In addition to creating a UGB that will be distinct from Springfield’s UGB, Eugene’s UGB will become parcel-specific, more clearly defining which properties are inside and outside of Eugene’s UGB, and it will expand to meet the anticipated need for jobs, parks and schools. Through Envision Eugene we have also learned that there is interest in monitoring development trends and planning for more than 20 years into the future.

How will the UGB be adopted?
Our UGB must be formally adopted by both the City of Eugene and Lane County. First, the Eugene and Lane County Planning Commissions will review the set of documents (Draft 1 of the “UGB adoption package”) that are needed to adopt our new UGB. Their review will include a public hearing and will result in their recommendation on adoption. Based on that recommendation, adjustments may be made, and a second draft (Draft 2 of the “UGB adoption package”) will go through a public hearing process with the City of Eugene City Council and the Lane County Board of Commissioners. These elected bodies will make a decision on adoption. The Oregon Land Conservation and Development Commission (LCDC), which oversees the statewide land use program, must then acknowledge the new urban growth boundary for it to go into effect.
What will the “UGB adoption package” include?
The set of documents required for adoption of our UGB (the adoption package) cover three main areas:

1) **How the UGB was determined.** This includes analysis and legal documents about how much Eugene is expected to grow, how much land is needed to accommodate the growth, and what type of land will meet the various identified needs for housing, jobs, and public uses like schools, parks and utilities.

2) **Where the UGB is located.** These documents show the precise location of the entire UGB.

3) **How the UGB will work.** Policies and zoning codes provide details about policies to guide future growth, how land will be developed for its intended use and how it will be served by transportation and public facilities.

When will the UGB be adopted?
The formal adoption process takes time. The timeline below shows the phases of community outreach and public review by the planning commissions and elected officials.

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January 2017
How do I give feedback on the UGB?

Winter/Spring 2017: The proposed UGB adoption package must go through a formal adoption process that begins in January 2017. This process starts with a series of work sessions with the City of Eugene and Lane County Planning Commissions to familiarize people with the proposed UGB and supporting materials, as well as the adoption process. Following these work sessions, the commissions will hold a public hearing where members of the public will have the opportunity to provide comment. Comments from the public will be considered by the commissions in their deliberations, along with legal requirements, technical analysis, and previous City Council direction. After the hearing, both commissions will deliberate and make a recommendation to their respective elected bodies. The Eugene City Council and Lane County Board of Commissioners will then hold work sessions, a public hearing, and deliberations to finalize the UGB adoption package for acknowledgement by the state. Go to www.envisioneugene.org and see the Get Involved! page for the latest timeline of events, other opportunities for comment, information and videos.

Need more details?

- Visit www.envisioneugene.org and see the Adopting Our Urban Growth Boundary page for specific components of the UGB adoption package and fact sheets
- Attend a community information session in January-February 2017 for more information about the UGB proposal and adoption process
- Subscribe to the Envision Eugene newsletter by emailing envisioneugene@ci.eugene.or.us
What is the Comprehensive Plan?
The Draft Envision Eugene Comprehensive Plan incorporates the community vision into City goals and policies. These draft goals and policies provide long-term direction related to growth and land use, which is then translated into on-the-ground actions. Every city in Oregon is required by law to have a comprehensive plan, which must address all applicable Statewide Planning Goals (below) and include an urban growth boundary (UGB) to designate land available for urban development.

A comprehensive plan is an adopted, regulatory document that is required by state law and legally binding. It is important to differentiate between the regulatory nature of the Comprehensive Plan, which focuses on City actions, and the regulatory nature of City code, which contains regulations directed at residents and developers.

How will the Comprehensive Plan be developed?
Until now, Eugene and Springfield have shared a UGB and comprehensive plan through the Eugene-Springfield Metropolitan Area General Plan (Metro Plan). As part of Envision Eugene, we will adopt our first ever Eugene-specific UGB and comprehensive plan.

Because of the resource-intensive nature of moving from one comprehensive plan structure to another, the Envision Eugene Comprehensive Plan will be developed in phases. This phased approach allows each chapter to have focused public involvement prior to adoption. The first phase includes all elements that are essential to establishing our own Eugene-specific UGB, including expanding the UGB for jobs, parks and schools. Future phases will address additional topics, such as livability and compact development.

As each phase is adopted, the Eugene-specific policies will take the place of the regional policies in the Metro Plan. Throughout the process of transitioning from the Metro Plan to the Envision Eugene Comprehensive Plan, local issues and the Statewide Planning Goals will always be addressed in either the Metro Plan or the Envision Eugene Comprehensive Plan.
What will the Comprehensive Plan include?
The first phase of the Comprehensive Plan consists of the following chapters:

- Introduction
- Economic Development
- Transportation
- Administration and Implementation
- Eugene Urban Growth Boundary
- Glossary

Once all phases are adopted, the full Comprehensive Plan will address all applicable Statewide Planning Goals (right) and the seven pillars of Envision Eugene, which were the result of extensive public outreach. These Comprehensive Plan goals and policies will address land use in Eugene (what land can be used for, and how much land we need for expected uses) and how that land use intersects with other goals of the community, like prosperity and health.

