

CITY OF EUGENE MIXED USE PROGRAM UPDATE

Land Conservation and Development Commission
June 22, 2011

Questions We Heard

Looking Back

- **Why** isn't more development occurring in nodes?
- Is there **enough** vacant or re-developable land in nodes to meet targets?
- Are there other areas that should be counted towards the performance measures?

Currently and Looking Ahead

- How is nodal development being integrated into the **Envision Eugene** process?
- **Who** are you talking to?
- What are your **strategies** to make nodal development more successful?
- How is nodal development being integrated into the **transportation planning** process?

MIXED USE IMPLEMENTATION

- Looking Back
- Current Redevelopment Activity
- Looking Ahead
 - ◆ Envision Eugene Overview
 - ◆ Commercial/ Mixed Use Strategies

LOOKING BACK

PAST IMPLEMENTATION EFFORTS

PAST IMPLEMENTATION EFFORTS

- Committed to nodal concept for 25+ years

PAST IMPLEMENTATION EFFORTS

Overlay Zone

Eugene Code

/ND Nodal Development Overlay Zone

9.4250 Purpose of /ND Nodal Development Overlay Zone. The /ND Nodal Development overlay zone is intended to direct and encourage development that is supportive of nodal development and to protect identified nodal development areas from incompatible development prior to adoption of nodal development plans and implementing land use regulations. An adopted development plan for a specific node may recommend the /ND Nodal Development overlay zone as the sole implementing land use regulation for all or part of a nodal development area. It is intended that each node identified by the /ND overlay zone achieve an average overall residential density of at least 12 units per net residential acre.

(Section 9.4250, see chart at front of Chapter 9 for legislative history from 2/26/01 through 6/1/02; and amended by Ordinance No. 20263, enacted October 30, 2002, effective November 29, 2002.)

9.4260 Procedure for Applying the /ND Nodal Development Overlay Zone. Rezoning to apply the /ND overlay zone concurrent with a Metro Plan diagram amendment to apply the /ND Nodal Development designation shall be processed as a Type V application as provided in EC 9.7500 through EC 9.7560 Type V Application Procedures. Except as provided in EC 9.7810, rezoning to apply the /ND overlay zone to property shown as ND Nodal Development on the Metro Plan diagram shall be processed as a Type III application as provided in EC 9.7300 through EC 9.7340 Type III Application Procedures. Proceedings to apply the /ND overlay zone may be initiated only by the city council.

(Section 9.4260, see chart at front of Chapter 9 for legislative history from 2/26/01 through 6/1/02; and amended by Ordinance No. 20285, enacted March 10, 2003, effective April 10, 2003.)

9.4270 Applicability. The /ND overlay zone applies to all property where /ND is indicated on the Eugene overlay zone map, except where the property is an historic property according to this land use code. The /ND requirements in EC 9.4280 and 9.4290 apply to the following:

- (1) New development on vacant land.
- (2) New structures on already developed sites, such as conversion of a parking area to a structure or demolition of a structure and construction of a new structure.
- (3) An expansion of 30% or more of the total existing building square footage on the development site; however, expansion of a structure for a use prohibited under EC 9.4280 or the expansion/addition of a drive-through facility as part of the expansion of an existing structure are prohibited.

The /ND standards in EC 9.4290 do not apply to a building alteration. The provisions of the /ND overlay zone supplement those of the applicable base zone or special area zone and other applicable overlay zones. Where overlay zone and base zone provisions conflict, the more restrictive controls.

(Section 9.4270, see chart at front of Chapter 9 for legislative history from 2/26/01 through 6/1/02; and administratively corrected February 19, 2003.)

9.4280 Prohibited Uses and Special Use Limitations.

- (1) **Prohibited Uses.**
 - (a) **Motor Vehicle Related Uses.**
 1. Car washes.

