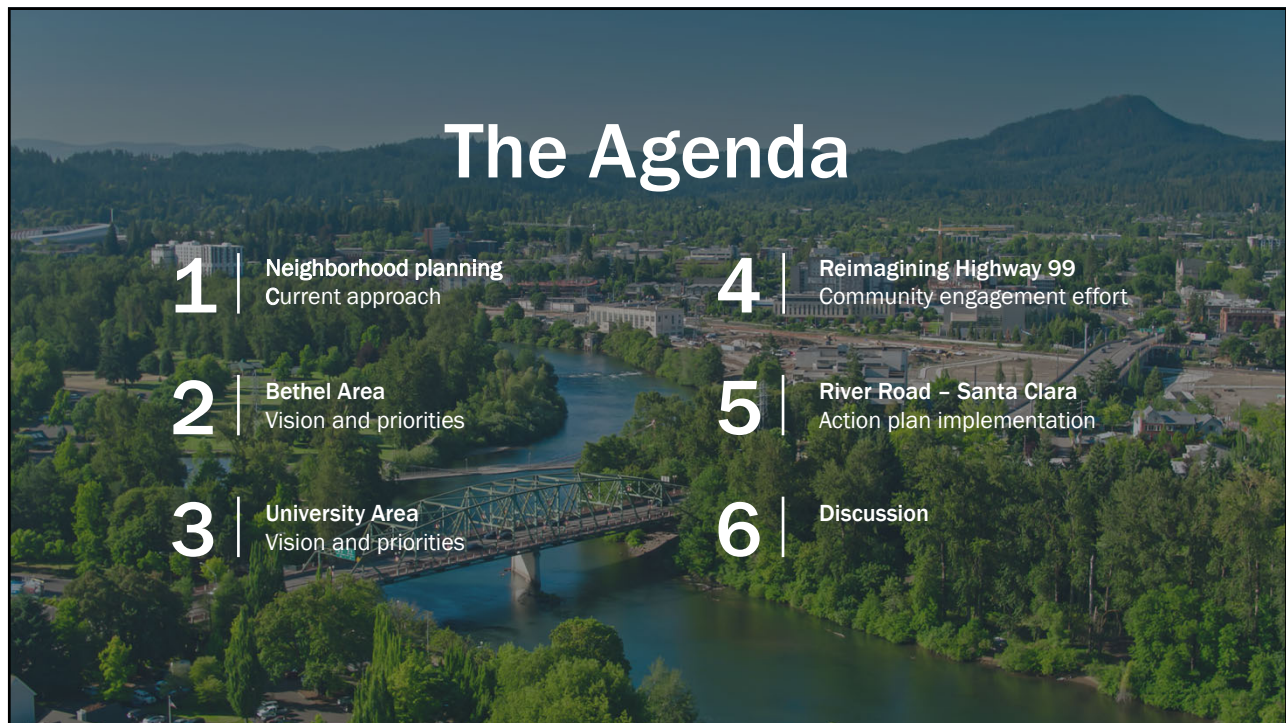




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3

Context

Long history of neighborhood-level refinement plans

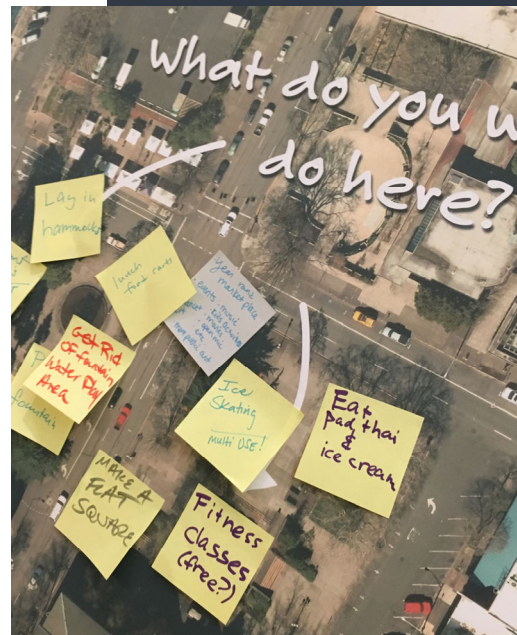
Changes in Oregon state policy have increased the importance of using equitable tools at a citywide scale

