

URBAN GROWTH STRATEGIES



Policies + Actions

City Council Work Session | June 23, 2025



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Agenda

- ▶ Urban Growth Strategies
- ▶ Policies to Guide Eugene's Future Growth
- ▶ Actions to Meet Housing & Jobs Needs
- ▶ Council Discussion



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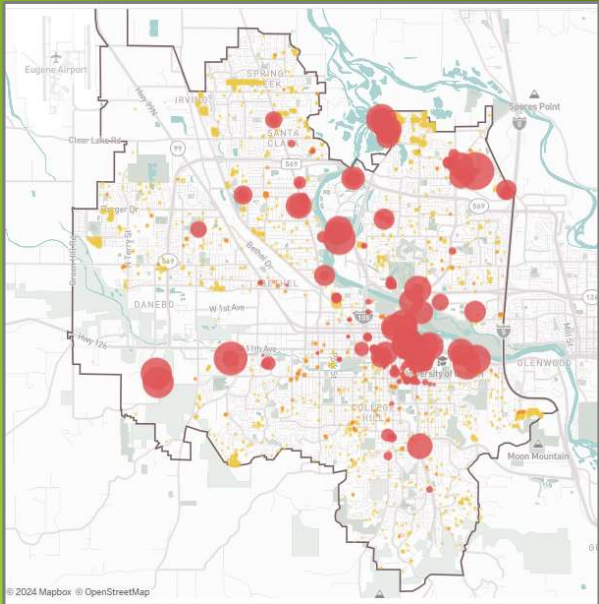
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Homes & Jobs for 2045

Project Overview



New Dwellings Map
Source: Growth Monitoring Data Dashboard

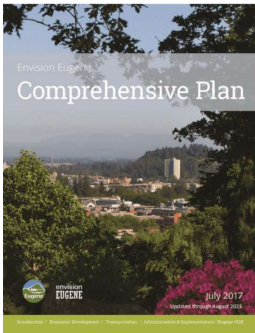
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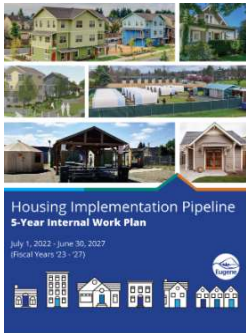
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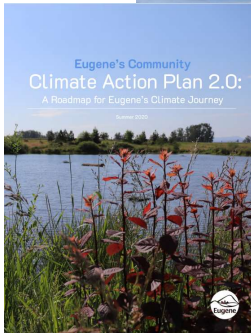


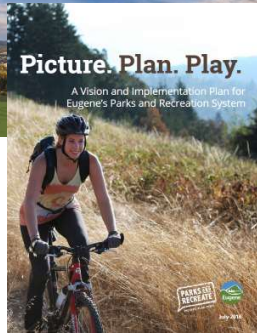
City Priorities

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Project Phases

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



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Community Engagement

- ▶ Highlights from 2025
 - Community Advisory Panel & Youth Advisory Council, Boards and Commissions
 - Community events and presentations
- ▶ Themes and takeaways
 - More housing, centers, & equitable access
- ▶ Where input shows up in the policies and actions



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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
 - Phase 2 underway now



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Comprehensive Plan



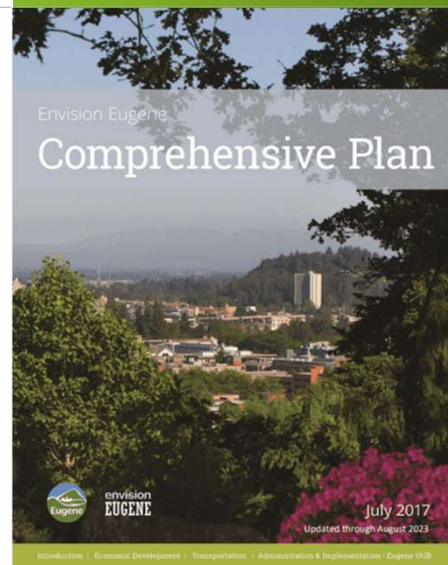
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Comprehensive Plan

