

Subject:

South Willamette Area Concept Plan - Final Recommendations

The Planning Commission recommends that the City Council directs staff to move forward with implementation of the final draft of the South Willamette Concept Plan, dated March 29, 2013, with the recommended changes as outlined in Attachment C of the EPC AIS dated April 15, 2013.

Additionally, the Planning Commission commends the SouthTowne Business Association, the Friendly Area Neighbors and the planning department staff for preparing the South Willamette Concept Plan. Because this is the first such plan to be written under the guidelines of the Envision Eugene “pillars”, this effort sets the tone for subsequent “area planning”. Based on past experience with refinement plans and nodal development plans, the Planning Commission has learned that without fiscal commitment, this plan is apt to join other dusty documents tucked away on a shelf somewhere. In an attempt to avoid this fate and instead realize the goals of Envision Eugene, the Planning Commission encourages the City Council to direct staff to:

1. Coordinate the timing and development of the South Willamette Special Area Plan and implementing ordinance with the South Willamette Street Improvement Plan and the Transportation System Plan, as well as with the Community Investment Plan.
2. Measure the extent to which increased residential density proposed by the South Willamette Concept Plan contributes to the achievement of the Envision Eugene objective of accommodating multifamily housing units within the existing urban growth boundary.
3. Identify the approximate costs of providing infrastructure, as well as the cost of the city financial incentives that will be required to support redevelopment as proposed in the South Willamette Concept Plan.
4. Prioritize implementation actions of the South Willamette Concept Plan that reflect and are consistent with Envision Eugene goals and objectives and within the financial constraints of the City.
5. As incentives are identified and developed to implement the South Willamette Concept plan (which was a pilot study to be replicated elsewhere within the city), the incentives should be available city-wide.
6. Investigate incentives that would encourage the inclusion of a portion of new housing as affordable, moderate-income, or low-income housing.