

## Economic Development Vision Statement

*The River Road and Santa Clara communities support sustainable economic development, a variety of employment opportunities for all residents, and local entrepreneurship. Economic activity, especially that of local businesses, contributes to a shared neighborhood identity, while providing places to gather and build community. Natural assets, such as the river and fertile soils, benefit local residents and support thriving businesses. Residents can safely access essential goods and services within a short distance from home.*

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

1.1 Incentives for Local Businesses: Use existing city/county loan programs to support growth and creation of neighborhood businesses.

1.1.1 Create neighborhood-based resources for small business with sustainable funding from tax increment financing or other instruments.

1.1.2 City/County work with neighborhood residents to develop other incentive programs for local business

1.2 Neighborhood Assets: Base local economic development on neighborhood assets

1.2.1 Analyze present business mix and possible future economic development through the lens of acceptability and desirability for the neighborhood

1.2.2 Inventory local businesses, including homebased businesses and services. Develop and adopt land use code that favors small independent businesses over large national chains.

1.2.3 Inventory commercial and industrial land, assess location and serviceability, and environmental suitability for business development

1.3 Patronage of Locally Owned Businesses: Encourage patronage of locally owned businesses

1.3.1 Create a neighborhood business network or association that includes the diverse spectrum of enterprises.

1.3.2 Brand the neighborhood as a recognizable identity that draws on our assets (eg: "River and Garden district")

1.3.3 Use neighborhood brand and network to create a visible "buy local" campaign that leverages collective advertising and neighborhood identity.

1.3.4 Use neighborhood gathering spaces to support the buy local campaign

1.3.5 Develop a farm to table strategy to promote neighborhood businesses using locally produced foods

1.3.6 Develop a local market featuring neighborhood farmers and makers of hand-crafted goods

1.3.7 E-commerce and Technology: Foster entrepreneurship and support start-up companies, particularly in the e-commerce and technology sectors

1.3.8 Develop “co-work” spaces that create a sense of community among workers and entrepreneurs, including those in the tech sector

1.3.9 Connect neighborhoods to EUGNet fiber network for internet service.

1.4 Regulatory Environment: Ensure regulatory environment is supportive of economic development in line with neighborhood vision

1.4.1 Research how local permitting and regulatory processes work to encourage or discourage business activity. Address incongruities.

1.4.2 Develop a guiding plan for redevelopment of smaller commercial nodes that includes a strategy for encouraging the co-location of complementary businesses

1.4.3 Adjust land use regulations to encourage local community investments that produce employment opportunities recognizing the importance of living and working within the neighborhood

1.4.4 Reduce zoning barriers that preclude urban farmers from selling produce on-site

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

2.1 Vibrancy: incentivize and support redevelopment that fosters vibrancy

2.1.1 Inventory and map property available for redevelopment that can be re-zoned for mixed-use.

2.1.2 Utilize available funding and property tax breaks to incentivize mixed use development.

2.2 Small Business Development: Promote small business development that supports vibrant mixed use areas.

2.2.1 Identify funding sources (grants, loans, tax incentives) for targeted small business development

2.2.2 Continue communication, outreach and assistance to small business owners regarding funding opportunities.

2.2.3 Outreach to local small businesses to discuss market analysis and neighborhood business opportunities.

### **Goal 3: Promote living wage employment opportunities within the neighborhood**

3.1 Residential Employment: Encourage business growth in residential locations that complements the surrounding neighborhood

3.1.1 Review land use codes to determine if code changes can assist in creating more employment opportunities within the neighborhoods

3.1.2 Allow for the rezoning of properties along River Road to support employment growth (i.e. E2)

3.1.3 Incentivize the development of work/live projects

3.1.4 Analyze current commercial zoning patterns along the transit corridor

3.1.5 Rezone properties for neighborhood commercial as appropriate

3.2 Employment Opportunities: Promote the creation of employment opportunities

3.2.1 Identify areas for light industrial/manufacturing uses

3.2.2 Assure that commercial development near the River Road/Beltline intersection is appropriately sized for compatibility with neighborhoods

3.2.3 Assess needed housing density to support creation of employment opportunities

3.2.4 Encourage co-locating commercial growth in conjunction with transportation options

## Transportation Vision Statement

*The integrated transportation system in River Road and Santa Clara is safe, efficient, and accessible for people of all ages, abilities, and socio-economic levels who choose to bike, walk, drive, or use public transit. This system supports redevelopment, economic opportunity and affordable, convenient access to daily needs. The design of the transportation system enhances the sense of place and responds to the evolving needs of the community. Our transportation system is environmentally responsible and supports low carbon transportation options.*

### **Goal 4: Promote a connected and efficient multi-modal transportation system that is equitable and affordable**

*4.1 Equity in Access: Increase equity and affordability in access to transportation.*

4.1.1 Ensure that disabled residents can cross streets safely and within the light timing.

4.1.2 Provide additional transportation options that promote accessibility and all forms of transportation (vehicles, bicycles, pedestrians, wheelchairs, buses, etc.) for people of all ages and abilities.

*4.2 Regional transportation network: Provide convenient and equitable access to a regional pedestrian, bicycle, transit and private vehicle network throughout the River Road and Santa Clara neighborhoods.*

4.2.1 Develop a new, safe bicycle route to Santa Clara on the west side of River Road.

4.2.2 Fully implement the Bike/Pedestrian Plan designed for River Road and Santa Clara areas.

4.2.3 Collaborate with City and County to transition remaining private roads to either City or County maintenance.

4.2.4 Major Collectors: Provide bike lanes along all major collectors.

4.2.5 Separate vehicle traffic from other non-vehicle traffic and pedestrians along River Road and other major arterials.

4.2.6 Create bike/pedestrian paths to give access to the Willamette River in Santa Clara to connect them to the rest of the path system throughout the city.

4.2.7 Build a pedestrian/bicycle bridge over Beltline near NEHS connecting the River Road and Santa Clara communities.

4.2.8 Increase walkability to local businesses, recreation and schools. Discourage situations where pedestrians are forced to walk in the traffic lane.

4.2.9 Complete the connection of the West Bank Bike Path to Santa Clara, along the west edge of Knife River property to the UGB.

