RIVER ROAD CORRIDOR STUDY
Community Advisory Committee Meeting #1
15 January 2019
AGENDA

- Introductions
- Project basics
- Timelines
- Study context
  - The Neighborhood Plan
  - Area plans and projects
  - History and culture
- Study So Far
  - Physical Assessment
  - Economic Assessment
  - Code
- Next Steps
- CAC role
- Other
INTRODUCTIONS

COMMUNITY ADVISORY COMMITTEE MEETING

RIVER ROAD CORRIDOR STUDY
The River Road Santa Clara Neighborhood Plan is charting a vision for the future of the neighborhoods. A key goal of the Plan is to improve River Road, the major street that runs from Santa Clara, through River Road, and connects to central Eugene.

The Neighborhood Plan draft vision includes “thriving, vibrant and active mixed neighborhood centers along the River Road corridor” and “a transportation system that is safe, accessible, affordable, environmentally responsible and transitions to zero carbon.”
As a next step to implement the vision, the Corridor Study integrates knowledge about who lives and works in River Road, how people get around, where they shop and live, what they do, and how the corridor looks and feels. The Study will help implement the community vision by creating physical plans, development studies, code, and ways to improve transit connections to better serve people in the area.
RIVER ROAD CORRIDOR STUDY: OUTCOMES

1. Data-supported study of physical and economic opportunities
2. Evaluation of multiple concepts to test feasibility and community support
3. Strategies to craft vibrant, neighborhood-serving transit-supportive development and places
4. Code and capital investment plan for implementation
5. CAC-recommended concept - alignment with Neighborhood Plan
6. Adoption as part of the Neighborhood Plan
COMMUNITY CONVERSATIONS

October 30
- Project Team and Staff Kickoff Meeting
- Community Member lunch and River Road tour

December 5-6
- Attended Neighborhood Plan Policy Roundup
- City/LTD Staff existing conditions and projects review
- SCCO Meeting to review Santa Clara Station concepts
- Community stakeholder existing conditions review
- Public Involvement Plan review

Overall
- Interviews with business owners and developers
THINGS WE’VE HEARD SO FAR

- Strong community desire for gathering spaces, local businesses, more open space and access to nature, and compatible housing and commercial growth
- Need for fact/analysis-driven concept development and ground-truthing of neighborhood goals and potential
- Narrowing down to four Station Areas that feel like cohesive corridor centers and provide “20 minute neighborhood” qualities
- Respect the agriculture, local, and informal roots of the River Road economy
A FEW ASSUMPTIONS

- Community Advisory Committee (CAC) will remain the same through both the Neighborhood Plan and Corridor Study.
- Corridor Study outcomes to be documented primarily within the Neighborhood Plan.
- Corridor Study uses three primary geographies:
  - ¼ Mile Station Areas - physical planning and typologies; code.
  - ¼ Mile Corridor Buffer - zone of influence on River Road; code.
  - ½ Mile Study Area - Economic and transit influence area.
PROJECT TEAM

CONSULTANTS

SERA Architects
- Project Management
- Urban Design

ECONorthwest
- Economic/Market Study

Cogito Partners
- Community Engagement

Raimi + Associates
- Code and Policy

Toole Design Group
- Transportation / Access

COMMUNITY ADVISORY CMTE.

Neighborhood Plan CAC
- Continuity with N.P.
- Review body
- Co-creation of concepts in workshops
- Vetting of Evaluation Criteria
- Liaison to broader public
- Review and recommend to elected/appointed bodies
- CAC Subgroup?

TECHNICAL ADVISORY CMTE.

