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EUGENE CITY COUNCIL AGENDA

March 12, 2018

5:30 p.m. CITY COUNCIL WORK SESSION
Harris Hall, 125 East 8th Avenue
Eugene, Oregon 97401

Meeting of March 12, 2018;
Her Honor Mayor Lucy Vinis Presiding

Councilors

Mike Clark, President	Betty Taylor, Vice President
Greg Evans	Chris Pryor
Emily Semple	Claire Syrett
Jennifer Yeh	Alan Zelenka

5:30 p.m. CITY COUNCIL WORK SESSION
Harris Hall, 125 East 8th Avenue

Mayor: *I call the March 12, 2018, City Council work session to order.*

A. Committee Reports and Items of Interest

B. WORK SESSION: River Road-Santa Clara Neighborhood Plan Project Update

C. WORK SESSION: 5th Street Market District Expansion Project Update

Adjourn.

The Eugene City Council welcomes your interest in these agenda items. This meeting location is wheelchair-accessible. For the hearing impaired, an interpreter can be provided with 48 hours' notice prior to the meeting. Spanish-language interpretation will also be provided with 48 hours' notice. To arrange for these services, contact the receptionist at 541-682-5010. City Council meetings are telecast live on Metro Television, Comcast channel 21, and rebroadcast later in the week.

El consejo de la Ciudad de Eugene agradece su interés en estos asuntos de la agenda. El lugar de la reunión tiene acceso para sillas de ruedas. Se puede proveer a un intérprete para las personas con discapacidad auditiva si avisa con 48 horas de anticipación. También se puede proveer interpretación para español si avisa con 48 horas de anticipación. Para reservar estos servicios llame al 541-682-5010. Las reuniones del consejo de la ciudad se transmiten en vivo por Metro Television, Canal 21 de Comcast y son retransmitidas durante la semana.

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EUGENE CITY COUNCIL
AGENDA ITEM SUMMARY

Work Session: River Road-Santa Clara Neighborhood Plan Project Update

Meeting Date: March 12, 2018 | Agenda Item Number: B
Department: Planning and Development | Staff Contact: Zach Galloway
www.eugene-or.gov | Contact Telephone Number: 541-682-5485

ISSUE STATEMENT

The River Road and Santa Clara Community Organizations, in collaboration with neighbors, businesses, the City of Eugene and Lane County, are creating a neighborhood plan that will guide decision-making in River Road and Santa Clara for decades to come. The plan will focus on four major topics—Land Use (including Housing), Economic Development, Parks and Natural Resources, and Transportation. An additional topic area—referred to broadly as Community—will address other related issues.

The neighborhood planning project is divided into multiple phases, with frequent opportunities for the council to learn about the project along the way. In fall 2017, the project launched with extensive public involvement in the *Reaching Out* phase. This work session will provide an update on this first phase, while also sharing an overview on our next steps this spring as we move into the *Vision and Action Plan* phase. The second phase will be guided by the recently formed Community Advisory Committee and volunteer-led working groups, described below.

BACKGROUND

The Envision Eugene Recommendation (2012) includes a commitment to future neighborhood planning under the *Protect, Repair and Enhance Neighborhood Livability* pillar. The River Road and Santa Clara communities were identified to begin neighborhood planning following local adoption of the urban growth boundary. In spring 2017, City Council directed Planning staff to initiate the neighborhood planning process. The neighborhood plan is intended to address areas of importance that were previously identified by the community organizations. These include Land Use, Transportation, Parks and Natural Resources, and Economic Development. The project team is guided by the following goals of the project:

1. Supports the Pillars of Envision Eugene, balances the varied directives under the Pillars, and advances the community vision.
2. Continue the Community-City-County collaboration through community-based activities.
3. Establish a clear vision for the future of River Road and Santa Clara, plan goals and policies to guide decision making, and create an action plan that guides implementation by the City, County and community members.

4. Refine the Metro Plan and Envision Eugene Comprehensive Plan for the Santa Clara and River Road communities.
5. Create a process that may serve as a transferable model for other neighborhood or key transit corridor planning initiatives.

Reaching Out Update

From September to December 2017, the project team (City and County staff, public involvement firm Cogito, and neighborhood volunteers) reached out to a wide variety of groups and individuals to facilitate conversations and collect information about what the people of River Road and Santa Clara value about their neighborhood today and what they would like to see in the future. We have worked to raise awareness of the neighborhood plan, invite residents to attend community events, and gather input along the way. We hosted a major community event on October 17, 2017, with nearly 400 attendees and also conducted mobile outreach, hosted small group meetings, and canvassed businesses throughout both communities. These additional efforts attempted to reach people that do not typically attend conventional public outreach events—e.g., youth, Latinos, affordable housing residents, business interests, and Santa Clara residents outside the urban growth boundary.

