



January 2020

Draft Vision Statements, Goals, Policies and Actions

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: Use existing city/county loan programs to support growth and creation of neighborhood businesses.

1.1.1 Create neighborhood-based resources for small business with sustainable funding from tax increment financing or other instruments.

1.1.2 City/County work with neighborhood residents to develop other incentive programs for local business

1.2 Neighborhood Assets: Base local economic development on neighborhood assets

1.2.1 Analyze present business mix and possible future economic development through the lens of acceptability and desirability for the neighborhood

1.2.2 Inventory local businesses, including homebased businesses and services. Develop and adopt land use code that favors small independent businesses over large national chains.

1.2.3 Inventory commercial and industrial land, assess location and serviceability, and environmental suitability for business development

1.3 Patronage of Locally Owned Businesses: Encourage patronage of locally owned businesses

1.3.1 Create a neighborhood business network or association that includes the diverse spectrum of enterprises.

1.3.2 Brand the neighborhoods as a recognizable identity that draws on our assets (eg: "River and Farm district")

1.3.3 Use neighborhood brand and network to create a visible "buy local" campaign that leverages collective advertising and neighborhood identity.

1.3.4 Use neighborhood gathering spaces to support the buy local campaign

1.3.5 Develop a farm to table strategy to promote neighborhood businesses using locally produced foods

1.3.6 Develop a local market featuring neighborhood farmers and makers of hand-crafted goods

1.3.7 E-commerce and Technology: Foster entrepreneurship and support start-up companies, particularly in the e-commerce and technology sectors

1.3.8 Develop “co-work” spaces that create a sense of community among workers and entrepreneurs, including those in the tech sector

1.3.9 Connect neighborhoods to EUGNet fiber network for internet service.

1.4 Regulatory Environment: Ensure regulatory environment is supportive of economic development in line with neighborhood vision

1.4.1 Research how local permitting and regulatory processes work to encourage or discourage business activity. Address incongruities.

1.4.2 Develop a guiding plan for redevelopment of smaller commercial nodes that includes a strategy for encouraging the co-location of complementary businesses

1.4.3 Adjust land use regulations to encourage local community investments that produce employment opportunities recognizing the importance of living and working within the neighborhood

1.4.4 Reduce zoning barriers that preclude urban farmers from selling produce on-site

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

2.1.1 Inventory and map property available for redevelopment that can be re-zoned for mixed-use.

2.1.2 Utilize available funding and property tax breaks to incentivize mixed use development.

2.2 Small Business Development: Promote small business development that supports vibrant mixed use areas.

2.2.1 Identify funding sources (grants, loans, tax incentives) for targeted small business development

2.2.2 Continue communication, outreach and assistance to small business owners regarding funding opportunities.

2.2.3 Outreach to local small businesses to discuss market analysis and neighborhood business opportunities.

Goal 3: Promote living wage employment opportunities within the neighborhood

3.1 Residential Employment: Encourage business growth in residential locations that complements the surrounding neighborhood

3.1.1 Review land use codes to determine if code changes can assist in creating more employment opportunities within the neighborhoods

3.1.2 Allow for the rezoning of properties along River Road to support employment growth (i.e. E2)

3.1.3 Incentivize the development of work/live projects

3.1.4 Analyze current commercial zoning patterns along the transit corridor

3.1.5 Rezone properties for neighborhood commercial as appropriate

3.2 Employment Opportunities: Promote the creation of employment opportunities

3.2.1 Identify areas for light industrial/manufacturing uses

3.2.2 Assure that commercial development near the River Road/Beltline intersection is appropriately sized for compatibility with neighborhoods

3.2.3 Assess needed housing density to support creation of employment opportunities

3.2.4 Encourage co-locating commercial growth in conjunction with transportation options

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: Ensure a safe transportation system for all users

4.1 Improve safety and access for pedestrians and bicyclists.

4.1.1 Implement **Safe Routes to Schools program** (SRTS) working with 4J and Bethel SRTS, City of Eugene and Lane County.

- a. Promote the construction of bike lanes/paths and sidewalks on main routes to schools.
- b. Provide pedestrian/bike bridge over Beltline in a location West of River Road to improve quality of access to North Eugene High School.

4.1.2 **Implement protected pedestrian and bike lanes** that address evolving neighborhood needs and increase access to services for all.

- a. Adopt new street standards using context sensitive design that allow for more flexible sidewalk and bike lane design, and natural swales that clean stormwater, provide wildlife habitat, and ensure longevity.
- b. Major Collectors: Separate bike lanes from traffic along River Road and on major corridors using buffered or protected lanes.
- c. Local Streets: Use pavement markings and signage to identify walking, bicycling, and driving spaces on local streets, where appropriate.
- d. Develop a plan and install a system of walking and bicycling wayfinding signs throughout RR/SC.

4.1.3 **Sidewalks:** Inventory needs for sidewalk infill and seek funding/incentives for prioritized infill projects. Share inventory and priorities with city and county on a regular basis.

- a. Communicate with adjacent property owners when designing and constructing new sidewalks. Provide opportunities for input as the design allows. I
- b. Allow neighborhood pathways in alleys, ROW, etc that connect discontinuous streets for cyclists and pedestrians. Respect neighborhood character, increase access to services for all, and ensure public safety.
- c. Improve lighting to make biking and walking safer (emphasis in Santa Clara).