How do I give feedback on the Comprehensive Plan?
Winter/Spring 2017: The proposed UGB adoption package must go through a formal adoption process that begins in January 2017. This process starts with a series of work sessions with the City of Eugene and Lane County Planning Commissions to familiarize people with the proposed UGB and supporting materials, as well as the adoption process. Following these work sessions, the commissions will hold a public hearing where members of the public will have the opportunity to provide comment. Comments from the public will be considered by the commissions in their deliberations, along with legal requirements, technical analysis, and previous City Council direction. After the hearing, both commissions will deliberate and make a recommendation to their respective elected bodies. The Eugene City Council and Lane County Board of Commissioners will then hold work sessions, a public hearing, and deliberations to finalize the UGB adoption package for acknowledgement by the state. Go to www.envisioneugene.org and see the Get Involved! page for the latest timeline of events, other opportunities for comment, information and videos.

Need more details?
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- Attend a community information session in January-February 2017 for more information about the UGB proposal and adoption process
- Subscribe to the Envision Eugene newsletter by emailing envisioneugene@ci.eugene.or.us
Multi-family Housing Strategies - Fact Sheet

**What are the multi-family housing strategies?**
The multi-family housing strategies are the new ways that the City recently selected to provide space for about 1,600 new homes over the next 20 years that we currently don’t have space for. These strategies were selected by City Council based on technical analysis and community outreach over 2016.

**Why did we reevaluate multi-family housing strategies?**
We are expected to grow by 34,000 people by 2032, roughly the same growth rate we’ve experienced over the last 20 years. Whether it’s new people coming for jobs or school, or our kids growing up and staying here, these new Eugeneans will need places to live. To adopt our new urban growth boundary (UGB), we have to show that we have space for this next 20 years-worth of new housing. As part of Envision Eugene we’re planning for about 15,000 new homes, from single family houses to apartment buildings and everything in between. With over six years of community input and technical analysis we’ve found that we have space for the vast majority (about 90%) of the new housing within our current UGB, on vacant and partially vacant land, and by continuing existing policies and programs.

In 2015, concerns were raised about the initial strategy to accommodate the remaining 10% of new multi-family homes (roughly 1,600) across our key corridors (as identified in the 2012 Envision Eugene Recommendation). Over the course of 2016, a comprehensive array of potential strategies were developed, analyzed by impact and technical feasibility, organized into tiers, and presented to the City Council and community members for their input. In October of 2016, City Council reviewed the analysis and community input, and directed staff to use two strategies to meet the remaining need. If you would like more information about the strategies and analysis, visit [www.envisioneugene.org](http://www.envisioneugene.org) and go to Topic Areas > Housing > Multi-family Housing Options.

**QUICK FACTS**

- We have space for about 90% of our new housing growth.
- 1,600 homes required additional strategies.
- About 1,000 of those are higher density housing.
- About 600 of those are medium density smaller apartments, duplexes and single-family.
- For more information, visit envisioneugene.org
What strategies have been identified for accommodating our multi-family housing?
The two strategies selected by City Council to meet the remaining need for multi-family housing address two categories of housing:

1) **High Density Residential Strategy** – to use existing development incentives (such as the Multiple Unit Property Tax Exemption) and programs (such as project coordination and permit facilitation) to accommodate about 1,000 additional homes in downtown Eugene.

2) **Medium Density Residential Strategy** - to increase minimum density requirements from 10 to 13 dwellings per net acre in R-2 Medium Density Residential zones with exemptions for lots under half an acre in size and subsidized affordable housing developments, accommodating about 600 additional homes on existing medium density land city-wide.

The idea of adding density along our “**key corridors**” is a central growth management principle of Envision Eugene, and will remain so moving forward. Although it was not selected as a formal strategy to meet this specific housing deficit, future planning along key corridors will be done as time and resources allow, and as conditions in different parts of town warrant.

**How do I give feedback on the UGB adoption package?**

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**Need more details?**

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- Attend a [community information session](http://www.envisioneugene.org) in January-February 2017 for more information about the UGB proposal and adoption process
- Subscribe to the **Envision Eugene newsletter** by emailing envisioneugene@ci.eugene.or.us
Clear Lake Expansion Area Fact Sheet

What is the Clear Lake Expansion?
As part of Envision Eugene, the City will consider a proposal to add land to the urban growth boundary for 3,000 jobs, a community park and a school in the Clear Lake area. The expansion would add 924 acres, including a 222 acre community park and a 54 acre school site to our urban growth boundary.

Why are we expanding the Urban Growth Boundary?
The City has identified the amount and type of lands needed to accommodate Eugene’s projected population and employment growth over the next 20 years. Several years of community input and technical analysis have found that, while the majority of this 20-year land need can be accommodated inside the current urban growth boundary (UGB), there is not enough space for jobs, parks and schools.

JOBS
As the regional economic hub, Eugene is forecasted to add about 37,000 employees by 2032. Those additional workers will be employed in different sectors, in locations across the community. However, there are not enough large undeveloped lots (greater than 10 acres in size) within Eugene to meet the needs of our target industries –industries that pay higher than average wages and have a strong likelihood of locating here. Anecdotally, we know that some new businesses have passed over Eugene and some local businesses have relocated to other communities where these sites are available. Ensuring a 20 year supply of employment land can help contribute to Eugene’s role as the regional economic hub, helps local businesses and new business grow in Eugene rather than looking elsewhere, and contributes to reducing our unemployment and increasing the average wage of Eugeneans.