People engaged by playing with a set of "values cards" depicting common activities or themes in the neighborhood, writing on maps, and completing "My Idea" worksheets to offer future concepts. In December, the project team began reporting back to the broader community what had been heard in the various outreach sessions. Staff attempted to summarize the abundant information, while also respecting the need for transparency. Therefore, summary memos were provided along with the larger set of raw data (e.g., entire database of values, all the 'My Idea' worksheets). This approach allows readers to review based on interest level or time available. The project updates have been distributed in three parts. The first summarized the input received at the Community Event at North Eugene High School in October (Attachment A). The second installment gave readers access to an interactive, web-based map containing every comment received that could be geographically referenced.

The final installment (Attachment B and C) highlighted outreach to groups that are often under-represented in outreach efforts. Each group—communities of color, rural residents, youth, low-income residents, people with disabilities and business entities—often do not participate in conventional meeting venues, although each for their own distinct reasons. Our team made an intentional effort to bring those voices into the *Reaching Out* phase by using existing meetings, setting up special meetings, and visiting shopping centers.

As the *Reaching Out* phase concluded, the project team reviewed and catalogued the public input gathered over the past four months. In December, staff shared project summaries through e-newsletters and the project website (www.RiverRoad-SantaClaraPlan.org). All project newsletters are archived on the project website: https://www.eugene-or.gov/3698/Newsletters.

The Reaching Out summaries, more detailed reports, PDFs of the original worksheets, and the interactive web map can be reviewed on the project website's "What Have We Heard?" page: https://www.eugene-or.gov/3668/What-Have-We-Heard.

The end result is a large data set that includes a wide range of issues affecting these two communities. The outreach has been broad and diverse, often going to residents where they are in the community to gather their input. This approach will continue in future project phases, thereby broadening representation in creating the Vision and Action Plan, reviewing future proposals, and providing meaningful feedback.

Within the large "Reaching Out" data set, several issues of shared importance emerged after tabulating the public responses.

Values (Current)

- Walking and cycling safely (for all reasons)
- Local, small shops
- Pools and free play
- Natural environment, especially the Willamette River
- Large lots preserve trees
- Local schools and parks
- Agricultural heritage

My Idea (Future)

- Preserve Agricultural land
- Need well-designed infill, transition standards
- Support small, local business
- Need more restaurants
- Santa Clara needs a community center, pool, dog park
- Expand bus service
- Improve sidewalks and add bike paths
- Traffic calming needed
- Resolve jurisdictional confusion

In early February, the Community Advisory Committee and topic area working groups convened for the first time, along with City, County and partner agency staff members that comprise the Technical Advisory Committee. This preliminary meeting was the groups' first step in combing through the public input from the *Reaching Out* phase, and beginning to craft a vision statement for each topic area. The working groups are comprised of volunteers that are able to dedicate the time to assisting staff and Community Advisory Committee in crafting the neighborhood plan. Subsequent CAC and working group meetings will occur this spring.

Now, as the project moves into the second phase—*Vision and Action Plan*—the River Road and Santa Clara Community Organization Boards have made nominations to the Community Advisory Committee. As established by the project charter, the Planning Commission reviewed those nominations and confirmed the Committee. The CAC and project staff are now working together to ensure the collaborative approach continues in subsequent project phases.

Community Advisory Committee

The neighborhood planning process has shifted into phase two, Vision and Action Plan. A key component of this phase is the local Community Advisory Committee.

In June 2017, the Planning Commission approved the River Road-Santa Clara Neighborhood Plan project charter. The project charter described the composition of the Community Advisory Committee in the following terms:

A Community Advisory Committee is an essential part of a community-based neighborhood planning process. Ideally, the composition of the committee should employ the following principles.

- *Be prepared and able to act in a deliberative, considerate, and civil manner.*
- *Respect diverse community demographics and varied interests.*
- *Weigh the perspectives and input of the whole community—for example, renters, property-owners, homeowners, owners of large and small businesses, and members of under-represented populations like Latinos or people of color, youth, or people with low incomes—that have been offered during public engagement activities.*

In addition to the members nominated by the community organizations, project staff invites ex officio members to represent the special districts. These include the River Road Parks & Recreation District, River Road Water Board, Santa Clara Water Board, Santa Clara Fire District, Lane Rural Fire District, and the Eugene Water and Electric Board.

Nomination Process

The River Road and Santa Clara Community Organization boards recruited volunteers throughout the fall of 2017, including a request at the major community event in October. Every applicant was asked to complete a simple questionnaire. This was made available through the community organizations, at public meetings, and on the project website. In addition to the written applications, the boards hosted all applicants for an interview process and nominated the following individuals:

River Road Members	*Santa Clara Members*
▪ Cameron Ewing	▪ Ann Vaughn
▪ Jon Belcher	▪ Ed McMahon
▪ Louisa De Heer	▪ Kate Perle (outside urban grown boundary)
▪ Michele O'Leary	▪ Louie Vidmar
▪ Rebecca Sprinson	▪ Rick Duncan
▪ Luke Callahan (Alternate)	▪ Terah Cleveland
	▪ Carl Below (alternate)

Committee Responsibilities

The Project Charter outlines general roles and responsibilities for the Community Advisory Committee as follows.