4.1.4 **Crosswalks: Mark crosswalks** on major corridors and collectors with pavement markings.

- a. Plan for ADA approved crosswalks at regular intervals along River Road.
- b. Encourage installation of user-actuated pedestrian signals near schools, where appropriate.
- c. Install crosswalks at bus stop amenities and river access streets.

4.2 Riverfront Paths: Implement safety measures and amenities along riverfront bicycle/pedestrian paths.

- 4.2.1 Create lighted, paved pedestrian and bicycle access to the path from the neighborhoods. Consider connections to commercial areas, integrate with bus stop locations, and provide access for people with disabilities.
- 4.2.2 Create interactive features (signage, placards, maps, etc.) at intervals along the paths, and on the streets leading to the river path.
- 4.2.3 Install motion activated lighting along pathway.
- 4.2.4 Install emergency call boxes along pathway.
- 4.2.5 Explore methods for providing surveillance and more frequent police patrolling of pathway.
- 4.2.6 Build path in manner that provides a smooth travel surface.
- 4.2.7 Create a mechanism by which travelers can voluntarily contribute funds for the pathway (i.e. fee boxes).
- 4.2.8 Support development of access paths/trails from river path to businesses on River Road.

Goal 5: Promote a connected and efficient multi-modal transportation system that is equitable and affordable

5.1 Regional transportation network: Provide convenient, equitable, and affordable access to a regional pedestrian, bicycle, transit and private vehicle network throughout the River Road and Santa Clara neighborhoods.

5.1.1 Lane County and the City of Eugene meet with the Santa Clara Community Organization and the River Road Community Organization to gather input on **prioritizing major transportation projects** in the neighborhoods.

5.1.2 Fully implement the City of Eugene Bike/Pedestrian Master Plan improvements recommended for River Road and Santa Clara areas and assess future gaps and needs.

5.1.3 Create bike/pedestrian paths to give access to the **Willamette River in Santa Clara** to connect them to the rest of the path system throughout the city.

- a. Complete the connection of the West Bank Bike Path through Santa Clara from Beltline north to the UGB and beyond.
- b. Implement redesign of Beaver-Hunsaker to ensure safety for all modes of transportation.

5.1.4 **Improve Beltline area** interchange for safety and mobility.

Support the Beltline Facility Plan which calls for a new multimodal local arterial bridge over the Willamette River north of Beltline.

5.1.5 Increase use of **Northwest Expressway** for through traffic through transportation improvements.

- a. Encourage traffic to reroute to NW Expressway through wayfinding signs on major corridors.
- b. Encourage better use of NW Expressway through accessibility and infrastructure.

5.2 Transit: Support affordable bus rapid transit from the River Road corridor to the rest of Eugene in collaboration with Lane Transit District

5.2.1 Build an EmX line or enhanced transit corridor for high volume streets with stops at active commercial locations (Santa Clara Station included).

5.2.2 Promote addition of, or relocation of LTD transit stops especially at high-density residential, commercial areas and schools.

5.2.3 Provide timely schedules for public transportation systems that are responsive to residents' needs.

5.2.4 Provide increased access and opportunities to transit for people with disabilities.

5.2.5 Pave bus stops to meet ADA standards.

5.3 Active Transportation to Commercial Centers: Develop active transportation networks that connect neighborhoods to their adjacent commercial areas, schools and community gathering spaces.

5.3.1 Provide safe and accessible **pedestrian walkways** to active commercial areas and high density residential developments.

5.3.2 Provide safe access from **Division to Fred Meyer and Santa Clara Shopping Center** to make access effective and safe for all modes of transportation.

5.3.3 Install, enhance and maintain safe and secure **bike parking** at commercially developed areas.

5.3.4 Encourage transit and active transportation opportunities for **area farm stands**, particularly those north of the Urban Growth Boundary.

5.3.4 Provide **city and county zoning** that reflects the development and implementation of the 20-minute neighborhoods policy and encourage the design of commercial areas (through code and design overlays) that support and prioritize active transportation access. (see Land Use for details)

5.3.5 Enable more shared parking among adjacent businesses and reclaim unneeded spaces for other pedestrian uses.

5.4 Traffic Management: Promote traffic regulations, enforcement and infrastructure improvements that support safety objectives

5.4.1 Promote vehicle and pedestrian safety through enforcement of speed limits on River Road.

5.4.2 Work with city, county and state law enforcement agencies to monitor traffic flow during peak hours.

5.4.3 Update signal timing for entirety of River Road.

5.4.4 Make entrance onto and off of NW Expressway safer while maintaining efficiency.

5.4.5 Reduce number of vehicular accesses to River Road by businesses by using shared driveways or existing side street accesses.

Goal 6: Plan for a transportation system that is future oriented, environmentally responsible and transitions to zero carbon

6.1 Zero Carbon: Transition transportation system toward zero carbon by prioritizing improvements that support seamless connections for switching between modes, active transportation options, ride sharing and electric vehicle use.