4.2.10 Complete the connection of the West Bank Bike Path to Santa Clara, along the west edge of Knife River property to the UGB.

4.2.11 Study and implement additional multimodal potential access routes in addition to Beltline, River Road and NW Expressway.

4.2.12 Improve Beltline area interchange.

4.2.13 Support the Beltline Facility Plan which calls for a new multimodal local arterial bridge over the Willamette River north of Beltline.

- 4.2.14 Consider more park and rides to encourage the use of public transit and bicycles.
- 4.2.15 Provide transit signal priority.
- 4.2.16 Modify/update LTD routes based on current and future studies/needs.
- 4.2.17 Consider “pull-out” stops for buses on all major arterials where safety is not an issue.
- 4.3 *Bus Rapid Transit: Support affordable bus rapid transit from the River Road corridor to the rest of Eugene.*
  - 4.3.1 Promote more LTD transit stops especially at high density residential, commercial areas and schools.
  - 4.3.2 Create map of high density use areas to coordinate with future bus transit needs.
  - 4.3.3 Provide timely schedules for public transportation systems that are responsive to residents’ needs.
  - 4.3.4 Provide increased access and opportunities to transit for people with disabilities.
  - 4.3.7 Increase the number of wheelchair opportunities.
- 4.4 *Bicycle Access to Eugene: Create a seamless and safe bicycle infrastructure system that connects RR and SC to the rest of Eugene.*
  - 4.4.1 Modify the bridge over the Willamette on Beltline to provide separated active transportation options adjacent to Beltline.
  - 4.4.2 Collaborate with City and County to expand bike-path through to Santa Clara.
  - 4.4.3 Wayfinding signs focused on bike and pedestrian users. For example, create interactive features (signage, placards, maps, etc.) at intervals along the river paths.
  - 4.4.4 Install Bike Share locations in River Road and Santa Clara.
  - 4.4.5 Clearly map current bicycle infrastructure and identify gaps in safe service.
  - 4.4.6 Promote the use of IBikeEugene App.
- 4.5 *Active Transportation to Commercial Centers: Develop active transportation networks that connect neighborhoods to their adjacent commercial areas, schools and community gathering spaces.*
  - 4.5.1 Develop Right-of-way cross sections, templates and pavement markings that reflect the needs of all people and ways that they travel.
  - 4.5.2 Install, enhance and maintain transit stops at high-traffic commercially developed areas.
  - 4.5.3 Install, enhance and maintain safe and secure bike parking at commercially developed areas.
  - 4.5.4 Build an EmX line or enhanced transit corridor for high volume streets with stops at active commercial locations (Santa Clara Statin included).
  - 4.5.5 Develop an active transportation system needs list and prioritize those needs for both neighborhoods in accordance with the most current Transportation System Plan (TSP) and Active Transportation Strategic plan.
  - 4.5.6 Build and enhance pedestrian walkways to promote accessibility to active commercial and high-density residential developments.
  - 4.5.7 Enhance and integrate riverfront path access to connect commercial and residential roads along River Road.

- 4.5.8 Ensure that commercial spaces are designed (through code and design overlays) that support and prioritize active transportation access.
  - 4.5.9 Ensure that city and county zoning reflect the development and implementation of the 20-minute neighborhoods policy.
  - 4.5.10 Provide safe access from Division to Fred Meyer and Santa Clara Square Transit Center to make access effective and safe for all modes of transportation.
  - 4.5.11 Make safe access a high priority for commercial and higher density residential developments.
  - 4.5.12 Support mixed commercial use that includes intelligent traffic control and active transportation enhancements.
  - 4.5.13 Encourage transit and active transportation opportunities for area farm stands, particularly those north of the UGB.
- 4.6 *Northwest Expressway: Increase use of Northwest Expressway for through traffic.*
- 4.6.1 Install roundabouts where feasible, especially for Northwest Expressway access.
  - 4.6.2 Encourage traffic to reroute to NW Expressway through wayfinding signs on major corridors.
  - 4.6.3 Increase capacity on NW Expressway (when needed) to accommodate increased traffic.
  - 4.6.4 Redesign exit to NW Expressway near Chambers instead of having to turn from River Road.
- 4.7 *Seamless Connections: Support integration of the transportation system for users switching between modes.*
- 4.7.1 Provide ride sharing pick up locations.
  - 4.7.2 Integrate LTD into the city and county permitting process to ensure that multi-modal housing can be accommodated by the existing transit system, if not generate remedies.
  - 4.7.3 Install crosswalks at bus stops and river access streets.
  - 4.7.4 Provide bike share options.
  - 4.7.5 Use pavement markings (sharrows) to indicate the presence and rights of people riding bicycles.
  - 4.7.6 Plan for bus stops near commercial hubs.

**Goal 5: Plan for a transportation system that is future oriented, environmentally responsible and transitions to zero carbon**

- 5.1 *Zero Carbon: Transition transportation system toward zero carbon.*
- 5.1.1 Reduce VMT annually in parallel with broader city goals.
  - 5.1.2 Plan for centralized electric vehicle charging stations in commercial areas.
  - 5.1.3 Create standards for ride sharing waiting areas in commercial development.
  - 5.1.4 Use traffic calming to prioritize walking and cycling over private vehicles for getting around the neighborhoods.
- 5.2 *Education and Youth Engagement: Educate current and future users of the transportation system about active modes of transit.*

5.2.1 Develop integrated education programming for students within the neighborhoods around active transportation and low carbon futures.

5.2.2 Secure sustainable funding for bus passes for all students to schools in our districts.

5.2.3 Provide education and awareness programs, such as Smart Trips and school-based transportation options (such as Safe Routes to School) as stated in the Eugene TSP.

*5.3 Future Transportation needs: Ensure transportation system responds to the long-term transportation needs for the River Road/Santa Clara area.*

5.3.1 Investigate and empower commercial areas to plan for autonomous vehicle needs.

5.3.2 Conduct a “long term transportation needs analysis” for all major and minor arterial streets and connectors.

5.3.3 Conduct a “long term transportation needs analysis” that addresses the transportation needs/desires of the current and future residents of the area.