PARKS & SCHOOLS
As Eugene grows, its parks system must grow too, particularly in areas where residents have historically had less access to parks. We are finding space for parks both inside the current UGB and by expanding the UGB. The Clear Lake area is one of two proposed UGB expansions for new community parks, which will provide better access for existing residential neighborhoods (the

QUICK FACTS

- City Council will consider adding 924 acres to the UGB for jobs, a park and a school
- Bringing more land into the UGB would meet the needs of our growing population and economy
- The Clear Lake expansion would include large job sites near transportation, and would create more access to parks and schools for the Bethel area
- Zoning is proposed to address potential noise and pollution and focus on clean and green development
- Tell us what you think! Visit envisioneugene.org to provide input.
other expansion area is in Santa Clara). Community parks are intended to provide recreational opportunities and accommodate large group activities, and, typically, include children’s play area, basketball courts, open play areas, picnic areas, restrooms, ball fields, pathways and trails, natural areas, on-site vehicle and bicycle parking and transit access. To accommodate these uses, community parks require urban levels of utilities (including water and sewer) which means they need to be inside the urban growth boundary. Similarly, growing neighborhoods also need new schools and there is a need for an additional school site in this area for Bethel School District. The Clear Lake area expansion addresses that need.

**Why the Clear Lake area?**

Based on a comprehensive study of land outside the current UGB, the Clear Lake area was found to be the most suitable area for the required land uses. For jobs, the area is relatively free of certain development constraints (e.g., floodplain, steep slopes) and best embodies the necessary site characteristics of our targeted industries. For example, the expansion area has parcels greater than 10 acres and access to major transportation routes.

For the park and school sites, the area best meets the identified characteristics necessary for the park and school (e.g. location, size, and adjacency to urban residential neighborhood). While wetlands are present throughout the Clear Lake expansion area and will impact development costs, they have been identified as lower quality than those in other areas studied, and therefore, those features can be used as an asset for stormwater or open space.
How will the properties be designated and zoned?
The City’s long-range land use plan, the Metro Plan, includes land use designations that indicate the planned use of land throughout the city. The employment lands within the Clear Lake expansion area are proposed as a mix of Light-Medium Industrial and Campus Industrial designations.

At the time of UGB expansion, the employment properties will be zoned AG Agriculture with the /CL Clear Lake Overlay Zone, the /CAS Commercial Airport Safety Overlay Zone, /WQ Water Quality Conservation Area Overlay Zone (to certain lots only), and the /UL Urbanizable Land Overlay Zone. The new /CL overlay zone will be applied to the employment lands to protect the large lot sizes and to address noise and pollution concerns associated with new industry near existing Bethel residents and the new school and park sites. More details regarding the /CL overlay zone are below. The employment properties will remain zoned as such until a property owner receives approval for annexation into the city. Upon annexation into the city (when development can actually occur), the properties will be automatically zoned to I-2 Light-Medium Industrial or E-1 Campus Industrial, consistent with the Metro Plan designation. The /UL overlay zone will also be removed upon annexation.

The park and school site will be given designations of Parks and Open Space, and Government and Education, respectively. These properties will also be zoned AG Agriculture with the /UL Urbanizable Land and /CAS Commercial Airport Safety overlay zones at the time of UGB expansion and will remain zoned as such until the City or Bethel School District receive approval for annexation into the city. The park site will also include the /WQ Water Quality Overlay Zone. Upon annexation into the city, the properties will be rezoned to PL Public Land, and the /UL overlay zone will be removed.

What is the Clear Lake Overlay Zone and how will it be used?
The /CL Clear Lake Overlay Zone addresses two main areas of community concern:

1. Preservation of the large lots (greater than 10 acres) in the expansion area, and
2. Potential impacts of siting new industrial and employment uses in an area of concentrated industrial development.

First, the preservation of large lots is needed to prevent the division of the employment expansion area into lots smaller than the identified sizes needed. Dividing the area into small lots would negate the anticipated benefit of providing larger, development ready sites for employment.

Next, the City Council requested that any potential environmental justice concerns associated with additional industrial development in the area be addressed. With input from stakeholders and property owners, a new /CL overlay zone was developed which prohibits certain uses and puts in place performance standards to improve compatibility for noise and pollution.
Clear Lake Area: Recommended UGB Expansion

January 2017
How do I give feedback on the Proposed UGB Expansion or the Clear Lake Overlay Zone?

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Need more details?

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- Attend a community information session in January-February 2017 for more information about the UGB proposal and adoption process
- Subscribe to the Envision Eugene newsletter by emailing envisioneugene@ci.eugene.or.us
**Santa Clara Community Park Expansion Area Fact Sheet**

**What is the Santa Clara Community Park?**
To fulfill a longstanding need for a community park in the Santa Clara area, the City Council will consider expanding the current urban growth boundary (UGB) by 35 acres for a new park adjacent to Madison Middle School (between Wilkes Drive and River Loop 2).

**Why a new park in Santa Clara?**
Historically, the Santa Clara neighborhood has been underserved by parks. Aware of this need for some time, the City has actively searched for the most suitable property to serve the area. After an exhaustive study of suitable land within the urban growth boundary, the City found none. Because of the lack of available land, an expansion of the urban growth boundary is necessary to bring in land for a community park to serve the Santa Clara community.