- 6.1.1 Plan for centralized electric vehicle charging stations in commercial areas.
 - 6.1.2 Designate ride sharing pick up locations and create standards for ride sharing waiting areas in commercial development.
 - 6.1.3 Install Bike Share locations in River Road and Santa Clara.
 - 6.1.4 Promote the use of IBikeEugene App.
- 6.2 Education and Youth Engagement: Educate current and future users of the transportation system about active modes transportation options and transit.
- 6.2.1 Secure sustainable funding for bus passes for all students to schools in our districts.
 - 6.2.2 Provide education and awareness programs and school-based transportation options (such as Safe Routes to School).
- 6.3 Future Transportation needs: Support a transportation system that responds to the long term needs of the River Road and Santa Clara areas
- 6.3.1 Conduct a “long term transportation needs analysis” for all major and minor arterial streets and collectors.
 - 6.3.2 Require all large commercial spaces to conduct traffic impact analysis for permit issuance based on the next 20-years anticipated traffic volume.
 - 6.3.3 Consider reducing parking requirements for commercial areas if they meet criteria that lower traffic impacts.
 - 6.3.4 Autonomous vehicles: Encourage commercial areas to plan for future needs, including the potential reduction of parking areas needed for customers.
- 6.4 Develop new street standards for application in River Road and Santa Clara.
- 6.4.1 Prohibit allowance of private streets in new developments.
 - 6.4.2 Where feasible transition private streets to city or county public maintenance.
 - 6.4.3 Amend Eugene and Lane County street classification systems and standards to include a new lane standard for lanes typical in River Road and Santa Clara.

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: Provide natural areas which 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 or WQ regulations, to reduce pollution, increase infiltration, protect against flooding and improve habitat through local land use regulations, incentives and programs.

- 7.1.1 Determine extent of surface waterway drainage system necessary for stormwater functions, considering future impacts of climate change.
- 7.1.2 Identify, protect and enhance waterways that are not currently protected:
 - Public Easements - Identify location of easements and which easements are protected by goal 5 or goal 6 (WQ)
 - Pursue County adoption of Goal 5 and Goal 6 (WQ) protections for parcels inside neighborhood boundaries
- 7.1.3 Enhance natural infrastructure of publicly owned stormwater waterways through selective revegetation with native plants
- 7.1.4 Create a program of tax incentives for private landowners of recognized stormwater conveyances who create long term natural infrastructure improvements.
- 7.1.5 Create a program to provide native plants free of charge to private landowners for waterway revegetation of stormwater conveyances

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

- 7.2.1 Collaborate with the city for technical assistance in teaching appropriate vegetative management of waterways through information sharing, demonstrations, and volunteer opportunities on proximate waterways
- 7.2.2 Encourage and enable planting more trees through education of the value of mature tree canopy for multiple benefits of air quality, water quality, habitat, water temperature control, stormwater uptake and ambient temperature control
- 7.2.3 Teach value of “function stacking” in relation to waterways (better vegetation=better habitat=better water quality outcomes=better flood control)
- 7.2.4 Identify lots encumbered with waterways and work with the City to create informational material that automatically gets sent to a property owner when the lot sells notifying

about existing waterway on the property and providing information about use restrictions, setbacks, and best practices.. Materials tailored to individual or developer. "waterways welcome wagon"

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

7.3.1 Identify volunteers and funding to map existing habitat corridors, identify gaps in connectivity, and catalogue present day baseline of species diversity.

7.4 Public Natural Areas: Provide natural areas, including the Willamette River Greenway, accessible to all residents (may include public land not designated as parks)

7.4.1 Identify natural areas on public lands and collaborate with public agencies to manage with ecological values in mind.

7.4.2 Minimize light pollution in natural areas through better lighting fixtures and more sensitive placement.

7.4.3 Find stable funding for maintenance without the use of pesticides or herbicides. (this is a priority!)

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

7.5.1 Preserve and increase street tree plantings wherever possible

7.5.2 Encourage planting of trees on private property through education and incentives, collaborate with Friends of Trees (ie providing trees or some of the cost for trees).

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

8.1 Parks Access and Maintenance: Plan for all residents have access to parks or publicly owned open space within 1/2-mile walking distance

8.1.1 Continue to acquire neighborhood park spaces within ½ mile of all residents, and appropriately sized for relative to population density.

a. Within two years, identify and inventory good park sites in Santa Clara and (City of Eugene) contact owners about possible sale.

8.1.2 Continue to develop, with neighborhood input, neighborhood parks already in park inventory, but currently lacking amenities. Include facilities for children.

8.1.3 Include natural areas as part of neighborhood parks.

8.1.4 Create walking paths through natural areas.

8.1.5 Support plantings of fruit and nut trees in parks, specifically: along river path.

8.1.6 Purchase and develop an urban plaza for residents, perhaps at new Lane Transit District transfer station site.

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

8.2.1 Pursue opportunities for purchase of land, easements, or other agreements for connectivity

8.2.2 Continue the West Bank Multi Use Path northward through Santa Clara and beyond.

- 8.2.3 Work with rural residents to craft a vision for a greenbelt/agricultural parkway using existing paths, streets, and pedestrian ways to create a way through and around Santa Clara for alternative transportation.
- 8.2.4 Promote an ethic of neighborhood pride around enhancing habitat corridors by providing education to private land owners and collaboration between neighbors.