- Develop operating rules/bylaws by which the committee will function
- Represent varied voices of the two communities; review and consider full breadth of public input
- Volunteer and participate in outreach activities to their neighbors
- Advise Project Management Team and Technical Advisory Team

- To ensure continuity between working group activities and the Community Advisory Committee, CAC members are welcome to participate on the working groups
- Review and provide feedback on deliverables
- Work with City staff and Technical Advisory Committee to reach a mutually-agreed-upon community vision and plan that works with the larger Envision Eugene community vision
- Make a final community recommendation that can be forwarded to the Planning Commissions
- All meetings are considered public, will be advertised as such, and summary minutes provided online to ensure open communication

NEXT STEPS
The project now moves into its second phase—*Vision and Action Plan*. Phase Two will translate the abundance of public input into a draft vision and implementing action plan. This phase will conclude with the second major community event in late May. At that time, we will seek public review and feedback on the draft *Vision and Action Plan*.

The project team also plans to provide an update to the City Council prior to releasing the draft Vision and Action Plan.

Lastly, staff from the Planning and Development Department as well as the office of Human Rights and Neighborhood Involvement are drafting neighborhood planning guidelines intended to clarify planning processes and roles and layout the various tools available to neighborhood groups to address their place-based concerns. They will also assist neighborhood groups in building their own capacity and offering examples of neighborhood engagement tools. The River Road-Santa Clara planning efforts serve as a model for other neighborhoods in many ways. The guidelines will be shared with various groups for input this spring. Once finalized, they will be shared with City Council.

COUNCIL OPTIONS
The work session is informational and no action is requested.

CITY MANAGER'S RECOMMENDATION
The work session is informational and no action is requested.

SUGGESTED MOTION
The work session is informational and no action is requested.

ATTACHMENTS

A. Reaching Out summary report 1 (Community Event)
B. Reaching Out summary report 2 (Inclusive Outreach)
C. Reaching Out summary report 3 (Rural Santa Clara and Business Canvassing)

FOR MORE INFORMATION

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Staff E-Mail: zach.a.galloway@ci.eugene.or.us

RIVER ROAD SANTA CLARA
Neighborhood Plan

Introduction

With adoption of Eugene's urban growth boundary complete, City Council directed staff to begin neighborhood planning in the River Road and Santa Clara neighborhoods. With this direction, City staff began collaboration with County staff and the two Community Organizations to ensure all residents are able to get involved.

This project update offers background information, summarizes some of what we have heard during the initial *Reaching Out* phase – primarily from the first community event at North Eugene High School – and outlines where we are headed in the new year.

Project description

The River Road and Santa Clara Community Organizations, in collaboration with residents, businesses, the City of Eugene and Lane County, have been reaching out to neighbors this fall to create a vision that will guide decision-making in River Road and Santa Clara for decades to come. The plan will focus on four major topics:

- *Land Use Planning:* What activities, like housing, shops or parks, do we want and where? How will the neighborhood feel and look?
- *Economic Development*: How will good jobs and services be supported?
- *Parks and Natural Resources*: What do we want to happen with outdoor spaces?
- *Transportation*: How will we get around?

The outcome of our work together will be a Neighborhood Plan adopted by the City of Eugene and Lane County to guide the future growth and development of the River Road and Santa Clara areas.

Community collaboration

This is a collaborative effort among the River Road and Santa Clara Community Organizations, the City of Eugene, and Lane County. The community organizations came together several years ago to work on the SCRROL (Santa Clara River Road Outreach and Learning, 2012) and SCRRIPT (Santa Clara-River Road Implementation Planning Team) initiatives. The community organizations dedicated countless volunteer hours in reaching out to and engaging neighbors. The results have formed a foundation for the neighborhood plan.

LANE COUNTY OREGON

RIVER ROAD COMMUNITY ORGANIZATION

The Santa Clarion

Eugene

Process to date

'Reaching Out' phase

This summer the community organizations and staff began the *Reaching Out* phase of this 18-month project. Our *Reaching Out* efforts had three objectives:

1. We wanted to raise awareness about the project;
2. We wanted to get the word out about the October 17th community event at North Eugene High School; and
3. We wanted to create opportunities for people to provide input on the future of their community.

We began raising awareness about the project by meeting with neighbors where they were. We promoted the project at fun activities like Sunday Streets and the grand opening of the new River Road Elementary School and during routine errands at the grocery store. Volunteers from the community organizations canvassed their neighborhoods with informational flyers. There were stories in the regular community organization newsletters and we used social media to spread the information, too. In total, we attended more than 20 events in advance of the big October 17th event! This video contains footage of that outreach.

The community event at North Eugene High School was a huge success, with nearly ***400 people*** filling the Highlander gymnasium. We were thrilled with this result. However, we know that many in the community are unable to attend evening meetings, so we've made an extra effort to meet with them at more convenient times and places.

