Urban Growth & Housing Planning

City Council Work Session | February 12, 2025

URBAN GROWTH STRATEGIES

Eugene

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Eugene

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Agenda

- Urban Growth Strategies Project Refresher
- New Rules for Housing Planning in Oregon
- Actions to Meet Eugene's Housing Need
- Future Council Topics

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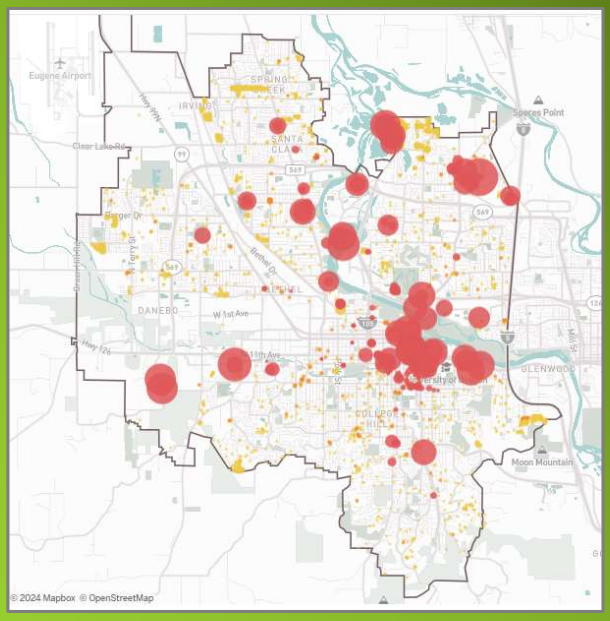
Homes & Jobs for 2045

Project Overview



New Dwellings Map
Source: Growth Monitoring Data Dashboard

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Project Goals

- Advance Eugene's Vision for a community where people at **all income levels can afford** to live, work, shop, and play.
- Facilitate the production of **more housing** and move Eugene towards **more fair and equitable housing outcomes**.
- Support **data-informed policy decisions** about urban area growth, including when to expand the urban growth boundary (UGB).

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Project Goals

- Provide **meaningful opportunities** for community members to inform how Eugene plans for growth.
- **Center the voices** and experiences of people from underserved communities in decision-making.
- Comply with relevant **state statutes** and administrative rules.

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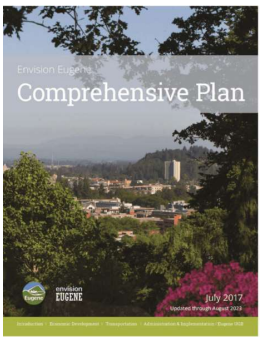
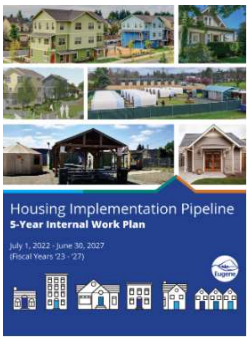
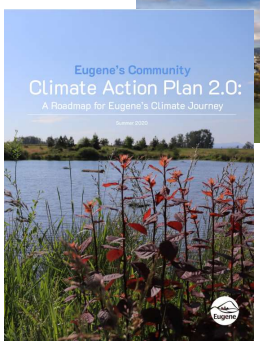
City Priorities







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Project Phases

- Community Engagement
- Policy Development
- Housing & Jobs Actions
- Land Supply Studies

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Project Timeline

January 2025

	2025	2026	2027	2028	2029	2030
Comprehensive Plan Phase II	Comprehensive Plan Policies	Adoption	Transportation System Plan Major Update		Adoption	
Comprehensive Plan Map	Parcel-Specific Land Use Designation Map	Adoption				
Housing & Jobs Actions	Actions Pt. 1	Adoption	Pt. 2	Adoption		
Housing Planning	Local Housing Need	Housing Production Strategy	Adoption	Implementation & Monitoring of Actions (through 2035)		
Buildable Lands Inventory	Residential & Employment Lands (2026-2046)		Adoption			
Land Supply Studies	Housing, Jobs, and Other Urban Land Needs		Adoption			
Urban Growth Boundary (UGB)	UGB Expansion Analysis *Natural Resource Studies, Infrastructure Needs Analysis, Determine Locations and Land Use Designations*				Adoption	
Community Engagement	Ongoing Community Engagement and Annual Summaries					
Growth Monitoring	Ongoing Monitoring, Annual Reports, and System Updates					