**Why would the property have to come into the urban growth boundary?**
Community parks are intended to provide recreational opportunities, accommodate large group activities, and, typically, include children’s play area, basketball courts, open play areas, picnic areas, restrooms, ball fields, pathways and trails, natural areas, on-site vehicle and bicycle parking and transit access. To develop these uses, community parks require urban levels of utilities (including water and sewer) which means they need to be inside the urban growth boundary before utilities can be extended to the site.

**QUICK FACTS**
- City Council will consider adding 35 acres to the UGB to provide a much needed community park in Santa Clara
- Although the timing of development is not yet known, bringing this site into the urban growth boundary would be the first step in developing a full service community park
- Zoning will be considered to protect streams and water quality
- Tell us what you think! Visit envisioneugene.org to provide feedback
How would the property be designated and zoned?
The City’s long-range land use plan, the Metro Plan, includes land use designations that indicate the planned use of land throughout the city. The park site is proposed to be a Parks and Open Space designation. At time of UGB expansion, the property would be zoned AG Agriculture with the /UL Urbanizable Land Overlay Zone, the /WR Water Resources Conservation Overlay Zone, and the /WQ Water Quality Overlay Zone and will remain zoned as such until the City receives approval for annexation (when development can actually occur). Upon annexation into the city, the site would be rezoned to PL Public Land and the /UL Urbanizable Land Overlay Zone will be removed.

When would the park be developed?
Timing of park development would be dependent on funding availability. The City is currently updating our Parks and Recreation System Plan, which will determine projects and priorities for park development throughout the city, including the Santa Clara Community Park. For information about this process, please visit [http://www.eugparksandrec.org/](http://www.eugparksandrec.org/). Once both construction and maintenance funds are secured, the City will engage neighborhood residents for input for the actual design of the park.

How do I give feedback on the proposed UGB expansion?
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January 2017
Why Plan for Growth?
Eugene is a great place to live, with amazing recreation, a burgeoning downtown, unique neighborhoods, and great educational and job opportunities. With our quality of life, it’s not surprising that we’ve been growing over the past several decades, and that we are expected to grow by 34,000 people by 2032. These new Eugeneans include people moving here as well as our children who grow up and want to stay in Eugene. With Eugene being the regional economic center, we are also planning for about 37,000 new jobs.

Eugene is required by state law to plan for the anticipated population growth that we expect over the next 20 years. The population forecast was conducted by Portland State University (PSU) and adopted by Lane County and the City of Eugene in 2009. Through Envision Eugene we are developing a plan to accommodate this growth in a way that protects surrounding farms and forests and enhances the things we love about Eugene.

QUICK FACTS
- Eugene is expected to grow by about 34,000 people by 2032
- We are also planning for about 37,000 new jobs
- We are planning for our growing community and our changing demographics
- Learn more and tell us what you think about adopting our urban growth boundary! Visit envisioneugene.org
How much are we growing?

According to State regulations, Eugene has to plan to accommodate 20 years-worth of population growth within its Urban Growth Boundary, the area around the city identified for future growth. The population within the city limits was estimated to be about 158,000 in 2012. Because Eugene’s UGB includes parts of the County which are outside the city limits, including portions of River Road and Santa Clara, the current population within the entire UGB is larger. Below are some key pieces of information about our past, current and anticipated population inside the UGB.

- The population living within Eugene’s UGB in 2012 was estimated to be 180,915.
- The population living within Eugene’s UGB in 2032 is estimated to grow to 214,693.
- Between 2012 and 2032 (our planning period) Eugene’s population is expected to grow by about 34,000 people.
- This represents a growth rate of 0.9% per year, which is significantly lower than the 1.8% per year that occurred from 1990-2010.

The line graph below shows our population growth between 1960 and 2030 and the bar chart depicts population growth during four 20 year periods. These graphs show that a .9% growth rate is not out of step with historical trends.
Who are we planning for?

Demographic trend information helps us understand the characteristics of our future community. This information helps us plan the right types of jobs and places to live as well as recreational and school needs. Below are some of the key trends that have influence our plan:

- **People will likely keep moving to Eugene** - Much of our growth will occur as a result of people moving here from other areas, as opposed to through local births. People moving to Lane County from other areas accounted for 75% of the county’s population growth over the last 20 years approximately and this trend will likely continue.

- **We are getting older** - The population of our community will be older in the future. The share of the population over the age of 65 in Lane County is expected to grow from 13% to 21% from 2010 to 2030.

- **We will be more ethnically diverse** – Around 18% of Eugene’s population is comprised of minorities - 8% are Hispanic/Latino. In 1990, almost 3% of Eugene residents were Hispanic/Latino. This represents a 310% increase in residents of this ethnic group. This trend is anticipated to continue in the future.

- **We have and will continue to have a high college-age population** – The presence of the University of Oregon, Lane Community College and Northwest Christian College University means Eugene will continue to have a greater percentage of its population aged 20-29 than most other cities and counties in Oregon. About 22% of Eugene’s population in 2011 was comprised of people aged 20-29 (compared to 14% in Oregon as a whole).