Special Area Zone

Map 9.3805

S-RN Royal Node Special Area Zone and Subareas



Drainage Corridor	CMU Commercial Mixed Use
LDR Low Density Residential	RMU Residential Mixed Use
MDR Medium Density Residential	PRO Parks, Recreation and Open Space
MSC Main Street Commercial	NR Natural Resources

Royal Avenue Nodal Development Project

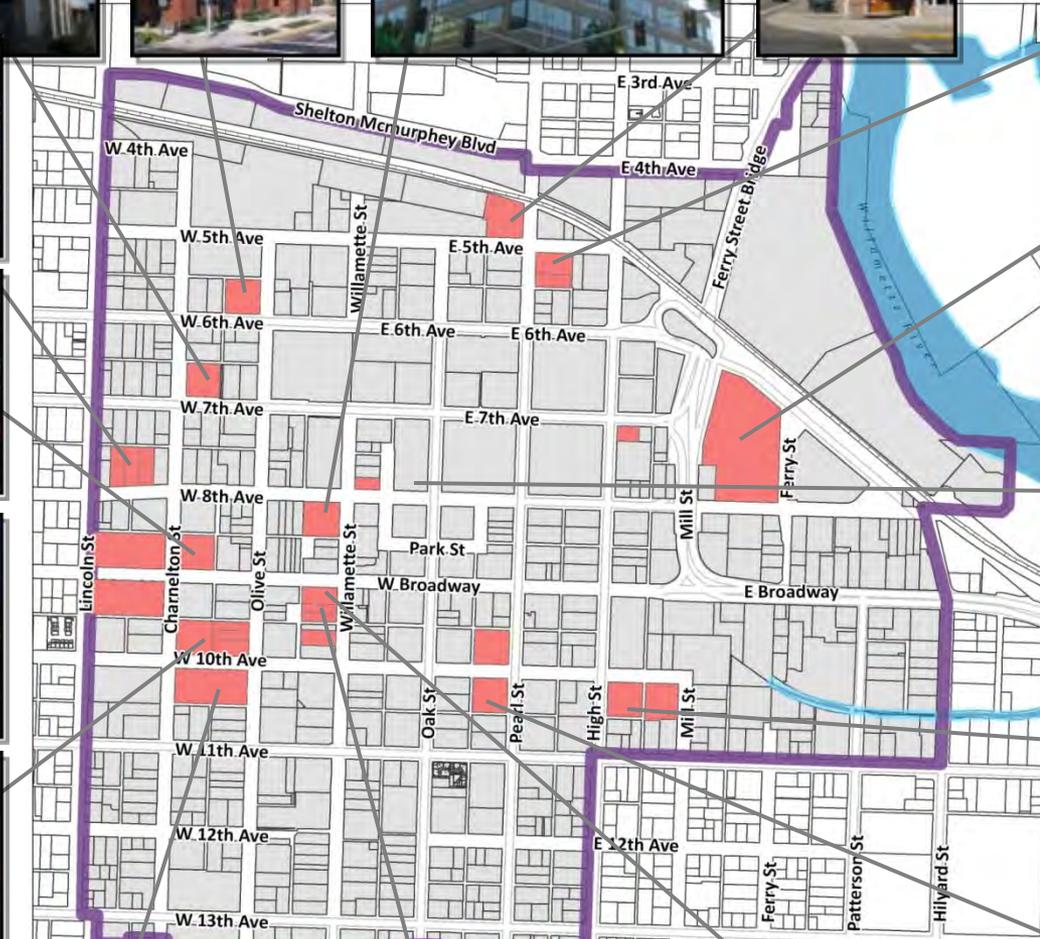


PAST IMPLEMENTATION EFFORTS

- Over 1,100 acres in adopted nodes
- Estimated capacity of adopted nodes show that enough land is zoned to accommodate our 20 year commercial and multi-family housing need
- Supports conclusion that zoning and regulations are not enough to compel development

CURRENT REDEVELOPMENT ACTIVITY

- DOWNTOWN
- WALNUT STATION
- UNIVERSITY OF OREGON



Feet
500

CURRENT REDEVELOPMENT ACTIVITY

Downtown Strategies – Spectrum of Assistance

- **Transferred the property** (valued at \$1.6 million) at no cost
- Aided the development of the academic building with **\$8 million of urban renewal funding**
- Transferred its **\$7.4 million Recovery Zone Economic Development Bonds** allocation to LCC for the housing project
- Assembled a cross-departmental **City staff team to assist LCC** through the development process
- **Waived land use application fee** and **expedited land use application review**
- **Vacated a public alleyway** bisecting the site prior to transfer of the property to LCC.



