

## Draft Staff Recommendation: South Willamette Specific Area Plan

A proposal for addressing the community-identified problems and solutions in the mixed use area of South Willamette Street

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### Goals

1. Effectively and equitably engage the residents, local businesses, property owners, and other community members and interests that may be impacted by changes within the area around South Willamette Street;
2. Develop a focused refinement plan, the South Willamette Specific Area Plan (*The Plan*), to provide a policy framework for future actions affecting the built environment such as code changes or public improvements.  
*The Plan* should:
  - Enhance the success of businesses, quality of life of residents, and comfort of pedestrians in the district;
  - Be limited geographically to the commercially-designated lots between 24<sup>th</sup> and 29<sup>th</sup> Avenues. (See attached map for reference.)
3. Further the principles of Envision Eugene, specifically emphasizing the most relevant of the seven “pillars”:
  - Promote compact urban development and efficient transportation options.
  - Protect, repair, and enhance neighborhood livability.
  - Provide ample economic opportunities for all residents.
  - Provide housing affordable to all income levels.
  - Plan for climate change and energy resiliency.
4. Build capacity within the Friendly Area Neighbors (FAN) neighborhood association to assess problems and challenges, convey information to the diversity of FAN members in a way that is understandable, accessible, and balanced, understand and represent member’s views and perspectives, and advocate effectively on behalf of all members of their neighborhood community.
5. Enable implementation of community supported solutions to community identified problems, starting with topics of greatest agreement and urgency.

### Principles

1. Fully engage and empower the neighborhood community, specifically through city-chartered neighborhood organizations.
2. Be pragmatic and focus on solving community problems.

3. Strive for equity and consider the needs of all present and future community members in considering solutions.
4. Enhance the existing “20-minute neighborhood” with actions that improve the safety, utility and pleasure of walking between area residences, local businesses, schools and recreational facilities.
5. “Respect the scale and character of existing low-density neighborhoods.” (Envision Eugene Mixed-Use Development Committee, December 10, 2010).
6. Further economic development by enhancing the district’s quality, character, and opportunities for business success and redevelopment.
7. Build trust by approaching planning in the area through collaborative and incremental success.

## The Planning Team

A South Willamette Mixed-Use Area Planning Team will be established to work with the broader neighborhood community to develop *The Plan*. Planning Team meetings will be open to the public and provide an opportunity for public comment.

- Composition
  - The Planning Team will consist of 12-16 members, including:
    - 3-5 business owners/principals or commercial property owners (from within red boundary on attached map)
    - 3-5 residents, 2 of which should be renters (from within green boundary on attached map)
    - 4 *ex officio* representatives from surrounding neighborhoods (including FAN)
    - 2 *ex officio* city councilors from affected Wards 1 and 2
  - The Planning Team should reflect the diversity of the planning area and surrounding residential areas.
- Selection/Formation
  - For outreach to residents: the FAN board will notify eligible and interested parties regarding opportunities to serve on the planning team (using FAN email list, data provided by City staff, interested parties list). Staff will assist the FAN board with developing talking points including goals of the project, role of the planning team, time commitment, etc.
  - For outreach to business owners/principals and owners of commercial properties, the FAN board and city staff will convene a meeting and, together, update business owners (etc.) about the current status of the South Willamette planning process, formation and selection of the planning team, participation, time commitments, etc. From that meeting, area business owners will nominate and recommend individuals for subsequent consideration by the City Council to serve on the planning committee.
  - Residential members will be nominated by the Friendly Area Neighbors board and appointed by City Council. Business community members will be nominated by the local business community and appointed by the City Council.

