

Envision Eugene	
Primary Focus Area(s)	Land Use
Secondary Focus Area(s)	Economic Development Housing Climate Change Transportation Compact Development Natural Resources Flexible Implementation
Type of plan (Functional, general, etc.)	Functional
Motivation/Purpose for the Plan	Envision Eugene provides the vision that will guide development of a Eugene Comprehensive Plan and implementing ordinances. The plan determines the city's Urban Growth Boundary and growth management strategies at the vision level, and will guide implementation of the city's land use policy over the next 20 years. Satisfies Oregon state land use planning mandates, manages growth in line with community vision.
Author/Organization	City of Eugene – Planning and Development Department
Plan Developer(s)	City of Eugene – Planning and Development Department
Date Created	March 14, 2012
Date Approved	City Council approved vision on June 13, 2012. Implementation pending.
Date Updated (or scheduled to be updated)	2032
Geographic Scope	The City of Eugene's Urban Growth Boundary
Key Themes	<p>Two primary goals of the Envision Eugene project are to: 1) determine how Eugene will accommodate the next 20 years of growth as required by state law, and 2) create a future that is livable, sustainable, beautiful, and prosperous.</p> <p>Seven pillars guide the Envision Eugene plan goals. These pillars were determined by a combination of technical expertise and extensive community engagement.</p> <ol style="list-style-type: none"> 1. Provide ample economic opportunities for all community members 2. Provide housing affordable to all income levels 3. Plan for climate change and energy resiliency 4. Promote compact urban development and efficient transportation options 5. Protect, repair, and enhance neighborhood livability 6. Protect, restore, and enhance natural resources 7. Provide for adaptable, flexible and collaborative implementation
Location/URL	http://eugene-or.gov/envisioneugene

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Inputs	
What Inputs	<input checked="" type="checkbox"/> Qualitative: <input checked="" type="checkbox"/> Quantitative: <input type="checkbox"/> Other:
Input Analysis	Detailed analysis of plan goals, strategies, actions, and assumptions are all supported in a detailed technical appendix to the plan.
Source	Land use analysis produced by the City of Eugene Planning and Development Department. Economic development sources can be found in the <i>Regional Prosperity Economic Development Plan</i> and through the Oregon Employment Department.
Address TBL?	<input checked="" type="checkbox"/> Yes, Explicitly <input type="checkbox"/> Yes, Implicitly
Are any of the following impacts addressed?	<input checked="" type="checkbox"/> Economic <input checked="" type="checkbox"/> Environmental <input checked="" type="checkbox"/> Quality of life <input checked="" type="checkbox"/> Social <input checked="" type="checkbox"/> Equity
Input presentation	Inputs clearly support desired outcomes.
Input leads to policies	<input checked="" type="checkbox"/> Policies in plan derive from plan inputs Comments: Extensive data analysis supporting each of the seven pillar's strategies for implementation is included in the plan's Technical Appendix.
Policies/ Actions without supporting inputs	N/A
Inputs and Goals	<input checked="" type="checkbox"/> Goals are supported by inputs. Comments: Goals are all supported in detailed technical appendix.
Input Scope	<input checked="" type="checkbox"/> Narrow <input checked="" type="checkbox"/> Broad Comments: Inputs address plan goals but also address tangential goals supported by additional planning documents and refinement plans. (See Connections to Other Plans below)

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Public Involvement and Consultation	<p><input checked="" type="checkbox"/> Public engagement The project kicked off in May 2010 with a series of community meetings and a year of collaborative and in-depth conversations with a wide variety of thoughtful and knowledgeable community members – the Community Resource Group.</p> <p><input checked="" type="checkbox"/> Input from Boards and Commissions The Technical Resource Group, a committee made up of community members with technical expertise, spent hundreds of hours vetting data and analysis.</p> <p><input type="checkbox"/> Within topic area (if so, list them here) <input type="checkbox"/> Outside topic area (If so, list them here)</p> <p>Six open houses and an online open house were held to share interim work products with the general public. Each month, a project e-newsletter is sent to over 400 people.</p>
Goals	
Key Goals/ Recommendations	<p>All plan goals are related to the plan’s Seven Pillars. These seven pillars guide the direction of the plan goals, strategies and actions.</p> <ol style="list-style-type: none"> 1. Provide ample economic opportunities for all community members <ol style="list-style-type: none"> a. Reduce the local unemployment rate to or below the state average b. Increase the average wage to or above the state average. 2. Provide housing affordable to all income levels 3. Plan for climate change and energy resiliency 4. Promote compact urban development and efficient transportation options 5. Protect, repair, and enhance neighborhood livability 6. Protect, restore, and enhance natural resources 7. Provide for adaptable, flexible and collaborative implementation
Desired Outcomes	<p>Two primary goals of the 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.</p>
Crossover Goals	<p>Cross over goals link with the following plans: <i>Regional Prosperity Economic Development Plan</i> – Linked with Pillar 1 <i>Eugene-Springfield Consolidated Plan 2010</i> – Linked with Pillar 2 <i>2010 Climate and Energy Action Plan</i> - Linked with Pillar 3</p> <p>Linked to Pillar 6</p> <ul style="list-style-type: none"> • <i>Rivers to Ridges Vision</i> – endorsed in 2003 • <i>Ridgeline Open Space Vision and Action Plan</i> – endorsed in 2008 • <i>Willamette River Open Space Vision and Action Plan</i> – endorsed in 2010
Strategies	