We formed partnerships with trusted organizations like Saint Vincent DePaul, Food for Lane County, and our local schools. These organizations have helped us to reach a broader swath of residents. In addition to the large community event, small group meetings were held with high school students, affordable housing residents, and Spanish speakers; a small group gathering of rural residents in Santa Clara will take place later this month. Most recently, a group of neighborhood volunteers and City and County staff did door-to-door canvassing of local businesses to gather their input on the neighborhood. [A summary of

those outreach efforts will be published early in 2018.] Our goal is to leave no stone unturned and give everyone the opportunity to provide input into the vision for their neighborhood.

What we've heard

The River Road-Santa Clara Neighborhood Plan will be organized around 4 major topic areas that were previously identified by neighbors. The following summaries provide some high points for each topic. These summaries are based on what we've heard so far this Fall. If you wish to read more, an inventory of all comments received at the North Eugene High School community event on October 17th, as well as other small group activities, is available online.

Land Use

Many neighbors asked questions about balancing growth and change while preserving the unique neighborhood character. Agricultural land and large residential lot sizes were the most prominent responses when neighbors were asked what they value now, with one resident describing the neighborhood as the 'interface between downtown and rural.' Some of the most common comments regarding a vision for the future were preserving agricultural land, properly planning residential infill, and keeping large lot sizes to allow for gardening. When discussing the future, some residents expressed concern over high-density developments not being matched with adequate infrastructure, such as parking spaces or traffic control.

Transportation

Transportation was the most heavily-discussed topic throughout this phase of public outreach. When asked what they value now, the most common transportation-related answers related to biking, walking, and the bus. Safety was discussed in relation to every type of

transportation, such as neighbors saying that they value crosswalks or walking to school safely. The most common suggestions for the future were adding more bike paths and bike lanes, calming traffic on residential streets, reducing traffic on main roads, and improving pedestrian safety. Congestion, especially during rush hour at main intersections, was a prominent area of concern and neighbors provided solutions such as redesigning River Road or increasing public transit use.

Parks & Natural Resources

Parks and Natural Resources was the category that received the second largest number of comments, after transportation. The riverfront path received much attention within this category, both in terms of being valued now and as an area for improvement. Neighbors especially value the bike path and habitat along the river, and many people had suggestions about cleaning it up or making it safer. Many neighbors also said that they currently value their local parks, and Emerald Park in particular was mentioned in people's responses. Other suggestions for the future were more and better maintained parks, preserving natural spaces, and building/creating facilities such as a dog park or pool within the neighborhood.

Economic Development

When asked what type of services or shopping people value now, the most common answer was local markets, followed by small shops. Neighbors indicated that they value being near services and believe small shops make the neighborhood more friendly for walking and biking. The most common suggestions for the future were more restaurant and cafe options, local markets and farmer's markets, and small or locally-owned businesses. There was an especially common refrain that the neighborhoods need a gathering space, such as a public plaza or a welcoming food store with a communal space. Other visions for the future included job training in the community and zoning changes to allow for more businesses.

Other Topics

There were several common responses that do not fit into a specific category but reflect a widespread hope or concern. Many residents expressed a desire to build community with their neighbors, and a common vision for the future included establishing more community gardens. Addressing homelessness in the neighborhood was another priority among residents, and was discussed in reference to housing affordability, the river path, and overall public safety. Residents also provided many comments about the duplication of services between City of Eugene and Lane County providers. These comments ranged from concerns over emergency response times to support for special districts.

Where we are headed in 2018

Reaching Out is winding down this month. In the coming weeks, this summary report will be accompanied by an online map displaying the values and ideas expressed by residents, and summaries of additional outreach efforts.

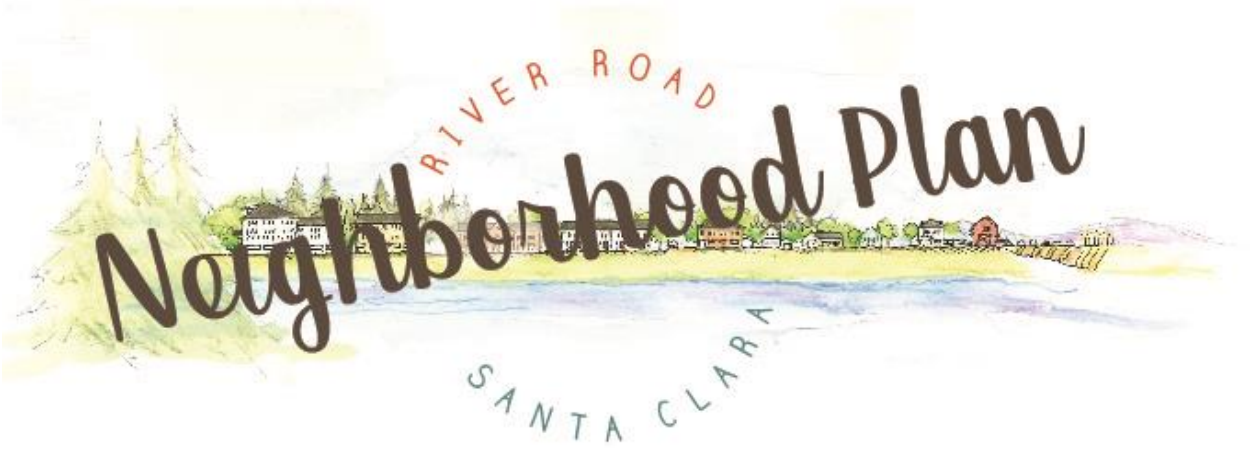
In 2018, we will move into the next phase of the project, crafting a *Community Vision* and an *Action Plan* to turn that vision into reality. Just as the *Reaching Out* phase was a collaborative effort, so too will be the Vision and Action Plan. To that end, the River Road and Santa Clara Community Organizations are in the process of nominating a Community Advisory Committee. In the new year, the Community Advisory Committee, along with Focus Groups – one for each topic area – of neighbors and local experts, and City and County staff will begin reviewing all these great ideas. These ideas will guide the creation of a *Community Vision* and *Action Plan.*

