



## **Executive Summary**

The River Road and Santa Clara neighborhoods are vibrant places to live with easy access to the Willamette River, nearby farms, and a variety of community services. Formed by a patchwork of City of Eugene (incorporated) and Lane County (unincorporated) properties, land use and development within the area has been governed by the River Road-Santa Clara Urban Facilities Plan for over 30 years. A new forward-looking plan was needed to capture the vision and meet the needs for the future of the River Road and Santa Clara communities. The neighborhood planning process, guided by countless volunteer hours and extensive community input, created a vision for growth and development in a manner that respects the area's unique characteristics and opportunities, which will guide decision-making in River Road and Santa Clara for decades to come.

## **Neighborhood Plan**

The Neighborhood Plan focuses on the Topic Areas of **Economic Development, Transportation, Parks and Natural Resources, Land Use, and Community**. As a formally adopted land use plan, the Neighborhood Plan provides policy direction for City and County decision-makers as they consider future decisions. Some plan policies guide City and County staff in formulating proposed changes to local land use codes and other regulatory documents, developing other work programs and long-range planning projects, and preparing budgets and capital improvement programs. Other plan policies are aspirational calls for collaboration as well as continued or additional efforts from the River Road and Santa Clara Community Organizations and other community partners.

## **Action Plan**

The Neighborhood Plan is supported by the non-regulatory Action Plan, which includes community identified actions that are possible strategies to implement the adopted policies in the Neighborhood Plan. The Action Plan will guide implementation of the Neighborhood Plan incrementally over the long-term and will require continued coordination between the City, County, River Road and Santa Clara communities, and other community partners, as well as advocacy for additional resources.

## **Proposed Zoning and Land Use Code**

The portion of River Road from Northwest Expressway up to the Santa Clara transit station at Hunsaker Lane was identified as a key transit corridor in the Envision Eugene Community Vision. One desired outcome of the River Road-Santa Clara Neighborhood Plan is to support active mixed-use neighborhood centers along River Road. The proposed code encourages a mix of

commercial and residential uses, adaptive re-use of buildings, pedestrian-friendly design standards, and establishes a transition from the corridor to nearby neighborhoods.

## Topic Areas

To reflect the community values, aspirations and priorities expressed during outreach, each Topic Area includes:

- **Vision statements** which are aspirational descriptions of the community's best outcome for how the neighborhood will look, feel and function 20 years and more into the future.
- **Goals** that translate the vision, describing hopes for the future on a particular idea.
- **Policies** that will be formally adopted by the City of Eugene and Lane County to provide a consistent course of action and move the community toward attainment of its goals.
- **Actions** which are possible strategies identified by the community, captured in the Action Plan, to implement the adopted policies over time and will require ongoing advocacy and continued coordination between various partners.

## Economic Development

The community vision for economic development includes the creation and growth of local businesses, redevelopment that promotes walkability and increases access to daily needs, and availability of more living wage employment opportunities within the neighborhoods. The Neighborhood Plan policies focus on incentives for local businesses, supporting redevelopment that fosters active mixed-use centers, and encouraging neighborhood-scale businesses in residentially zoned areas.

While economic development changes won't occur overnight, adopted policies provide a framework for promoting current resources for local businesses, encouraging community organization efforts to create a business network, and supporting businesses that utilize neighborhood assets. Additionally, the proposed draft code encourages walkable mixed-use development and requires commercial development in certain nodes along the River Road corridor. The draft code will also allow urban farmers to collectively sell produce on-site.

## Transportation

The community vision for transportation envisions a transportation network that is safe and accessible for all users, increases walking, biking, and transit options, improves connectivity, enhances traffic flow, and transitions to zero carbon. The Neighborhood Plan includes policies focused on expanding active transportation networks, prioritizing infrastructure improvements, educating youth about transportation options, and creating a transportation system that responds to long-term needs.

This transportation vision is in line with Eugene and Lane County's Transportation System Plans, and many of the specific transportation projects referred to in the Action Plan are included in these long-term plans. River Road is a key transportation corridor and the proposed draft code supports coordinated land use and transportation planning by focusing on neighborhood centers near future transportation improvements along the corridor. The draft code also includes design objectives to support innovative, active transportation options such as walking, bicycling, and public transit while promoting human scale design.

## **Parks and Natural Resources**

The community vision for parks and natural resources highlights the desire to create and enhance parks and open spaces, tree canopy, and natural stormwater conveyances. The Neighborhood Plan includes policies focused on providing access and connectivity to parks, greater availability of recreational opportunities, balancing preservation and access to the Willamette River, as well as the promotion of agricultural enterprises.

The parks and natural resources vision aligns with the Eugene Parks and Recreation System Plan and other City initiatives. Similar to the transportation topic area, there are a number of specific parks and natural resources projects referred to in the Action Plan that are included in these long-term citywide plans. The proposed draft code includes additional standards to protect, maintain, preserve, and enhance the natural, scenic, historic, and recreational qualities of the Willamette River Greenway.

## **Land Use**

The Neighborhood Plan's community vision for land use in the River Road and Santa Clara neighborhoods is based on the desire to have more walkable neighborhoods with a variety of housing options, shops, services, and community space. Encouraging redevelopment along the River Road corridor helps meet housing and economic needs in an environmentally responsible way and aligns with city-wide compact development goals. The Neighborhood Plan includes policies supporting development that is well designed, compatible with existing surroundings, and creates an active and accessible corridor. The proposed draft code promotes walkable neighborhood centers by encouraging a mix of commercial and residential uses and regulating form with pedestrian-friendly design standards (e.g. lowers allowed C-2 Community Commercial building height, establishes maximum building length, increases front yard setback, transition options requiring buffering and setbacks for development next to R-1 Low Density Residential).

## **Community**

The community topic area in the Neighborhood Plan conveys a vision for welcoming and inclusive neighborhoods that are safe, resilient, and engaged and have more community gathering spaces and developed networks to share resources. The Neighborhood Plan includes policies focused on supporting and advocating for neighborhood services and opportunities, such as affordable housing, public art, library and cultural services, and emergency preparedness.

Much of the vision for community relies on building community support and participation, as well as collaborating with the City, County, and other local service providers. The River Road and Santa Clara Community Organizations may be the lead on facilitating some of the community actions, as many of them overlap with current work being done by the community organizations and their related committees.

## **Plan Implementation**

Adoption of the Neighborhood Plan is a key step in implementing the community vision and sets the policy direction for ongoing collaboration. The River Road and Santa Clara communities will continue to represent the Neighborhood Plan and collaborate with City and County staff as on-going implementation and advocacy occurs. Neighborhood Plan representatives from the River Road and

Santa Clara community organizations will meet with key City and County staff during an annual coordination and information sharing meeting.

Though being in the Action Plan doesn't guarantee that these actions occur, it does help agency staff apply for funding and prioritize and recommend projects when considering city-wide needs. The actions will also help guide the community when advocating for implementation and identifying community priorities as they change. To support implementation of the Neighborhood Plan vision along the River Road corridor, the proposed zoning and land use code is a tool to implement some of the land use actions identified in the Action Plan.

