



**Eugene City Council**

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# **AMENDED AGENDA EUGENE CITY COUNCIL**

**May 15, 2019**

**12:00 p.m. CITY COUNCIL WORK SESSION  
Harris Hall, 125 East 8<sup>th</sup> Avenue  
Eugene, Oregon 97401**

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**Meeting of May 15, 2019;  
Her Honor Mayor Lucy Vinis Presiding**

**Councilors**

Betty Taylor, President  
Mike Clark  
Chris Pryor  
Jennifer Yeh

Emily Semple, Vice President  
Greg Evans  
Claire Syrett  
Alan Zelenka

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*Note: This agenda has been amended to reflect the addition of Item 1.*

**12:00 p.m. EUGENE CITY COUNCIL WORK SESSION**

- 1. ACTION: An Ordinance Concerning Restrictions on the Distribution of Single-Use Serviceware, Adding Sections 6.870 and 6.872 to the Eugene Code, 1971, And Amending Section 6.990 of that Code**
- 2. WORK SESSION: Town Square Project Update**
- 3. WORK SESSION: River Road-Santa Clara Neighborhood Plan Project Update**

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# EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



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Action: An Ordinance Concerning Restrictions on the Distribution of Single-Use Serviceware, Adding Sections 6.870 and 6.872 to the Eugene Code, 1971, And Amending Section 6.990 of that Code.

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Meeting Date: May 15, 2019  
Department: Planning and Development  
[www.eugene-or.gov](http://www.eugene-or.gov)

Agenda Item Number: 1  
Staff Contact: Michael Wisth  
Contact Telephone Number: 541-682-6835

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## ISSUE STATEMENT

Single-use restaurant and grocery items, such as to-go boxes, bags, cups, straws and utensils have gained considerable attention over the past few years for their impacts on the environment. In response to multiple work sessions on this topic, City Council directed staff to draft an ordinance requiring retail food businesses to provide single-use items only upon direction of the customer.

## BACKGROUND

Litter in the form of single-use items and serviceware has gained attention from community groups and local governments over the past several years. Following the January 16, 2019, work session, Council asked staff to return in a second work session to answer questions related to health and safety concerns of personal reusable containers and potential impacts of plastic alternatives. Staff returned to Council on March 11, 2019, to discuss the pros and cons of different regulatory approaches to managing single-use items for litter control and health concerns.

During the work session, staff discussed the human health and environmental impacts of several different types of materials used for single-use items and cited studies demonstrating the negative impacts of each. Council voted unanimously on a motion to direct staff to draft an ordinance requiring retail food businesses to provide single-use items only upon direction of the customer. Single-use serviceware is defined as single-use straws, stirrers, utensils, and condiment packaging. The ordinance does not differentiate between the types of materials single-use serviceware may be composed of (for example, plastic, bamboo, etc.). This is to address negative impacts on human health and the environment that most single-use items pose, regardless of composition, when they become litter.

Senate Bill 90, if adopted, will impose state-wide regulations on single-use plastic straws and will preempt local government regulation of single-use plastic straws. If Eugene's ordinance is adopted prior to the effective date of Senate Bill 90, Eugene's regulation of single-use plastic straws will not be preempted.

## **Related City Policies**

### *Regulation*

In 2012 Eugene City Council voted to implement Ordinance 20498, banning retailers from using single-use plastic bags.

### *City Council Goals*

The discussion regarding potential action to mitigate the impacts of single-use items that become litter aligns with City Council goals for accessible and thriving culture and recreation by preserving strength in the arts and outdoors by reducing litter that is both an aesthetic blight as well as detrimental to both human and environmental health

### *Triple Bottom Line*

A triple bottom line lens was used to develop recommendations. Single-use plastic items are primarily an environmental concern when they become litter. The ordinance is aimed at reducing litter and thereby mitigating the impacts of these items. The recommendations present negligible financial impacts to retail food businesses and there are no expected social impacts, as the ordinance does not include requirements for a consumer fee or deposit. The ordinance is intended to help change consumer behavior by requiring that consumers first consider whether they really want single-use serveware and then request the single-use serveware if they want it.

## **PREVIOUS COUNCIL DIRECTION**

### **[January 16, 2019 Work Session](#)**

In this work session, staff introduced Council to different packaging materials to demonstrate which common packaging materials may or may not be recyclable, compostable and/or biodegradable. Council asked that staff return with information related to human health and environmental impacts of different materials and policy recommendations for addressing these concerns.