- Policy Chapters on:
 - Ch 1. Community Engagement
 - **Ch 2. Compact Development & Urban Design**
 - **Ch 4. Housing**
 - Ch 5. Community Health
 - Ch 8. Public Facilities and Services
 - Ch 11. Land Use + Land Use Designation Map



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Compact Development & Urban Design

- ▶ Three goals, 15 policies
- ▶ Chapter framework:
 - Compact urban form
 - Complete neighborhoods
 - Centers & key corridors



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LR1



Centers

- ▶ Support compact development
- ▶ A range of sizes
- ▶ Convenient and climate-friendly
- ▶ Connected
- ▶ Comfortable and safe



Downtown Center



Core Commercial Center



Neighborhood Center

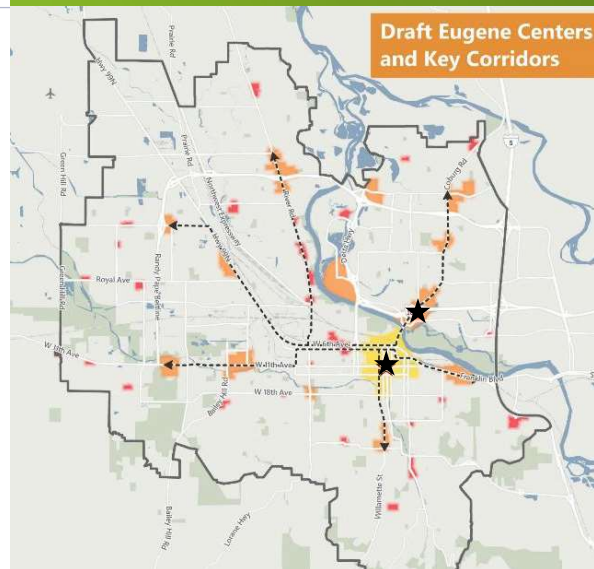
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How did we get here?

- ▶ Community input
 - Interactive mapping
 - Focus groups
- ▶ Designation/zoning
 - Not adjacent to industrial
- ▶ Neighborhood priorities



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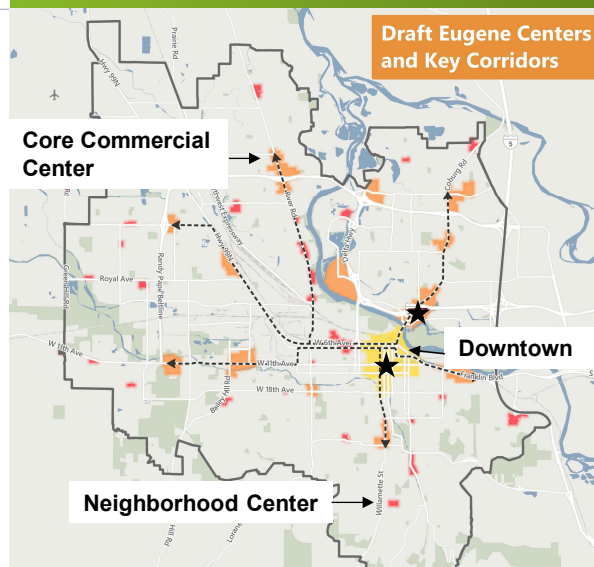
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Draft Goal: Connected Corridors and Centers

Draft policies on:

- ▶ 2.9 Key corridors
 - Different scales/uses
 - Encourage development and redevelopment
 - Includes state-required Climate-Friendly Areas
- ▶ 2.10 Centers



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Housing^{SW1}

- ▶ Four goals, 29 policies
- ▶ Increasing housing
 - Production
 - Affordability
 - Choice
 - Fairness
- ▶ Housing need^{SW2}


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Draft Goal: Housing Production

Draft policies on:

- ▶ 4.1 Removing barriers
- ▶ 4.2 Housing access
- ▶ **4.7 New and updated tools**
- ▶ 4.8 Housing near centers



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Actions to Meet Eugene's Need