5.3.4 Propose low carbon transportation options to local residents.

*5.4 Future Parking needs: Provide parking consistent with the needs of future vehicles and future developments.*

5.4.1 Provide autonomous vehicle parking options.

5.4.2 Require all large commercial spaces to conduct traffic impact analysis for permit issuance based on the next 20-years anticipated traffic volume.

5.4.3 Provide off-street parking according to the land use codes, including areas of specific reductions, and request parking exempt areas if needed.

5.4.4 Plan for future reductions in parking needs due to increased shared use of autonomous vehicles.

*5.5 Infrastructure quality: Ensure that all new public and private road.*

5.5.1 Discourage allowance of private streets in new developments.

5.5.2 Where possible collaborate with City and County to transition remaining private roads to public maintenance.

## **Goal 6: Ensure a safe transportation system for all users**

*6.1 Travel to and from schools: Ensure the safety of students traveling to and from schools.*

6.1.1 Provide pedestrian/bike tunnel beneath Beltline connecting Ruby Avenue to Sterling Drive to improve quality of access to North Eugene High School.

6.1.2 Implement Safe Routes to Schools program (SRTS) working with 4J and Bethel SRTS, City of Eugene and Lane County.

6.1.3 Implement sidewalks using context sensitive design.

6.1.4 Provide pedestrian signals at school crossings.

6.1.5 Promote the construction of bike lanes/paths and sidewalks on main routes to schools.

6.1.6 Assess need for improved transit services, including bus stop location and infrastructure.

6.1.7 Address needs identified in 6.1.6

*6.2 Collectors and local streets: Promote safe access for all users along collectors and local streets.*

- 6.2.1 Allow neighborhood pathways in alleys, ROW, etc. that respects neighborhood character and increases access to services for all.
- 6.2.2 As contextually appropriate, improve streets to include both bike lanes and sidewalks.
- 6.2.3 Implement protected pedestrian and bike lanes that address evolving neighborhood needs and increase access to services for all. River Road is a priority.
- 6.2.4 Inventory needs for sidewalk infill and seek funding/incentives for prioritized infill projects. Share inventory and priorities with city and county on a regular basis.
- 6.2.5 Make safety improvements for active transportation users such as make room on already striped streets, speed cushions on unstriped streets, clearly marked streets.
- 6.2.6 Analyze the need for sidewalks, bike lanes and safety improvements based on the characteristics and desires of local residents.
- 6.2.7 Implement 20 mph speed limits on local streets.
- 6.2.8 Provide signage to inform about the routes to bike paths.
- 6.2.9 Provide clearly marked streets, using sharrows, for streets to be shared by autos and bicycles.
- 6.2.10 Provide separate bike paths on streets where safety is an issue.
- 6.2.11 Improve lighting to make biking and walking safer (emphasis in Santa Clara).

*6.3 Major and minor corridors: Ensure the safety of pedestrians and bicyclists along major and minor corridors.*

- 6.3.1 Separate bike lanes from traffic along River Road and on major corridors using buffered or protected lanes.
- 6.3.2 Insure crosswalks at main intervals along River Road are compliant with the Americans with Disabilities Act.
- 6.3.3 Mark all crosswalks on major and minor arterials with pavement markings.
- 6.3.4 Provide flashing lighted crosswalks at appropriate intervals along River Road.
- 6.3.5 Redesign sections of River Road to focus on safety, pedestrian access, accessibility and smooth traffic flow.

*6.4 Active Transportation on High Traffic Roads: In addition to safe vehicle options, develop safe and efficient active transportation options on high traffic roadways (River Rd., Irving, NW Expressway, Maxwell, etc.).*

- 6.4.1 Place a high priority on providing active transportation options along River Rd.
- 6.4.2 Widen Northwest Expressway to provide separated active transportation options or consider a separated path on the west side of the Expressway.
- 6.4.3 Enhance active transportation options that parallel the Beltline.

*6.5 Riverfront Paths: Implement safety measures along riverfront bicycle/pedestrian paths.*

- 6.5.1 Enhance riverfront bike path feeder streets so they are more bike and pedestrian friendly (bike lanes and sidewalks) and connect to commercial areas.
- 6.5.2 Provide lighting along the paths and connections into the neighborhoods.
- 6.5.3 Create interactive features (signage, placards, maps, etc.) at intervals along the paths.
- 6.5.4 Provide wheelchair access.



6.5.5 Implement a security system, such as “Panic boxes”.

6.6 *Traffic Management: Ensure traffic regulations support safety objectives and ensure the regulations are enforced.*

6.6.1 Promote vehicle and pedestrian safety through enforcement of speed limits on River Road.

6.6.2 Work with city, county and state law enforcement agencies to monitor traffic flow during peak hours.

6.6.3 Construct safety improvements at key intersections along River Road.

6.6.4 Update signal timing for entirety of River Road.

6.6.5 Work with the City to implement the Vision Zero Action Plan and with the County to implement the County Transportation Safety Action Plan.

6.6.6 Make entrance onto NW Expressway safer.

## Parks and Natural Resources Vision Statement

*River Road and Santa Clara celebrate a rich diversity of private and shared green spaces, including parks for recreation, natural areas that support native plants and wildlife, and farmland for food production. All residents have a clean, safe, accessible and well maintained park or recreation facility close to their home. Residents have access to the Willamette River, which is celebrated as a natural asset, a defining characteristic of both neighborhoods, and a statewide resource to be protected for future generations. Natural assets, such as the tree canopy, soils and the watershed, are highly valued and cared for as natural infrastructure that enhances ecosystem health, provides opportunities for recreation, and supports the working landscape.*

### **Goal 7: Provide natural areas are healthy, thriving spaces that provide habitat for native species and function as natural infrastructure**

*7.1 Stormwater Conveyances: Enhance natural stormwater conveyances, including lesser waterways not protected by Goal 5 regulations, to reduce pollution, increase infiltration, protect against flooding and improve habitat.*