### **[March 11, 2019 Work Session](#)**

Following the January 16, 2019, work session, Council asked staff to return in a second work session to answer questions related to health and safety concerns regarding personal reusable containers and potential impacts of plastic alternatives. Staff returned to Council on March 11, 2019, to discuss the pros and cons of different regulatory approaches to managing single-use items for litter control and health concerns. Council voted unanimously on a motion to direct staff to draft an ordinance requiring retail food businesses to provide single-use items only upon customer request.

### **[May 13, 2019 Public Hearing](#)**

Four people spoke in support of the proposed ordinance.

## **COUNCIL OPTIONS**

1. Adopt the ordinance as proposed.
2. Decline to adopt the ordinance.

**CITY MANAGER'S RECOMMENDATION**

The City Manager recommends Option 1, adoption of the ordinance.

**SUGGESTED MOTION**

Move to adopt an ordinance concerning restrictions on the distribution of single-use serviceware, adding sections 6.870 and 6.872 to the Eugene Code, 1971, and amending Section 6.990 of that Code.

**ATTACHMENTS**

A. Proposed Ordinance

**FOR MORE INFORMATION**

Staff Contact: Michael Wisth  
Telephone: 541-682-6835  
Staff E-Mail: [mwisth@eugene-or.gov](mailto:mwisth@eugene-or.gov)

ORDINANCE NO. \_\_\_\_\_

AN ORDINANCE CONCERNING RESTRICTIONS ON THE DISTRIBUTION OF SINGLE-USE SERVICWARE, ADDING SECTIONS 6.870 AND 6.872 TO THE EUGENE CODE, 1971, AND AMENDING SECTION 6.990 OF THAT CODE.

THE CITY OF EUGENE DOES ORDAIN AS FOLLOWS:

**Section 1.** Sections 6.870 and 6.872 of the Eugene Code, 1971, are added to provide as follows:

**6.870      Single-Use Serviceware - Definitions.** For purposes of sections 6.870 and 6.872 of this code, the following words and phrases mean:

**Condiment packaging.** Packaging used to deliver single-serving condiments to customers. This includes but is not limited to single-serving packaging for ketchup, mustard, relish, mayonnaise, hot sauce, coffee creamer, salad dressing, jelly and jam, and soy sauce.

**Customer.** Every person who purchases food or beverage.

**Retail food and beverage establishment.** Full service restaurants, limited service restaurants, fast food restaurants, food carts, bars, coffee and tea shops, grocery stores, convenience stores, hotels and motels, caterers, and food service contractors.

**Single-Use Serviceware.** Straws, stirrers, utensils (including, but not limited to spoons, forks, knives, sporks and chopsticks), and condiment packaging, intended to be used once and then discarded.

**6.872      Single-Use Serviceware – Restrictions.** A retail food and beverage establishment may not provide single-use serviceware to a customer unless the customer explicitly requests the single-use serviceware or the customer is asked if the customer would like single-use serviceware and the customer responds affirmatively.

**Section 2.** Section 6.990 of the Eugene Code, 1971, is amended by adding a new subsection (13) to provide as follows:

**6.990      Penalties - Specific.**

**(13) *Any business, owner, or employer that permits a violation of section 6.872 of this code shall be subject to the following penalties:***  
**(a) *A written warning for the first violation in a calendar year;***

- (b) The second violation in a calendar year is punishable by a fine of \$100.00;*
- (c) The third violation in a calendar year is punishable by a fine of \$200.00;*
- (d) Any subsequent violations within the same calendar year are punishable by a fine of \$500.00;*
- (e) Notwithstanding subparagraphs (a)-(d), no more than one penalty shall be imposed pursuant to this subsection (13) upon any single location within a 7-day period.*

**Section 3.** The City Recorder, at the request of, or with the consent of the City Attorney, is authorized to administratively correct any reference errors contained herein, or in other provisions of the Eugene Code, 1971, to the provisions added, amended or repealed herein.