City and LTD Staff
- Technical review/input
- Compliance and alignment with plans and policies
- Project Management

PLANNING COMM. / CITY COUNCIL / LANE COUNTY COMMISSIONERS

- Intake CAC recommendation
- Advise and adopt

COMMUNITY ADVISORY COMMITTEE MEETING
15 JANUARY 2019
RIVER ROAD CORRIDOR STUDY
IS NOT: TWO SEPARATE PLANS

NEIGHBORHOOD PLAN

CORRIDOR STUDY
IS: A STUDY TO GUIDE NEIGHBORHOOD PLAN IMPLEMENTATION
KEY N.P. GOALS - LAND USE

11. Support development that is well designed and economically, socially and environmentally sustainable.

12. Ensure that future housing addresses the needs of the community.

13. Support a thriving, vibrant and active River Road corridor.

14. Promote land use and development that protects and enhances neighborhood character.

2.1.3 Vibrancy - Based on [redevelop-able property] map and residential density projections, target locations for mixed-use development that includes live/work spaces, apartments above retail, and co-work environment.

11.2.1 River Road / Santa Clara Land Use Provisions - Utilize a special area zone(s) or an overlay zone(s) to implement land use for the River Road and Santa Clara Neighborhood that possess distinctive characteristics that have significance for the community....

12.1 Compatible Infill - Allow for residential infill development at compatible scales using a variety of housing types for appropriate density to lower costs and provide needed housing
KEY N.P. GOALS - ECONOMIC DEV.

1. Improve the **neighborhood economy** and empower local residents by encouraging the **growth and creation of local businesses**.

2. Promote redevelopment that enhances the character of our neighborhood while **increasing access to daily needs**.

3. Promote living **wage employment and business ownership** opportunities within the neighborhood.

2.2 Market Analysis - Conduct market analysis to identify needed **commercial development** and opportunities for **local small business owners**.
KEY N.P. GOALS - PARKS & NAT. RESOURCES

7. Ensure that **natural areas** are healthy, thriving spaces that provide **habitat** for native species and function as **natural infrastructure**.

8. Provide neighborhood **access to recreational opportunities**, parks, and community centers.

9. Ensure the **Willamette River is a vital and accessible part** of the neighborhoods.

10. **Preserve agricultural land and open spaces** within and around our neighborhood boundaries.
KEY N.P. GOALS - TRANSPORTATION

4. Promote connected and efficient multi-modal transportation options that support economic opportunities, environmental stewardship and social equity within River Road and Santa Clara.

5. Support a transportation system that is affordable, environmentally responsible and transitions to zero carbon.

6. Promote safe, accessible and efficient transportation for all.

4.5 Support actions that create affordable bus rapid transit from the River Road corridor to the rest of Eugene.

4.7 Support safe and convenient active transportation access to commercial entities that include community gathering areas.
15. Ensure our community is **welcoming and inclusive**.

16. Foster **collaborative relationships** to build a stronger and more resilient community.

17. Provide comprehensive **public services** responsive to the needs of the community.

18. Increase **resilience** in local food, water, and disaster preparedness systems necessary for human health and wellbeing.
RELEVANT PLANS

MOVING AHEAD

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RIVER ROAD CORRIDOR STUDY

SANTA CLARA STATION

TRANSIT TOMORROW

LOWER R.R. CONCEPT

ENVISION EUGENE

EUGENE TSP 2035
AGRICULTURAL BEGINNINGS

General Land Office (GLO) map from 1853 showing information recorded in 1852. What was to become River Road is pointed out and visible next to the Willamette River in the upper right quadrant.

Alps’ Dairy farm on River Road, c. 1910. Photo courtesy of Lane County Historical Museum (CHA7025).

River Road in 1920. Photo courtesy of Clara Yockey.
A RURAL, EVOLVING COMMUNITY

Mastor map from 1966 showing street lay-out facts and new road construction in the River Road area.

PARK AVENUE

Plat of Park Avenue Addition

Park Avenue plat of 1925.

View of Woodruff Nursery circa 1930. Photo from City files.
RELATIONSHIP WITH THE RIVER
POST-WAR GROWTH AND PUBLIC FACILITIES

COMMUNITY ADVISORY COMMITTEE MEETING
15 JANUARY 2019
RIVER ROAD CORRIDOR STUDY
ERA OF BIG PROJECTS

COMMUNITY ADVISORY COMMITTEE MEETING
15 JANUARY 2019
RIVER ROAD CORRIDOR STUDY
River Road Hardware in December 1965 at 675 River Road. It was torn down in the mid-1980s during the widening of River Road. Photo from the 1965-66 North Eugene High School yearbook.
REINVENTION AND EVOLUTION

McKay’s Market at 1015 River Road in the 1950s. Photo from City files.