- 7.1.1 Determine extent of surface waterway drainage system necessary for stormwater functions
- 7.1.2 Identify, protect and enhance waterways that are not currently protected:
  - Public Easements - Identify where easements do or don't exist not protected by goal 5 or goal 6 (WQ)
  - County to adopt Goal 5 or Goal 6 (WQ) protections
- 7.1.3 Prioritize natural infrastructure in all situations
- 7.1.4 Enhance natural infrastructure of publicly owned stormwater waterways through selective revegetation with native plants
- 7.1.5 Create a program of tax incentives for private landowners of recognized stormwater conveyances who create long term natural infrastructure improvements.
- 7.1.6 Create a program to freely provide native plants for waterway revegetation to private landowners of stormwater conveyances
- 7.1.7 Incentivize maximal use of pervious surfaces in all development

*7.2 Education: Educate the public about the interconnectedness of function and safety in natural stormwater system*

- 7.2.1 Teach appropriate vegetative management in waterways through information sharing, demonstrations, and volunteer opportunities on proximate waterways
- 7.2.2 Encourage and enable planting more trees through education of the value of mature tree canopy for multiple benefits of air quality, water quality, habitat, water temperature control, stormwater uptake and ambient temperature control
- 7.2.3 Teach value of “function stacking” in relation to waterways (better vegetation=better habitat=better water quality outcomes=better flood control)
- 7.2.4 When property turns over, buyer is notified about existing waterway on the property. Materials tailored to individual or developer. "waterways welcome wagon"

*7.3 Habitat Corridors: Create new and enhance existing habitat corridors throughout River Road and Santa Clara*

- 7.3.1 Map existing habitat corridors and identify gaps in their connectivity
- 7.3.2 Create habitat connectivity through purchase of land and providing education to owners of privately held pieces
- 7.3.3 Promote an ethic of neighborhood pride around enhancing habitat corridors to encourage private landowners to join the effort.
- 7.3.4 Catalog present day baseline of species diversity

*7.4 Public Natural Areas: Provide natural areas, including the Willamette River Greenway, accessible to all residents (areas may include areas not included in developed parks and planned developments)*

- 7.4.1 Plan for all neighborhood parks to include natural areas
- 7.4.2 Minimize light pollution in natural areas through better lighting fixtures and more sensitive placement of them in parks.

*7.5 Tree canopy: Promote, conserve, protect and improve our urban forest, while flexibly accommodating a diverse range of land ownerships, uses and activities*

- 7.5.1 Preserve and increase street trees wherever possible
- 7.5.2 Encourage planting of trees on private property through education and incentives (ie providing trees or some of the cost for trees).

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

*8.1 Access to Parks: Ensure all residents have access to parks or publicly owned open space within 1/2-mile walking distance*

- 8.1.1 Continue to acquire neighborhood park spaces within ½ mile of all residents.
- 8.1.2 Continue to develop, with neighborhood input, neighborhood parks already in park inventory, but currently lack amenities. Include facilities for children.
- 8.1.3 Include natural areas as part of neighborhood parks.
- 8.1.4 Create walking paths through natural areas.
- 8.1.5 Purchase and develop an urban plaza for residents, perhaps at new Lane Transit District transfer station site.

*8.2 Connectivity: Improve connectivity between parks, natural areas and public open spaces*

- 8.2.1 Identify possible connective pathways between parks and open spaces and pursue opportunities for purchase of land, easements, or other agreements for connectivity
- 8.2.2 Resume discussions with Delta Sand and Gravel, Lane County and the City of Eugene to advance the multi-use path from Division to Admiral Street
- 8.2.3 Continue to explore options for longer term vision of riverfront path from Beltline northward
- 8.2.4 Work with rural residents to craft a vision for a greenbelt/agricultural parkway using existing paths, streets, and pedestrian ways to create a way through and around Santa Clara for alternative transportation.

*8.3 Recreational Opportunities and Community Centers: Enhance equitable access to safe and well-maintained recreational opportunities and community centers*

- 8.3.1 Work with the City of Eugene to preserve Santa Clara Schoolhouse on Community park property for use by Santa Clara residents.
- 8.3.2 Promote the creation of a community center in Santa Clara.
- 8.3.3 Provide stable funding of community center to provide service and programming equivalent to River Road Park and Recreation District.
- 8.3.4 Research best practices for development of River Road /Santa Clara parks and recreation facilities.
- 8.3.5 Review cities with state-of-the-art facilities who have similar populations and demographics and employ some of their strategies.
- 8.3.6 Provide facilities and programming for all ages and abilities of residents.

## **Goal 9: Make the Willamette River a vital, healthy and accessible part of the neighborhoods**

### *9.1 Willamette Greenway Preservation: Preserve the Willamette Greenway in the plan area*

- 9.1.1 Determine river's edge as the average high/low water mark over the last five years.
- 9.1.2 Allow the minimum development for the purpose of enhancing public experience of the river.
- 9.1.3 Find stable funding for maintenance without the use of pesticides or herbicides.
- 9.1.4 Enhance greenway as a riparian corridor characterized by wildlife, vegetation and open space.
- 9.1.5 Implement a volunteer program to be actively involved in clean up, safety and education.
- 9.1.6 Continue the West Bank Multi Use Path northward through Santa Clara and beyond.
- 9.1.7 Enlarge the Greenway where necessary for enhanced natural preservation.
- 9.1.8 Support plantings of fruit and nut trees along river path.

### *9.2 Safe and Convenient Access: Provide safe and convenient access to the riverbank park system for pedestrians and bicyclists*

- 9.2.1 Create access to the path from the neighborhoods approximately every 5 blocks.
- 9.2.2 Install motion activated lighting along pathway.
- 9.2.3 Install emergency call boxes along pathway.
- 9.2.4 Explore methods for providing more frequent police patrolling of pathway.
- 9.2.5 Build path in manner that provides a smooth travel surface.
- 9.2.6 Create a mechanism by which travelers can voluntarily contribute funds for the pathway (i.e. fee boxes).
- 9.2.7 Support development of access paths/trails from river path to businesses on River Road.

### *9.3 Public Ownership: Promote public ownership of lands adjacent to the Willamette River*

- 9.3.1 Develop a long range plan for uses along the Willamette River.
- 9.3.2 Work with Delta Sand and Gravel to transfer ownership or easement to City of Eugene and/or Lane County.
- 9.3.3 Partner with local river conservation/preservation groups to meet goals.
- 9.3.4 Promote volunteer work parties along the river greenway through participation incentives.

- 9.3.5 Create an interactive web page promoting the riverine opportunities in the River Road and Santa Clara neighborhoods.