**Passed by the City Council this**

\_\_\_\_\_ day of May, 2019

**Approved by the Mayor this**

\_\_\_\_\_ day of May, 2019

\_\_\_\_\_  
**City Recorder**

\_\_\_\_\_  
**Mayor**

# EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



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## Work Session: Town Square Project Update

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Meeting Date: May 15, 2019  
Department: Planning and Development  
[www.eugene-or.gov](http://www.eugene-or.gov)

Agenda Item Number: 2  
Staff Contact: Will Dowdy  
Contact Telephone Number: 541-682-5340

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### ISSUE STATEMENT

This work session is a progress check-in on Eugene's Town Square Project, which combines the Park Blocks improvements, permanent Farmers Market space, and City Hall building.

### BACKGROUND

The City of Eugene is working to accommodate the current and future needs of Eugene's City Hall and the Lane County Farmers Market, while reimagining the existing Park Blocks and restoring the Town Square with the recovery of the northwest block (occupied today by the Butterfly Lot). The vision is to locate efficient and accessible government services, provide a permanent location for a year-round public Farmers Market, create a central gathering space for both the immediate neighborhood and broader community, strengthen 8th Avenue as downtown's connection to the river, and continue the momentum of downtown revitalization.

### *Project Status*

The Town Square Project has begun the Concept Design phase, which will set the direction for all the subsequent design and construction. The Concept Design includes consideration of the relationships between the different project components; determining basic program, massing and key features; establishing a common palette and other unifying design elements; and specific design concepts with cost estimates. The goal is to develop a finalized concept plan with an overarching narrative through collaboration with City staff, the community, and key stakeholders. The Concept Design will convey a Town Square that embraces Eugene's community, culture, history, values and civics.

City staff has engaged a consultant team led by a local firm, Cameron McCarthy Landscape Architecture and Planning, with Olin, Cogito, Project for Public Spaces, ZGF Architects, DKS Associates, HLB Lighting Design, BHE Group and ACC Cost Consultants.

To assist the City throughout the project, staff has hired an Owner's Representative to manage the project. The Owner's Representative will help the City complete the Town Square Project on budget, on schedule, and in keeping with the vision established by the users, stakeholders and broader community.

City staff has engaged Shields Oblatz Johnsen as the Owners Representative. SOJ is a small, Portland and Seattle-based firm that specializes in the management of complex urban development projects for public and private clients.

In January, the City purchased the Butterfly Lot following the City of Eugene and Lane County's Purchase and Sale Agreement signed in 2017 to provide a site for a new County Courthouse on the former City Hall site and provide a site for a new City Hall and Farmers Market on the current Butterfly Lot.

### ***Next Steps Related to the Town Square Project***

- The design consultant team, led by Cameron McCarthy, is engaging key stakeholders and the broader community in an iterative process to develop a comprehensive design framework for the Town Square Project. At key points during the design process, the consultant team will explore ideas with community members to refine the design leading to a final concept in the fall. The public kickoff event will be May 22, from 5-9 p.m. at Whirled Pies on 8<sup>th</sup> Avenue.
- At the conclusion of this design process, the consultant and staff will present the final Town Square concept design to the City Council. The Agency Board will hold a public hearing prior to deciding whether the Park Blocks and Farmers Market should receive Urban Renewal funds. City Council will determine the allocation of funds to the City Hall.
- Once a design direction is finalized for the overall Town Square and funding is identified, the three components of the Project will enter the design stage, culminating in construction documents and bid sets after approximately one year.
- Pending final approval, the Park Blocks and Farmers Market are anticipated to be complete before the International Association of Athletics Federations' World Championships Oregon21.
- Construction of the City Hall will likely take longer than the other parts of the Town Square and is tentatively expected to be completed in 2022.

### **PREVIOUS COUNCIL / AGENCY BOARD DIRECTION**

#### **[June 13, 2016, Agency Board Meeting](#)**

The Downtown Urban Renewal Agency Board amended the Downtown Urban Renewal Plan to include the Park Blocks and Farmers Market as new projects.

#### **[December 14, 2016, Work Session](#)**

Following the Coordinated Downtown Development report by Cameron McCarthy, which explored location options for City Hall, the Lane County Courthouse and Farmers Market, City Council deliberated over the preferred option of the three scenarios described in the analysis. At this work session, council directed the City Manager to negotiate the purchase of the Butterfly Lot and sale of the former City Hall site, for the purpose of implementing "Scenario C," a City Hall and Farmers Market on the site of the Butterfly Lot.