CURRENT REDEVELOPMENT ACTIVITY

Spectrum of City Support

- Removal of Code Barriers
- Fee Waivers
- Parking Improvements
- Safety Initiative
- Green Infrastructure Improvements
- Transit Infrastructure Improvements
- Partnerships
- Facilitative
- Financial



CURRENT REDEVELOPMENT ACTIVITY

Walnut Station Mixed Use Center – Adopted 2010

- Visioning Process
- High Capacity Transit
- Market Conditions
- Form Based Code
- Multi-way Boulevard



CURRENT REDEVELOPMENT ACTIVITY

University of Oregon Area

- Experiencing high demand for dense student housing
- Accounts for nearly 50% of all new multi-family units permitted since 2005
- City support includes 10 year tax exemption for some projects
- University of Oregon is region's largest employer



CURRENT REDEVELOPMENT ACTIVITY

Other Hot Areas

- Oakway/Coburg Corridor
- South Willamette Corridor
- Whitaker Neighborhood



CURRENT REDEVELOPMENT ACTIVITY

What We Are Learning

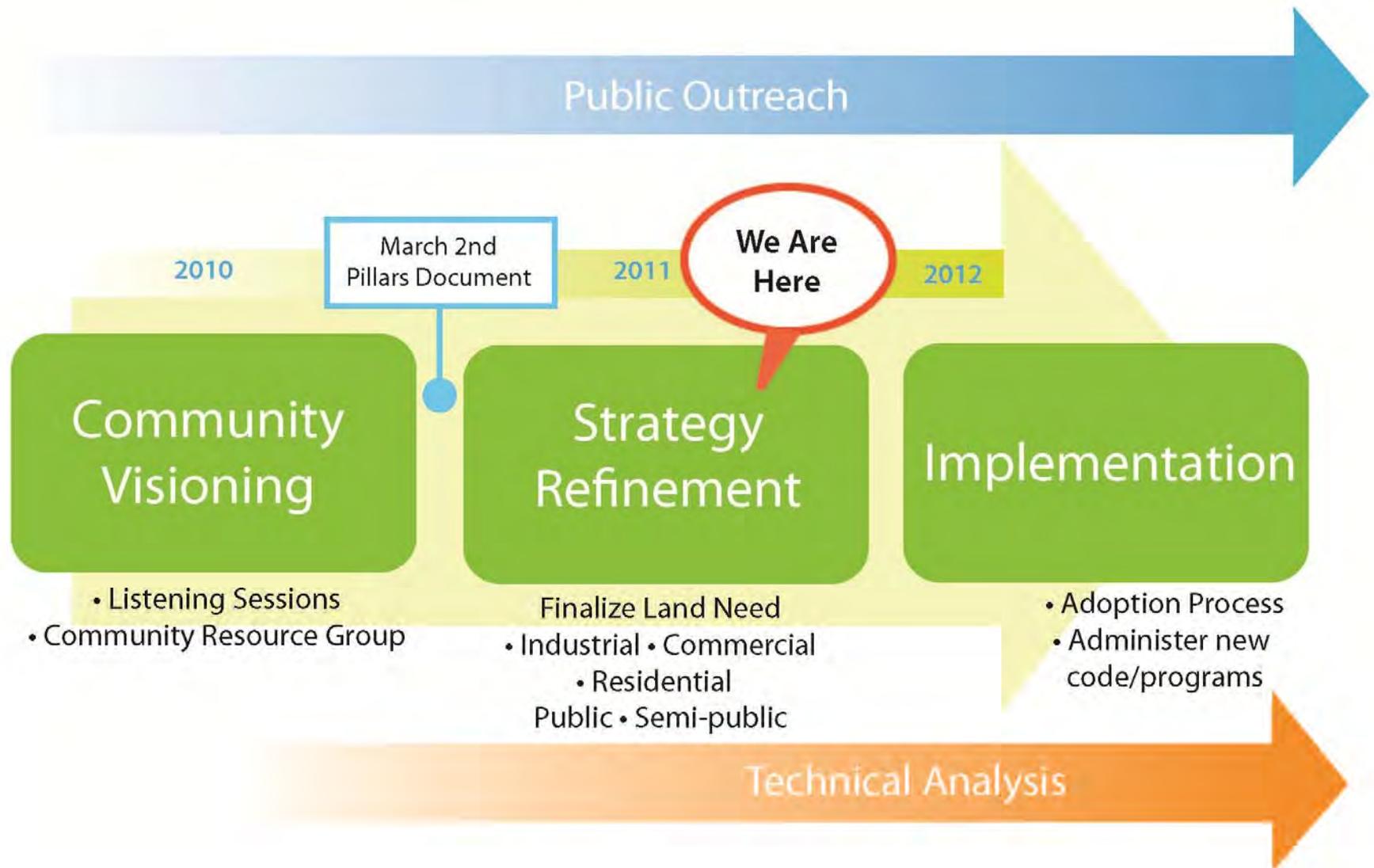
- Provide spectrum of assistance
- Focus efforts on areas poised for change
- Focus efforts closer to downtown and along transit corridors
- Continually seek feedback from partners
- Monitor and adjust efforts