- Middle housing
- Climate Friendly and Equitable Communities
- New legislation on housing planning and production
- Clear-and-objective standards

Eugene-specific plans

- Envision Eugene
- 2035 Transportation System Plan

Land-use oriented planning at the neighborhood level is time consuming and costly.



4

Neighborhood Planning Approach



5

The Neighborhood Planning Team



Office of Equity &
Community Engagement

Fabio Andrade
OECE Manager

Cindy Koehler
Neighborhood
Liaison

Julien Arias
Sr Program
Coordinator

Planning
Community Development
PW Engineering
Parks & Open Spaces
Eugene Police
Eugene-Springfield Fire
Library, recreation and
Cultural Services

Residents
Neighborhood associations
School districts
Nonprofits and businesses
University of Oregon
Other community stakeholders

6

Neighborhood Planning Stages

Pre-Planning Feb 2024 – Jan 2025

- Advisory committees
- Community engagement plans
- Announcements



Info Sessions

November 2024 – May 2025

Planning Strategies
Economic development (Bethel only)
Campus & Short-Term Rentals (University only)
Public Safety
Housing and Homelessness
Public Amenities Infrastructure
Transportation
Sustainability



General Outreach October 2025 - March 2026

Mailers to all addresses and
gathering of virtual feedback



April
2026



Action Planning

Staff are identifying:
1 - community requests
that can be addressed by
existing projects.
2 - Gaps in planning and
service delivery.