#### **[June 26, 2017, City Council Work Session and Agency Board Meeting](#)**

City Council authorized the City Manager to purchase the Butterfly Lot from Lane County to be the site of the new City Hall. Immediately following this action, a meeting of the Urban Renewal

Agency Board was convened, and the Board directed the Agency Director to purchase the Butterfly Lot to be the site of an expanded Farmers Market.

**COUNCIL OPTIONS**

Information only.

**CITY MANAGER'S RECOMMENDATION**

Information only.

**SUGGESTED MOTION**

No action required at this time.

**ATTACHMENTS**

None

**FOR MORE INFORMATION**

Staff Contact: Will Dowdy

Telephone: 541-682-5340

Staff E-Mail: [wdowdy@eugene-or.gov](mailto:wdowdy@eugene-or.gov)

# EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



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

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Meeting Date: May 15, 2019  
Department: Planning and Development  
[www.eugene-or.gov](http://www.eugene-or.gov)

Agenda Item Number: 3  
Staff Contact: Eric Brown and Terri Harding  
Telephone Number: 541-682-5208 and 541-682-5635

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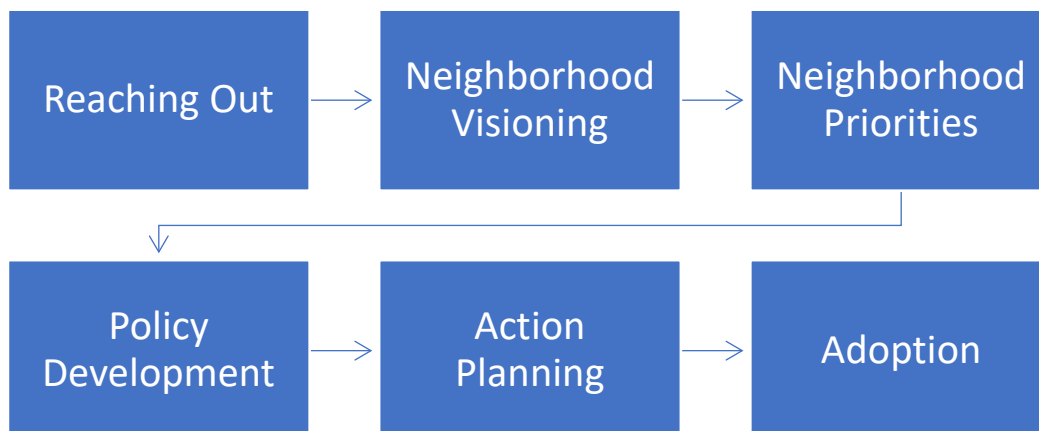
### ISSUE STATEMENT

The River Road and Santa Clara Community Organizations, City and County staff, consultants and neighborhood volunteers have been working together since the spring of 2017 to write a neighborhood plan for the River Road and Santa Clara Neighborhoods. The plan will focus on five topic areas—Land Use, Transportation, Economic Development, Parks and Natural Resources, and Community. This work session will focus on the results from the *Policy Development* phase. Staff is requesting City Council feedback on the draft goals and policies included in Attachment A. Council is asked to approve the draft goals and policies as a platform for moving into the *Action Planning* phase. A complete plan with goals, policies and actions will be brought to Council for a formal adoption process in late fall.

### BACKGROUND

The neighborhood planning project is divided into key phases, with frequent opportunities for Council to learn about the project along the way. The *Reaching Out*, *Visioning* and *Neighborhood Priorities* phases of the project were completed between October 2017 and August 2018. Council received updates from these phases in March and November 2018. Starting in fall 2018, the *Policy Development* phase has been led by Community Advisory Committee members and working group members, with support from project staff and a Technical Advisory Committee.

### *Project Phases*



Since fall 2018, the *Policy Development* phase has focused on developing policies that relate to the vision and neighborhood priorities. The draft policies are organized under 18 high-level goals, which were written by the CAC and vetted by the topic area working groups. Each draft goal has a CAC member who is the lead for convening working group members to edit the draft goal and the policies that support it.

### ***Vetting and Technical Review***

On December 5, 2018, the full set of draft goals and policies was presented to working group members and TAC members at the 'Policy Round-Up.' Attendees were asked to identify themes, gaps and recommended edits. This feedback was incorporated into a January draft of the policies that is available on the [project website](#). In January 2019, the TAC further reviewed and provided feedback on the draft policies.