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

- 8.3.1 Work with the City of Eugene to preserve Santa Clara Schoolhouse on Community park property for use by Santa Clara residents.
 - 8.3.2 Promote the creation of a community center in Santa Clara.
 - 8.3.3 Provide facilities and programming for all ages and abilities of residents.
- See Goal 17 for more details

Goal 9: Make the Willamette River a vital, healthy and accessible part of the neighborhoods

9.1 Safe and Convenient Access: Provide safe and convenient access to the riverbank park system for pedestrians and bicyclists. See Transportation 6.5

9.2 Stewardship of the Willamette River Ecosystem

- 9.2.1 Evaluate long range plans for the Willamette River (including Lane County and the McKenzie River Trust), determine goals consistent with the Neighborhood Plan, and partner to implement common goals. (also see 7.3.1)
- 9.2.2 Support efforts to maintain the Greenway as a riparian area and wildlife corridor, identify the high value areas for ecosystem management, and work to enlarge the Water Resources Conservation areas to enhance high value areas.
- 9.2.3 Work with Delta Sand and Gravel to transfer ownership or easement to City of Eugene and/or Lane County for short term paved, multi use path extension and long term eventual park/natural area possibility
- 9.2.4 Partner with local river conservation/preservation groups to meet goals and promote volunteer work parties along the river greenway through participation incentives (example: Willamette River Keepers, McKenzie River Trust).
- 9.2.5 Create an interactive web page promoting the riverine opportunities in the River Road and Santa Clara neighborhoods.

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

- 9.3.1 Improve access to and function of boat ramp under Beltline overpass.
- 9.3.2 Develop more canoe/kayak access points along the river's edge.
- 9.3.3 Promote recreational programming along the river's edge to include, but not be limited to: food or produce market, music/theatre events, running and/or biking events, fishing and/or fishing education, wading access and weekend docents.
- 9.3.4 Create intermittent informational displays along the river highlighting the history, geology and ecology of the river.
- 9.3.5 Install more benches along the path.

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 current UGB exclusively for farm use

- 10.1.1 Incorporate agricultural land preservation into all long range planning at municipal and county levels.
- 10.1.2 Investigate potential changes to state law and Lane Code to limit non-agricultural development on type I and II soils to protect agricultural lands.
- 10.1.3 Investigate feasibility of amending Land Code zoning regulations to limit non-agricultural development to rural densities, uses and development patterns in order to reduce conflict with existing farm uses.
- 10.1.4 Investigate the Creation and funding of a farmland preservation program centered around the transfer of development rights and conservation easements.
- 10.1.5 Develop local incentives to support small farm owners in order to preserve a buffer between EFU zoned land and land within the UGB.
- 10.1.6 Pursue creation of land classification that permanently protects prime farmland adjacent to the current UGB i.e. rural reserves.

10.2 Agricultural enterprises within the UGB: promote agricultural enterprises within the UGB through local land use regulations, incentives and collaboration with private property owners

- 10.2.1 Create small scale urban agricultural enterprise zoning (i.e. tax incentive for land in UGB used for food production).
- 10.2.2 Allow property owners who control more than ½ acre of undeveloped land to apply for and receive a property tax credit for that portion of land specifically dedicated to small scale commercial agricultural food production.
- 10.2.3 Amend zoning to explicitly allow the vending of farm produce at the address where it was produced and permit small scale collective sale of neighborhood grown produce
- 10.2.4 Facilitate and encourage conversion of open space on church properties to food production. Encourage churches to de-pave oversized parking areas and replace with agriculture, rain gardens and native plants.
- 10.2.5 Allow for increased opportunities for urban animal husbandry while balancing compatibility with neighboring uses
- 10.2.6 In future UGB analysis, consider creating a classification of urban agriculture.

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

- 10.3.1 Identify publicly owned land operating as open space currently.
- 10.3.2 Identify parcels of privately owned open space valued by community as open space currently and target for future public acquisition.
- 10.3.3 Form an “appreciation brigade” to express acknowledgment of the value of privately owned open space to landowners.

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, public agencies, and neighbors through local land use regulations.

11.1.1 Adopt a new process that requires developers to communicate with the RR or SC at least one month prior to submitting a land use application, preferably during the schematic phase of design, prior to the creation of construction documents. **(REVISED)** The process shall replace the current Chapter 9.7007 Neighborhood/Applicant Meetings process but shall also include proposed zone changes and Willamette Greenway Permits and remove partitions. **(NEW)** An application is also exempt if made through a Neighborhood Plan or any other public involvement process. Upon notification of a private development allow a month for the community to respond with concerns and prioritized design recommendations. The developer must respond in their completed application how it responds to concerns are addressed or mitigated in the plan prior to acceptance of the application.

11.1.2 Require public agencies to provide 180 calendar days' notice to affected Neighborhood Associations before deciding to sell any land parcel within their boundaries (code)

11.1.3 Work collaboratively with government agencies to identify appropriate uses for government owned properties in our neighborhoods with an eye to encouraging desirable uses such as innovative demonstration projects for public-private partnerships to produce innovative housing solutions. (Important but not code)

11.2 Well Designed Built Environment: Promote building design, size, scale and site layout that provide gradual transitions between different uses and scales and incorporates pedestrian scale design through local land use regulations.