LOOKING AHEAD

- ENVISION EUGENE
- IMPLEMENTATION STRATEGIES

Envision
Eugene

PROCESS OVERVIEW



PUBLIC INVOLVEMENT

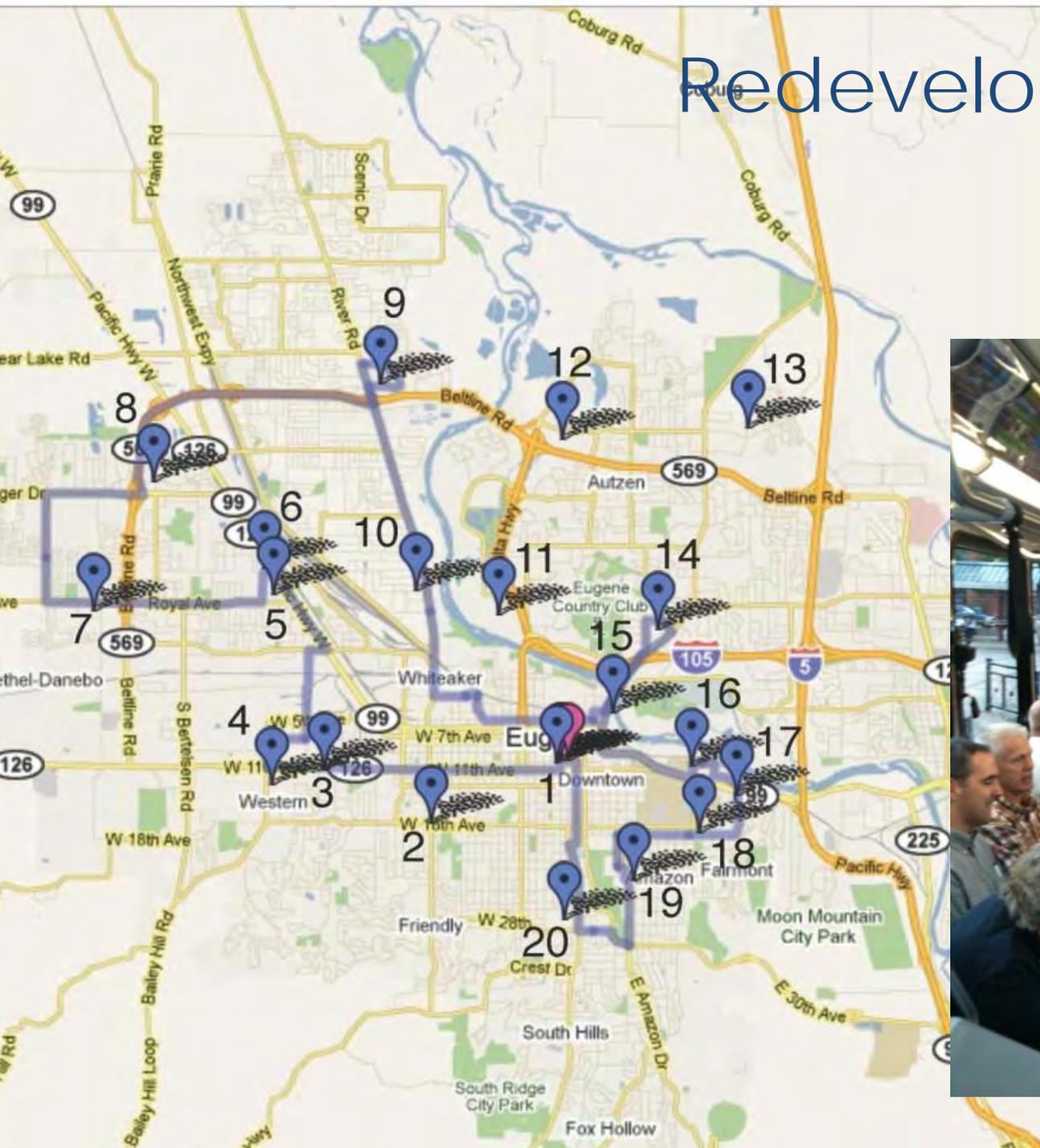
- Listening and learning: a consensus building approach
- Multi-media communication
- Relating to every day life
- Front-end collaboration and transparency