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<p>Strategies and Action Items</p>	<p>Strategies related to Pillar 1</p> <ol style="list-style-type: none"> 1. Continue to implement the Joint Elected Officials Regional Prosperity Economic Development Plan. 2. Meet all of the 20-year commercial land needs (office and retail) within the existing urban growth boundary (UGB). 3. Support the Sustainable Business Initiative that includes the goals of emphasizing local strengths and opportunities, building on existing business clusters, and long-term retention of businesses. 4. Support the development or redevelopment of industrial sites that are and will remain outside the UGB as part of a regional strategy. <ol style="list-style-type: none"> a. Support Lane County's efforts in establishing an employment center in Goshen. <p>Strategies related to Pillar 2 - To meet the housing affordability needs of all Eugene residents today and in the future</p> <ol style="list-style-type: none"> 1. Plan for a higher proportion of new housing stock to be multi-family than the 39% of multi-family that currently exists. Increasing the proportion of multi-family housing is intended to expand the variety of housing types and the prices available, and to address shifting demographic trends towards an aging population and smaller household size. 2. 100% of the multi-family housing need can be accommodated inside the current UGB. Although there is a deficit of land currently available to meet the 20-year need, programs and actions will be put in place to increase the number of multi-family homes that are constructed in the downtown, along key transit corridors, and in core commercial areas. 3. 90% of the land needed for new single-family homes can be accommodated inside the current UGB. 4. For expansion areas, complete master planning that includes coordination of key services and utilities, appropriate development guidelines and requirements that promote housing options, increase housing affordability, reinforce compact urban development goals, protect natural resources and promote neighborhood compatibility. 5. Expand housing variety and choice by facilitating the building of smaller, clustered and attached housing. 6. Assess the applicability of a housing and transportation affordability index. This index rates neighborhoods based on the combined cost of housing and transportation, which may be a better indicator of affordability than housing costs alone.
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<p style="text-align: center;">Strategies and Action Items continued</p>	<ol style="list-style-type: none"> 7. Support subsidized affordable housing projects with a goal of providing 500 affordable housing units every five years as stated in the Eugene-Springfield Consolidated Plan 2010. 8. Continue existing programs that support the preservation and maintenance of existing affordable housing stock. These programs benefit both low-income homeowners and renters and include funding for acquisition of existing rental housing, rental rehabilitation loans, homeowner rehabilitation loans, and emergency home repair loans. <p>Strategies related to Pillar 3 - Plan for climate change and energy resiliency</p> <ol style="list-style-type: none"> 1. Plan for growth so that an increasing proportion of residents live in 20-Minute Neighborhoods where residents can meet most of their daily needs near their homes without the use of an automobile. This strategy is intended to reduce the need for, and reliance on, motorized forms of transportation. 2. Make energy efficiency in buildings and vehicles the first line of action in reducing energy dependence and greenhouse gas emissions. 3. Reduce physical and economic risks to people and property arising from climate change and energy price volatility. 4. Align incentives, costs and city processes to promote resource efficient buildings, smaller homes and development towards the city core. <p>Strategies related to Pillar 4 - Promote compact urban development and efficient transportation options</p> <ol style="list-style-type: none"> 1. Meet all of the 20-year multi-family housing and commercial job needs within the existing UGB. 2. Facilitate the transformation of downtown, key transit corridors and core commercial areas as mixed-use neighborhoods that foster active, walkable, community living by providing a mix of residential, commercial, retail, and public uses in proximity to one another. 3. Protect adjacent neighborhoods and provide housing options by using transitions between commercial/ higher density residential uses and lower-density/single-family neighborhoods in accordance with the compatibility goals of the Infill Compatibility Standards and Opportunity Siting projects. 4. Make compact urban development easier in the downtown, on key transit corridors, and in core commercial areas. 5. Conduct a pilot project, incorporating strategies 2, 3, and 4 above to demonstrate how builders, neighbors, and the city work together to create best outcomes. 6. Plan for additional parks, plazas and other public open spaces that will be needed in or near key transit corridors and core commercial areas as densities increase.