Get Involved and stay informed!

If you received this project summary from a neighbor, consider signing up for the project e-newsletter. The e-newsletter will keep you up to date with the neighborhood planning efforts, notify you of upcoming meetings, and alert you to volunteer opportunities.

Visit the project website!
www.RiverRoad-SantaClaraPlan.org

Have questions or comments?
Let us know at CEPDDRRSCPlan@ci.eugene.or.us or 541.682.5485.

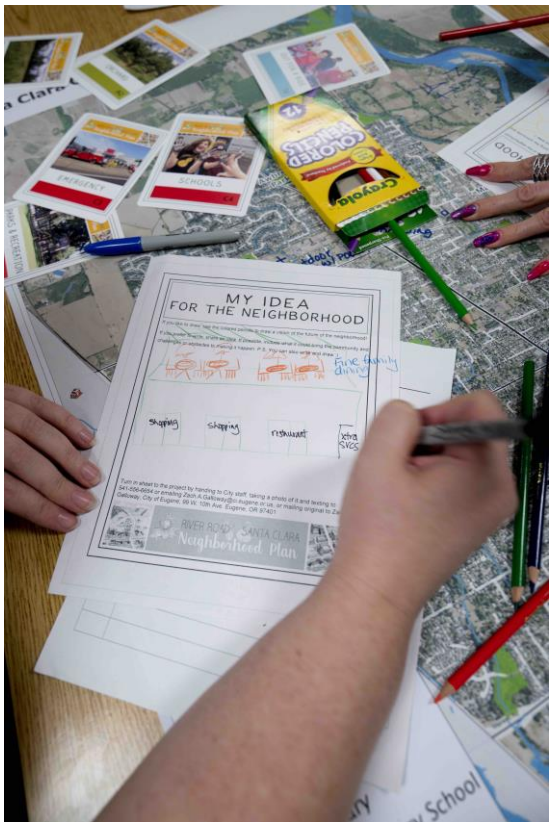


RIVER ROAD SANTA CLARA
Neighborhood Plan

Inclusive Outreach

PHASE I: REACHING OUT

Building a foundation of trust and democracy starts with understanding who has a stake in the outcome of the project and how and when they can participate. Public meetings are often filled with elderly, white, middle class people listening to public servants slogging through long presentations. To bring in fresh voices, the project stepped out of the meeting room and into the community, conducting unique activities with interesting visuals that stimulated important conversations.



To involve youth, low-income residents, people with disabilities, and communities of color, we forged relationships with key community partners who have earned the trust and respect of under-represented community members with consistent service. Working in collaboration with organizations such as Saint Vincent De Paul, Food for Lane County, and the school districts, we involved people who do not attend public meetings.

From September to December of 2017, the project reached out to a wide variety of groups and individuals to facilitate conversations and collect information **about what works in River Road and Santa Clara now, and what people would like to see in the future**. People engaged by playing with a set of cards depicting common activities in the neighborhood, writing on a map and completing "My Idea" sheets.

LANE COUNTY OREGON

RIVER ROAD COMMUNITY ORGANIZATION

The Santa Clarion

Eugene

What we've heard

Themes from the outreach include the desire for equitable access to services, including transportation, housing, parks and recreation. Safety, whether at home or on the street, is an essential element for both residents and businesses. Finally, a sense of community and support for family is paramount for residents.

Transportation

Bicycle and pedestrian safety and access is essential. Improvements are needed to safely access schools, businesses, parks, recreation, and jobs in the area. For example, it is difficult and dangerous to cross River Road and walk on Division Avenue.

Traffic congestion contributes to the safety and access issues. Improvements are needed to transit access and frequency. Anti-EmX sentiment exists.

Land Use

Affordable housing is a critical component for low-income residents in River Road and Santa Clara. Better connections between residences and public transit is very important.

Preserving farmland was also a key factor in maintaining a healthy local food supply.

Parks and Natural Resources

Residents value natural areas, especially along the river.

Parks and Recreation provide activities for families and teens, but there are financial barriers to accessing services.

