

Climate-Friendly Areas

Work Session & Possible Action | November 13, 2024



**URBAN
GROWTH
STRATEGIES**



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Agenda

- ▶ Background
- ▶ Climate-Friendly Areas (CFA)
 - Narrowing Process
 - Preferred CFA Option
- ▶ Possible Action



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Urban Growth Strategies

- ▶ Identify Eugene's **needs and priorities for housing**
- ▶ Study **what land is needed** for jobs, housing, parks, schools, and infrastructure
- ▶ Using what was learned, create and update the **regulations, guidelines, and maps** for using land in Eugene

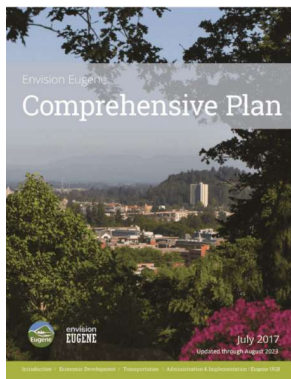
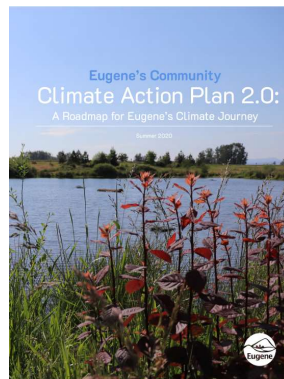
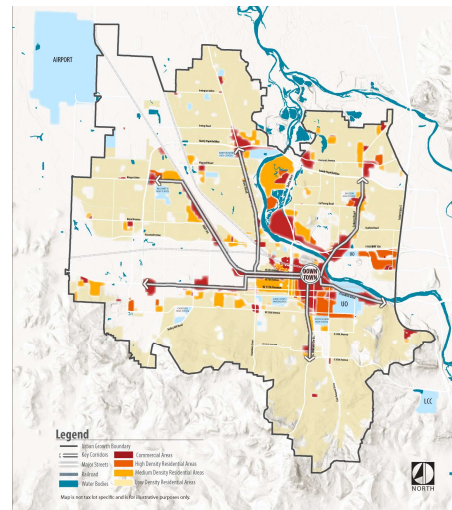


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Community Vision



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Centers

- ▶ Advance Eugene's community vision
- ▶ Convenient and climate-friendly
- ▶ Connected
- ▶ Comfortable and safe
- ▶ A range of sizes



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Climate-Friendly Areas

Designated areas where people can meet most of their daily needs without relying on a car



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Climate-Friendly Areas

- ▶ By designating a CFA, Eugene must:
 - **Zone areas for higher density, mixed-use development** of housing, non-auto-oriented, and public-serving uses
 - Identify and prioritize improvements that make it easier and safer for people to **walk, bike, and take transit** to their destinations
 - Implement strategies to avoid or **minimize displacement** of vulnerable residents
- ▶ CFA designation does **not** include additional state funding for transportation improvements or financial incentives

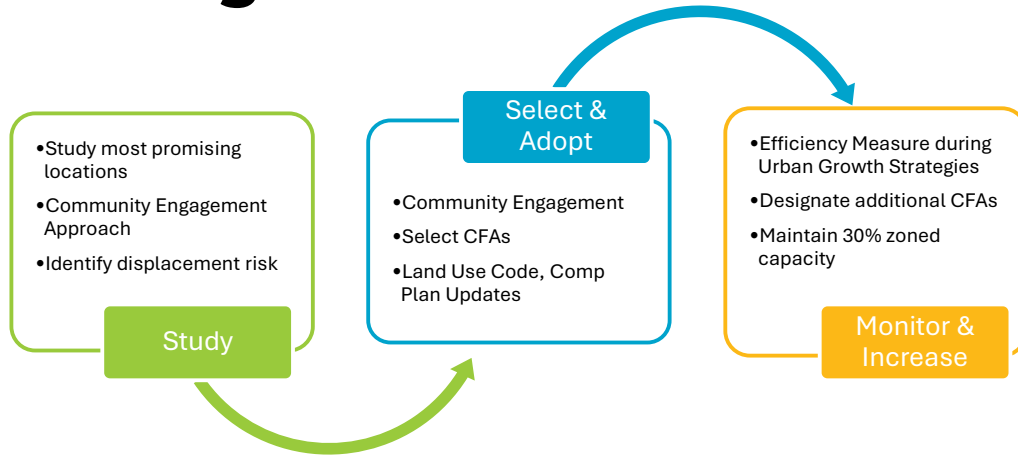


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CFA Designation Process



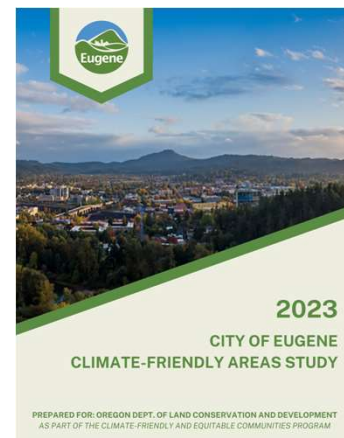
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CFA Study