11.2.1 Develop and adopt development standards that provide infill and design transitions for defined areas within the neighborhood plan area, such as:

- Corridor Study Area (Corridor Study Code)
- Major Streets such as Arterials and Major Collectors (to be identified) being proposed as part of the HB2001 process (code)
- Willamette Greenway (Corridor Study Code)
- Single-family areas being proposed as part of the HB2001 process(code)
- River Road corridor north of the corridor study area

11.3 Well Designed Community Space: Use well-designed public and private community space to support the goals and policies of the neighborhood plan and other applicable City and State-wide goals through collaboration between the City, County, and local businesses and residents.

11.3.1 Establish a network of streets with green and pedestrian friendly features in conjunction with public spaces. (Important but not code)

11.3.2 Provide clear “entry points” to the River Road neighborhood, identifying it as the “River and Garden District.” (Important but not code)

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 through local regulations and incentives.

11.4.1 (NEW?, revised from 13.1.5) Green Infrastructure: Provide financial incentives for property owners that provide on site features or energy production that reduces the burden on public infrastructure or private infrastructure, reduce atmospheric toxins and CO2 emissions, or provide seismically sound structures on commercial or public properties beyond code requirement and could be for shelter in a disaster scenario.

On site feature examples: Greywater treatment, water harvesting, photovoltaic panels, solar water heaters, low VOC materials reclaiming unused parking spaces for public use.

Incentive Examples: Permit fee reductions, reduced SDC charges, Tax credits and rebates. Brainstorm Action Item for Green Infrastructure

11.4.2 Identify food producing trees and shrubs that can be included in the city's “menu” of acceptable landscaping plants. Reference Olympia, Washington's plant lists for public property. Identify a citizen's committee to work with the city to identify acceptable plants.

11.4.3 Provide incentives to increase and maintain residential tree canopy.

11.4.4 Encourage green development through incentives and education programs for River Road and Santa Clara. (Important but not code)

Goal 12 Ensure future housing addresses the needs of the community

12.1 Compatible Infill: Allow for residential infill development that provides gradual transitions using a variety of housing types with pedestrian scale development standards such as density and scale to fit neighborhood demand through local land use regulations, programs and incentives.

12.1.1 Review existing policy, programs and regulations to identify and remove land use code and financial barriers to innovative and creative housing options without requiring a subdivision. Examples: Rowhouses/Townhouses, Cluster Subdivisions, Duplexes, Triplexes, Fourplexes, Courtyard housing, Live/work housing, Mixed use housing, Accessory Dwelling Units. (Code part of HB2001)

12.1.2 Create a spatially based dispersal policy for housing types that results in appropriate spacing of creative housing types to limit excessive conversion of single family to other types of housing. 3 and 4 plexes

12.1.3 Provide incentives to encourage a mix of compatible housing types including workforce housing (middle housing). (Important but not code)

12.1.4 Adopt flexible code that allows infill opportunities that are more compatible to adjacent neighbors than the typically current flag lots.

12.1.5 Remove barriers for Tiny Homes such as land use restrictions and challenges in providing water and sewer hook ups.

12.1.6 **(NEW)** Reserve townhouses, live work, triplexes, and fourplexes, for parcels adjacent to major streets and corridor areas meeting the City of Eugene's minimum lot size requirement. Major Streets defined by the RRSC neighborhoods are limited to Maxwell, Irving and Irvington.

12.1.7 **(NEW)** Allow cluster subdivisions, cottage clusters, ADUs, and duplexes in R-1 areas throughout RRSC.

12.2 Affordable Availability: Plan for affordable housing, as well as, low and moderate income housing that is available and dispersed throughout the River Road/Santa Clara neighborhoods through local land use regulations, strategies, funding and partnerships.

12.2.1 Develop strategies and tools to create and preserve rental and owner-occupied affordable housing and housing affordability throughout the area. Identify and implement investment strategies that expand and maximize local, regional, state and federal affordable housing resources, partnerships and tools. (Important but not code)

12.2.2 **(REVISED)** Work within City and County boards, commissions and committees to increase the availability of Workforce and Affordable Housing in our Neighborhoods.

12.3 Support limited agricultural worker housing on parcels outside the UGB and inside the neighborhood boundaries by identifying solutions that honor Oregon Statewide Planning Goal 3 through

collaboration between the Santa Clara neighborhood, Lane County, and Oregon's Department of Land Conservation and Development.

12.3.1 Identify barriers that currently prevent worker/owners from building multiple dwellings on agricultural land solutions that honor Oregon statewide land use goal 3 and allow housing that minimizes its footprint while accommodating workers needed to productively cultivate that same farmland (i.e. clustered housing) (code)

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

12.4.1 Encourage and allow neighbors to collaborate in defining community spaces and community amenities such as paths, gardens, and gathering spaces across property lines.

12.4.2 Utilize Opportunity Siting and other incentives to collaborate to develop innovative projects that are supported by a developer and the Neighborhood Association and approved by governing agency.