- **Eugene households have been and will continue to be smaller than average**– Eugene’s household size, at 2.24 person per household, is smaller than household sizes in Lane County, Oregon, and the national average.
What about the new 2015 population forecast & future urban reserve planning?
Under a new State-wide population program, PSU will now issue 20 and 50 year population forecasts for Oregon cities every three years. In 2015, PSU issued a new 20 and 50 year population forecast for Eugene. Per City Council direction, the preliminary draft UGB is based on the currently adopted 2009 forecast, and the new 2015 forecast will be used in planning and establishing longer term urban reserves. Urban reserves identify the land surrounding Eugene that can be used for UGB expansions to meet the City’s land needs for beyond 20 years, past 2032. PSU’s projections in 2015 estimates a 50-year population forecast for Eugene 267,947 by 2062.

How do I learn more and give feedback?
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What is housing mix?
There are many factors that go into planning for the housing a city needs for the next 20 years, including not only how many homes we need but also what type of homes. One of the key factors is called the housing mix; which is the mixture of housing structure types (e.g., single-family detached homes or apartments) within a city. Because some housing types are more compact than others, the housing mix has a big impact on how much land we need for the future.

There are many types of housing structures that occur throughout Eugene. We group them into four categories based on whether the home is attached to another home and the number of homes in each structure. We then further collapse them into two main categories - single-family and multi-family.

Single-family housing
- Single-family detached: single-family detached homes, secondary dwellings, and manufactured homes on lots and in mobile home parks

Multi-family housing
- Single-family attached: row houses, townhouses, and condominiums
- Two to four units: structures with two to four dwellings, such as duplexes, tri-plexes, and quad-plexes
- Five or more units: structures with five or more dwellings per structure

QUICK FACTS
- Eugene talks about housing mix as two main housing type categories: single-family (detached) multi-family (attached)
- The mix of new housing built in Eugene has been trending towards more multi-family since 2009.
- We are planning for our new housing in the next 20 years to be a mix of 55% single-family and 45% multi-family
- Learn more and tell us what you think! Visit envisioneugene.org to provide feedback.
How do we decide on what housing mix to plan for in the future?
State law is specific about what factors we must consider to plan for our new housing types, such as:
- What is the mix and density of housing that’s been built in our city?
- What are housing mix and density trends are we seeing (national, state, regional)?
- Are there demographic or population trends that could impact the types of housing people will want or need?
- Are there economic trends and cycles, such as housing affordability, that could impact the types of housing people will want or need?

In the end, the mix and density we are planning for our new housing must reflect these considerations and be aimed at meeting the needs of future residents. In Eugene, that means a shift toward more multi-family housing than we’ve seen in the past.

What housing mix are we planning for and why?
Based on trend analysis and City Council direction in 2012, we are planning for our new housing to be a mix of 55% single-family and 45% multi-family. While this would only result in a small shift in the mix of our total housing stock (with multi-family growing by about 1%), it is a shift towards adding more affordable housing types, as multi-family housing tends to more affordable than single-family housing because land costs are lower and service costs are spread out over multiple units. Here’s a few key points on how we got to this mix:

**Our demographics will be different than they are today**
- Lane County’s population over 65 is increasing by 8% (2000 to 2030). While some will prefer to stay in their current home, demands for senior housing will increase, from smaller homes, to apartments, to nursing homes.
- Millennials’ housing preferences will change over the next 20 years, as people start out with less income and prefer affordable multi-family housing. As people earn more income, many prefer buying single-family housing (if it’s affordable) or renting multi-family in neighborhoods with shopping and transit.

**Eugene’s housing has become less affordable**
- Growth in housing costs (homeowner costs up 56%, renter costs up 33%) outpaced growth in income (up 4%) between 1990 and 2011.
- 50% of Eugene’s households are considered “cost burdened” paying more than 30% of their income towards housing.

**Eugene will need a mix of housing**
- The mix of all of Eugene’s housing stock in 2007 was about 61% single-family/39% multi-family. The mix of new housing being built in Eugene has been trending towards more multi-family housing since 2009:
Housing mix continues to be a topic people in our community want to talk about. We are committed to closely monitoring actual development trends in accordance with Envision Eugene Pillar 7 (Flexible Implementation) as part of the growth monitoring program and adjust our growth strategies as necessary in the future.

**How do I give feedback on the UGB?**
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*Other Data Sources: 2011 American Community Survey, U.S. Census, Oregon Office of Economic Analysis, City of Eugene draft Housing Needs Analysis by ECONorthwest*

January 2017
34,000 NEW RESIDENTS OVER THE NEXT 20 YEARS

15,100 NEW HOMES NEEDED

HOUSING MIX

SINGLE FAMILY
8,300

MULTIFAMILY
6,800

We can accommodate most of our housing need through existing land supply and efficiency measures.

89% OF TOTAL NEED MET

8,300 SINGLE FAMILY HOMES NEED MET

5,200 MULTIFAMILY HOMES NEED MET

WE ARE HERE

We have options for accommodating the remaining need.

COMMUNITY INPUT
CITY COUNCIL DISCUSSION

MULTIFAMILY HOMES

11% OF TOTAL NEED

Medium Density
600

High Density
1,000
**ECONOMIC SNAPSHOT**

**How are we growing?**

1.4% \( \rightarrow \) 37,000

**TOTAL NEW JOBS**

NEW JOBS!

19% Industrial

67% Commercial

14% Government

**Income & Poverty**

- Median Household Income:
  - Eugene: $37,339
  - Oregon: $46,816
  - United States: $50,502

- Children eligible for free or reduced price lunches:
  - Eugene 4J School District: 40%
  - Bethel School District: 55%

- Poverty Rates:
  - 27% Community Members living in poverty
  - 19% Community Members receiving food stamp benefits in 2013

- Unemployment Rate:
  - 2012: 7.4%
  - 2015: 4.2%

Trending down!