### ***TBL Sounding Board Review***

On February 6, 2019, a Triple Bottom Line Sounding Board met to evaluate the draft goals and policies through the lenses of economic, environmental and social sustainability. This TBL Sounding Board is composed of representatives from seven different City boards and commissions, including the Human Rights Commission, Planning Commission, Sustainability Commission, Budget Committee, Neighborhood Leaders Council, and Active Transportation Committee as well as the Lane County Planning Commission.

TBL Sounding Board participants applied a city-wide perspective in reviewing the draft goals and policies and discussed potential trade-offs and implications in order to maximize community-wide benefits. [Their input](#) was provided to CAC members who incorporated it as they edited the draft goals and policies. This was the first meeting of the TBL Sounding Board, and the group will reconvene later in the project to review additional work through the TBL framework.

### ***Planning Commission Review***

In March, the Eugene and Lane County Planning Commissions received project updates that included an opportunity to comment on the draft policies. Commissioners encouraged the project team to think about how policies could be implemented, and what key sticking points might face opposition later. The team is continuing to incorporate technical, TBL, and Commissioner feedback into the project as we transition the policy work into actions that will have real impacts on the ground.

### ***Community Events***

On April 7 and 10, 2019, Community Event #3 – Planning in Action was an opportunity to make sure the draft policies accurately reflect what we have heard from neighbors as well as property and business owners and brainstorm more actions to make the neighborhood vision a reality. This marked the transition from policy writing to action planning. The community events were led and facilitated by CAC members with support from City and County staff and a variety of community partners. Over 200 neighbors attended the two events. Feedback was generally supportive of the direction the plan is heading, with an eye toward moving into the *Action Planning* phase. The project team is in the process of collating and distributing this feedback to the community groups working on each goal.

### ***River Road Corridor Study***

As part of the ongoing neighborhood planning process, an in-depth analysis of the River Road corridor is underway. The River Road Corridor Study includes stakeholder interviews, public workshops, economic and demographic research, and conceptual design work. The results of the study will include proposed land use code amendments along the corridor as well as other recommendations to support implementation of the neighborhood vision along River Road, up to the location of the planned River Road Community Transit Center at Hunsaker Lane.

The first workshop for the River Road Corridor Study was held in February 2019 and included three open houses, dedicated business outreach, meetings with the CAC and TAC, and an online survey for those who were not able to attend the open houses. Community members were invited to create a range of concepts, exploring housing and commercial building types, transitions between zones, and safe walking routes to transit stops and neighborhood destinations. These concepts will be used by the team to explore different methods of implementing the policies that come out of the Neighborhood Plan. A report summarizing the results from this outreach is available on the [project website](#).

A second workshop is planned for early June where community members will be invited to help refine a preferred land use concept and develop the implementation strategies to make it a reality. The project team will work with the Community Advisory Committee to refine the preferred concept and create land use code concepts for the corridor and potential neighborhood centers. Code concepts will be brought to the City Council for feedback and direction in the fall, before moving into a formal adoption process.

### **Next Steps**

This spring, CAC members will refine the draft policies based on the feedback provided by neighbors at the April community events as well as input received from City Council, the County Board of Commissioners, and the City of Eugene and Lane County Planning Commissions. The project will transition fully into the *Action Planning* phase, where the list of action items to implement the draft policies will be evaluated and prioritized. Reviewing the action items will be a collaborative process among the CAC, working group members, and City and County staff. The *Action Planning* phase will culminate with another large community event to solicit broad community input before moving into the *Adoption* phase in Fall 2019.

### **PREVIOUS COUNCIL DIRECTION**

On [April 26, 2017](#), City Council passed a motion to initiate the River Road-Santa Clara neighborhood plan.

### **COUNCIL OPTIONS**

Staff is requesting City Council feedback on the draft goals and policies included in Attachment A. Council is asked to approve the draft goals and policies as a platform for moving into the *Action Planning* phase. A complete plan with goals, policies and actions will be brought to council for a formal adoption process in late fall. The process includes work sessions, public hearings and deliberation meetings with both the Eugene and Lane County Planning Commissions, Eugene City Council and Board of County Commissioners.

**CITY MANAGER'S RECOMMENDATION**

The City Manager recommends City Council direct staff to begin the *Action Planning* phase of the project based on the draft goals and policies in Attachment A.