Public Safety

Crime, including drug use was a key concern. Residents requested neighborhood watch information. Problem areas include the riverfront park and the Ross Lane/Hunsaker area. People expressed concern about the planned transit station in Santa Clara, and the homeless issues it might generate.

Homeless issues must also be addressed. Because low-income residents frequently walk, bike, and use transit, they come into closer contact with the homeless population. People have compassion and want additional social services to help solve the problem.

Next Steps

In 2018, we will move into the next phase of the project, crafting a *Community Vision* and an *Action Plan* to turn that vision into reality. To participate in a focus group, or receive an invitation to the next large meeting in May, sign up to receive newsletters at www.RiverRoad-SantaClaraPlan.org.

Building Collaborations

The project collaborated with the following organizations in developing and conducting the outreach in Fall, 2017.

School Communities
North Eugene High School Leadership Class
Kelly Middle School - Multicultural Coordinator
El Camino del Rio/RR Elementary School
Irving Elementary- PTO

Low Income Residents
Santa Clara Place (SVDP)
Ross Lane (SVDP)
Greenleaf & Apple Orchard (Cornerstone)
Larry Collins Food Pantry (Food for Lane County)

Individuals with Disabilities
Lane Independent Living Alliance (LILA)
LCOG Senior and Disabled Services
River Road Recreation District
Lane Transit District Accessible Transportation Committee (ACT)

Race/Ethnic Minorities
Confederated Tribes of Siletz Indians
League of United Latin American Citizens (LULAC) of Lane County
Blacks in Government (BIG)
NAACP
Black Student Union
Latinx Leadership club at NEHS
Hola Oregon Magazine
River Road/Santa Clara businesses
Huerto de la Familia

The project also reached to two other groups because they were not well represented at the October 17 public meeting: businesses and rural residents. Because **business owners and employees** are often tied to the store from morning till night, the project took the time to conduct door-to-door visits to many of the businesses along River Road and in other parts of the two neighborhoods. Finally, the project reached out to **rural residents** (residents who live outside of the Urban Growth Boundary and within the Santa Clara Community Organization boundaries) who are unlikely to participate in workshops not specifically targeted at their unique circumstances. Summaries from those groups are available in a separate memo.

Why inclusive outreach?

Our community and government has long recognized the value and importance of democratic representation in relation to race, color, national origin, sex, age, disability, low-income, and limited English proficiency:

- The Title IV statute of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, or national origin.
- The concept of environmental justice was defined in 1994: Executive Order 12898 directs federal agencies to identify and address disproportionally high adverse human health and environmental effects of their programs, policies, and activities on minority populations and low-income populations.

These laws are intended to make planning and decision-making more inclusive and to more equitably share the impacts and benefits of projects and programs receiving federal funding.

RIVER ROAD SANTA CLARA
Neighborhood Plan

Reaching Out : Rural Santa Clara & Business Canvassing

The 'Reaching Out' phase of the River Road – Santa Clara neighborhood planning process focused on broad public awareness of the project and soliciting input on the neighborhood vision from a diversity of voices. This report summarizes the targeted outreach conducted by City staff and neighborhood volunteers to two specific stakeholder groups: rural residents of Santa Clara and businesses interests in both neighborhoods.

For different reasons, business interests and rural residents do not typically attend traditional community engagement events. Business owners are often tied to their store all day and may return to other parts of the city in the evening. On the other hand, rural residents may not feel that an outreach event for the 'neighborhood' includes them. The project team though it was important to target outreach efforts at these constituencies. The following sections summarize the project team's approach to engaging these communities and the resulting feedback.

Rural Outreach

The Santa Clara Community Organization includes rural residents who live beyond the urban growth boundary (UGB). Members of this community are unlikely to participate in broader neighborhood workshops that are not tailored to their unique geographic location.

Over twenty participants attended the rural Santa Clara workshop held at Madison Middle School on December 14, 2017. Jointly hosted by the City of Eugene, Lane County and the River Road and Santa Clara Community Organizations, attendees had the opportunity to participate in the same activities as those who came to the large community event in October: a mapping exercise to identify what they value about the area, and a 'my ideas' activity that asked participants to share their future hopes for the neighborhood. These activities generated the following results.

Land Use

Land use was discussed extensively by participants at the rural outreach event. The majority of land use comments were about protecting the existing farm zoning and high quality soil. That said, there were also frustrations expressed over the limits to land uses resulting from being outside the UGB. A recurring suggestion was to address the

perceived mismatch between zoning and the unique characteristics (e.g., soil type, size, existing uses, etc.) of each plot. Moreover, there were a few requests for specific lots to be included within the UGB.

Transportation

Transportation was also discussed at the rural outreach event, though it was not a major focus. Several rural Santa Clara residents identified congestion around River Road and the Beltline as an issue to be addressed. Other recommendations included improving the bus routes and pedestrian safety in Santa Clara. Residents expressing mixed views on adding sidewalks on roads that feel rural.