community resource group

Redevelopment Tour



THE PROPOSAL



Envision Eugene *A Legacy of Livability*

The Seven Pillars of Envision Eugene

- Provide ample economic opportunities for all community members
- Provide affordable housing for all income levels
- Plan for climate change and energy uncertainty
- Promote compact urban development and efficient transportation options
- Protect, repair, and enhance neighborhood livability
- Protect, restore, and enhance natural resources
- Provide for adaptable flexible and collaborative implementation

INTRODUCTION

Two primary goals of the Eugene City Council's Envision Eugene project are to: 1) determine how Eugene will accommodate the next 20 years of growth in our community, as required by state law, and 2) create a future that is livable, sustainable, beautiful and prosperous. The proposal described in the following pages outlines a strategy to achieve these goals. It is the result of collaborative and in-depth conversations with a wide variety of thoughtful and knowledgeable community members and sets a course for a new and sustainable vision for the future of Eugene.

The proposal is titled "Envision Eugene: A Legacy of Livability," to reflect the community's most prized values that emerged throughout the planning process. Seven pillars, or major objectives, assure that Eugene's growth is in line with community values.

Each pillar is accompanied by strategies and tactics. Strategies are numbered under each pillar and are the methods that will be used to achieve the pillar results. Tactics are represented as bullet points under each strategy and are the actions that must be taken to successfully implement a strategy. The pillars, strategies and tactics are interrelated, and should be considered holistically, rather than in isolation.