**SUGGESTED MOTION**

Move to direct staff to begin the *Action Planning* phase of the project based on the draft goals and policies in Attachment A.

**ATTACHMENTS**

A. Draft Goals and Policies, April 2019 Version

**FOR MORE INFORMATION**

Staff Contact: Terri Harding

Telephone: 541-682-5635

Staff E-Mail: [THarding@eugene-or.gov](mailto:THarding@eugene-or.gov)

April 2019

# Draft vision statements, goals and policies

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## *Economic Development Vision Statement*

*The River Road and Santa Clara communities support sustainable economic development, a variety of employment opportunities for all residents, and local entrepreneurship. Economic activity, especially that of local businesses, contributes to a shared neighborhood identity, while providing places to gather and build community. Natural assets, such as the river and fertile soils, benefit local residents and support thriving businesses. Residents can safely access essential goods and services within a short distance from home.*

### **Goal 1: Improve the neighborhood economy and empower local residents by encouraging the growth and creation of local businesses.**

- 1.1 Incentives for Local Businesses: Develop incentive programs to support growth and creation of neighborhood businesses.
- 1.2 Diversity of Size and Type: Strive for diversity of size and type of businesses and employment
- 1.3 Neighborhood Assets: Base local economic development on neighborhood assets
- 1.4 Patronage of Locally Owned Businesses: Encourage patronage of locally owned businesses
- 1.5 E-commerce and Technology: Foster entrepreneurship and support start-up companies, particularly in the e-commerce and technology sectors
- 1.6 Regulatory Environment: Ensure regulatory environment is supportive of economic development in line with neighborhood vision

### **Goal 2: Promote redevelopment that enhances the character of our neighborhood while increasing access to daily needs.**

- 2.1 Vibrancy: Incentivize and support redevelopment that fosters vibrancy
- 2.2 Small Business Development: Promote small business development that supports vibrant mixed use areas
- 2.3 Encourage development of businesses that contribute to environmental sustainability

### **Goal 3: Promote living wage employment opportunities within the neighborhood**

- 3.1 Residential Employment: Encourage business growth in residential locations that complements the Rezone properties for neighborhood commercial as appropriate
- 3.2 Employment Opportunities: Promote the creation of employment opportunities

## Transportation Vision Statement

*The integrated transportation system in River Road and Santa Clara is safe, efficient, and accessible for people of all ages, abilities, and socio-economic levels who choose to bike, walk, drive, or use public transit. This system supports redevelopment, economic opportunity and affordable, convenient access to daily needs. The design of the transportation system enhances the sense of place and responds to the evolving needs of the community. Our transportation system is environmentally responsible and supports low carbon transportation options.*

### **Goal 4: Promote a connected and efficient multi-modal transportation system that is equitable and affordable**

- 4.1 Equity in Access: Increase equity and affordability in access to transportation.
- 4.2 Regional transportation network: Provide convenient and equitable access to a regional pedestrian, bicycle, transit and private vehicle network throughout the River Road and Santa Clara neighborhoods.
- 4.3 Bus Rapid Transit: Support affordable bus rapid transit from the River Road corridor to the rest of Eugene.
- 4.4 Bicycle Access to Eugene: Create a seamless and safe bicycle infrastructure system that connects RR and SC to the rest of Eugene.
- 4.5 Active Transportation to Commercial Centers: Develop active transportation networks that connect neighborhoods to their adjacent commercial areas, schools and community gathering spaces.
- 4.6 Northwest Expressway: Increase use of Northwest Expressway for through traffic.
- 4.7 Seamless Connections: Support integration of the transportation system for users switching between modes

### **Goal 5: Plan for a transportation system that is future oriented, environmentally responsible and transitions to zero carbon**

- 5.1 Zero Carbon: Transition transportation system toward zero carbon
- 5.2 Education and Youth Engagement: Educate current and future users of the transportation system about active modes and transit
- 5.3 Future Transportation needs: Ensure transportation system responds to the long term transportation needs for the River Road/Santa Clara area.
- 5.4 Future Parking needs: Provide parking consistent with the needs of future vehicles and future developments.