*9.4 Recreational Uses: Promote recreational uses along the river's edge*

- 9.4.1 Improve access to and function of boat ramp under Beltline overpass.
- 9.4.2 Consider fees for use of boat ramps.
- 9.4.3 Develop more canoe/kayak access points along the river's edge.
- 9.4.4 Promote recreational programming along the river's edge to include, but not be limited to: food or produce market, music/theatre events, running and/or biking events, fishing and/or fishing education, wading access and weekend docents.
- 9.4.5 Create intermittent informational displays along the river highlighting the history, geology and ecology of the river.
- 9.4.6 Install more benches along the path.

**Goal 10: Preserve agricultural land and open spaces within and around our neighborhood boundaries**

*10.1 Agricultural Land Preservation outside the UGB: Preserve high value farmland outside the UGB exclusively for farm use*

- 10.1.1 Incorporate agricultural land preservation into all long range planning at municipal and county levels.
- 10.1.2 Recognize prime agricultural land (as defined by USDA soils survey) as an invaluable resource that should be protected for future generations.
- 10.1.3 Empower county to adopt agricultural zoning ordinances to limit non-agricultural development to densities, uses, and development patterns consistent with the continuation of agriculture.
- 10.1.4 Create and fund a farmland preservation program centered around transfer of development rights and conservation easements.
- 10.1.5 Protect, from development, smaller farms (10 acres and less) that provide the buffer between EFU zoned land and land within the UGB.
- 10.1.6 Pursue creation of land classification that permanently protects prime farmland adjacent to the UGB i.e. rural reserves.

*10.2 Open Space Preservation: Promote a network of publicly and privately owned open space*

- 10.2.1 Identify publicly owned land operating as open space currently.
- 10.2.2 Identify parcels of privately owned open space valued by community as open space currently and target for future public acquisition.
- 10.2.3 Form an "appreciation brigade" to express acknowledgment of the value of privately owned open space to landowners.

*10.3 Agricultural enterprises within the UGB: promote agricultural enterprises within the UGB*

- 10.3.1 Create small scale urban agricultural enterprise zoning (i.e. tax incentive for land in UGB used for food production).

- 10.3.2 Allow property owners who control more than ½ acre of undeveloped land to apply for and receive a property tax credit for that portion of land specifically dedicated to small scale commercial agricultural food production.
- 10.3.3 Amend zoning to explicitly allow the vending of farm produce at the address where it was produced.
- 10.3.4 Facilitate and encourage conversion of open space on church properties to food production. Encourage churches to de-pave oversized parking areas and replace with agriculture, rain gardens and native plants.

## Land Use Vision Statement

*Land use in River Road and Santa Clara supports neighborhood character and local identity, including our long standing agricultural heritage and high value soils. Our neighborhoods are walkable, with a range of housing types affordable to all residents. Abundant shops, services and community spaces are served by a variety of transportation options. Strategic development and revitalization in more urban locations, especially the River Road corridor, helps maintain neighborhood character while meeting our housing and economic needs in a way that is environmentally responsible. Development is well designed, sustainable, and compatible with existing surroundings. Adjacent to the Willamette River greenway, development improves safety, enhances access, and respects ecological functions.*

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

11.1 Effective Public Process: Encourage effective collaboration between developers, public agencies, and neighbors to accommodate desirable growth.

11.1.1 Adopt a new process that requires developers to communicate with the RR or SC at least one month prior to submitting a land use application, preferably during the schematic phase of design, prior to the creation of construction documents. The process shall be the same as the current Chapter 9.7007 Neighborhood/Applicant Meetings process but shall also include proposed zone changes and Willamette Greenway Permits. Upon notification of a private development allow a month for the community to respond with concerns and prioritized design recommendations. The developer must respond to the completed application how it responds to concerns are addressed or mitigated in the plan prior to acceptance of the application.

11.1.2 Adopt a corresponding set of design guidelines to be utilized during the process outlined in 11.1.1 or in a voluntary design review process for multi-family and commercial developments and for infill development. Include principles where appropriate that:

- Define the neighborhood through consistent and attractive building forms
- Minimize impacts of new development to existing residential uses
- Create a clear transition from public to private space along residential streets
- Use building form transitions to blend between business and living sections of the neighborhood
- Create gradual transitions from buildings and uses of greater intensity and volume to lesser intensity and volume
- Provide a safe and attractive public realm for all users, both day and night
- Promote best practices for parking and access to residential buildings
- Provide for a safe and inviting street character
- Promote a safe and livable character throughout residential neighborhoods
- Activate the street front at new commercial buildings and promote active street fronts at existing commercial buildings. To support this, codes and guidelines may emphasize active

frontages with minimum number of driveways, large window openings facing the street, street side cafes, frequency of entrances, and upper level office or residential uses.

- Create a hierarchy of public and semi-public spaces that
  - o Maximize light, sun, seasonal shade and available views
  - o Maximize visibility between public and semi-public spaces
  - o Provide some buffer or separation from busy streets
  - o Promote sustainable practices throughout the neighborhood
  - o Provide shared parking options that promote business and support walking between businesses
  - o Minimize visual impacts of parking while maintaining an adequate parking inventory
  - o Promote best practices for parking and access to residential buildings.

11.1.3 Require public agencies to provide sufficient notice to affected Neighborhood Associations before deciding to sell any land parcel within their boundaries

11.2 Well Designed Built Environment: Ensure that building design, size, scale and site layout provide a desirable transition between different uses and scales.

11.2.1 Require new buildings to be well-designed, retain open space, and provide aesthetic transitions between uses and zones either via form based code or other language.

11.2.2 Form Based Code: Ensure compatible land uses through form based land use code standards aimed at supporting the goals and policies of the River Road Santa Clara Neighborhood plan. Create form based code zones appropriate for commercial, residential, and greenway development. Form based code will include infill that maintains neighborhood character, height limits, setbacks, relationship to the street, parking configuration and other critical features.

11.2.3 Use Lower River Road Concept Plan: Review and where appropriate implement the Land Use and Development Concepts of the Lower River Road Concept Plan.

11.3 Well Designed Community Space: Use well-designed community space (public and private) to support the goals and policies of the neighborhood plan and other applicable City and State-wide goals.