For housing and jobs within the current UGB

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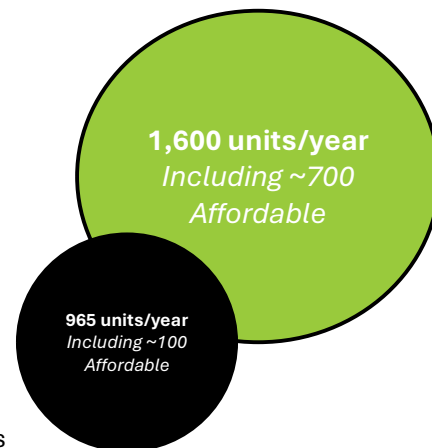
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Needs vs. Trends

- ▶ **26,273 new dwelling units**
- ▶ Need to produce 70% more units annually compared to the last 10 years
- ▶ Connected to people and their needs
 - Affordability
 - Choice of types, characteristics, and locations



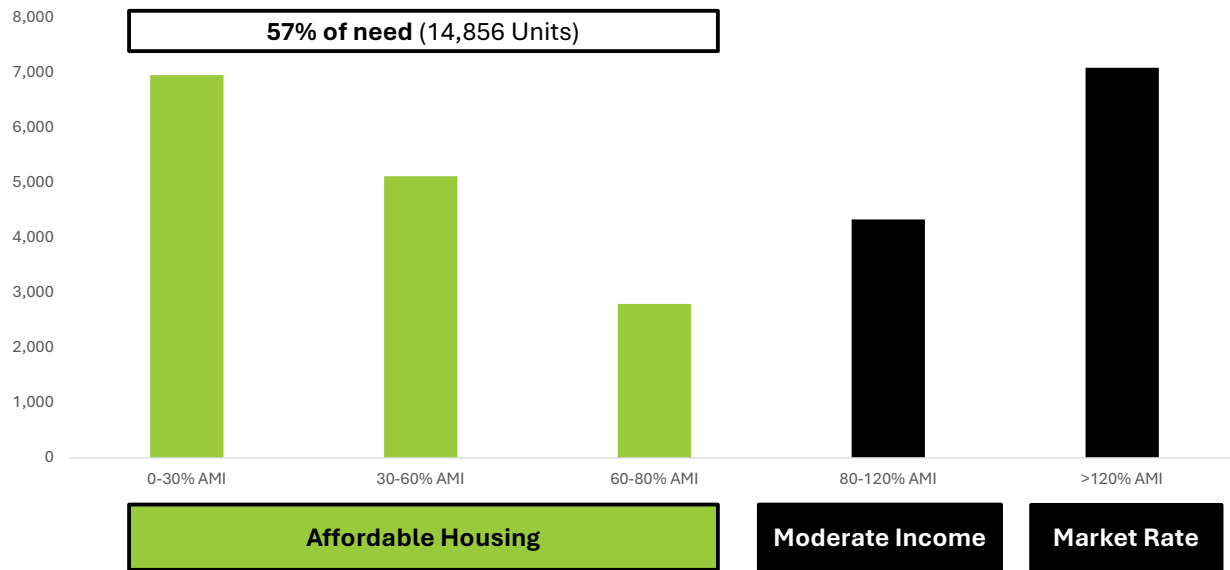
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LR2

20-Year Housing Need by Income Level

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Source: Oregon Housing Needs Analysis, January 2025

Area Median Income (AMI) = \$89,000 for a household of 4, 2022

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LR1



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Accommodating Our Need

20-Year Urban Growth Needs

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

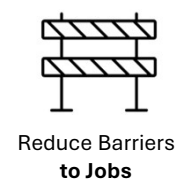


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Timeline



2026-2027 Priorities



Housing Actions

To reduce barriers and increase capacity for housing production

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Actions Under Consideration for 2026-2027