12.4.3 Identify and provide incentives to allow residents to age in places that are accessible, comfortable and safe no matter their age or physical condition.

12.4.4 Change Cluster Subdivision Application requirements down to a minimum of 3 units. (Neighborhood plan code amendment)

12.4.5 **(NEW)** Foster collaborative partnerships between the community and local nonprofits to explore opportunities such as identifying potential sites, and tools (such as community land trusts), or programs for affordable and workforce housing development.

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 in key areas designated in the River Road Corridor Study for residential and commercial/mixed-use development through local land use regulations and incentives.

13.1.1 Utilize the River Road Corridor Study to designate key areas for residential and commercial/mixed-use development at appropriate density and scale along the River Road corridor and minor arterials in the River Road and Santa Clara Neighborhoods. (Corridor Study code)

13.1.2 **(NEW)** Utilize the River Road Corridor Study as a tool to redevelop the area on River Road north of the Corridor Study area.

13.1.3 **(NEW?)** Rezone commercial areas outside the River Road Corridor Study area but within the River Road-Santa Clara neighborhood plan area for mixed use commercial with development standards. (Neighborhood plan code) NOTE: Need to coordinate with 12.1.6

13.1.54 Allow developments of 4-6 stories in designated nodes along River Road as long as public amenities are provided by the developer. (Corridor Study code)

13.1.65 **(REVISED) Green Infrastructure:** Provide financial incentives for property owners that provide on site features or energy production that reduces the burden on public infrastructure or private infrastructure, reduce atmospheric toxins and CO2 emissions, or provide seismically sound structures on commercial or public properties beyond code requirement and could be for shelter in a disaster scenario. **(Moved to 11.4)**

On site feature examples:

Greywater treatment, water harvesting, photovoltaic panels, solar water heaters, low VOC materials reclaiming unused parking spaces for public use.

Incentive Examples:

Permit fee reductions, reduced SDC charges, Tax credits and rebates.

Brainstorm Action Item for Green Infrastructure

13.2 20-minute neighborhoods: Support walkable neighborhoods where people can meet most of their daily needs within a 20-minute walk through local land use regulations, development standards and incentives.

13.2.1 Coordinate site designs with Street design for Arterials and Collector Streets to improve public right-of-way. Provide adequate sidewalk space for pedestrian movement, street trees, landscaping, street furniture, lighting, pedestrian shelters, sidewalk cafes, and other elements of active pedestrian areas. Require components in building designs that offer protection to pedestrians, such as awnings and canopies, as a means to encourage pedestrian activity along the street and within shopping areas. (Corridor Study Code)

13.2.2 **(REVISED)** Evaluate current commercial standards and where appropriate revise them to facilitate non-automobile forms of access and utilization. No use may include a drive-through facility, excepting a drive-through facility to provide financial services, pharmaceutical prescription dispensing, or government services are permitted.

13.2.3 Coordinate with Lane Transit District to ensure that the design of new buildings support transit oriented development.

13.2.4 Identify areas appropriate for food carts and ensure land use code facilitates their siting.

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

14.1 Privacy Transitions: Promote privacy between new development and existing properties with development standards such as height and scale transitions, setbacks, buffering with trees, and window offsets.

14.1.1 Create a low-medium density residential zone with transition standards and apply between R-1 and the River Road Corridor.

14.1.1 Site middle zoning between single-family and both multifamily and C-2 zoning. Minimize land use conflict by adding code requirements that adjoining low density and higher-density residential land are designed to be more compatible, as well as between residential and non-residential uses.

14.1.2 Secure funding to develop code language allowing a variety of housing types with development standards for the River Road-Santa Clara neighborhood plan area that implements HB 2001, including alternatives to flag lots and allowing cluster subdivisions down to a minimum of 3 units (CA Part of HB2001)

14.1.3 Use Corridor Study code concept to inform and develop transition standards, such as sloped setbacks, balcony offsets, and buffering, between different zones within the neighborhood plan area. (CA Part of HB2001???) **Need more discussion on balcony offsets)**

14.1.4 (New) Require L-3 vegetative screening between R-1 properties when an adjacent house is sited in such a manner that a second story window or balcony looks over an adjacent property's open space (backyard) within 15' of the property line. Vegetative screening will not be required if a written agreement is filed between neighbors with the City of Eugene.

14.1.3 Prohibit upper story balconies on housing walls that abut R-1 rear yards unless the buildings are at least 50 feet from the property line.

14.1.4 (NEW) Increase minimum required standards when higher density development abuts R-1 zoning and the adjacent streets aren't developed to Eugene's local street standard or higher (lanes) to avoid spillover parking problems.

14.2 Neighborhood Livability: Retain and enhance neighborhood livability by mitigating noise, identifying and preserving historical and cultural properties, and encouraging green development and design at pedestrian scale.

14.2.1 Reduce Neighborhood noise by establishing railway quiet zones for the crossings at Irving Road and Irvington Drive. (Important but not code)

14.2.2 Prohibit the creation of new private roads to ensure future maintenance.

14.2.3 (NEW) Increase minimum required parking requirements when higher density development abuts R-1 zoning and the adjacent streets aren't developed to Eugene's local street standard or higher (lanes) to avoid spillover parking problems.