The former McKay’s Market is today a Goodwill store. Photo by City in 2005.

At Northwest Expressway

Near Knoop Lane
Opportunities

A. Opportunity to connect Commercial Zone to Riverfront path.

B. Affordable housing and/or commercial development opportunity.

C. Opportunity to improve arrival experience @ intersection area.

Existing Projects

1. Lombard Apartments
“NEIGHBORHOOD COMMERCIAL” STATION AREA

NOTE: Map subject to change

NOTE: Arrows depict general directions

NOTE: Map subject to change
At McLure Lane near Hilliard
“NEIGHBORHOOD COMMERCIAL” STATION AREA

**Opportunities**

A. Opportunity for connection from neighborhood to the River Trail.

B. Opportunity to enhance commercial cluster near transit stop.

C. New-ish, medium-density, small-lot single family housing example.

D. Improve River Trail access/amenities at trailhead locations.

E. Use scale transitions between residential and commercial areas.

F. Improve Hilliard as key connection to River Road Elementary and commercial cluster.

**Existing Projects**

1. ECCO Apartments

**Legend**

- Multi-Family Housing
- Affordable Housing
- C-1 Neighborhood Commercial
- C-2 Community Commercial
- R-2 Medium Density Residential
- R-2 Medium Density Residential
- Landbank Site
- Rapid Flash Beacon Crossing
- Informal East/West River Connectic
- Existing Bicycle Lane
- Existing Shared Roadway/ Popular Bicycle Route
- Existing Shared Use Path
- Potential Enhanced Transit Stop (Moving Ahead)
- Connection Opportunity
- Station Study Area
- Greenway
- Pathway
- Bike Lane
- Accessway
- Sidewalk
“COMMUNITY COMMERCIAL” STATION AREA

Big box near Silver Lane

Vacating transit center
“COMMUNITY COMMERCIAL” STATION AREA

Opportunities

A. Opportunity for local commercial and retail development - “Gateway”.

B. Medium-scale residential to commercial transition opportunity.

C. Connection improvement opps to NEHS along Silver Lane and through commercial areas.

Existing Projects

1. Development application for 30+ townhomes, 30 Owosso Drive

2. In-progress 8-cottage housing development, 1711 River Road.


Legend

- Multi-Family Housing
- Affordable Housing
- C-1 Neighborhood Commercial
- C-2 Community Commercial
- R-2 Medium Density Residential
- Landbank Site
- Rapid Flash Beacon Crossing
- Informal East/West River Connectic
- Existing Bicycle Lane
- Existing Shared Roadway/Popular Bicycle Route
- Existing Shared Use Path
- Potential Enhanced Transit Stop (Moving Ahead)
- Connection Opportunity
- Station Study Area
- Greenway
- Pathway
- Bike Lane
- Accessway
- Sidewalk
- TSP Projects- within 20 years

COMMUNITY ADVISORY COMMITTEE MEETING
15 JANUARY 2019
RIVER ROAD CORRIDOR STUDY
“NORTH GATEWAY” STATION AREA

Big box at Santa Clara Square

Future LTD transit hub and development site
**Opportunities**

A. Opportunity for local commercial and retail development - "Gateway".

B. Opportunity to improve connection and safety for walking and biking under the Beltline overpass.

C. Vacant Site

D. Opportunity to orient future businesses to the street edge and create a more walkable cluster

**Existing Projects**

1. Santa Clara Square commercial center

2. Beltline Improvement Projects, see ODOT Beltline Facility Plan, Volume 1.

**Legend**

- Multi-Family Housing
- Affordable Housing
- C-1 Neighborhood Commercial
- C-2 Community Commercial
- R-2 Medium Density Residential
- R-2 Medium Density Residential
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- Potential Enhanced Transit Stop (Moving Ahead)
- Connection Opportunity
- Station Study Area
- Greenway
- Pathway
- Bike Lane
- Accessway
- Sidewalk
- TSP Projects within 20 years
Geography:

- Census Tracts / River Road & Santa Clara Neighborhoods
- City of Eugene
- Eugene-Springfield region

Source: usboundary.com

Source: socialexplorer.com
STUDY AREA DEMOGRAPHICS

HOUSING MIX, RIVER ROAD AND COMPARISON REGIONS, 2013-2017

Source: Census Bureau, 2013-2017 ACS Table B25024

<table>
<thead>
<tr>
<th>Region</th>
<th>Single-family detached</th>
<th>Single-family attached</th>
<th>Multifamily</th>
</tr>
</thead>
<tbody>
<tr>
<td>River Road</td>
<td>84%</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td>Eugene</td>
<td>58%</td>
<td>6%</td>
<td>36%</td>
</tr>
<tr>
<td>Eugene-Springfield CCD</td>
<td>64%</td>
<td>6%</td>
<td>30%</td>
</tr>
</tbody>
</table>

- Single-family detached
- Single-family attached
- Multifamily
STUDY AREA DEMOGRAPHICS

HOMEOWNERSHIP RATE, 2017
Source: Census Bureau, ACS 2013-2017

69%
River Road Study Area

48%
Eugene

53%
Eugene - Springfield CCD

HOUSING TYPE BY TENURE, RIVER ROAD STUDY AREA, 2017
Source: Census Bureau, 2013-2017 ACS Table B25033

<table>
<thead>
<tr>
<th>Housing Type</th>
<th>Owner Occupied</th>
<th>Renter Occupied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single family detached or attached</td>
<td>21,689</td>
<td>8,089</td>
</tr>
<tr>
<td>Multifamily (2-4 units)</td>
<td>65</td>
<td>1,513</td>
</tr>
<tr>
<td>Multifamily (5 or more units)</td>
<td>0</td>
<td>1,575</td>
</tr>
<tr>
<td>Other (mobile home, boat, RV, etc.)</td>
<td>265</td>
<td>246</td>
</tr>
</tbody>
</table>
STUDY AREA DEMOGRAPHICS

POPULATION UNDER AGE 18 AND OVER AGE 65 AND AGE DISTRIBUTION OF HEAD OF HOUSEHOLD BY TENURE 2017
Source: Census Bureau, ACS 2013-2017

<table>
<thead>
<tr>
<th>Age Group</th>
<th>River Road</th>
<th>Eugene</th>
<th>Eugene-Springfield CCD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18:</td>
<td>22%</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>Over 65:</td>
<td>17%</td>
<td>15%</td>
<td>15%</td>
</tr>
</tbody>
</table>

![Bar chart showing the distribution of age groups under 18 and over 65 by tenure in River Road, Eugene, and Eugene-Springfield CCD.]

HOUSEHOLDS WITH CHILDREN UNDER 18, 2017
Source: Census Bureau, ACS 2013-2017

<table>
<thead>
<tr>
<th>Tenure</th>
<th>River Road</th>
<th>Eugene</th>
<th>Eugene-Springfield CCD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner</td>
<td>2,039</td>
<td>7,077</td>
<td>2,401</td>
</tr>
<tr>
<td>Renter</td>
<td>1,774</td>
<td>2,401</td>
<td></td>
</tr>
</tbody>
</table>

![Bar chart showing the number of households with children under 18 by tenure in River Road, Eugene, and Eugene-Springfield CCD.]
Illustration of Cost Burden: If all of the Study Area’s Households were 100 Residents

- **69 Homeowners**
  - 45 homeowners earn more than $50,000
  - 5 of them are cost-burdened
  - 24 homeowners earn less than $50,000
  - 14 of them are cost-burdened

- **31 Renters**
  - 11 renters earn more than $35,000
  - 1 of them is cost-burdened
  - 20 renters earn less than $35,000
  - 14 of them are cost-burdened
STUDY AREA DEMOGRAPHICS