### **Goal 6: Ensure a safe transportation system for all users**

- 6.1 Travel to and from schools: Ensure the safety of students traveling to and from schools.
- 6.2 Collectors and local streets: Promote safe access for all users along collectors and local streets.
- 6.3 Major and minor corridors: Ensure the safety of pedestrians and bicyclists along major and minor corridors.
- 6.4 Active Transportation on High Traffic Roads: In addition to safe vehicle options, develop safe and efficient active transportation options on high traffic roadways (River Rd., Irving, NW Expressway, Maxwell, etc.)
- 6.5 Riverfront Paths: Implement safety measures along riverfront bicycle/pedestrian paths.
- 6.6 Traffic Management: Ensure traffic regulations support safety objectives and ensure the regulations are enforced.

## Parks and Natural Resources Vision Statement

*River Road and Santa Clara celebrate a rich diversity of private and shared green spaces, including parks for recreation, natural areas that support native plants and wildlife, and farmland for food production. All residents have a clean, safe, accessible and well maintained park or recreation facility close to their home. Residents have access to the Willamette River, which is celebrated as a natural asset, a defining characteristic of both neighborhoods, and a statewide resource to be protected for future generations. Natural assets, such as the tree canopy, soils and the watershed, are highly valued and cared for as natural infrastructure that enhances ecosystem health, provides opportunities for recreation, and supports the working landscape.*

### **Goal 7: Ensure that natural areas are healthy, thriving spaces that provide habitat for native species and function as natural infrastructure.**

7.1 Stormwater Conveyances: Enhance natural stormwater conveyances, including lesser waterways not protected by Goal 5 regulations, to reduce pollution, increase infiltration, protect against flooding and improve habitat.

7.2 Education: Educate the public about the interconnectedness of function and safety in natural stormwater system

7.3 Habitat Corridors: Create new and enhance existing habitat corridors throughout River Road and Santa Clara

7.4 Public Natural Areas: Provide natural areas, including the Willamette River Greenway, accessible to all residents

7.5 Tree canopy: Promote, conserve, protect and improve our urban forest, while flexibly accommodating a diverse range of land ownerships, uses and activities.

### **Goal 8: Provide neighborhood access to recreational opportunities, parks, and community centers.**

8.1 Access to Parks: Ensure all residents have access to parks or publicly owned open space within 1/2-mile walking distance.

8.2 Connectivity: Improve connectivity between parks, natural areas and public open spaces.

8.3 Recreational Opportunities and Community Centers: Enhance equitable access to safe and well-maintained recreational opportunities and community centers

### **Goal 9: Ensure the Willamette River is a vital and accessible part of the neighborhoods.**

9.1 Willamette Greenway Preservation: Preserve the Willamette Greenway in the plan area

9.2 Safe and Convenient Access: Provide safe and convenient access to the riverbank park system for pedestrians and bicyclists.

9.3 Public Ownership: Promote public ownership of lands adjacent to the Willamette River

9.4 Recreational Uses: Promote recreational uses along the river's edge

### **Goal 10: Preserve agricultural land and open spaces within and around our neighborhood boundaries**

10.1 Agricultural Land Preservation outside the UGB: Preserve high value farmland outside the UGB exclusively for farm use

10.2 Open Space Preservation: Promote a network of publicly and privately owned open space

10.3 Agricultural enterprises within the UGB: promote agricultural enterprises within the UGB

## Land Use Vision Statement

*Land use in River Road and Santa Clara supports neighborhood character and local identity, including our long standing agricultural heritage and high value soils. Our neighborhoods are walkable, with a range of housing types affordable to all residents. Abundant shops, services and community spaces are served by a variety of transportation options. Strategic development and revitalization in more urban locations, especially the River Road corridor, helps maintain neighborhood character while meeting our housing and economic needs in a way that is environmentally responsible. Development is well designed, sustainable, and compatible with existing surroundings. Adjacent to the Willamette River greenway, development improves safety, enhances access, and respects ecological functions.*

### **Goal 11 Support development that is well designed and economically, socially and environmentally sustainable.**

11.1 Effective Public Process: Encourage effective collaboration between developers and neighbors to accommodate desirable growth.

11.2 Well Designed Built Environment: Ensure that building design, size, scale and site layout provide a desirable transition between different uses and scales and contribute positively to the public realm.

11.3 Well Designed Community Space: Use well-designed community space (public and private) to support the goals and policies of the neighborhood plan and other applicable City and State-wide goals.