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<p style="text-align: center;">Strategies and Action Items continued</p>	<p>Strategies related to Pillar 5 - Protect, repair, and enhance neighborhood livability</p> <ol style="list-style-type: none"> 1. Minimum and maximum allowable densities in the land use code will not be changed in order to meet our residential land need for Envision Eugene. 2. Continue to implement the goals of the Infill Compatibility Standards project to prevent negative impacts and promote positive impacts of residential infill by integrating compatibility and urban design principles in future planning efforts. 3. Implement the Opportunity Siting (OS) goal to facilitate higher density residential development on sites that are compatible with and have the support of nearby residents. 4. Create neighborhood plans to address unique situations and impacts in different neighborhoods. 5. Recognize the value that historic properties contribute to community character and livability, and work to preserve those existing buildings in areas of commercial and residential redevelopment. Incorporate historic preservation considerations into area planning efforts. 6. Provide needed land for schools and parks to serve existing and future populations. <p>Strategies related to Pillar 6 - Protect, restore, and enhance natural resources</p> <ol style="list-style-type: none"> 1. Encourage both the protection and voluntary stewardship of valuable resources inside the UGB. 2. Protect, maintain and restore natural habitat areas, including high quality oak woodland and oak savanna habitat; high quality coniferous forests; high quality native upland and wetland prairie; the Willamette River and its tributaries such as Amazon Creek, East Santa Clara Waterway and Spring Creek; and the confluence of the Willamette River and McKenzie River. 3. Preserve valuable farmland outside the UGB. <p><input checked="" type="checkbox"/> Strategies for Implementation accomplished regularly</p> <p>A five year cycle of monitoring, evaluating and adjusting will accompany this future work and help to ensure that tools stay relevant and we stay on course for a livable, sustainable, beautiful and prosperous Eugene.</p>
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Policies and Capital or Program Investments	
Direction of policies and use of resources	See Pillar 7 and associated strategies and actions.
CIP Connections	Connections with future CIPs are not explicitly stated.
Investment Links	<p>The Envision Eugene Plan will also provide new tools to address emerging needs, and to streamline future planning efforts. The city will use a variety of implementation tools that clearly align with the community's vision in the plan. These tools will be reviewed and revised on an ongoing basis to ensure they have the desired outcome and are not barriers to achieving the vision.</p> <p>Implementation tools include: Code improvement programs, area planning, new regulatory tools, design based tools, removal of code barriers, collaboration, infrastructure improvements, transit improvements, development districts, financial assistance tools such as implementing variable system development charges for projects in key transit corridors and core commercial areas and applying additional incentives such as tax incentives, loan programs and public/private lending partnerships.</p>
Plan Performance and Maintenance	
Strategies for Implementation	<p>Strategies related to Pillar 7 - Provide for adaptable, flexible and collaborative implementation</p> <ol style="list-style-type: none"> 1. Create an ongoing monitoring system to collect and track key information. 2. Create a dynamic Eugene-specific comprehensive plan to address emerging needs. 3. Continually evaluate and regularly adjust regulations through a collaborative ongoing code improvement program. 4. Develop a range of implementation tools to realize the community vision of Envision Eugene. 5. Continue to collaboratively plan and partner with surrounding jurisdictions and agencies on such efforts as regional public facilities and services, school district facility planning, regional transportation/climate planning, and protection of high-value farm land and natural resources.
	<input checked="" type="checkbox"/> Strategies for Maintenance accomplished regularly
Plan Performance	See Pillar 7 strategies and action items.

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Linkages and Connections with Other Plans and Agencies	
Connections to other plans	<p>Regional Prosperity Economic Development Plan – Linked with Pillar 1 Eugene-Springfield Consolidated Plan 2010 – Linked with Pillar 2 2010 Climate and Energy Action Plan - Linked with Pillar 3</p> <p>Linked to Pillar 6</p> <ul style="list-style-type: none"> • Ridgeline Open Space Vision and Action Plan – endorsed in 2008 • Rivers to Ridges Vision – endorsed in 2003 • Willamette River Open Space Vision and Action Plan – endorsed in 2010
Connections to other agencies	<p>Bethel School District City of Springfield Eugene 4J School District Eugene Water and Electric Board Lane Community College Lane County Lane County Housing Authority and Community Services Agency (HACSA) Lane Transit District University of Oregon</p>

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Timeline