11.3.1 Identify and develop public spaces for community gardens.

11.3.2 Establish a network of streets with green and pedestrian friendly features in conjunction with public spaces.

11.3.3 Provide clear “entry points” to the River Road neighborhood, identifying it as the “River and Garden District.” Identify thriving commercial areas with synergistic businesses that can be redesigned to accommodate public functions. Example: public plaza surrounded by businesses

11.4 Green and Resilient Properties: Encourage actions on residential, commercial, and public properties that enhance food and energy production, water storage and conservation, and social interaction on site.



11.4.1 Identify food producing trees and shrubs that can be included in the city's "menu" of acceptable landscaping plants. Reference Olympia, Washington's plant lists for public property. Identify a citizen's committee to work with the city to identify acceptable plants.

11.4.2 Provide incentives to increase and maintain residential tree canopy.

## **Goal 12 Ensure future housing addresses the needs of the community**

12.1 Compatible Infill: Allow for residential infill development at compatible scales using a variety of housing types at appropriate densities and scales to fit neighborhood demand.

12.1.1 Review existing policy, programs and regulations to identify and remove land use code and financial barriers to innovative and creative housing options without requiring a subdivision. Examples: Rowhouses/Townhouses, Cluster Subdivisions, Duplexes, Triplexes, Fourplexes, Courtyard housing, Live/work housing, Mixed use housing, Accessory Dwelling Units

12.1.2 Create a spatially based dispersal policy for housing types that results in appropriate spacing of creative housing types to limit excessive conversion of single family to other types of housing.

12.1.3 Provide incentives to encourage a mix of compatible housing types including workforce housing (middle housing).

12.1.4 Adopt flexible code that allows infill opportunities that are more compatible to adjacent neighbors than the typically current flag lots.

12.1.5 Remove barriers for Tiny Homes such as land use restrictions and challenges in providing water and sewer hook ups.

12.1.6 Change Cluster Subdivision Application requirements to 4 units minimum instead of 6 units minimum.

12.2 Affordable Availability: Ensure that Affordable Housing, as well as, low and moderate income housing is available and dispersed throughout the River Road/Santa Clara neighborhoods.

12.2.1 Develop strategies and tools to create and preserve rental and owner-occupied affordable housing and housing affordability throughout the area. Identify and implement investment strategies that expand and maximize local, regional, state and federal affordable housing resources, partnerships and tools.

12.2.2 Enact code amendments to require that housing developments that meet a defined threshold utilize inclusionary zoning to designate a portion of the development be low income housing.

12.3 Support agricultural worker housing on parcels outside the UGB and inside the neighborhood boundaries.

12.3.1 Identify solutions that honor Oregon statewide land use goal 3 and allow housing that minimizes its footprint while accommodating workers needed to productively cultivate that same farmland (i.e. clustered housing)

12.4 Facilitate collaborative planning efforts between the neighborhoods, city, and county to promote innovative housing strategies

12.4.1 Remove barriers that prevent multiple adjacent property owners to collaboratively developed land across multiple property lines when a maintenance agreement is established.

12.4.2 Utilize Opportunity Siting to develop innovative projects that are supported by a developer and the Neighborhood Association that wouldn't otherwise meet existing code standards.

12.4.3 Identify and provide incentives to allow residents to age in places that are accessible, comfortable and safe no matter their age or physical condition.

### **Goal 13 Support a thriving, vibrant and active River Road corridor**

13.1 Key Areas for Development: Support development and redevelopment that contributes to a thriving, vibrant and active River Road corridor.

13.1.1 Utilize the River Road Corridor Study to designate key areas for residential and commercial/mixed-use development at appropriate density and scale along the River Road corridor and minor arterials in the River Road and Santa Clara Neighborhoods. Provide additional opportunities for multifamily housing along the River Road corridor using mixed use-development whenever possible as needed to meet the Neighborhoods share of multifamily housing identified in Envision Eugene.

13.1.2 Limit size and scale of commercial development outside of area along River Road immediately north of Beltline. Reduce the current maximum size of retail uses permitted (50,000 square feet) to assure that retail facilities are small and neighborhood focused.

- Reduce the maximum height for C-2 development significantly lower than 120 feet.
- Develop incentives for public benefits, mixed uses, etc. if larger retail uses are proposed.
- Concentrate mixed use low-rise and mid-rise and multi-tenant commercial development types along River Road.
- Allow developments of 4-6 stories in designated nodes along River Road as long as public amenities are provided by the developer.

13.1.3 Provide incentives for public benefits, mixed uses, etc. (especially) if larger retail uses are proposed.

13.1.4 Allow developments of 4-6 stories in designated nodes along River Road as long as public amenities are provided by the developer.

13.1.5 Provide incentives and regulate construction that meets higher sustainability standards such as solar panels, rain catchment, natural lighting, edible landscaping, and other LEED attributes.

13.1.6 Require components in building designs that offer protection to pedestrians, such as awnings and canopies, as a means to encourage pedestrian activity along the street and within shopping areas.

13.2 20-minute neighborhoods: Support walkable neighborhoods where people can meet most of their daily needs within a 20-minute walk

13.2.1 Review current zoning and modify code to increase equitable access to city services.

13.2.2 Coordinate site designs with Street design for Arterials and Collector Streets to improve public right-of-way. Provide adequate sidewalk space for pedestrian movement, street trees, landscaping, street furniture, lighting, pedestrian shelters, sidewalk cafes, and other elements of active pedestrian areas.

13.2.3 Require safe infrastructure for bikes and pedestrians.

13.2.4 Promote businesses that meet daily shopping needs and design sufficient residential density to support those businesses.

13.2.5 Evaluate current commercial standards and where appropriate revise them to facilitate non-automobile forms of access and utilization.

13.2.6 Reduce number of vehicular accesses to River Road by businesses by using shared driveways or existing side street accesses.

13.2.7 Enable more shared parking among adjacent businesses and reclaim unneeded spaces for other pedestrian uses.

13.2.8 Coordinate with Lane Transit District to ensure that the design of new buildings supports transit options.

13.2.9 Identify areas appropriate for food carts and ensure land use code facilitates their siting.

## **Goal 14 Promote land use and development that protects and enhances neighborhood character**

14.1 Privacy Transitions: Promote new development to be designed to maximize privacy with adjacent residential properties.