Parks & Natural Resources

Parks and natural resources was the category that received the second largest number of comments from the rural group after land use. Residents said they value farmland and soil quality, and want to protect it. Many residents indicated that they appreciate the habitat and wildlife in the area. The river is also valued for recreation, and people expressed a desire for increased river access.

Economic Development

The main economic development feedback from the rural outreach was about the need for a farmer's market. This was described as being good for the farms and as a way to bring people together and foster community. The online map produced by the neighborhood planning team reflects suggested locations.

Other Topics

Among the rural outreach participants, there were comments about the value of the current sense of community. Participants expressed a desire to foster this asset. Suggestions included community gathering spaces and more community events.

Business Outreach

Regardless of whether business owners and employees reside in the neighborhood, they have a stake in the outcome of the neighborhood planning processes. However, they are often tied to their work place and may not be able to attend conventional neighborhood outreach events. With this in mind, the project team made a concerted effort to reach out to businesses in the River Road and Santa Clara neighborhoods.

In November and December, neighborhood volunteers teamed with City and County staff to conduct door-to-door outreach. These pairs spoke with nearly three hundred businesses along River Road and in other commercial areas throughout the two neighborhoods. They promoted the neighborhood planning process, conducted interviews, and encouraged business owners and employees to get involved. The results of the interviews are summarized below.

Land Use

Land use did not receive many comments from the business owners or employees. The few points of concern that did emerge were limitations of zoning and frustrations with the permitting process and signage regulations.

Transportation

Businesses offered many comments related to transportation during the canvassing. Traffic along River Road was the most common transportation-related concern. Respondents said they had witnessed minor accidents as cars tried to turn in and out of parking lots. A handful of respondents supported another bridge over the river to ease congestion. The River Road – Randy Pape Beltline interchange was identified as a problem area for traffic congestion.

Economic Development

Many respondents said they enjoyed the neighborhood and liked the businesses around them. There was interest expressed in a business association for the River Road area to support communication between businesses. A recurring concern among respondents was the effect that homelessness had on their operations. Comments on the topic of homelessness are discussed further under *Other Topics* below.

Other Topics

There were many valuable comments that reflected widespread views but did not fit into one of the main plan topic areas. Homelessness was the most common concern among business respondents, and some expressed frustration at the lack of services. Attitudes reflected a mix of compassion and frustration with dealing with issues that business owners attributed to the homeless population, such as trash and vandalism around their businesses. Along these lines, business canvassing revealed concerns about graffiti, crime, and a desire for increased police presence.

Conclusion

This targeted outreach helped diversify the voices involved in the neighborhood planning process. The values, hopes, and concerns expressed by these stakeholders will be balanced with those expressed by other members of the public to create a comprehensive community vision.

Where we are headed in 2018

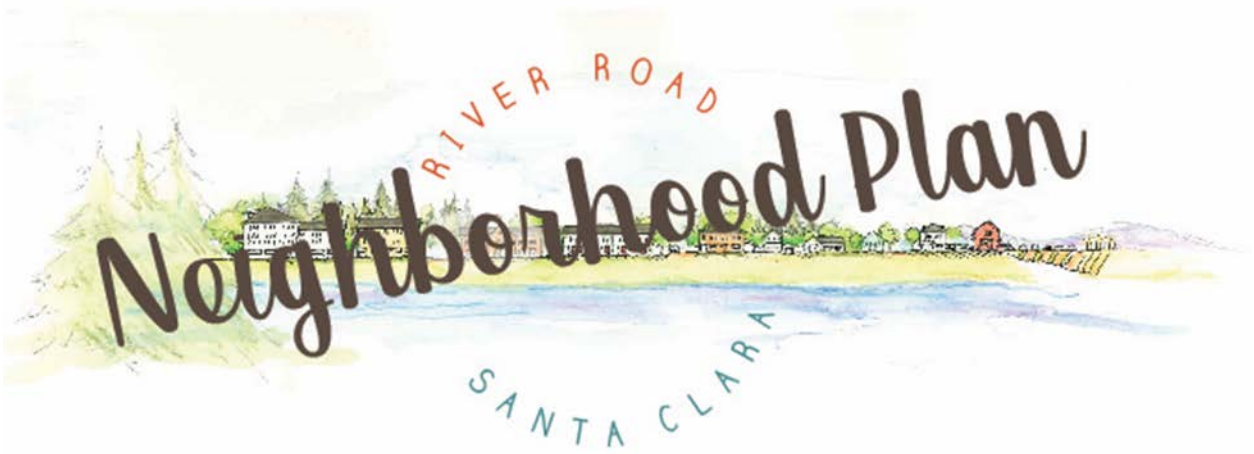
The *Reaching Out* project phase concluded in December, 2017. In 2018, we will move into the next phase of the project, crafting a *Community Vision* and an *Action Plan* to turn that vision into reality. Just as the *Reaching Out* phase was a collaborative effort, so too will be the Vision and Action Plan. To that end, the River Road and Santa Clara Community Organizations have nominated a Community Advisory Committee. The Community Advisory Committee, along with Focus Groups – one for each topic area – of neighbors and local experts, and City and County staff will begin reviewing all these great ideas. These ideas will guide the creation of a *Community Vision* and *Action Plan.*

Get Involved and stay informed!