Action	Action Type	Proposed Year
Allow Micro Village Housing	Regulatory	2026
Allow Deferral of System Development Charges	Incentive	2026
Update Zoning for Royal Avenue Node	Regulatory	2027
Encourage Voluntary Annexation	Mix	2026-2027
Improve Middle Housing Permitting Process & Communications	Mix	2026
Increase Average Densities in Low Density Residential Areas	Regulatory	2026-2027
Adjust Density Standards	Regulatory	2027
Site-Specific Zoning Changes	Regulatory	2027
Land Use Code Updates	Regulatory	2026-2027
New or Expanded Incentives - Housing Acceleration Pilot	Incentive	2027

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Reduce Barriers to Housing

Micro Village Housing (2026)

- ▶ Micro units with bathroom
- ▶ Shared common building
- ▶ Model with independence and community support
- ▶ Faster and less expensive, minimal subsidy needed



Community First! Village, Austin, TX



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Increase Capacity for Housing

Increase or Adjust Densities (2026 and 2027)

- ▶ Increase average density in Low Density (R-1) areas
 - Minimum density
 - Minimum and/or maximum new lot sizes
- ▶ Adjust other standards based on new land supply studies



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Increase Capacity for Housing

New or Expanded Incentives (2027)

- ▶ Housing acceleration pilot
- ▶ Focused on meeting OHNA need (below market rate)
- ▶ Focused on promising sites in/near Centers



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Housing Production Strategy

- ▶ Proposed for adoption in 2027
- ▶ New actions to advance affordability, production, and choice
- ▶ Next Steps
 - Analysis of fair housing issues
 - Determine need by types, characteristics, locations
 - More engagement and research



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Other Ideas

LR3

- ▶ New funding sources for Income Qualified Housing
- ▶ Temporary pause on major development standards
- ▶ Temporary waiver for processes and/or fees
- ▶ Remove barriers related to process requirements
- ▶ Remove barriers in existing Refinement Plans / Special Area Zones

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Compact Development & Jobs Actions



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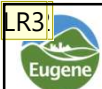


Actions Under Consideration for 2026-2027		
Action	Action Type	Proposed Year
Modernize Compact Development Overlay Zones	Regulatory	2026
Encourage Compact Development in Centers & Key Corridors	Incentive, Regulatory	2026-2027
Review and Enhance Employment Zones	Regulatory	2026
Site-Specific Zoning Changes	Regulatory	2027
Land Use Code Updates	Regulatory	2026-2027



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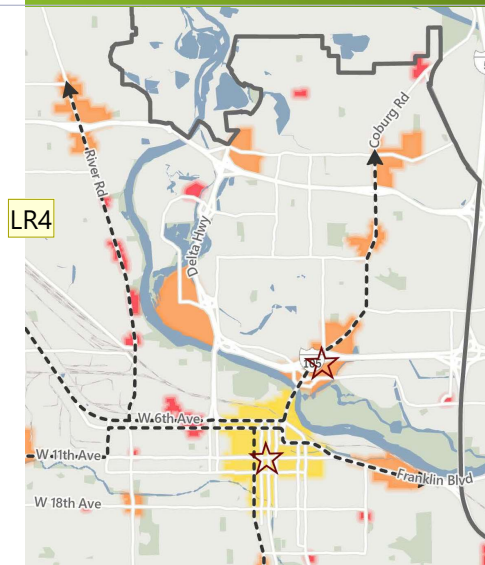
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Encourage Compact Development

Centers and Key Corridors (2026-2027)

- ▶ New or expanded incentives
- ▶ C-1 Neighborhood Commercial standards
- ▶ Remove Site Review and/or Planned Unit Development overlays
- ▶ Increase densities (e.g., minimum densities, upzoning)



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Reduce Barriers to Jobs

Review and Enhance Employment Zones (2026)

- ▶ E-1 Campus Employment
- ▶ E-2 Mixed Use Employment
- ▶ Under consideration:
 - Allowed uses (e.g., types, size and location limits)
 - Building design (e.g., entrances)
 - Site design (e.g., parking, outdoor storage, setbacks, landscaping, circulation)