**Economic Strategies**

- Grow Local Opportunities
- Energize a Creative Economy
- Invest in Tomorrow’s Talent
- Provide Basic Business Needs
- Identify as a Place to Thrive
- Strengthen Key Industries

**Key Industries**

**Traditional Strengths**
- Transportation
- Manufacturing
- Wood Products
- Health Care
- Construction

**Emerging Opportunities**
- Clean Tech & Renewable Energy
- Health/Wellness
- Advanced Manufacturing
- Software
- Biotech
- Food & Beverage

**What type of jobs will we need?**

- Growth of Local Opportunities
- Enhance a Creative Economy
- Invest in Tomorrow’s Talent
- Provide Basic Business Needs
- Identify as a Place to Thrive
- Strengthen Key Industries

**What job opportunities are we creating?**

- 650 acres of expansion can create capacity for 3,000 jobs in key industries
- 370 acres rezoned inside UGB created capacity for 5,920 mixed use & commercial office jobs

Projections are related to Eugene 2012-2032 unless otherwise noted.
Sources are American Community Survey 2011 unless otherwise noted.
HOUSING SNAPSHOT
Provide Housing Affordable to all Income Levels

How are we growing?
≈ 1% ≈ 1% ANNUAL POPULATION GROWTH
(Adopted Forecast)
34,000 = NEW EUGENEANS OVER THE NEXT 20 YEARS
15,100 NEW HOMES NEEDED

Who are we planning for?
THERE WILL BE MORE RESIDENTS OVER 65
25% of residents over the age of 65 live in single person households
Oregon Office of Economic Analysis for Lane County

MILLENNIALS WILL HAVE EVOLVING HOUSING NEEDS AS THEY AGE
This large group is projected to need more affordable housing options.

WE WILL BE MORE DIVERSE
Between 1990 and 2011 Eugene’s Latino population grew by 310%

PEOPLE OF COLOR
More than doubled between 1990 & 2011

1 IN 6 People in Eugene is a person of color (2010 census)

Housing Affordability

$37,339 Median Household Income
Oregon’s median income is $46,816

$236,600 Median Home Value
Oregon’s median home value is $232,900

50% of households are cost burden
Spending over 30% of income on housing
64% of renters; 33% of owners

40% of households can not afford the average cost of a two bedroom apartment at HUD’s fair market rent of $806

What types of housing will we need?

Eugene Today
Built through 2012
SINGLE FAMILY 59%
MULTIFAMILY 41%

Single Family 58%
Multifamily 42%
by 2032

New Homes
2012 - 2032
SINGLE FAMILY 55%
MULTIFAMILY 45%

What housing opportunities are we creating?

200 ACRES Changed to low density residential

1,000 HOMES High density can be met through Downtown Incentives

600 HOMES Medium density Strategies TBD

Data is related to Eugene 2012-2032 unless otherwise noted. Sources are American Community Survey 2011 unless otherwise noted.
CLIMATE SNAPSHOT
Plan for climate change and energy resiliency

We are growing

34,000
NEW EUGENEANS OVER
THE NEXT 20 YEARS

ENERGY USE

30 %
2005
Lower
2015

Our climate & energy conditions

CLIMATE IMPACTS
Due to increasing average temperatures

50 %
PROJECTED DECREASE IN
SNOW PACK BY 2050 *

180 % – 300 %
Increase in forest area burned yearly
in Western Oregon by the end of the century *

2015
was the hottest year
on record in Oregon
*Oregon Climate Change Research Institute 2010

CLIMATE GOALS

50 %*
REDUCE FOSSIL FUEL
CONSUMPTION BY FIFTY
PERCENT BY
2030
On Track!

350 ppm
BY 2050

10 % *
REDUCE COMMUNITY-WIDE
GREENHOUSE GAS
EMISSIONS TEN PERCENT
BY
2020
Carbon neutral City
operations by
2020

77 %
felt that climate change is
occurring because of human causes like
the burning of fossil fuels

81 %
felt that climate change requires us to
entirely rethink our behavior

75 %
felt that climate change requires much
stronger regulations on greenhouse gas
emissions

What opportunities are we creating?

2035 Transportation System Plan
TRIPLE
the percentage of trips made on foot,
by bike & transit in the next twenty years.

Expanding the UGB and acquiring
355
acres of parkland

Encouraging clean
industry in our Clear Lake
UGB expansion area

More community
members can walk,
bike or ride with in
20 minutes
to all their needs

Lower

EWEB 2012

Sources are City of Eugene Office of Sustainability unless otherwise noted.

*Oregon Climate Change Research Institute 2010

For more information on the City’s sustainability goals and progress visit eugene-or.gov/sustainability
COMPACT GROWTH SNAPSHOT
Promote compact urban development and efficient transportation options

How are we growing?
34,000 NEW EUGENEANS OVER THE NEXT 20 YEARS (Adopted Forecast)

15,100 NEW HOMES
37,000 NEW JOBS*

What types of housing & transportation will we need?