- ▶ **Narrowing Criteria**
 - Zoned as Urban, Mixed-Use Centers
 - High-Quality Active Transportation & Transit
 - Redevelopment Conditions (separate analysis)
- ▶ **Other Considerations**
 - Parks, Open Space, Plazas, Public Amenities
 - Housing Displacement Risk



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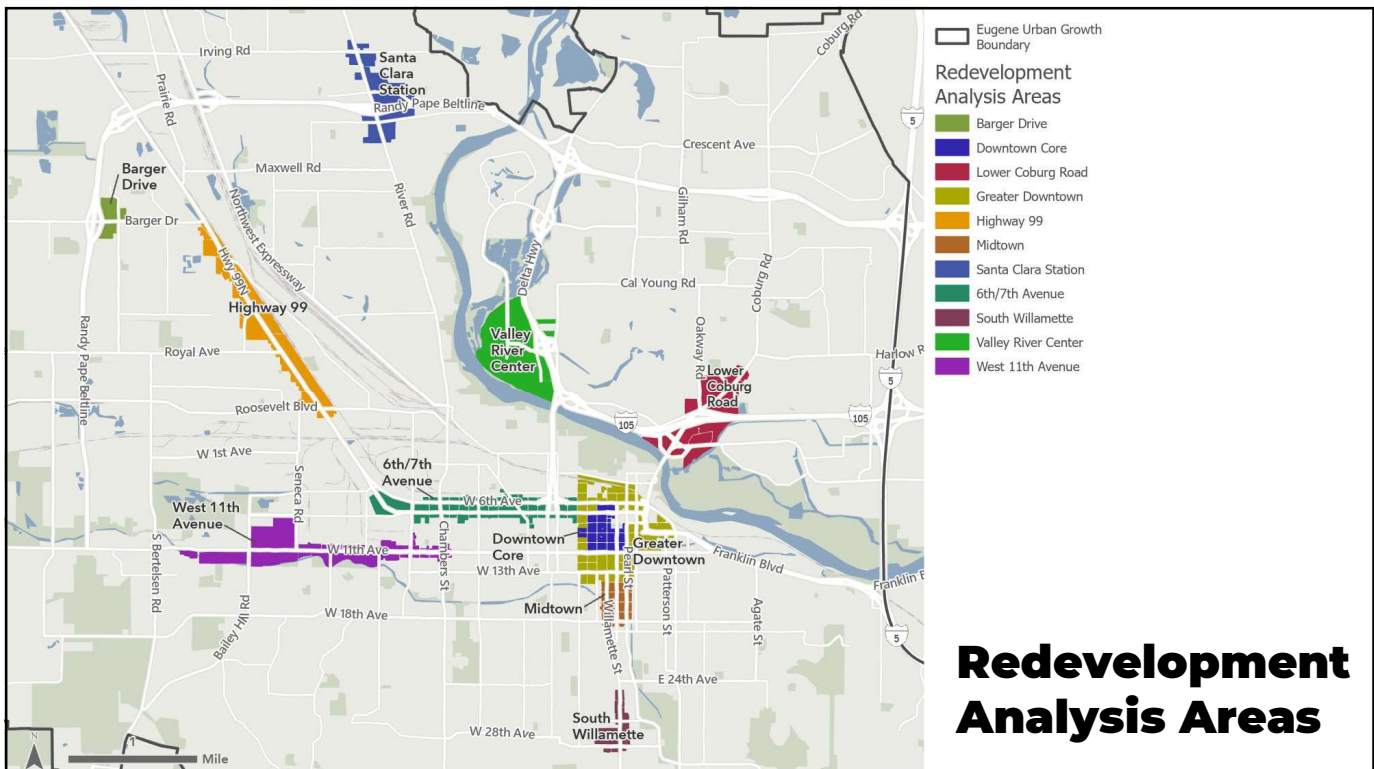
Development Regulations

- ▶ Allows a mix of uses
- ▶ Requires more density
- ▶ Allows for more building height
- ▶ Commercial Zones (C-2 and C-3) are most compliant



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Types of (Re)Development

- ▶ Store-front commercial (small, no parking or setbacks)
- ▶ Free standing commercial (building with parking lot)
- ▶ Townhouses (infill & larger sites)
- ▶ Garden apartments (3 stories)
- ▶ Compact walk-up apartments (3 stories)
- ▶ Elevator apartments (5-6 stories)
- ▶ Mixed-use (5-7 stories)
- ▶ Student-oriented housing (12 stories)



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Which areas are most likely to support higher density & vertical mixed use?

