

Climate-Friendly Areas

City Council Work Session | September 11, 2024



**URBAN
GROWTH
STRATEGIES**



1



Agenda

- ▶ Background
- ▶ Climate-Friendly Areas (CFA)
 - Redevelopment Analysis
 - Proposed CFA Options
 - Next Steps
- ▶ Questions



**URBAN
GROWTH
STRATEGIES**

2

2

3



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

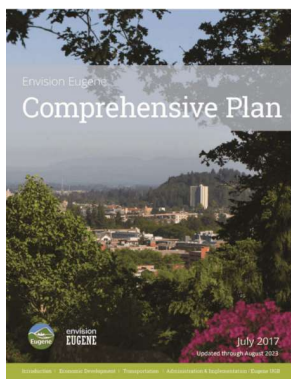
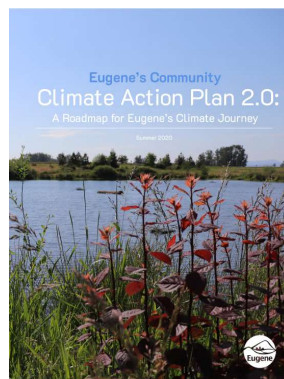
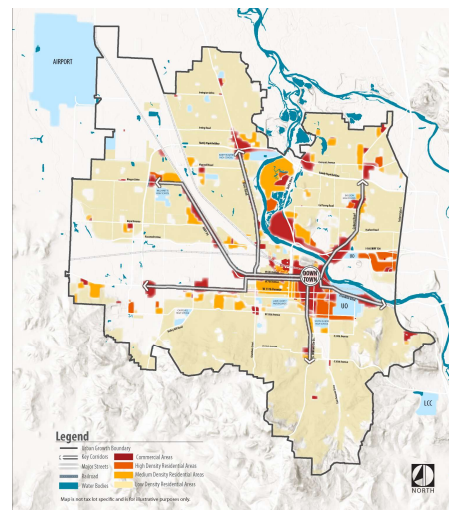