Implementation Timeline

Varies by action item
type and related
projects



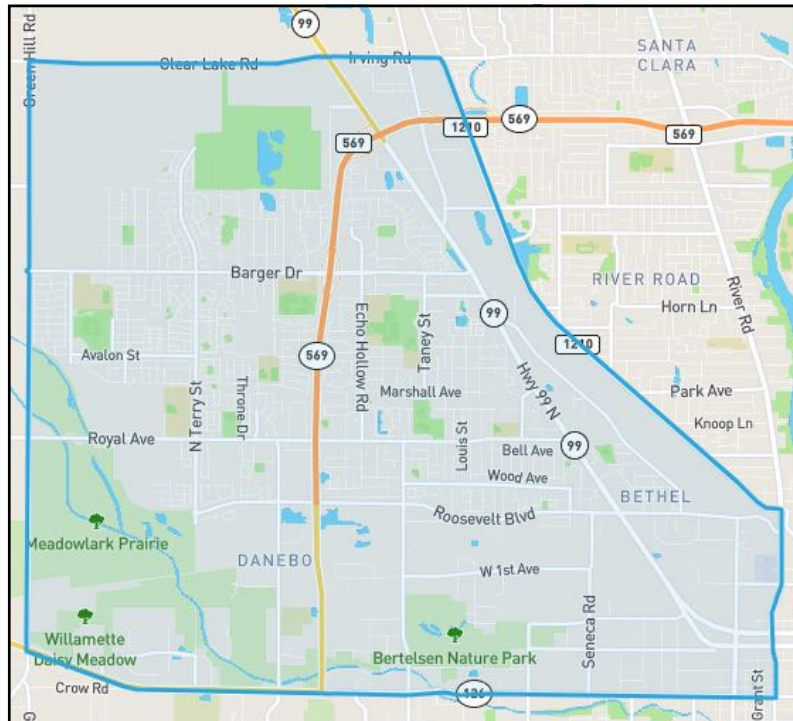
7

2 –Thriving, Connected, and Inclusive

A Vision for the Bethel Area Neighborhoods



8



Bethel Area Boundary

9



Planning with,
instead of planning for

10

Q&A and 1:1 conversations with staff



11

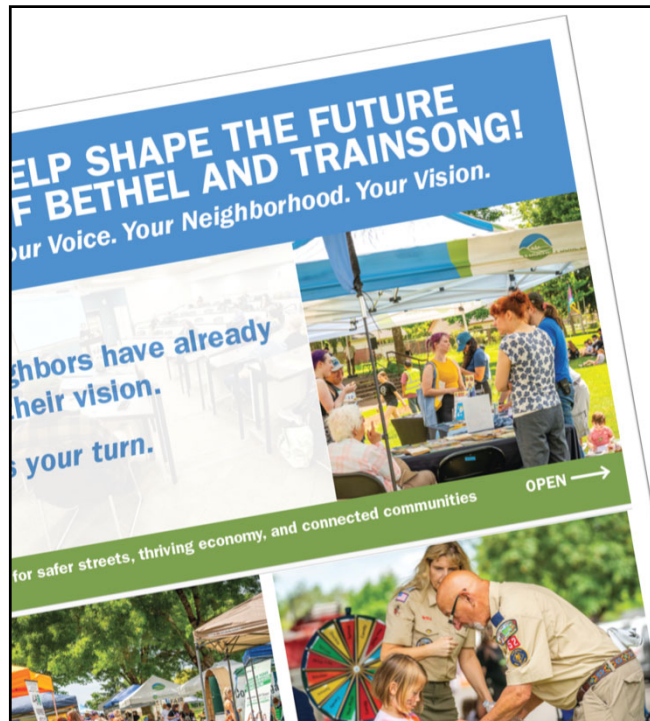


12

The Bethel Visioning Process

- Over **230 residents** engaged from Oct 2024 to March 2025.
- 6 Community meetings
 - Planning, Economic Development., Housing, Safety, Transportation, Sustainability.
- Online feedback.
- *We Are Bethel* celebration.
- Resulted in **75 community-identified priorities**.

13



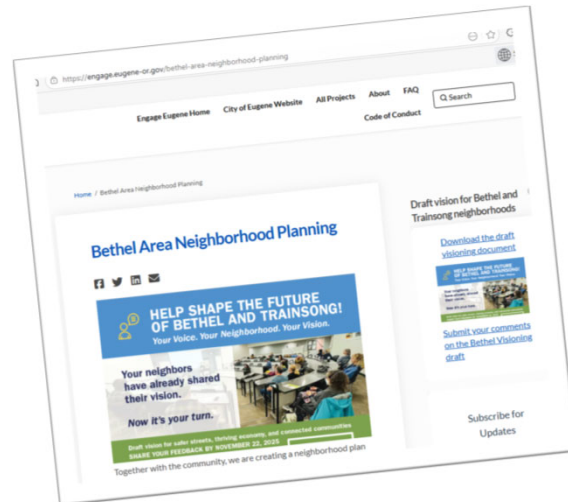
Draft vision

- Mailed to all 13,399 addresses in the planning area.
- 2,794 residents engaged.
- Revised list of 71 community-identified priorities.

14

Bethel Area Vision and Priorities Summary

- Full documents are available on [Engage.Eugene-or.gov](https://engage.eugene-or.gov)
- The voice of the community
- Unvetted