With existing policies

- Greater Downtown
- Lower Coburg Rd area

With additional incentives

- Midtown area
- South Willamette commercial area
- Valley River Center area



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Preferred CFA Option

Narrowing based on CFA Study and Redevelopment Analysis

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CFA Selection

- ▶ Select a “preferred option” for areas to designate as CFAs
- ▶ Gives staff enough direction to begin development of the adoption package
- ▶ Final adoption package in 2026



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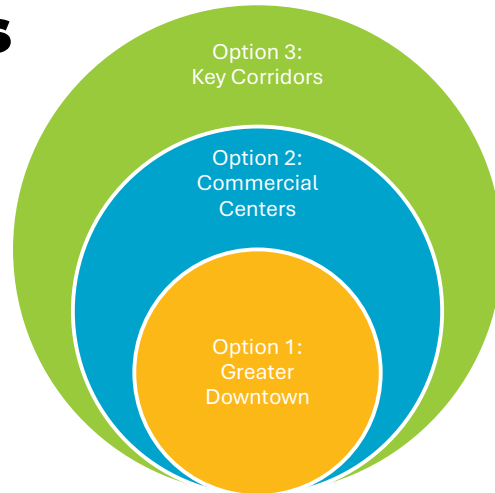
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3 Proposed Options

- ▶ **Option 1:** Focus Downtown & Meet Minimum State Requirements
- ▶ **Option 2:** Adds Most Likely Centers for Redevelopment
- ▶ **Option 3:** Adds Corridors that Require Additional Investments and Incentives



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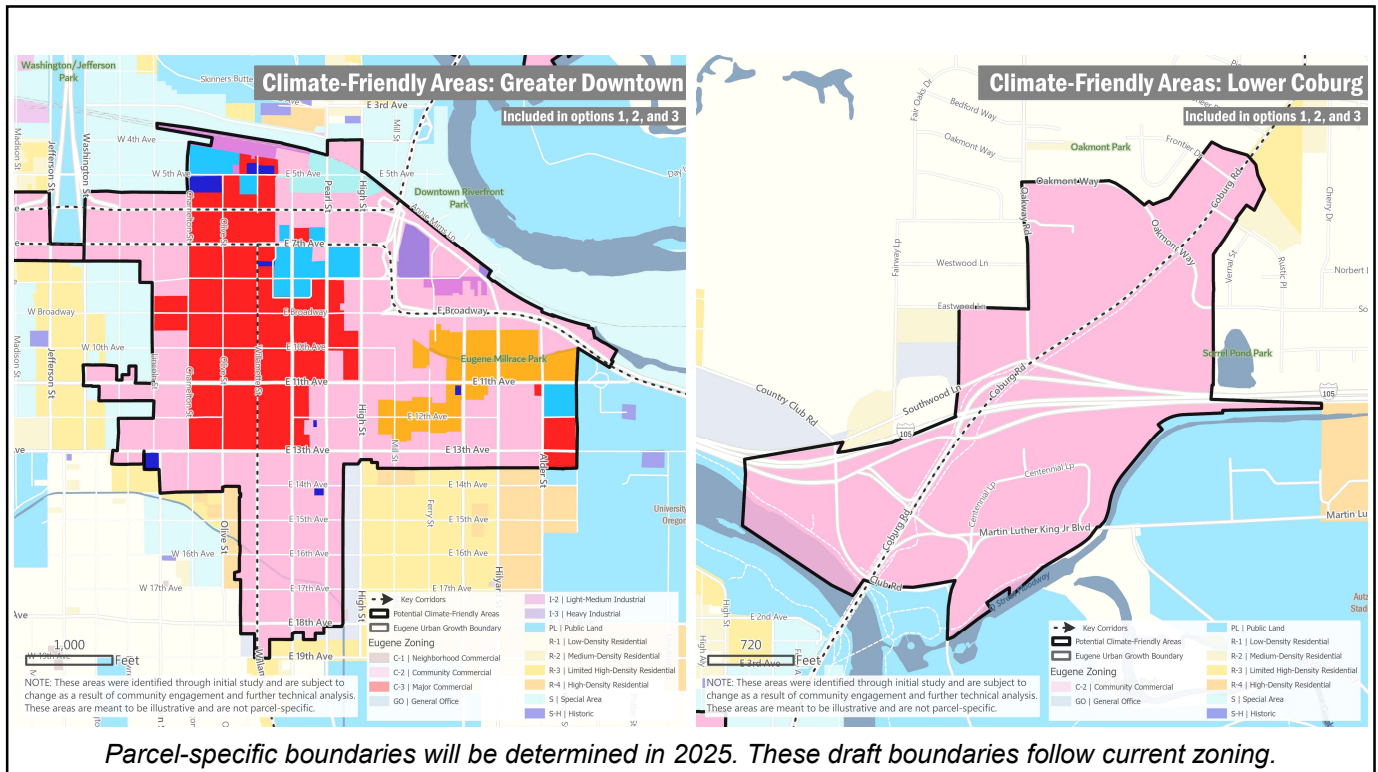