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Community Engagement

Understanding needs and priorities

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Engagement Activities

- General Outreach
  - Open Houses & Info Sessions
  - Online Surveys & Mapping Activity
  - Boards & Commissions, Neighborhoods
  - Communications & Info Sharing
- Focused Outreach
  - Equity Advisory Panel *(New!)*
  - Tabling at Cultural Events
  - Listening Sessions
  - Working Groups
  - Social Engagements

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Policy Development

Goals and policies guiding land use in Eugene

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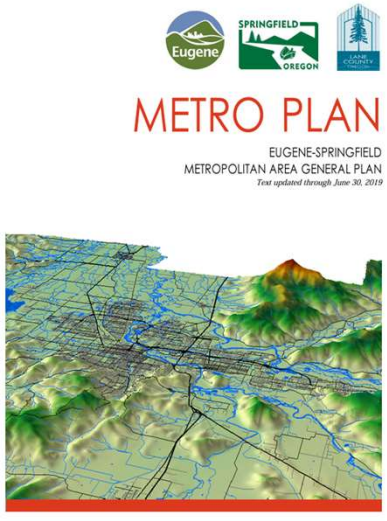
Background

- Metro Plan
  - Regional comprehensive plan
- Envision Eugene Comprehensive Plan
  - Local comprehensive plan
- Adopted in 3 phases



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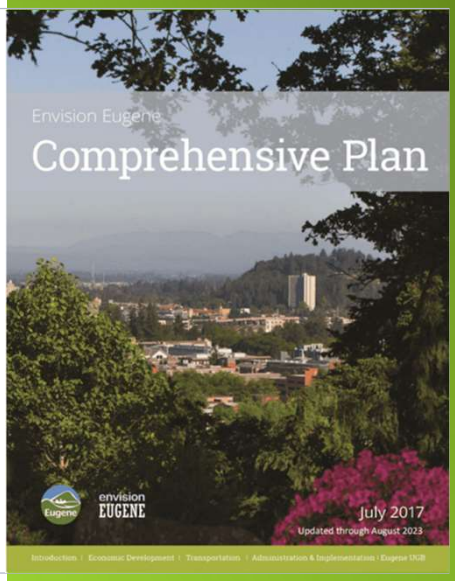
Comprehensive Plan Phase II

- Policy Chapters on:
  - Community Engagement
  - Compact Development
  - Housing
  - Community Health
  - Public Facilities and Services
  - Land Use (Land Use Designation Map)



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Housing Planning

New approach to planning for state and local housing needs

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The new landscape of housing

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Eugene

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Oregon
Housing Needs
Analysis (OHNA)

Estimate &
Allocate Need

The Goal 10 Process

State | Local

Source: Oregon Dept. of Land Conservation and Development

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Eugene's Housing Need

20-Year Need → 26,273 units

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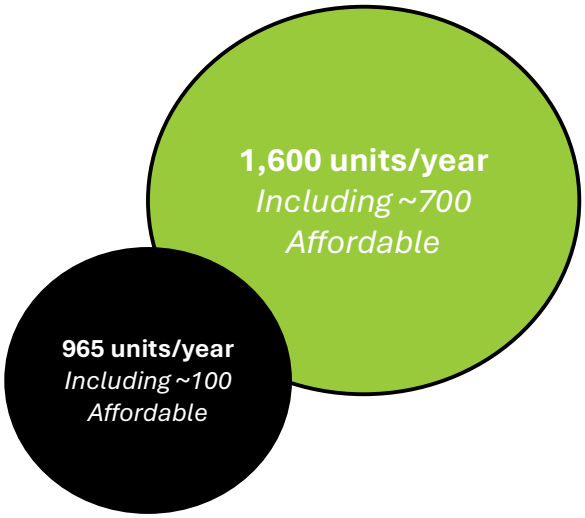
Needs vs. Trends