HOUSEHOLDS IN EUGENE HAVE GRADUALLY BEEN GETTING SMALLER
2.24 Average Household Size (U.S. Census 2010)

More OPTIONS for changing demographics: aging populations, more millennial households, a more culturally diverse community, a community with a diversity of family types

TRENDS
3 PERSON HOUSEHOLDS HAVE DECREASED BY 3%
SINGLE PERSON HOUSEHOLDS HAVE INCREASED BY 3 %
BETWEEN 1990 & 2010
BETWEEN 1990 & 2010

How are we getting around?
COMMUTER MODE SHARE*

65% DRIVE ALONE (Holding steady)

8.5% CARPOOL
7.6% BIKE
7.6% WALK
4% TRANSIT

MORE COMMUTERS BIKE and WALK to WORK NOW THAN in 2000

TRENDS

What opportunities are we creating?

Energize Downtown
More high density housing & jobs through incentives & programs

2035 Eugene Transportation System Plan Goals:
TRIPLE the percentage of trips made on foot, by bike & transit in the next twenty years.

235 pedestrian and bicycle focused projects
107 miles of pedestrian and bicycle improvements over the next 20 years

6 Transit Projects
$171 million for transit & multimodal corridor projects

*American Community Survey Data 2014
*Oregon Employment Department 10 yr. forecast for Lane County

2035 Eugene Transportation System Plan Goals:
235 pedestrian and bicycle focused projects
107 miles of pedestrian and bicycle improvements over the next 20 years

6 Transit Projects
$171 million for transit & multimodal corridor projects
Eugene is growing

What makes our community a great place to live?

Live

Access to Daily Needs

20 MINUTE NEIGHBORHOOD GOAL

90% of Eugene neighborhoods will function as 20 minute neighborhoods by 2032

WALKABILITY & TRANSIT

Eugene is considered a car dependent city by WalkScore

Eugene’s most walkable neighborhood is West University

Eugene’s 2nd most walkable neighborhood is Downtown Churchill

For more information on the scoring criteria and to see ratings for your neighborhood visit www.walkscore.com

KEY FACTORS FOR 20 MIN. NEIGHBORHOODS

A Mix of Uses: Residential & Jobs

Places to Go: Grocery Stores, Schools & Parks

Ways to get there: Short Block Length, Connected Sidewalks, Bike Access & Transit

EQUITY & AFFORDABILITY

50% of households are cost burden

40% of households can not afford the average cost of a two bedroom apartment at HUD’s fair market rent of $806

Between 1999 - 2011 Housing Costs Have Outpaced Income

Costs to Own

Costs to Rent

Household Income

What opportunities are we creating?

New School Site for Bethel

New Parks in Bethel and Santa Clara

Moving Head Transportation Corridor Study

Active Transportation Projects

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Active Transportation Projects
NATURAL RESOURCES SNAPSHOT

Protect, restore and enhance natural resources

We are growing 34,000
NEW EUGENEANS OVER THE NEXT 20 YEARS
(Adopted Forecast)

355
acres of NEW parks needed

Eugene’s abundant parks and natural areas

4,700
ACRES OF NATURAL AND DEVELOPED PARK AREAS

3,700
acres of natural areas for habitat and recreation, including the Willamette River and other waterways, wetlands and prairie, and oak and conifer forests.

530
acres of developed parks and recreation, sports and community gathering.

Health & Livability

90%
of Eugene residents believe parks and recreation are very or somewhat important to their quality of life

Tree Canopy

Eugene’s abundant tree canopy provides habitat for wildlife and pollinators, provides climate regulation, cleans air and stormwater and increases resident’s health, happiness and well-being.

100,000
Street trees estimated to comprise the canopy

Natural Assets

Provide $42.2 million in economic benefits each year

$42.2 million total in benefits

Outdoor Recreation

$21

$13.5

$5.4

$1.3

$1.2

Water Quality

Flood Protection

Air Quality

Property Values

Earth Economics 2014

What park opportunities are we creating?

Expanding the UGB to bring in 260 acres of land for community use and enjoyment at Golden Gardens and Santa Clara Community Parks

Aquiring 95 acres for more parks throughout Eugene
FLEXIBLE IMPLEMENTATION SNAPSHOT

Provide for Adaptable, Flexible and Collaborative Implementation as We Plan for Growth

Eugene is growing

34,000 NEW EUGENEANS OVER THE NEXT 20 YEARS (Adopted Forecast)

15,100 NEW HOMES

37,000 NEW JOBS (Oregon Employment Department 10 yr. forecast for Lane County)

Respond to Changing Needs

3 YEARS » 5 YEARS

EVALUATION OF ENVISION EUGENE STRATEGIES BEGINS IN 3 YEARS - 2019

AT LEAST EVERY FIVE YEARS EVALUATE THE EFFECTIVENESS OF ENVISION EUGENE STRATEGIES

COLLECT & TRACK KEY INFORMATION, SUCH AS POPULATION GROWTH & DEVELOPMENT TRENDS

What opportunities are we creating?