14.2.4 Identify and inventory structures and other landmarks of historical or architectural significance and make recommendations for their preservation. (Important but not code)

14.2.5 Identify incompatible zoning and plan designations and inappropriate zoning and plan designation adjacencies and work to align the zoning and plan designations to make them compatible (Neighborhood Plan Code)

14.2.6 At five-year intervals after adoption of this plan, measure the effectiveness of policies and actions established in this plan. Utilize the results to review the document and adopt revisions to achieve those policies and actions that are still applicable.

14.2.7 Ameliorate the effect of increased density and infill by providing both a clear and objective design path and discretionary path with standards and design review processes.

14.3 Willamette River Compatibility: Create clear and objective development standards such as height limits, sloped setbacks, and buffering standards for development fronting the Willamette Greenway in the neighborhood plan area to better implement the Willamette Greenway state and local policies.

14.3.1 Adopt lot-specific plan designations and zoning with development standards such as height limits, sloped setbacks, and buffering standards in a defined area along the Willamette Greenway within the neighborhood plan area to maintain a low density edge. (Corridor Study code)

OR

14.3.1 (NEW) Revise Willamette Greenway map to include developed parcels and develop new objective standards to prevent more intensive development or redevelopment.

14.3.2 Prevent upzoning within the Willamette Greenway within redefined boundary.

14.3.3 Provide Willamette River Greenway protections that include clear and objective standards for development that lies within the greenway boundaries yet to be redefined.

14.3.4 Provide incentives, such as reductions, to SDC's and/or provide tax credits to support preservation of the Willamette River Greenway via conservation easements.

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, and honors 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 Promote a welcoming environment and inclusive approach to the work of the Community Organizations.

15.1.1 Respond promptly to any instance of racism, discrimination and/or hate in the neighborhoods by designating a board member to follow issues and share information, voting as a board to condemn actions, and sending an email update to the community.

15.1.2 RRCO/SCCO participate in Hate and Bias Prevention training

15.1.3 RRCO/SCCO vote as a board to support local, state or national measures that support the community.

15.1.4 RRCO and SCCO collaborate with City and County who could provide materials and, together develop a strategy for graffiti abatement in the neighborhoods.

15.1.5 Maintain a standing meeting agenda item for addressing issues important to youth and seniors, LGBTQ neighbors low-income residents, people with disabilities, and communities of color. Recruit organizations and schools to participate in SCCO meetings and lead the agenda item by volunteering with nonprofits and schools.

15.1.6 Connect with all residents. Increase opportunities for under-represented residents, including people with disabilities, non-English speakers, our LGBTQ neighbors, communities of color, youth, families, seniors, and unhoused residents. to fully participate in and lead community activities 15.1.7 Host multi-cultural events and outreach with translation services, food and entertainment.

15.1.8 Provide a list of organizations that provide social and cultural services and ADA accommodations. Work with The City of Eugene Human Rights Commission, LULAC, CALC, Centro Latino, SURJ and LILA* and other organizations.

15.1.9 Inventory community spaces in RRSC, provide a list of ADA features and limitations, and ensure organizations and institutions improve ADA accessibility to community spaces, indoor and outdoor.

15.1.10 Provide ‘Welcomers’ to focus on outreach to schools new housing developments, new businesses, etc.– to be sure anyone new to the neighborhood feels welcome, is aware of the neighborhood organizations and is encouraged to participate.

15.1.11 Conduct a door to door outreach survey to residents to listen to views and get people involved in community activities.

15.1.12 City and County provide cultural ambassadors/language translators who would assist the Community Organizations with outreach, agenda setting, and creating and editing outreach materials ('welcome kits', newsletter articles, etc.) and who would be available for non-English-speaking residents to contact for questions related to City/County business.

15.2 Housing Affordability: Increase affordable housing opportunities in the neighborhoods (see Land Use Goals for details)

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

15.3.1 Facilitate community conversations about how to best provide services.

15.3.2 Provide Outreach/education to general community about issues such as homelessness.

15.3.3 Work with the city and county to Identify and advocate for rest stop , car camping sites, tiny house villages and other housing first options.

Network with other neighborhoods and learn from their successes.

15.3.4 Work with non-profits and faith-based organizations in the neighborhood on serving the unhoused community.

15.4 Identify and promote City and County funds and grants to support public art

15.4.1 Create and fund a program to facilitate and incentivize artistic initiatives that benefit the River Road, Santa Clara community.