- Need to produce 70% more units annually compared to the last 10 years



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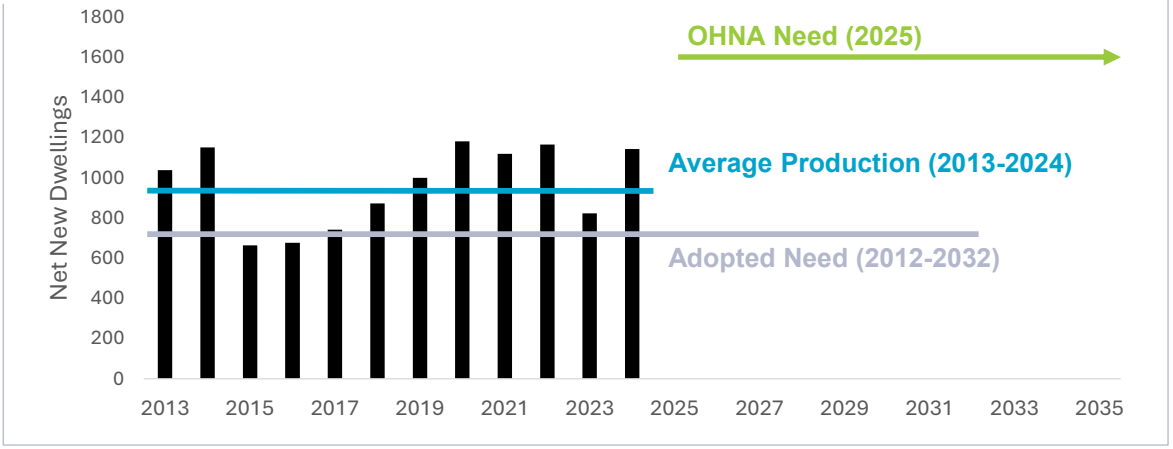
Needs vs. Trends



Adapted from Growth Monitoring Data

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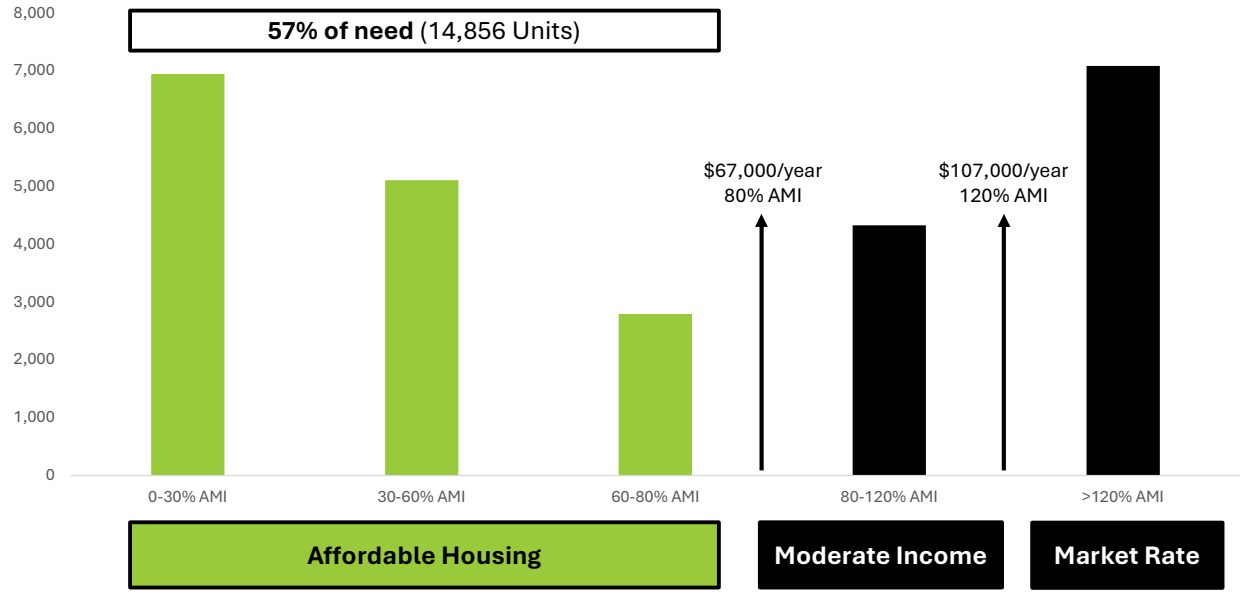
20-Year Housing Need by Income Level (AMI)