14.1.1 Site middle zoning between single-family and both multifamily and C-2 zoning. Minimize land use conflict by adding code requirements that adjoining low density and higher-density residential land are designed to be more compatible, as well as between residential and non-residential uses.

14.1.2 Write code that provides privacy transitions between neighboring properties.

14.1.3 Prohibit upper story balconies on housing walls that abut R-1 rear yards unless the buildings are at least 50 feet from the property line.

14.2 Neighborhood Livability: Retain and enhance neighborhood livability.

14.2.1 Reduce Neighborhood noise by establishing railway quiet zones for the crossings at Irving Road and Irvington Drive.

14.2.2 Prohibit the creation of new private roads to ensure future maintenance.

14.2.3 Identify and inventory structures and other landmarks of historical or architectural significance and make recommendations for their preservation.

14.2.4 Encourage green development through incentives and education programs for River Road and Santa Clara.

14.3 Willamette River Compatibility: Create clear and objective code to better implement the Willamette Greenway state and local policies.

14.3.1 Allow lower density residential types like cluster, rowhouses and garden apartments fronting the Willamette Greenway and parks.

14.3.2 Prevent upzoning within the Willamette Greenway.

14.3.3 Provide Willamette River Greenway protections that include clear and objective standards for development that lies within the greenway boundaries.

14.3.4 Provide incentives, such as reductions, to SDC's and/or provide tax credits to support preservation of the Willamette River Greenway via conservation easements.

## Community Vision Statement

*The River Road and Santa Clara Neighborhoods exude a strong sense of place. They are welcoming and inclusive neighborhoods for people of all backgrounds. River Road and Santa Clara celebrate and nurture community unity and diverse cultures, and honors the rich history of farming in the neighborhoods. The community recognizes the value of natural assets, such as the River, and thriving shared spaces, such as parks, schools and local businesses. Our neighborhoods are safe, resilient, and engaged, with strong social networks and reliable public services.*

### **Goal 15 Ensure our community is welcoming and inclusive**

*15.1 Promote a welcoming environment and inclusive approach to the work of the Community Organizations.*

**15.1.1 Respond promptly** to any instance of racism, discrimination and/or hate in the neighborhoods

- **RRCO/SCCO participate in Hate and Bias Prevention training**, and commit to advocating for community needs and responding promptly to any instance of racism, discrimination and/or hate in the neighborhoods.
- Designate a board member to follow issues, share information and consider current actions.
- Communicate with the community by sending a special email update.
- Vote as a board to condemn actions, or to support local, state or national measures that support the community.
- City/County provides materials and, together with RRCO and SCCO, comes up with a collaborative strategy for graffiti abatement in the neighborhoods.

**15.1.2 Maintain a standing meeting agenda item** for addressing issues important to youth, low-income residents, people with disabilities, and communities of color. Recruit organizations and schools to participate in SCCO meetings and lead the agenda item by volunteering with non-profits and schools.

**15.1.3 Connect with all residents.** Increase the opportunities for under-represented residents to participate in community activities, including people with disabilities, non-English speakers, communities of color, youth, families, and unhoused residents.

- **Host multi-cultural events** and outreach with translation services, food and entertainment.
- **Provide a list of organizations** that provide social and cultural services and ADA accommodations. Work with The City of Eugene Human Rights Commission, LULAC, CALC, Centro Latino, SURJ and LILA\* and other organizations.
- Expand and promote neighborhood cultural awareness.
- Inventory community spaces in RRSC, provide a list of ADA features and limitations, and encourage organizations and institutions to improve ADA accessibility to community spaces, indoor and outdoor.
-

- **Provide ‘Welcomers’** to focus on outreach to schools new housing developments, new businesses, etc.– to be sure anyone new to the neighborhood feels welcome, is aware of the neighborhood organizations and are encouraged to participate.
- Conduct a door to door outreach survey to residents to listen to views and get people involved in community activities.
- City and County provide **cultural ambassadors/language translators** who would assist the Community Organizations with outreach, agenda setting, and creating and editing outreach materials (‘welcome kits’, newsletter articles, etc.) and who would be available for non-English-speaking residents to contact for questions related to City/County business.

*(For more information, check out the City of Eugene [Values and Principles for Public Participation](#). Principles for Interacting and Engaging with the Community:*

- Listen to people’s stories
- Use established community networks
- Spend time building relationships
- Recognize diversity within various communities
- Learn about the community you want to involve. Do not operate from preconceived notions.
- Demonstrate results from public involvement

LULAC: [League of United Latin American Citizens of Lane County](#)

Centro Latino: [Centro Latino Americano](#)

LILA: [Lane Independent Living Alliance](#)

CALC: [Community Alliance of Lane County](#)

SURJ: [Showing Up for Racial Justice Eugene-Springfield](#)

*15.2 Housing Affordability: Increase affordable housing opportunities in the neighborhoods (see Land Use Goals for details)*

*15.3 The Unhoused Community: Advocate for housing, and provide information to community members about housing services and social opportunities for people without stable housing*

15.3.1 Facilitated community conversation about how to provide services.

15.3.2 Outreach/education to general community about issues such as homelessness.

15.3.3 Work with the city and county to identify and advocate for rest stop or car camping sites. Network with other neighborhoods and learn from their successes.