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Questions

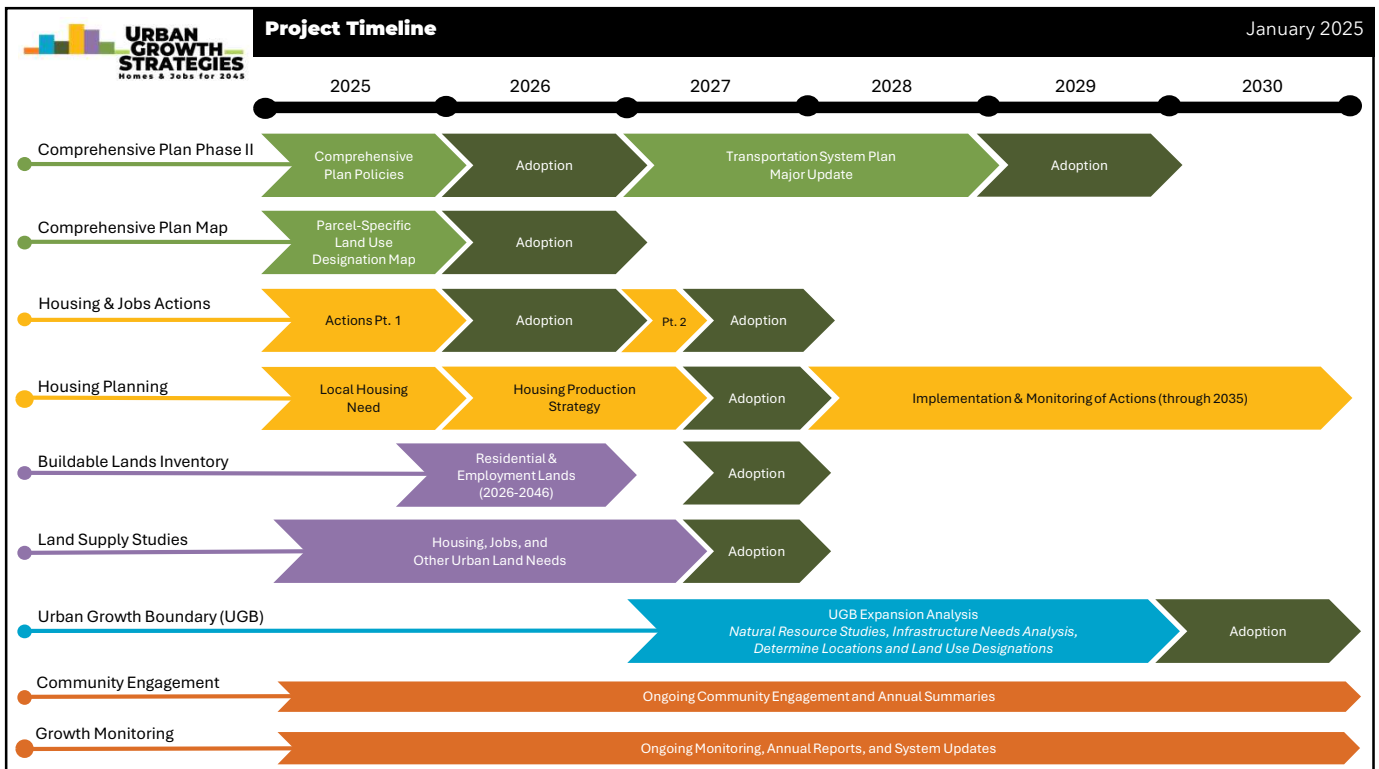
- ▶ Are the Comprehensive Plan Policies headed in the right direction?
- ▶ Are the Housing & Jobs Actions headed in the right direction?
- ▶ Is anything missing?