Source: Oregon Housing Needs Analysis, January 2025

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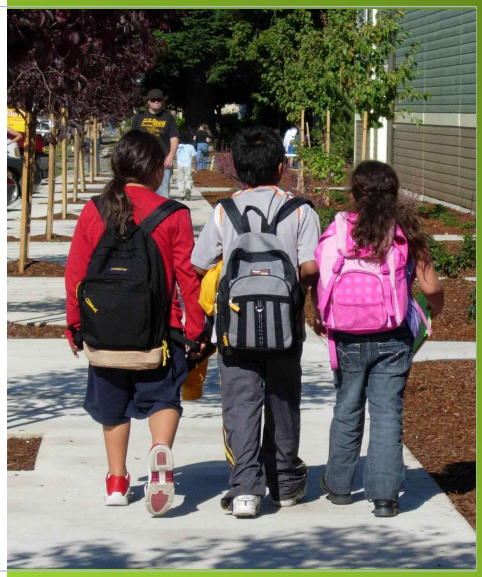
Local Context

- Connect the data to people and their needs. Plan for housing that is…
  - **Affordable** to people with all incomes
  - Advancing fair **housing choice** and mitigates issues
  - Detailed by housing **types, characteristics, and locations**



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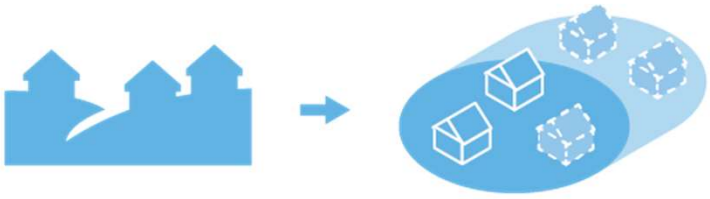
Housing Capacity Analysis



Assess Land Capacity & Development Readiness

Accommodate Needed Housing

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Housing Capacity Analysis

20-Year Housing Need

**City must demonstrate at least 8 years of 'development-ready' land*

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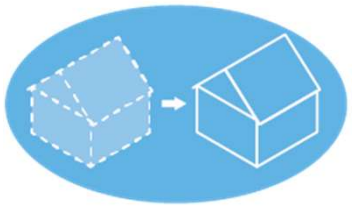
Housing Production Strategy



Promote Needed Housing

Affirmatively Further Fair Housing

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Housing Production Strategy

8-Year Housing Production Target

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Possible New Housing Actions

To support housing production, affordability, and choice

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Adoption & Implementation

2026	2027	2028-2035	2030
• **Housing & Jobs Actions** • Comprehensive Plan • Land Use Map	• **More Housing & Jobs Actions** • Housing Production Strategy • Land Supply Studies	• Implement and adopt actions in **Housing Production Strategy**	• UGB Expansion Adoption

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Info & Partnerships

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Reducing Regulatory Barriers