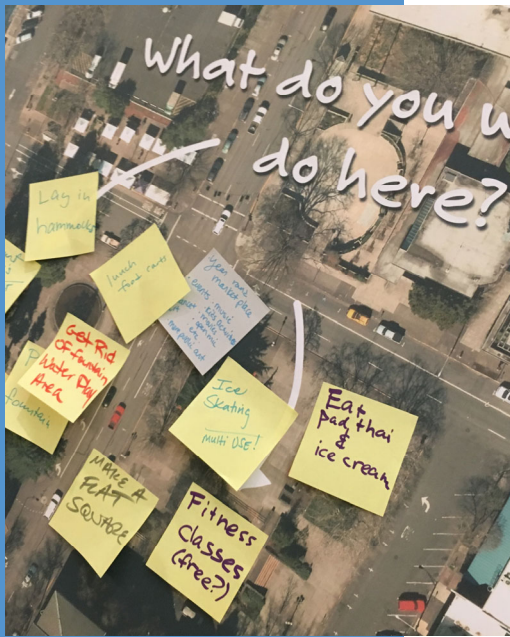
15

A Safer Bethel for Everyone

- A police substation located on Highway 99 and more frequent patrols.
- Traffic calming near schools and shopping areas.
- Safer crossings and pedestrian infrastructure along major corridors like Barger, Echo Hollow, and Highway 99.
- Improved lighting and visibility in parks and on shared-use paths.



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A Thriving Local Economy

- Redevelopment of vacant commercial buildings, especially along Highway 99, Barger Dr and Echo Hollow Rd.
- Streamlined processes for food trucks, farmers markets, and small businesses.
- Mixed-use development and incentives for Accessory Commercial Units (ACU) in residential areas.
- Data-driven planning to attract investment and meet community needs.

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A Connected Community

- Protected bike lanes and pedestrian overpasses to improve connectivity for active transportation users
- Safety enhancements and amenities along dedicated and shared-use paths near schools, parks, and activity centers.
- More frequent, clean, and reliable bus service.
- Elimination of private streets in new development.
- Incentives for public art and expanded Bethel Library.



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Housing for All

- A public spaces response program to mitigate impacts of service concentration.
- Incentivize Accessory Dwelling Units (ADUs) and middle housing.
- Transitional housing and wraparound services for the unhoused.
- Encourage affordable housing for seniors, at risk-youth, and low-income families.
- Expand access to the City's Home Repair Program

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A Greener, More Livable Neighborhood

- Incentivize green energy production and conservation of existing habitat corridors through native plant giveaways and tree planting programs.
- Improved stormwater management through green infrastructure and education.
- Better maintenance of roads, sidewalks, and multi-use paths.
- Expanded access to parks and natural areas.
- Increased tree canopy