PC Recommendation

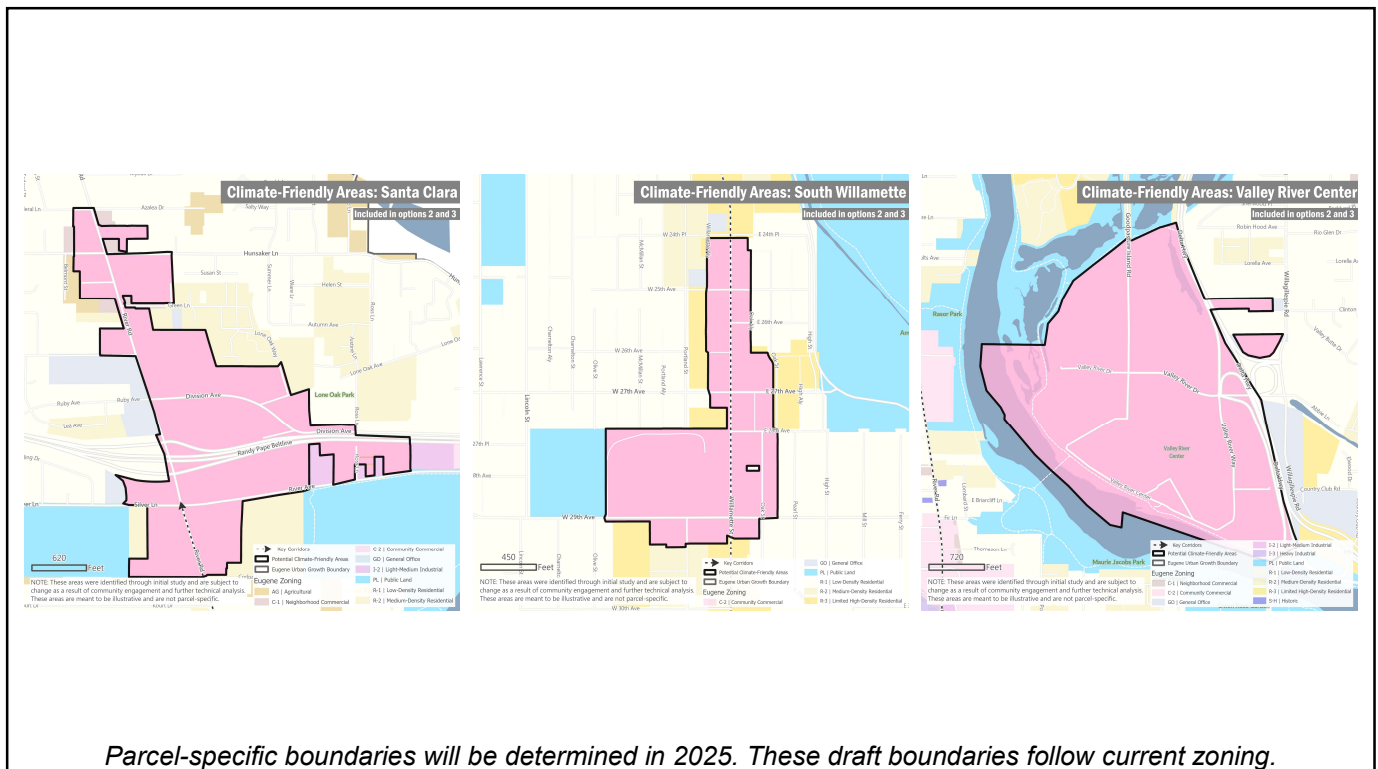
- ▶ **Option 2 for CFA designation, including greater downtown, Lower Coburg Road, Santa Clara Station, Valley River Center, and South Willamette commercial areas**
- ▶ Middle ground
- ▶ Time to assess successes and challenges
- ▶ Focus on commercial centers with more potential for mixed-use, higher-density types of (re)development



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Next Steps

- ▶ **Today:** City Council direction on preferred areas to designate
- ▶ **2025:** Continuing Urban Growth Strategies Work
 - Develop Comprehensive Plan policies for centers and key corridors
 - Identify housing displacement mitigation strategies
 - Multi-modal transportation gap analysis for CFAs
 - Land use code and plan amendments, prepare adoption package
- ▶ **2026:** Adoption Process



Questions and Discussion

Preferred areas to designate as Climate-Friendly Areas





Draft Motion Language

- ▶ Move to initiate land use code and plan amendments and to direct the City Manager to prepare a package of code and plan amendments designating as Climate-Friendly Areas those areas identified in Option 2, as described in Attachment C and shown in Attachment D.