3

4



Community Vision



4



5

Centers

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



5



6

Climate-Friendly Areas

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



6

7



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

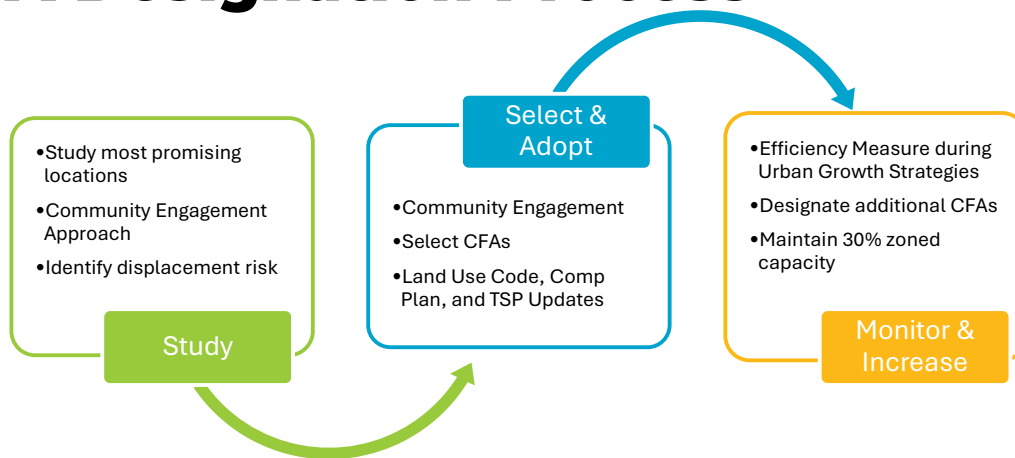


7

8



CFA Designation Process



8



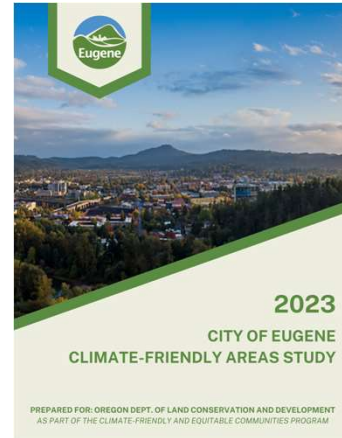
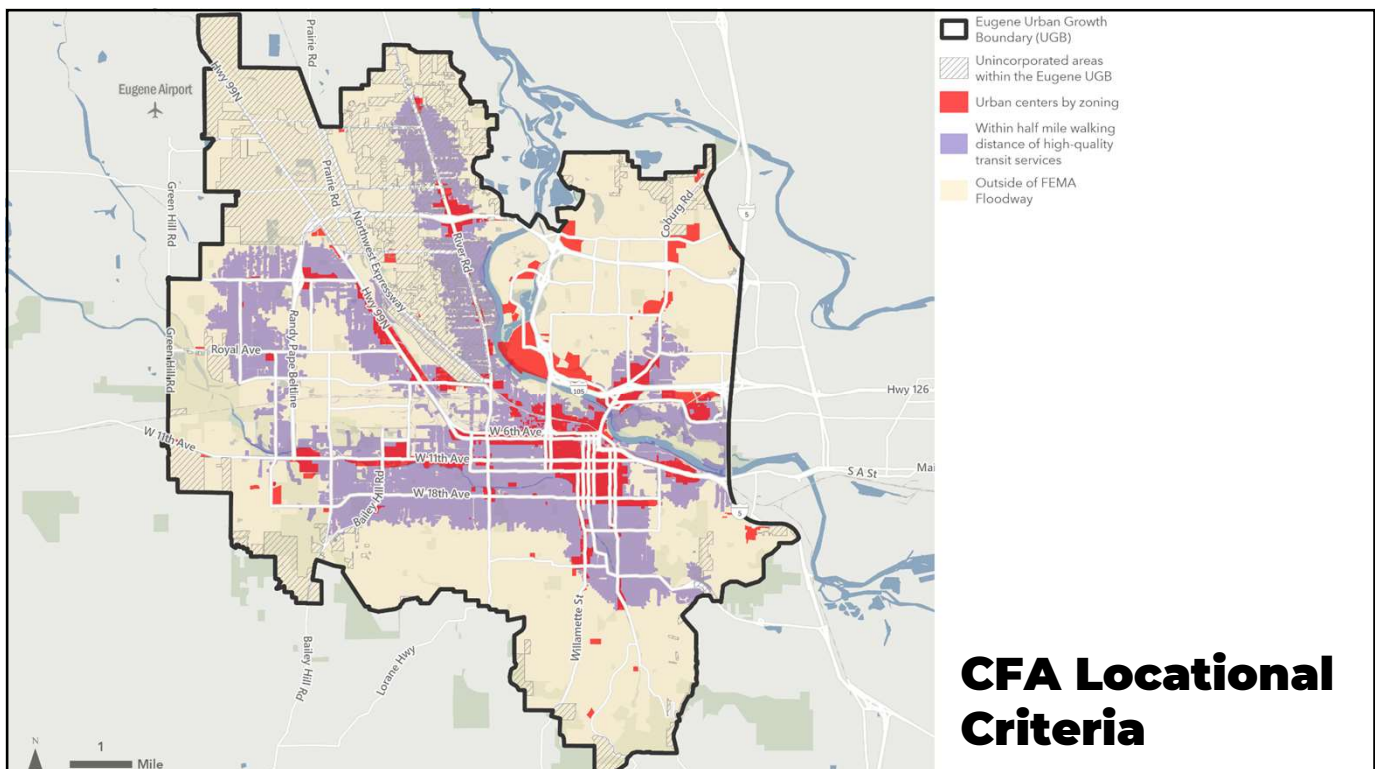
Evaluation

► 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



11



Development Regulations

- ▶ **Outright** Permitted Uses
- ▶ Density Minimums
- ▶ Maximum Allowed Building Heights
- ▶ **Commercial Zones (C-2 and C-3) are most compliant**