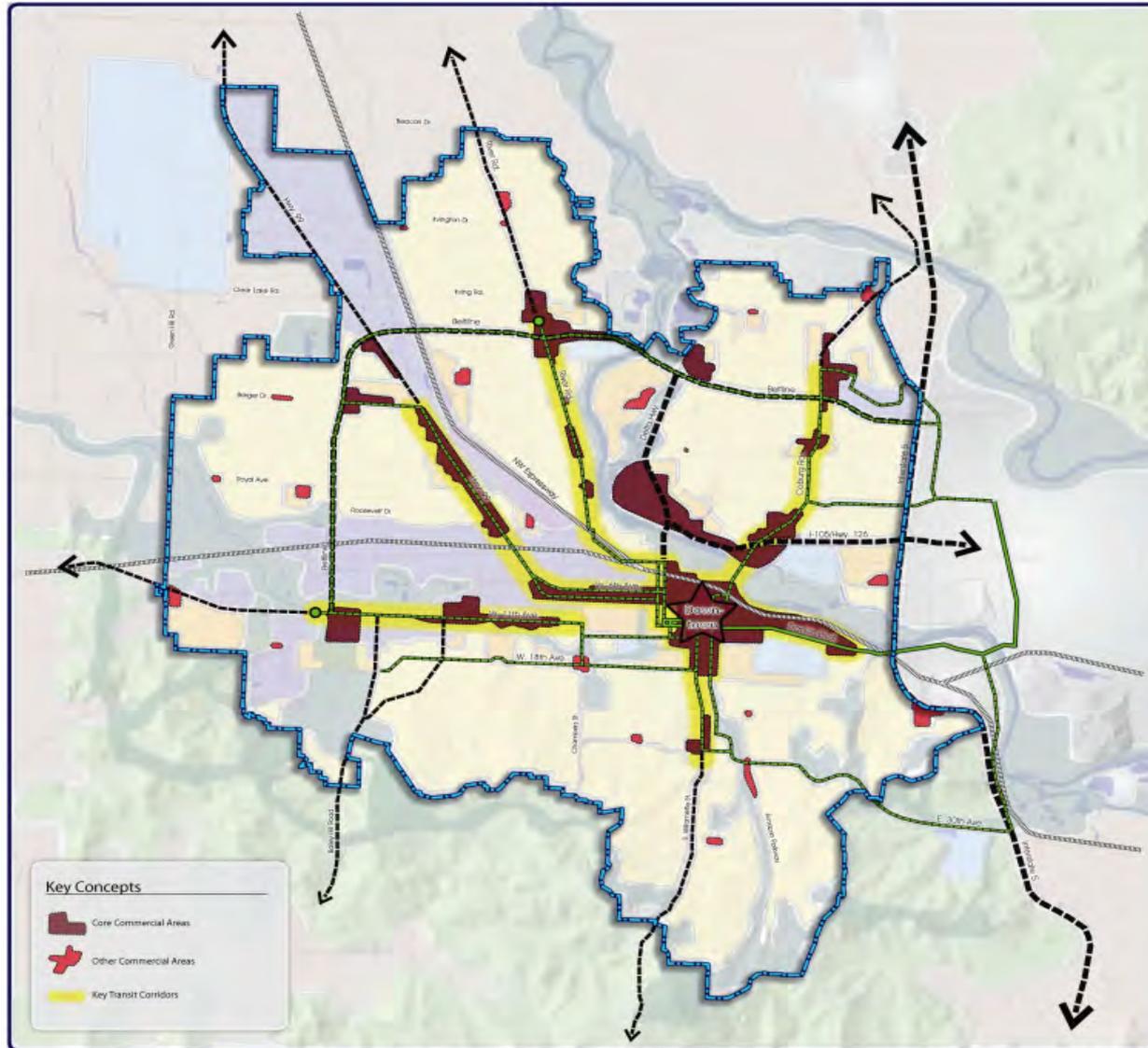
Envision Eugene is the result of collaborative and in-depth conversations with a wide variety of thoughtful and knowledgeable community members.