AFFORDABLE MONTHLY RENT AT 30% OF INCOME FOR EXISTING RENTER HOUSEHOLDS IN RIVER ROAD 2017

Source: ECONorthwest analysis of Census Bureau, ACS 2013-2017

Number of existing renter households that can afford this rent (at or below 30% of income)

- HH income > $100,000
- HH income $75,000 - $99,999
- HH income $50,000 - $74,999
- HH income $35,000-$49,000

<table>
<thead>
<tr>
<th>Monthly Rent</th>
<th>268</th>
<th>847</th>
<th>1,600</th>
<th>2,284</th>
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</thead>
<tbody>
<tr>
<td>$2,500</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$1,875</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$1,250</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$875</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## MARKET RATE UNIT CHARACTERISTICS AND RENTS, EUGENE

Source: City of Eugene, Market Rate (excluding student housing) complexes, December 2018

<table>
<thead>
<tr>
<th>Unit size range</th>
<th>Rent range</th>
<th>Rent per sqft range</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 bedroom 488 sqft - 985 sqft</td>
<td>$1,035 - $1,595</td>
<td>$1.23 - $3.26</td>
</tr>
<tr>
<td>2 bedroom 760 sqft - 1040 sqft</td>
<td>$1,202 - $2,200</td>
<td>$1.48 - $2.13</td>
</tr>
<tr>
<td>3 bedroom 1105 sqft - 1985 sqft</td>
<td>$1,800 - $2,400</td>
<td>$1.20 - $1.77</td>
</tr>
</tbody>
</table>
ECONOMIC ASSESSMENT

Retail Vacancy

- River Road Vacant Percent % Total
- Eugene Vacant Percent % Total

River Road vacancy rate 1.5%


%

12% 10% 8% 6% 4% 2%
Other lines of inquiry
<table>
<thead>
<tr>
<th>Land Use Type</th>
<th>Acres</th>
<th>Parcels</th>
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</thead>
<tbody>
<tr>
<td>Agriculture (AG)</td>
<td>47</td>
<td>161</td>
</tr>
<tr>
<td>General Office (GO)</td>
<td>17</td>
<td>41</td>
</tr>
<tr>
<td>Community Commercial (C-2)</td>
<td>133</td>
<td>152</td>
</tr>
<tr>
<td>Neighborhood Commercial (C-1)</td>
<td>12</td>
<td>36</td>
</tr>
<tr>
<td>Low-Density Residential (R-1)</td>
<td>935</td>
<td>3474</td>
</tr>
<tr>
<td>Rowhouse (R-1.5)</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Medium-Density Residential (R-2)</td>
<td>119</td>
<td>282</td>
</tr>
<tr>
<td>Light-Medium Industrial (I-2)</td>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td>Public Land (PL)</td>
<td>177</td>
<td>44</td>
</tr>
</tbody>
</table>
Agriculture (AG) zone
- Outdated, includes partial parcels and non-conformance with AG rules

General Office (GO) zone
- Most parcels built as single-family homes
KEY DESIGN CONSIDERATIONS

HEIGHTS
- Neighborhood Commercial (C-1): 35 ft height limit too restrictive for mixed-use, limits buildings to 3 story max
- Community Commercial (C-2): 120 ft height limit is excessive

FLOOR-AREA RATIO (FAR) REQUIREMENTS
- FAR not regulated in base Commercial zones - risk of too low density

RESIDENTIAL DENSITY
- R-1: up to 14 dwellings/acre
- R-2: 13-29 dwellings/acre
- Commercial zones: no density limits
- Changes: increase base zone density?
BARRIERS TO MIDDLE HOUSING IN R-1

- Duplex/Triplex/Fourplex are restricted to new subdivisions
- Rowhouse (R-1.5, currently not present in study area) cannot exceed 8 units and may not be located within 500 ft of other rowhouses

TRANSITIONS TO RESIDENTIAL ZONES

- First 50 ft of adjacent parcel requires transition in height

PARKING REGULATIONS

- Good site design standards for surface parking - no parking allowed between ROW and buildings
CODE - POSSIBLE HYBRID FORM-BASED

ESTABLISH DISTRICTS
- Broad and flexible land use regulations
- Basic form controls (height, bulk, etc.)