PROJECTS TO REALIZE THE VISION

- Develop a range of planning & design tools
- Develop a collaborative ongoing land use code improvement program
- Collaboratively plan and partner with neighboring jurisdictions on regional planning

NEW GROWTH MONITORING PROGRAM

- Identify key data & trends for monitoring
- Produce clear, publicly available reports

Collect Data

Adjust Strategies if Needed

Compare Assumptions to Actual Results

Report Results

Buildable Lands Supply & Development

New Housing

Economic Development

Population Growth

Job Creation

Parks Added

20 Minute Neighborhoods

Effectiveness of Development Incentives

PROJECTIONS ARE RELATED TO EUGENE2012-2032 UNLESS OTHERWISE NOTED.
**PUBLIC INPUT**

- **Listening Sessions**
  - Community Resource Group
  - Technical Resource Group
  - Community-wide Workshops
  - Planning Commission Work Sessions
  - City Council Work Sessions

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- **Technical Resource Group**
- **Communitywide Workshops**
- **Planning Commission Work Sessions**
- **City Council Work Sessions**

- **Stakeholder Outreach**
  - Owner/Resident Questionnaires, Workshops, Letters
  - Planning Commission Work Sessions
  - Technical Resource Group
  - Public Hearings

- **Planning Commission Work Sessions**
  - Open Houses
  - Public Hearings

- **City Council Work Sessions**
- **City Council Public Hearing**

- **Outreach & Input Opportunities**
  - Boards & Commissions
  - Planning Commission Work Sessions
  - City Council Work Sessions
  - City Council Public Hearing

- **Technical Resource Group**
  - Planning Commission Work Sessions
  - Public Input
  - Public Hearings

- **Technical Analysis**
  - Forums, Open Houses
  - Newsletters, Surveys, Videos
  - City Council Work Sessions

- **Boards & Commissions**
  - Planning Commission Work Sessions
  - Outreach & Input Opportunities
  - Public Hearings - Planning Commission
  - Public Hearings - City Council & Lane County Board of Commissioners

- **Outreach & Input Opportunities**
  - Planning Commission Work Sessions
  - City Council Work Sessions

**PRODUCTS**

- **Community Vision**
  - Vision
  - Preliminary Land Need
  - Preliminary Efficiency Measures
  - Preliminary Expansion Concepts

- **Efficiency Measures**
  - Downtown/Mixed Use Code Amendments
  - Residential Redesignation
  - Employment and Industrial Code Amendments
  - MUPTE Ordinance
  - Multi-Family Strategies

- **UGB Expansion**
  - Technical Analysis
  - Supply, Demand, Expansion

- **Urban Growth Boundary Adoption Package**
  - Urban Growth Boundary Required Policies
  - Monitoring Policies

- **Comprehensive Plan (Future Phases)**
  - Remaining Policies

- **Vision to Action Documents (Future Phases)**
  - Community Vision, Urban Form & Action Plans

**DATES/DECISION**

- **March 2011**
  - Envision Eugene Pillars, Strategies and Tactics: Accepted by City Council

- **June 2012**
  - Envision Eugene Recommendation: Approved & direction to move forward on technical components: Approved by City Council

- **July 2013**
  - Adopted by City Council

- **July 2014**
  - Adopted by City Council

- **May 2014**
  - Adopted by City Council

- **July 2015**
  - Adopted
  - Downtown boundary adopted, review panel created by City Council

- **October 2016**
  - Direction from City Council to move forward on the strategies: High Density Residential downtown and increase Medium Density Residential minimum density

- **Jan. 2015**
  - Direction from City Council on Jobs, Parks & Schools expansion

- **July 2015**
  - Direction from City Council on housing regarding: population forecast, no expansion, additional housing commitments

- **TBD City Council Adoption**
- **TBD Lane County Adoption**
- **DLCD Acknowledgement**

- **TBD City Council Approval**
- **TBD Lane County Adoption**
- **DLCD Acknowledgement**

- **TBD City Council Approval**

**October 2016**
Links to Videos and Other Resources

Videos


https://youtu.be/CD1WdV0NIR4  Eugene Urban Growth Boundary Expansions – 2016 overview of the areas where Eugene’s new UGB is proposed to expand into.

https://youtu.be/lqFLwAacltY  Envision Eugene Multi-family Housing Options – 2016 overview of why additional multi-family housing strategies needed to be identified and what strategies were being considered.

Eugene Webpages


http://www.eugene-or.gov/2980/Whats-New  - Summary of where the project is in the process and latest updates.

http://www.eugene-or.gov/2987/Adopting-Our-Urban-Growth-Boundary  - Includes links to all of the UGB adoption package materials, in order by topic area. Also includes links to the proposed ordinances and a link to a document folder with the same materials in the order that they are attached to the ordinance.

http://www.eugene-or.gov/3314/UGB-Adoption-Fact-Sheets  - All of the 2017 fact sheets.

http://www.eugene-or.gov/3358/UGB-Adoption-Infographics  - All of the infographic sheets.

http://www.eugene-or.gov/2991/Topic-Areas  - Deeper dive into specific topic areas such as expansion areas, planning for housing, and planning for jobs.

http://www.eugene-or.gov/2990/Get-Involved  - Describes the upcoming adoption process and includes links to the project timeline and details on the upcoming community information sessions and events.

http://www.eugene-or.gov/2978/How-We-Got-Here  - A chronological summary of the historical background, public involvement and technical analysis completed since 2010. Includes link to Envision Eugene decision process timeline graphic.
Other Resources

https://www.pdx.edu/prc/opfp - The Oregon Population Forecast Program is the source of the population forecast used in adopting our UGB.

https://www.oregon.gov/LCD/Pages/goals.aspx - Since 1973, Oregon has maintained a strong statewide program for land use planning, the foundation for establishing our UGB.