15.4.2 Encourage the creation of a clearing house for networking artistic resources.

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

16.1 Enhance RRCO and SCCO communication and outreach capabilities to reach the entire neighborhood by establishing stable local funding

16.1.1 The City and County will partner to provide stable funding, proportional to the total incorporated/unincorporated properties, to ensure both Community Organizations multiple opportunities, per year, can reach all addresses within the neighborhood

16.1.2 Develop resilience action teams to design and implement projects that achieve goals of the action plan

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

16.3.1 Identify, map, and promote gathering spaces and local services that are accessible for all RR/SC neighbors.

16.3.2 Identify locations to establish and support community gardens in River Road/Santa Clara.

16.4 Build and maintain resident engagement in safety through neighborhood projects which empower neighborhood volunteers to make use of Community and Neighborhood matching grants

16.4.1 Develop and maintain neighborhood action website

16.4.2 Provide information on matching grants and best practices for neighborhood engagement and creative placemaking

16.4.3 Use and promote matching grant funds to improve shared spaces that are not maintained by city or county

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

16.5.1 Use neighborhood associations and businesses to cross-promote programs and ideas that increase use of active transportation and develop small businesses in the neighborhood

16.5.2 Identify and ensure that crucial transit stops along corridor are safe, covered, and fully accessible.

16.6 Resilience Networks: Provide additional support for neighbors to build small scale resilience networks that facilitate communication and resource sharing between neighbors and businesses to enhance resilience.

16.6.1 Develop a mapping system for neighbors to identify their resources and neighbors in need. Publish ideas for community building activities and empower neighborhood associations to broaden their outreach

16.6.2 Map and connect CERT trained community members and support resilience-focused gatherings

16.6.3 Partner with existing tool lending library program to explore an expansion into our neighborhoods.

Goal 17 Provide comprehensive public services and community resources 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.

17.1.1 Educate residents about what agencies are serving them and how they are funded.

Publish and make available a compendium of service agencies in River Road and Santa Clara and their contact information.

17.1.2 Identify and publicize a single office (may be the City Manager office) that residents could use as a resource when they have questions or concerns vis-à-vis their available public services.

17.1.3 Address the confusion of who owns and maintains infra-structure (hydrants, streetlights, water lines) as annexations proceed.

17.1.4 Ensure that future service installations provide for accessibility needs of senior residents.

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

17.2.1 Review current service provision and adopt a plan of action that addresses coordination, improvement and/or potential transition of essential services as River Road and Santa Clara neighborhoods evolve.

17.2.2 Make this planning process transparent by involving the community in the formulation of these plans

17.2.3 Review essential service levels as they currently exist and ascertain what public services are missing or deficient; and create a path to mitigating these deficiencies (example: no service by Cahoots for unincorporated residents).

17.2.4 If service providers are amalgamated and/or transitioned, adjust current boundaries of service districts to assure that residents, especially those who are currently outside the UGB, continue to be served.

17.2.5 Prioritize provision of comprehensive public safety services and develop strategies for equitable administration of those services throughout River Road and Santa Clara neighborhoods.

17.2.6 Optimize conditions for the establishment of an urgent care center in the River Road and Santa Clara neighborhood

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.

17.3.1 Provide a comprehensive and park and recreation system with sustainable funding to include all of River Road and Santa Clara commensurate with the services currently provided by the River Road Park and Recreation District.

17.3.2 Accelerate development of the planned community park and community center in Santa Clara and continue provision of a community park and community center in River Road, currently being filled by the River Road Parks and Recreation District.

17.3.3 Investigate the feasibility of creating a larger, regional park and recreation district which would assure dedicated and sustainable funding for parks and recreation.

17.3.4 Advocate for a branch library in River Road or Santa Clara.

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

18.1 Green Infrastructure: Infrastructure development will be resilient to disasters, enhance stability of food, water, energy systems and preserve ecosystem functions.

- 18.1.1 Develop standards for large developers to offset new infrastructure demands with onsite energy generation and water retention.
 - 18.1.2 Assess existing critical infrastructure such as streets, electrical grid, stormwater system, etc. to determine key weaknesses in the event of a natural disaster
 - 18.1.3 Develop a prioritized list of projects based on infrastructure assessment
 - 18.1.4 Ensure that each neighborhood has sufficient FEMA drop off sites, water access points, and at least one sheltering location per neighborhood according to disaster planning
- 18.2 Increase home and neighborhood food production and storage through local land use regulations and community education, outreach and programs.
- 18.2.1 Encourage development of community food sharing/food swapping systems
 - 18.2.2 Allow owner maintenance of landscaping between sidewalk and curb.
 - 18.2.3 Permit small scale collective sale of neighborhood produce
- 18.3 Renewable Resources and Energy: Promote renewable resources and energy conservation to decrease reliance on public utility grid through community education, outreach and incentives.
- 18.3.1 Widely share up to date information on opportunities and rules around stormwater flow and rainwater catchment in our area
 - 18.3.2 Share information on graywater and encourage safe implementation
 - 18.3.3 Work with city of Eugene to develop performance criteria for retrofits that improve house envelope or increase resilience at reduced fees
 - 18.3.4 Promote utility incentives for energy conservation programs
 - 18.3.5 Ensure infiltration of all residential stormwater through information, advocacy, and mapping problem areas
- 18.4 Neighborhood-wide Emergency Preparedness: Educate and prepare for natural disasters by funding regular Community Emergency Response Team training and through community volunteer efforts
- 18.4.1 Create opportunities for annual CERT training and disaster plan training
 - 18.4.2 Provide water purification options at identified locations
 - 18.4.3 Encourage the identification of most vulnerable residents who would need additional support in a disaster.
 - 18.4.4 Create centralized emergency centers that will provide water, food, emergency supplies and electricity in case of natural disaster