20



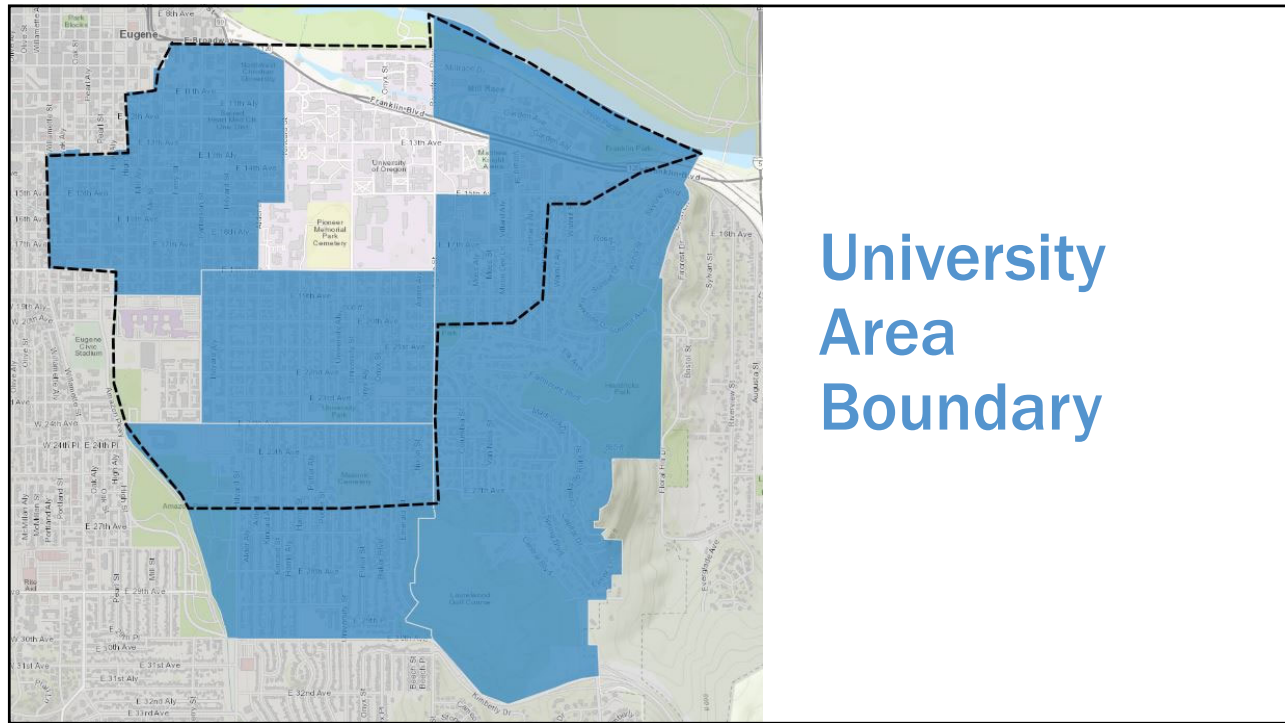
A Stronger, More Inclusive Community

- Multicultural events and inclusive outreach strategies.
- Neighborhood branding and signage to foster identity.
- Community resilience teams and emergency preparedness networks.
- Clear responses to hate, discrimination, and exclusion.

21



22



23



24

Q&A and 1:1 conversations with staff



25



26

The University Visioning Process

- Over 132 residents engaged from November 2024 to May 2025.
- 7 Community meetings
 - Planning, **Campus Activities and Short-Term Rentals**, Public Amenities Infrastructure, Housing, Safety, Transportation, Sustainability.
- Online feedback.
- SUNA and Fairmount joint ice cream social.
- Resulted in **34 community-identified priorities**.

27

Draft vision

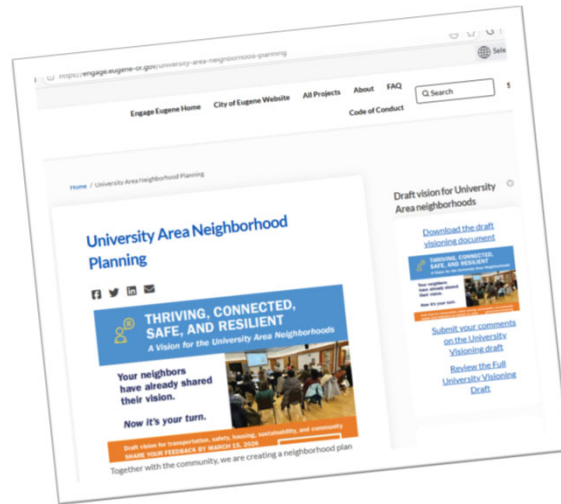


- Mailed to all 10,511 addresses in the planning area.
- 1,547 residents engaged.
- Resulted in 61 community-identified priorities.

28

University Area Vision and Priorities Summary

- Full documents are available on [Engage.Eugene-or.gov](https://engage.eugene-or.gov)
- The voice of the community
- Unvetted



29

Optimized Transportation network

- More flashing crossing signals, protected bike lanes, and 4-way stops near schools and shopping areas.
- More frequent and reliable bus service in the evenings and on weekends.
- Signage and education to promote safety in travel speeds, crosswalks, and cycling.
- More incentives for sidewalk construction and repairs.



30

Improved Safety and Quality of Life

- More traffic safety education and additional enforcement.
- Increased awareness and enforcement of the Social Host Ordinance.
- Education for all neighbors on large item disposal
- Improved lighting and visibility in parks and on shared-use paths.