7 Pillars of Envision Eugene

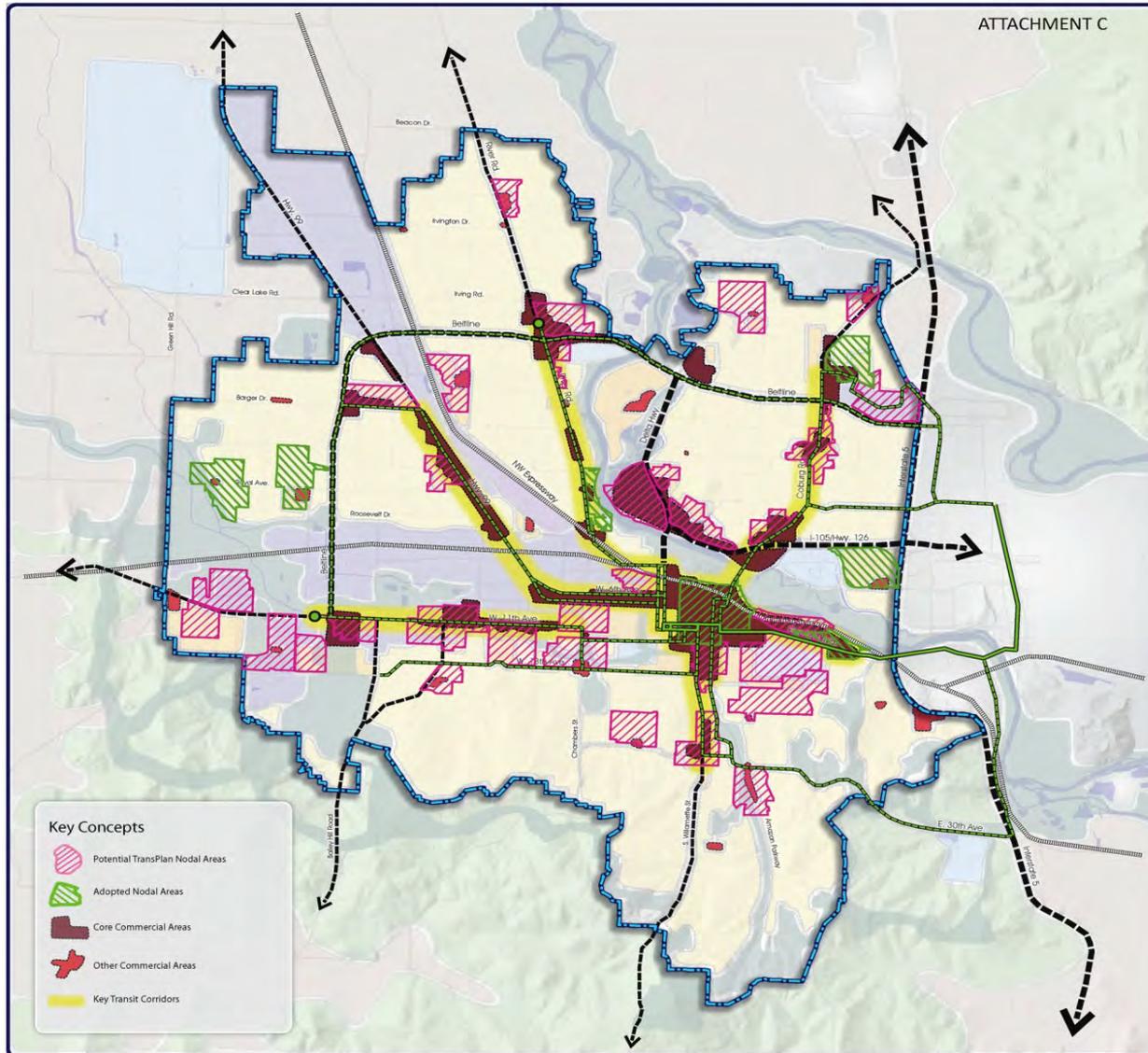


- Provide ample economic opportunities for all community members
- Provide affordable housing for all income levels
- Plan for climate change and energy uncertainty
- **Promote compact urban development and efficient transportation options**
- Protect, repair, and enhance neighborhood livability
- Protect, restore, and enhance natural resources
- Provide for adaptable, flexible, and collaborative implementation

ENVISION EUGENE



ENVISION EUGENE



COMMERCIAL & MIXED USE _____

- Accommodating all multi-family and commercial need inside UGB
- 6,000-8,000 multi-family homes (40-55% along corridors and key commercial areas)
- 15,000 commercial jobs (50-60% along corridors and key commercial areas)



ENVISION EUGENE

MIXED USE STRATEGIES

- Area Plans
- New Regulatory Tools
- Removal of Code Barriers
- Financial Assistance
- Partnerships
- Land Re-designations/Re-zonings
- Infrastructure Improvements
- Transit Improvements
- Transportation Supports Densities



COMMERCIAL & MIXED USE

- Beginning to work on code updates – short term and long term
- Studying market conditions and incentives
- Program building - laying the foundation for area planning



COMMERCIAL & MIXED USE

- Remove barriers to mixed use development (short term):
 - Ground floor commercial
 - Bike parking design standards
 - Downtown development standards
 - TIA requirements
 - Add flexibility to /ND overlay
 - Etc.