CONTROLS
- Regulate form based on street-type adjacency (arterial vs. local) - setbacks, parking locations, ground floor uses, facade design
- Site planning, building design, streets, landscape, and signage

MAKE SURE TO...
- Match zone districts with intentions for a place
- Review all zone rules for intended outcomes
- Not over-regulate by use
### LIVABILITY
- Development compatible with neighborhood character (quantify growth in types, qualify compatibility)
- Housing type mix (quantify housing growth blend)
- Housing units within distance (¼-½ mile) of transit and commercial clusters
- Affordability for housing and businesses - gentrification and displacement (cost and rent impacts, turnover rates, local ownership)
- Bulk and built form transitions between districts (measurable standards resulting in compatibility)

### ECONOMIC
- Quantity of and access to jobs (jobs per sq of commercial space)
- Property value and tax revenue increases from new development
- Development feasibility (likelihood of development types and locations)
- Housing affordability across income ranges and household compositions

### ENVIRONMENT
- Transit mode-share increase (measurable estimates)
- Access to natural and open spaces (quantify open space amounts and evaluate safe connections)
- Amount of shift towards lower-impact multifamily housing
- Development abutting or within Greenway "zone"

### SOCIAL
- Public amenities and gathering spaces (measure quantity and proximity, evaluate quality)
- Local ownership and employment of businesses (measure of ownership, quantify potential incentive/subsidy impacts)
- Housing type mix, size, and affordability (measurable)
- Access to schools and community destinations (evaluation of connectivity)

### RIDERSHIP
- Neighborhood "last mile" connections to transit - street connectivity and safety
- Housing/jobs growth and balance - trip generators and destinations (quantify)
- Cost and supply of parking in development (measure parking quantities and costs, track reduced need based on transit access)
<table>
<thead>
<tr>
<th></th>
<th>FEBRUARY 11</th>
<th>FEBRUARY 12</th>
<th>FEBRUARY 13</th>
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</thead>
<tbody>
<tr>
<td><strong>THEME</strong></td>
<td>Getting Started: Reflecting the Neighborhood Vision and Priorities</td>
<td>Developing Concepts: Exploring the multiple ways the vision can take shape on the ground along the corridor</td>
<td>Establishing Criteria: evaluating options and establishing criteria</td>
</tr>
<tr>
<td><strong>FIRST THING</strong></td>
<td>Project Management Team (PMT) check-in</td>
<td>Project Management Team (PMT) check-in</td>
<td>Project Management Team (PMT) check-in</td>
</tr>
</tbody>
</table>
| **MORNING**      | Team work time: Review the neighborhood vision, goals and policies to establish the design parameters | ● Team work time: In-depth concept creation, exploration of differences, and review with community and technical groups  
                        ● Team / Staff focus meetings (or afternoon) | Team work time: Concept refinement and early evaluation                     |
| **LUNCH**        |                                                                              | Technical Advisory Committee review                                         |                                                                            |
| **AFTERNOON**    | ● Team work time  
                        ● Open house preparation, or  
                        ● Community open house? | ● Team work time, and  
                        ● Team / Staff focus meetings, or  
                        ● Community open house? | ● Team work time  
                        ● Open house and presentation preparation |
| **DINNER**       |                                                                              |                                                                           |                                                                            |
| **EVENING**      | ● RRCO Meeting attendees  
                        ● Community open house | ● Community open house, or  
                        ● Team work time | Community open house and presentation: Seek to come out with the range of concepts to carry forward for more study |
NEXT STEPS

● Next CAC meeting (during Workshop #1 in February 2019)
● Ongoing Neighborhood Physical/Economic/Code Assessment - finalization est. late March 2019 to support Neighborhood Plan Action Planning
● Evaluation Criteria development (CAC review during Workshop #1)
● Workshop #1 prep
● Plan writing to N.P. Plan document - see outline (primarily to Chapter 5. Community Policies)
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