Middle Housing that is compliant with CFA minimum residential densities (ex. 28 units/net acre)



11

12



Redevelopment Analysis

Approach and high-level results



12

13



Delivering Density & Mixed-Use

- ▶ In higher rent areas, increased density **increases** feasibility
- ▶ In lower rent areas, increased density generally **does not** increase feasibility because of increased construction costs
- ▶ In both higher- and lower-rent areas in Eugene, ground floor retail **decreases** feasibility compared to residential only
- ▶ MUPTE had a greater impact on 5-6 story construction



13

14



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



14

15



Other areas might have horizontal mixed use redevelopment potential

With existing policies

- Santa Clara Station area
- Valley River Center area
- West 11th Avenue

With additional incentives

- 6th / 7th Avenue
- Highway 99?



15

16



What else might support higher-intensity mixed-use development?

- ▶ Address factors that could increase market feasibility
 - Connected and safer streets for people walking and biking
 - Additional amenities (trails, parks, etc.)
 - Storefront improvements
 - Support local businesses that draw people to the area
- ▶ Other financial incentives



16



17

CFA Options

Based on the CFA Study and Redevelopment Analysis

URBAN
GROWTH
STRATEGIES

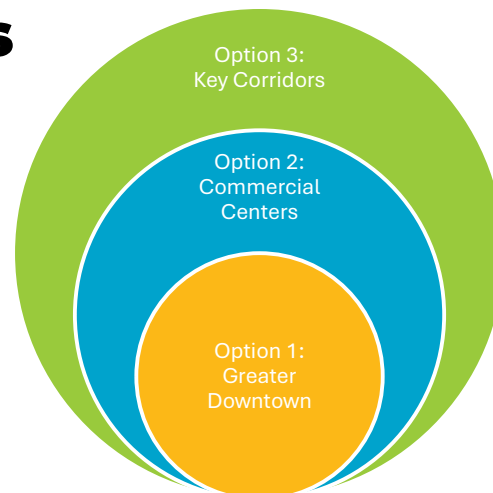
17



18

3 Proposed Options

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



URBAN
GROWTH
STRATEGIES

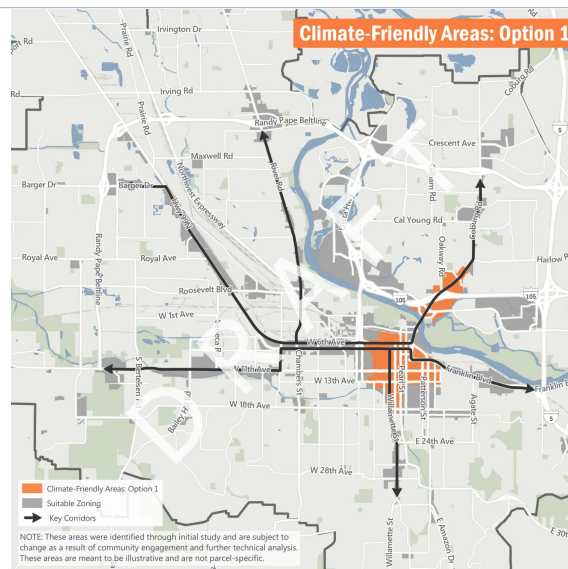
18

19



CFA Option #1

- ▶ Aligns with City priority for housing downtown and meets state minimum requirements
- ▶ Downtown Core, Fifth Street Market, Midtown, high-density residential areas north of 13th Ave, and Lower Coburg Road



19

20



Option #1: State Minimum Requirements

Opportunities	Constraints
City priority for housing downtown	Some land use code and zoning changes needed
Existing (and new) financial incentives	Concentrates CFAs in central areas
Developed as higher density and/or mixed-use areas	Need to expand CFAs sooner
High-quality active transportation, transit, parks, and public amenities	Less impact as efficiency measure within growth planning