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Council Discussion

Feedback on the direction of policies and actions

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Eugene's Housing Need

20-Year Need → 26,273 units

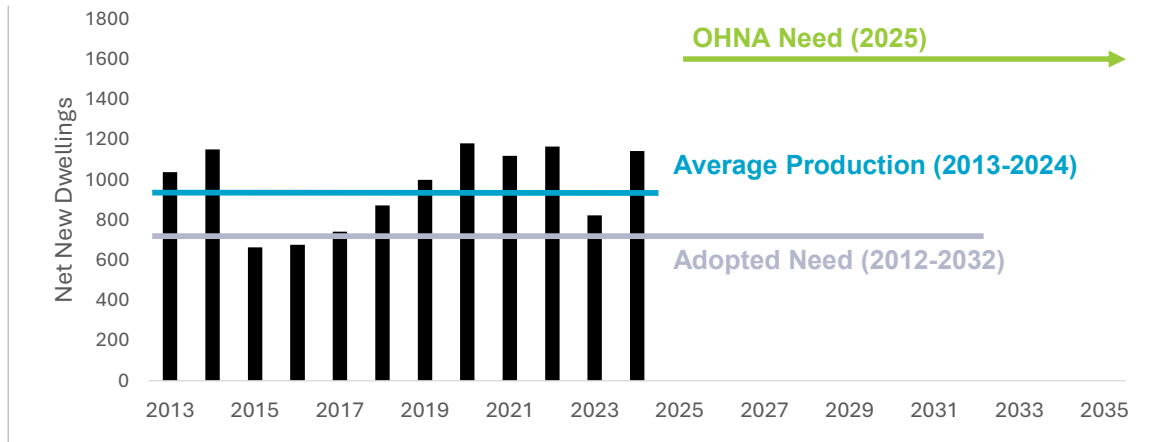


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Needs vs. Trends



Adapted from Growth Monitoring Data



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Reduce Barriers to Housing

System Development Charges (2026)

- ▶ **In the HIP:** Credits and Financial Assistance, Communication, Aligning Incentives with City Housing Goals
- ▶ **Recent:** Downtown Fee Assistance, Remove Cap on Compact Development Adjustments
- ▶ **NEW:** Allow Deferred SDCs



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Map 9.3805
S-RN Royal Node Special Area Zone and Subareas

- ▶ Change zoning and designation
- ▶ Part of larger action to modernize compact development zones



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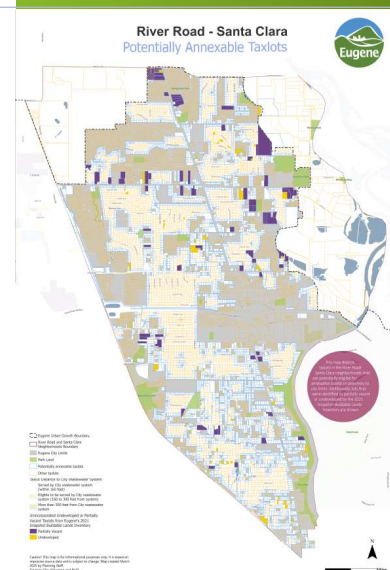


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OM1

- ▶ Street Annexations (ongoing)
- ▶ Additional support could include:
 - Waived/reduced fees
 - Tax differentials
 - Application assistance
 - Property owner education and outreach

Image: Potentially Annexable Lots, River Road Santa Clara



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Increase Capacity for Housing

Surgical Changes (2026 and 2027)

- ▶ Site-specific zoning changes
- ▶ Land use code updates
 - Extension of land use approval deadlines
 - Commonly adjusted standards
 - Multi-unit design standards
 - Revise Neighborhood/Applicant meeting requirements
 - Other miscellaneous



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Encourage Compact Development

Modernize Overlay Zones (2026)

- ▶ Climate-Friendly Areas (CFA) Adoption
 - Rezone specific properties (as needed)
 - Remove Site Review and Planned Unit Development
 - Explore limiting certain auto-oriented uses
- ▶ Remove existing overlay zones – Transit Oriented Development and Nodal Development



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LR1



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Encourage Compact Development

Centers and Key Corridors (2026-2027)

- ▶ Increase capacity for housing and jobs
 - Minimum residential density standards in and around centers
 - Allow incremental upzoning within a certain distance of a center
- ▶ Land Use Code updates



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Increase Capacity for Jobs

Surgical Changes (2026 and 2027)

- ▶ Site-specific rezoning and/or redesignation
- ▶ Land use code updates
 - Commonly adjusted development standards
 - Crosswalk of allowed uses



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