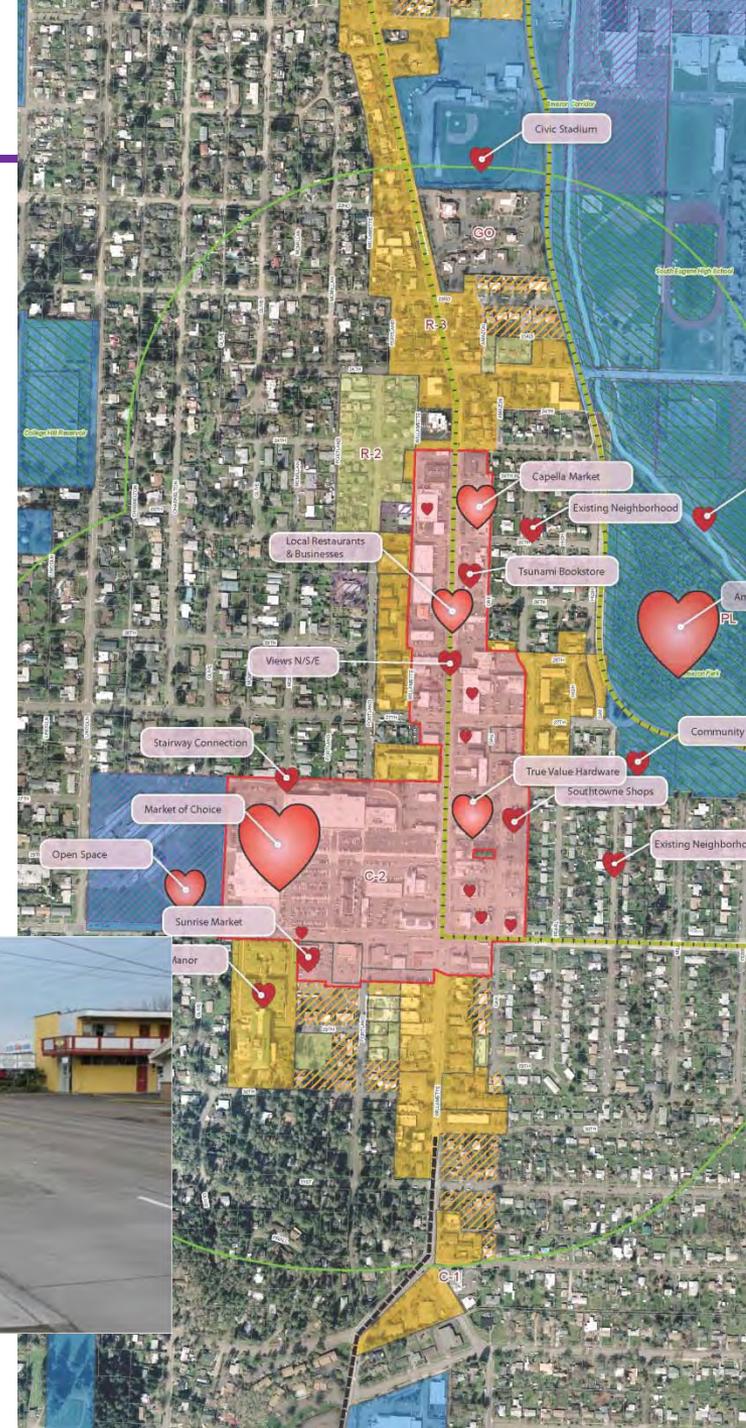
COMMERCIAL & MIXED USE



COMMERCIAL & MIXED USE

South Willamette Pilot Study

- Transportation and land use
- Partnership with University of Oregon
- Opportunity Siting pilot
- Likely first test for incentives and regulatory changes
- Building systems/capacity



SUMMARY