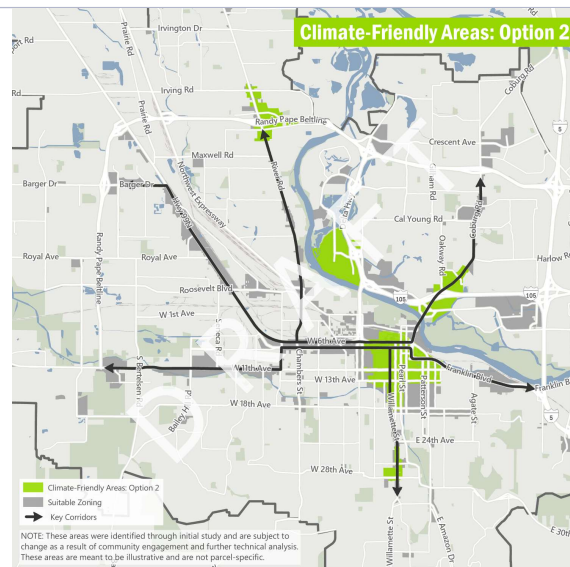
20

21



CFA Option #2

- ▶ Option #1 plus commercial centers around Valley River Center, South Willamette, and Santa Clara Station
- ▶ Adds other promising commercial centers for mixed-use, higher-density (re)development



21

22



Option #2: Most Promising for Redevelopment

Opportunities	Constraints
Existing commercial centers	May still face challenges to redevelopment (requires new funding)
Well-served by parks and public amenities	Active transportation and transit service need improvements (requires new funding)
Extends the CFA tool to more places	Valley River Center area requires additional analysis
Key corridors targeted for transit improvements	Santa Clara Station areas would need to be a Secondary CFA



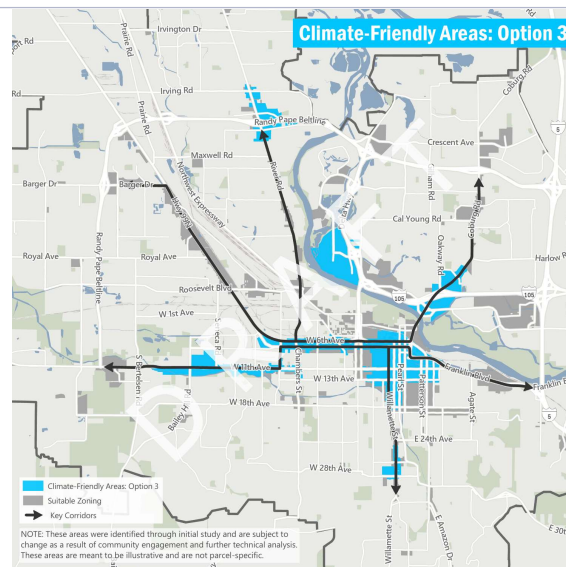
22

23



CFA Option #3

- Options 1 and 2 plus 6th/7th Corridor and West 11th Corridor
- Need financial incentives and investments, in addition to CFA designation, to encourage (re)development



23

24



Option #3: Requires Additional Investment and Incentives

Opportunities	Constraints
Existing commercial centers	Strip commercial corridors face challenges to redevelopment (requires new funding)
Extends CFA designation to more places	Primarily auto-oriented corridors
Aligns with community engagement	Active transportation facilities need significant improvements (requires new funding)
Well-served by frequent transit	



24

25



Next Steps

- ▶ **Fall 2024:** Planning Commission & City Council direction on CFAs
 - October 8: Planning Commission Recommendation, Engagement Report
 - November: City Council Direction, Engagement Report
- ▶ **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:** Initiate Adoption



25

26



Questions and Feedback

Thank You!



26

27



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)



Note: Images are for illustrative purposes only



27

28



Planning Commission Feedback

- ▶ Understanding how Climate-Friendly Areas fit into the broader Urban Growth Strategies project
- ▶ Concerns about affordability and needed transportation improvements
- ▶ Pathways and tools for areas not included in study
- ▶ Most interest in Option #2



28