11.4 Green and Resilient Properties: Encourage actions on residential, commercial, and public properties that enhance food and energy production, water storage and conservation, and social interaction on site. Examples:

- Edible Landscaping
- Grass to garden
- Storm water management
  - Rain water catchment
  - Swales
- De-pave excess impermeable surfaces
- Remodel garage into living space
- Retrofit appropriate residential and business locations for passive solar retrofits.

### **Goal 12 Ensure future housing addresses the needs of the community**

12.1 Compatible Infill: Allow for residential infill development at compatible scales using a variety of housing types at appropriate densities and scales to fit neighborhood demand.

12.2 Affordable Availability: Ensure that Affordable Housing, as well as, low and moderate income housing is available and dispersed throughout the River Road/Santa Clara neighborhoods.

12.3 Support agricultural worker housing on parcels outside the UGB and inside the neighborhood boundaries.

12.4 Facilitate collaborative planning efforts between the neighborhoods, city, and county to promote innovative housing strategies

## **Goal 13 Support a thriving, vibrant and active River Road corridor**

13.1 Key Areas for Development: Support development and redevelopment that contributes to a thriving, vibrant and active River Road corridor.

13.2 20-minute neighborhoods: Support walkable neighborhoods where people can meet most of their daily needs within a 20-minute walk

## **Goal 14 Promote land use and development that protects and enhances neighborhood character**

14.1 Privacy Transitions: Promote new development to be designed to maximize privacy between adjacent properties

14.2 Neighborhood Livability: Retain and enhance neighborhood livability.

14.3 Willamette River Compatibility: Create clear and objective code to better implement the Willamette Greenway state and local policies.

## **Community Vision Statement**

*The River Road and Santa Clara Neighborhoods exude a strong sense of place. They are welcoming and inclusive neighborhoods for people of all backgrounds. River Road and Santa Clara celebrate and nurture community unity and diverse cultures, while honoring the rich history of farming in the neighborhoods. The community recognizes the value of natural assets, such as the River, and thriving shared spaces, such as parks, schools and local businesses. Our neighborhoods are safe, resilient, and engaged, with strong social networks and reliable public services.*

## **Goal 15 Ensure our community is welcoming and inclusive.**

15.1 Welcoming and Inclusive Community Organizations: Promote a welcoming environment and inclusive approach in the work of the Community Organizations.

15.2 Representative Community Organizations: Increase the opportunities for under-represented residents to participate in community activities, including people with disabilities, non-English speakers, communities of color, youth, low-income residents, seniors, and families.

15.3 The Unhoused Community: Advocate for housing, and provide information to community members about housing services and social opportunities for people without stable housing

## **Goal 16 Foster collaborative relationships to build a stronger and more resilient community.**

16.1 Community Outreach Capacity: Enhance RRCO and SCCO communication and outreach capabilities to reach the entire neighborhood.

16.2 Collaborate with city and county in focusing outreach with the mission of building community interconnectedness, motivating economic development and promoting neighborhood values

16.3 Gathering and Learning Spaces: Ensure access to open community gathering, sharing, and learning spaces for all residents.

16.4 Neighborhood Projects: Build and maintain resident engagement in safety through neighborhood projects

16.5 Walkable Neighborhoods: Incentivize neighborhood development that allows residents to meet their daily needs by foot

16.6 Resilience Networks: Provide additional support for neighbors to build small scale resilience networks

## **Goal 17 Provide comprehensive public services responsive to the needs of the community**

17.1 Address present confusion about service providers: Assure River Road and Santa Clara residents are educated about current services providers so there is clarity about which agencies provide their services and how to communicate with them.

17.2 Essential public services (safety, water, fire): Ensure equitable provision of essential public services if amalgamation and/or transition of service providers is considered.

17.3 Community resources: Provide park and recreation services as well as library service to River Road and Santa Clara. Encourage and facilitate cultural services that enrich the community.

## **Goal 18 Increase resilience in local food, water, and disaster preparedness systems necessary for human health and wellbeing.**

18.1 Green Infrastructure: Promote the creation of green infrastructure

18.2 Resilient Infrastructure: Build redundancy into critical infrastructure

18.3 Food Production: Increase home and neighborhood food production

18.4 Renewable Resources and Energy: Promote renewable resources and energy conservation to decrease reliance on public utility grid

18.5 Neighborhood-wide Emergency Preparedness: Educate and prepare for natural disasters.