## Planning Team Responsibilities

1. Develop the Plan Process
  - Develop team Working Agreements and Principles of Participation
  - Develop a project Goal Statement
  - Develop a community engagement plan

- Develop a project schedule including Planning Team meetings, Community engagement activities, and milestones for deliverables
  - Obtain review and approval of above items from the Planning Commission
  - Determine the geographic boundaries of *The Plan*. *The Plan's* area should be the commercially-designated properties between 24<sup>th</sup> and 29<sup>th</sup> Avenues. The committee may make a recommendation to City Council for the inclusion or exclusion of specific areas, with City Council making the final decision.
2. Engage the Community
- Conduct outreach and broad engagement to inform, educate and engage the community about the plan's importance, the plan process, and opportunities to be involved at all stages of plan development.
  - Activities may include: mailings, workshops, events, focus groups, neighborhood walking tours, etc.
  - Engage community members reflecting a broad spectrum of socio-economic backgrounds, including renters and homeowners, commercial tenants and property owners, seniors, youth, families with children, people of color, people with disabilities, and schools, places of worship or community organizations in the surrounding area.
  - Develop specific strategies to reach and engage protected classes such as communities of color and people with disabilities.
  - Engage and seek input from community groups, interest groups, and City boards and commissions such as the Triple Bottom Line Sounding Board and/or members of the Planning, Sustainability or Human Rights Commissions as well the Housing Policy Board or other content/technical experts.
  - Provide a variety of convenient means of feedback to the planning team: email, online forum, etc. to expand the possibilities of engagement for those unable to attend meetings/events.
3. Complete the Work (see "The Planning Process" below)
- Identify the Problems
    - Lead community members through problem identification process.
    - Develop short list of qualifying problems (see more detail below).
    - Present to/check-in with Planning Commission and City Council.
  - Identify the Solutions
    - Lead community members through solution identification process.
    - Develop range of potential solutions (see more detail below).
    - Present to/check-in with Planning Commission and City Council.
  - Adoption Process
    - Make formal recommendation of final *Plan* to Planning Commission and City Council

## The Planning Process

### Identify the Problems

During this phase, the Planning Team (with support of Planning Staff) will work with the community to 1) develop a list of the most pressing problems in the area, 2) identify which ones are broadly agreed upon, and 3) refine the final list to those that can be addressed through plan policies or implemented through

future actions such as zoning code amendments or public improvements. Any problem that does not meet these criteria should be set aside for consideration in a future planning process.

1. The Planning Team (with support of City Staff) assembles a list of potential problems. Examples include building height, setbacks and step-backs, building design standards, parking strategies, and landscaping requirements.
2. The Planning Team (with support of FAN and City Staff) engages the community to review potential problems, add others, and pare down to broadly agreed upon items.
3. The Planning Team (in collaboration with City Staff) presents list to Planning Commission with recommendations for which items to address through the plan. Planning Commission gives direction and Team presents direction to City Council.

## Identify the Solutions

1. The Planning Team (with support of City Staff) develops a range of potential policy solutions for each of the identified problems.
2. The Planning Team (with support of FAN and City Staff) engages the community to explain the Planning Commission process, present options, and rank solutions.
3. The Planning Team (in collaboration with City Staff) presents ranked solutions to Planning Commission. Planning Commission gives direction and Team presents direction to City Council.
4. The Planning Team (with support of City Staff) notifies community participants of direction received from Planning Commission and City Council.

*\*At this point, Planning Commission and City Council could recommend implementing some actions on the same timeline as refinement plan adoption. If such direction is given, additional steps for the Planning Team and City staff would need to be added here, and adequate resources allocated to develop implementation actions (such as code amendments).*

## Adoption Process

1. City Staff prepares draft Refinement Plan (Specific Area Plan) to formalize identified solutions.
2. City Staff presents draft Refinement Plan (Specific Area Plan) to the Planning Team for final recommendations.
3. Formal Planning Commission Process (work session, public hearing, and deliberations).
4. Formal City Council Process (work session, public hearing, and deliberations).

## Planning Team Support

The Planning Team may wish to engage a facilitator and/or City staff assistance with community engagement, as needed.

The Planning Team will work in collaboration with planning staff to develop and refine the plan and present it to the Planning Commission and City Council for formal adoption.

The Planning Team will have access to the Triple Bottom Line Sounding Board and/or members of the Planning, Sustainability or Human Rights Commissions as well the Housing Policy Board or other content/technical experts as needed.

A project budget will be coordinated with City staff for Council approval.

# Draft timeline (to be developed by Planning Team)

2017

2018

	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J
Team Formation/mtgs.																	
o develop agreements																	
o draft process																	
o meetings (weekly/bi-weekly/monthly)																	
o CC check-ins																	
o PC check-ins																	
Community Engagement																	
Refine/Revise																	
Formal Adoption																	