31

Accessible and Affordable Housing

- Regulation of short-term rentals.
- Incentives for ADUs, housing cooperatives, and middle housing.
- Collaborate with community partners on campus development.
- Support infill growth without compromising historic housing or stability of long-term residents.
- Expand low-barrier shelters with wraparound services for unhoused individuals.



32

Sustainable and Livable Neighborhoods

- Preservation of mature trees and compensation for tree loss due to development.
- Upgraded stormwater systems.
- Lower fire risk through defensible-space education and monitoring of illegal fireworks, smoking, and camping.
- Enhance park infrastructure with more seating, bilingual signage, and access to a nearby dog park for University-area residents.
- Expand access to electric vehicle charging stations.



33



Connected and Resilient Community

- Promote community resilience through CERT trainings and events.
- Increase engagement with underrepresented groups and host multicultural events.
- Adopt neighborhood branding and signage.
- Respond swiftly to instances of hate, discrimination, and exclusion.

34



35



A Safer Highway 99 for All

Safety is the most urgent concern. Residents have identified Highway 99 as a high-risk area for pedestrians and cyclists, particularly near intersections like Roosevelt and Barger. To address this, they propose:

- Installing physical barriers to prevent improper crossings and guide pedestrians to designated crosswalks.
- Adding pedestrian-controlled crossing lights and traffic calming measures to reduce vehicle speeds and improve visibility.
- Evaluating key intersections, such as the “4-corners” at Roosevelt and Highway 99, to enhance safety and connectivity, especially for students traveling to Willamette High School.
- Improving non-motorized access to and across the corridor, ensuring that people walking, biking, or using mobility devices can move safely and confidently.

36



Revitalizing the Corridor Through Housing and Urban Design

Beyond safety, residents see the Highway 99 area as a place of untapped potential. Bethel residents envision it as a site for urban revitalization, where new housing and mixed-use development can bring life and opportunity.

- New housing developments are desired along the corridor or nearby, including affordable options that meet the needs of seniors, families, and individuals experiencing homelessness.
- Urban renovation efforts are encouraged to improve the physical environment, making it more welcoming, walkable, and economically vibrant.

37



Supporting Vulnerable Populations with Compassion

Highway 99 is also home to many of the City's services for unhoused residents. While these services are essential, the community is asking for a more balanced and coordinated approach to ensure safety and dignity for everyone.

- Residents propose working with nonprofits and faith-based organizations to address the impacts of service concentration in the Bethel and Trainsong neighborhoods.
- They call for collaborative strategies that support unhoused individuals while also addressing concerns about safety, sanitation, and neighborhood livability.

38

Reimagining Highway 99

- Bethel area residents identified a vision for Highway 99 and asked that such vision be discussed with the entire Eugene community.
- City staff are preparing a broad community engagement effort including programs, projects, and planning processes that are related to Highway 99

DRAFT Community Engagement Process

- Multidepartment, coordinated by OECE
- Engage all stakeholders with the draft vision.
- Vision and priorities → action plan

Related programs

- Vision Zero
- Urban Forestry
- Safe Routes to School
- Economic development
 - Housing Production Incentives
- Pilot Peer Navigation program
- Safety and law enforcement
- Unhoused services

Related planning processes

- Highway 99 Corridor study (18 months process, starting now).
- Sidewalk infill, Transportation System Plan update (starting in 2027).
- LTD's Long Range Mobility Plan (starting in 2026)
- Urban Growth Strategies (ongoing).
- First and Last Mile Safety Study (starting in 2026).

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River Road – Santa Clara Action Plan

Representatives from both neighborhood organizations are collaborating with staff on the implementation of the current action plan.

- Select topics for annual updates meetings.
- Indicate priorities in each focus area.
- Provide feedback on current projects.
- Promote engagement with all residents.



First annual action plan updates meeting held on February 10, 2026 focused on transportation.

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6 – Discussion

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