If you received this project summary from a neighbor, consider signing up for the project e-newsletter. The e-newsletter will keep you up to date with the neighborhood planning efforts, notify you of upcoming meetings, and alert you to volunteer opportunities.

Visit the project website!
www.RiverRoad-SantaClaraPlan.org

Have questions or comments? Let us know at CEPDDRRSCPlan@ci.eugene.or.us or 541.682.5485.



CITY COUNCIL
AGENDA ITEM SUMMARY

Work Session: 5th Street Market District Expansion Project Update

Meeting Date: March 12, 2018
Department: Planning and Development
www.eugene-or.gov

Agenda Item Number: C
Staff Contact: Michael Kinnison
Contact Telephone Number: 541-682-5500

ISSUE STATEMENT

Obie Companies is planning an expansion of the 5th Street Market District. At this work session, Obie Companies will provide a project update and staff will identify the role the City Council may be asked to play in the future.

BACKGROUND

The 2004 Downtown Plan identified the "County Elections block" (5th to 6th; Oak to Pearl) as the first on a list of Development Opportunity Areas. In 2013, Lane County Board of Commissioners agreed to a ground lease of their property on this block to Market District, LLC (an affiliate of Obie Companies), in conjunction with an affordable housing project by Homes for Good (formerly Housing and Community Services Agency of Lane County) on adjacent County property. Obie Companies' proposal to expand the 5th Street Market District on the County Elections block has the potential to achieve the following Downtown objectives:

- Redevelop one of the identified Development Opportunity Areas
- Expand the 5th Avenue Area (a *Special Place* and a *Great Street* in the Downtown Plan)
- Strengthen the pedestrian connection between the downtown core and activity on 5th Avenue, and ultimately to the planned Riverfront Park and the Willamette River.

Project Status

In 2016, Lane County Board of Commissioners approved a development plan for the Obie Companies' project, which features retail as an active ground floor use, with market-rate apartments above. The site also includes a mid-block pedestrian promenade and off-street parking. The development team has been refining this plan and will present the latest development concept and design.

Homes for Good is proposing 50 units of affordable housing above retail on the northwest corner of Oak Street and 6th Avenue. At the January 22 meeting this year, council approved the proposal for the use of Federal HOME Investment Partnerships Program funds for this project. At the February 26 meeting, council approved funding for the Railroad Quiet Zone at Pearl and High Streets, which was determined by staff to be important for the project site to meet federal requirements for minimum decibel levels.

Although the project specifics are still being refined by the development team, staff anticipates the council will be asked to play a role going forward. The development plan reviewed by the County Commissioners in 2016 would require an alley vacation, and also indicated interest in the Multi-Unit Property Tax Exemption program, both of which require approval by Council. Additionally, the current design may be contingent on a zoning code amendment for building height, which would require initiation by council, a Planning Commission public hearing and recommendation, and a council public hearing and decision. At this time, no formal applications have been made for any of these items.

RELATED CITY POLICIES

The expansion of the 5th Street Public Market supports many goals for Eugene and downtown, including:

Eugene Downtown Plan

- Facilitate dense development in the courthouse area and other sites between the core of downtown and the river.
- Stimulate multi-unit housing in the downtown core and on the edges of downtown for a variety of income levels and ownership opportunities.
- Downtown development shall support the urban qualities of density, vitality, livability and diversity to create a downtown, urban environment.
- Actively pursue public/private development opportunities to achieve the vision for an active, vital, growing downtown.
- Use downtown development tools and incentives to encourage development that provides character and density downtown.
- Facilitate dense development in the courthouse area and other sites between the core of the downtown and the river.

Envision Eugene Pillars

- Promote compact urban development and efficient transportation options.
  - Integrate new development and redevelopment in the downtown, in key transit corridors and in core commercial areas.
  - Meet the 20-year multi-family housing need within the existing Urban Growth Boundary.
  - Make compact urban development easier in the downtown, on key transit corridors, and in core commercial areas.
- Provide housing affordable to all income levels.

Regional Prosperity Economic Development Plan

- Strategy 5: Identify as a Place to Thrive – Priority Next Step – Urban Vitality
  – As we foster a creative economy, dynamic urban centers are an important asset. Eugene, Springfield and many of the smaller communities in the region recognize the importance of supporting and enhancing vitality in their city centers. Building downtowns as places to live, work and play will support the retention and expansion of the existing business community and be a significant asset to attract new investment. The Cities of Eugene and

Springfield will continue to enhance their efforts to promote downtown vitality through development and redevelopment.

Eugene Climate and Energy Action Plan

- Increase density around the urban core and along high-capacity transit corridors

COUNCIL OPTIONS
Information only.

CITY MANAGER'S RECOMMENDATION
Information only.

SUGGESTED MOTION
No action required at this time.

ATTACHMENTS
None.

FOR MORE INFORMATION
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