15.3.4 Working with non-profits and faith-based organizations in the neighborhood on serving the unhoused community.

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

*16.1 Community Outreach Capacity: Enhance RRCO and SCCO communication and outreach capabilities to reach the entire neighborhood.*

16.1.1 The City and County will partner to provide stable funding, proportional to the total incorporated/unincorporated properties, to ensure both Community Organizations multiple opportunities, per year, can reach all addresses within the neighborhoods

*16.2 Collaborate with city and county in focusing outreach with the mission of building community interconnectedness, motivating economic development and promoting neighborhood values*

*16.3 Gathering and Learning Spaces: Ensure access to open community gathering, sharing, and learning spaces for all residents.*

16.3.1 Define centers and/or gathering places that are available for all RR/SC neighbors to use or attend.

16.3.2 Work with Eugene SD to use facilities to provide learning opportunities for all RR/SC adults.

16.3.3 Identify locations and create community gardens for neighbors in RR/SC.

16.3.4 Gather and share information about services available and communicate them to RR/SC neighbors.

16.3.5 Create opportunities and locations for public art and murals on businesses

16.3.6 Collaborate with developers along the riverfront to include public use areas.

*16.4 Neighborhood Projects: Build and maintain resident engagement in safety through neighborhood projects*

16.4.1 Neighborhood Action website

16.4.2 Create an action team to restore Flat Creek drainage areas

16.4.3 Empower neighbors to paint murals on intersections

16.4.4 Use and promote matching grant funds to improve shared spaces that are not maintained by city or county

*16.5 Walkable Neighborhoods: Incentivize neighborhood development that allows residents to meet their daily needs by foot*

16.5.1 Use neighborhood associations and businesses to cross-promote programs and ideas that increase use of active transportation and develop small businesses in the neighborhood

*16.6 Resilience Networks: Provide additional support for neighbors to build small scale resilience networks*

16.6.1 Develop a mapping system for neighbors to identify their resources and neighbors in need. Publish ideas for community building activities and empower neighborhood associations to broaden their outreach

16.6.2 Map and connect CERT trained community members and support resilience-focused gatherings

16.6.3 Partner with existing tool lending library program to explore an expansion into our neighborhoods.

## **Goal 17 Provide comprehensive public services and community resources responsive to the needs of the community**

*17.1 Address present confusion about service providers: Assure River Road and Santa Clara residents are educated about current services providers so there is clarity about which agencies provide their services and how to communicate with them.*

17.1.1 Educate residents about what agencies are serving them and how they are funded. Publish and make available a compendium of service agencies in River Road and Santa Clara and their contact information.

17.1.2 Create and publicize a single office that residents could use as a resource when they have questions or concerns vis-à-vis their available public services.

17.1.3 Address the confusion of who owns and maintains infra-structure (hydrants, streetlights, water lines) as annexations proceed.

*17.2 Essential public services (safety, water, fire): Provide equitable provision of essential public services if amalgamation and/or transition of service providers is considered.*

17.2.1 Review current service provision and adopt a plan of action that addresses coordination, improvement and/or potential transition of essential services as River Road and Santa Clara neighborhoods evolve.

17.2.2 Make this planning process transparent by involving the community in the formulation of these plans

17.2.3 Review essential service levels as they currently exist and ascertain what public services are missing or deficient; and create a path to mitigating these deficiencies.

17.2.4 If service providers are amalgamated and/or transitioned, adjust current boundaries of service districts to assure that residents, especially those who are currently outside the UGB, continue to be served.

17.2.5 Prioritize provision of comprehensive public safety services and develop strategies for equitable administration of those services throughout River Road and Santa Clara neighborhoods.

17.2.6 Provide access to an urgent care center for River Road and Santa Clara.

*17.3 Community resources: Provide park and recreation services as well as library service to River Road and Santa Clara. Encourage and facilitate cultural services that enrich the community.*

17.3.1 Provide a comprehensive and park and recreation system with sustainable funding to include all of River Road and Santa Clara commensurate with the services currently provided by the River Road Park and Recreation District.

17.3.2 Realize the development of the planned community park and community center in Santa Clara and continue provision of a community park and community center in River Road, currently being filled by the River Road Parks and Recreation District.

17.3.3 Facilitate a feasibility of creating a larger, regional park and recreation district which would assure dedicated and sustainable funding for parks and recreation.

17.3.4 Research how consistent and sustainable library services can be provided to the entirety of River Road Santa Clara residents.

17.3.5 Create and fund a tool to facilitate and incentivize artistic initiatives that benefit the River Road, Santa Clara community.

17.3.6 Encourage the creation of a clearing house for networking artistic resources.



## **Goal 18 Increase resilience in local food, water, and disaster preparedness systems necessary for human health and wellbeing**

### 18.1 Green Infrastructure: Promote the creation of green infrastructure

- 18.1.1 Develop green infrastructure guidelines and standards for River Road Santa Clara
- 18.1.2 Create a review process for new and existing infrastructure upgrades that implements the green infrastructure guidelines

### 18.2 Resilient Infrastructure: Build redundancy into critical infrastructure

- 18.2.1 Assess existing critical infrastructure such as streets, electrical grid, stormwater system, etc. to determine key weaknesses in the event of a natural disaster
- 18.2.2 Develop a prioritized list of projects based on infrastructure assessment
- 18.2.3 Provide redundant solutions to those projects to improve survival rates from disasters

### 18.3 Food Production: Increase home and neighborhood food production

- 18.3.1 Promote development of community gardens, greenhouses and composting areas within 1 mile of each home
- 18.3.2 Encourage development of community food sharing/food swapping systems
- 18.3.3 Allow gardening between sidewalk and curb
- 18.3.4 Permit vending of home grown food on site
- 18.3.5 Create list of approved edible landscaping plants for parks, schools, and other places
- 18.3.6 Promote concept of edible landscaping for personal and community benefit
- 18.3.7 Encourage organic, pollinator-friendly farming/gardening practices

### 18.4 Renewable Resources and Energy: Promote renewable resources and energy conservation to decrease reliance on public utility grid

- 18.4.1 Encourage rainwater catchment
- 18.4.2 Investigate possibility of incentives for installing rainwater catchment
- 18.4.3 Incentivize passive solar retrofits by creating performance criteria for reduced inspection fees.
- 18.4.4 Promote utility incentives for energy conservation programs
- 18.4.5 Encourage infiltration of all residential stormwater

### 18.5 Neighborhood-wide Emergency Preparedness: Educate and prepare for natural disasters.

- 18.5.1 Provide subsidized Community Emergency Response Team (CERT) training on a regular basis
- 18.5.2 Map CERT trained individuals to ensure geographic distribution in neighborhood
- 18.5.3 Create listing of individuals willing to share skills/resources in the event of a disaster
- 18.5.4 Identify locations for strategically placed emergency wells throughout the community and install hand pumps.

18.5.5 Provide emergency water purification systems at well sites

18.5.6 Encourage the identification of most vulnerable residents

18.5.7 Establish emergency food and water supplies