Peace Village, Square One Villages

Cottage Hill Cottages, Cultivate

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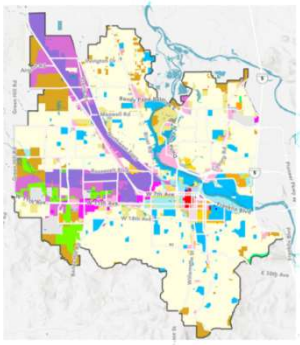
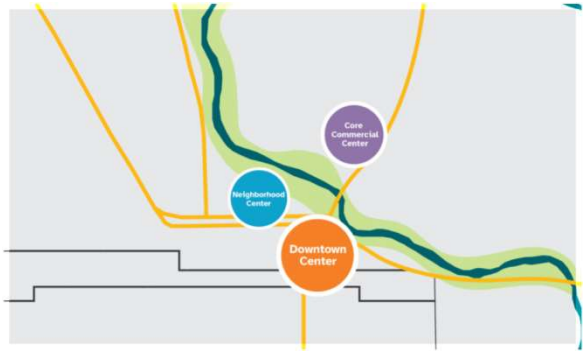
Increasing Land Capacity





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Financial Incentives

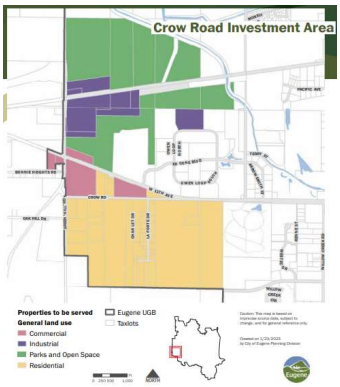
By Affordability
Polk 2.0, DevNW

By Location
1059 Willamette

By Type
ADU

Investments & Infrastructure

Iris Place, SVdP



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Future Council Topics

Work plan for urban growth planning, policies, and actions

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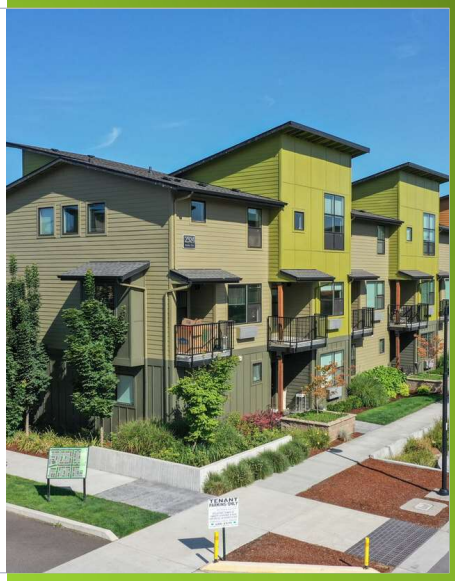
2025 Council Topics

- **April 2025:** HIP 2-Year Progress Report
- Initial Housing & Jobs Actions
- Comprehensive Plan & Land Use Designation Map
- Voluntary Annexation Strategies



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Slide 34

LR0 Re-think how we're talking about our voluntary annexation strategies
RAUSCH Leah E, 2025-02-06T00:53:15.234

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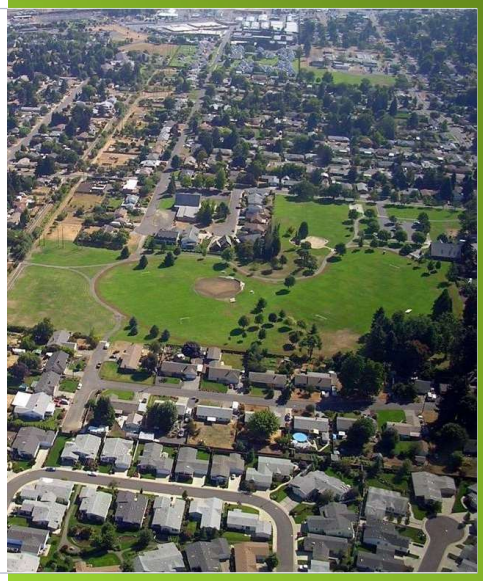
2026 Council Topics

- More Housing and Jobs Actions
- Draft Local Housing Need
- Draft Land Supply Studies
- Draft Housing Production Strategy
- Initiate 2027 Adoption Package



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