

EUGENE CITY COUNCIL

AGENDA ITEM SUMMARY



Work Session: Community Investment Program Update

Meeting Date: September 9, 2013
Department: Planning and Development
www.eugene-or.gov

Agenda Item Number: C
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ISSUE STATEMENT

This work session is an opportunity to receive an update on the community investment program in the context of implementing Envision Eugene.

BACKGROUND

On June 14, 2012, the City Council directed the City manager to “prepare, for a formal adoption process, planning documents to establish a new Urban Growth Boundary based on recommendations in the Technical Components Document (Attachment A), as revised, and that carry forward the pillars and strategies described in the Envision Eugene Draft Proposal, March, 14, 2012.”

One of the key strategies identified to realize the community vision is to accommodate all of Eugene’s 20-year, multi-family housing and commercial job need inside the existing Urban Growth Boundary. To protect neighborhood livability and achieve other important goals such as creating more 20-minute neighborhoods, staff was directed to find ways to meet this need through redevelopment along key transit corridors and core commercial areas. While some of this development may naturally occur during the planning timeframe, a significant need remains beyond what the market is expected to provide.

The scope of this need was extensively studied and verified by the members of the Envision Eugene Technical Resource Group (TRG) during the development of the recommendations. This analysis was summarized in the Envision Eugene Recommendation Technical Summaries for multi-family homes and commercial jobs, which highlighted the need to implement a variety of tools to get the job done. The summary also states, “If these strategies are not successful at addressing the multi-family housing/ commercial jobs need, new strategies may be needed. Additional strategies could include re-designation of lands for more multi-family housing/ commercial uses and/or additional expansion of the UGB.” For more information, see the attached Envision Eugene Technical Summaries for multifamily housing and commercial jobs.

Since the market is not expected to meet the need on its own, a range of tools available to the council will be needed to stimulate preferred types of development in the locations identified. To

achieve this ambitious goal, the council directed staff on June 14, 2012, to “identify potential incentives” including “analysis and eventual recommendations for potential incentives such as restructured SDC’s, land assembly, grants, capital improvement, loans, public/private partnerships, limited-duration tax exemptions, and tax increment financing.”

Based on council direction, staff has continued the work begun by the TRG and conducted additional analyses to inform choices about which investment strategies may be most reasonable to pursue. This work helps improve our understanding of both the potential effectiveness and financial implications of investment tools.

For example, a wide range of tools were evaluated against several basic criteria (**Attachment A**). This evaluation helps frame choices in the context of implementation and begins to suggest the scope of an effective program. Note that most of the tools evaluated have been, or are currently being, used by the City, for example in the emerging transformation of downtown. Several tools which have not previously been used tools have also been included in the evaluation.

Next Steps

In the following months, staff will develop and refine recommendations for community investments for discussion and adoption by the City Council. Additional analysis of investment tools will be conducted, as well as presentation and discussion of ongoing analyses, to inform this process.

RELATED CITY POLICIES

The community investment program implements all of the Envision Eugene pillars, with emphasis on the following pillars and strategies:

Provide Housing Affordable to All Income Levels

- Plan for a higher proportion of new housing stock to be multi-family...intended to expand the variety of housing types and prices available.
- ...programs and actions will be put in place to increase the number of multi-family homes that are constructed in the downtown, along key transit corridors, and in core commercial areas.

Plan for Climate Change and Energy Resiliency

- Plan for growth so that an increasing proportion of residents live in 20-minute neighborhoods where residents can meet most of their daily needs near their homes without the use of an automobile.

Promote Compact Urban Development and Efficient Transportation Options

- Facilitate the transformation of downtown, key transit corridors and core commercial areas as mixed-use neighborhoods that foster active, walkable, community living by providing a mix of residential, commercial, retail and public uses in proximity to one another.

- Make compact urban development easier in the downtown, on key transit corridors and in core commercial areas.

Protect, Repair and Enhance Neighborhood Livability

- Implement the Opportunity Siting (OS) goal to facilitate higher density residential development on sites that are compatible with and have the support of nearby residents.

Provide for Adaptable, Flexible and Collaborative Implementation

- Develop a range of implementation tools to realize the community vision of Envision Eugene. The range of existing and new tools may include:
 - Design based tools such as area planning, form-based codes, design review and design standards.
 - Removal of code barriers
 - Capital improvements that increase the value of an area and attract private investment
 - Partnerships and collaboration with neighbors, public agencies and institutions and private developers
 - Financial tools such as tax relief, fee reduction or restructuring, loans and other market interventions.

COUNCIL OPTIONS

This is an informational work session; no action is required at this time.

CITY MANAGER'S RECOMMENDATION

No action is required on this item.

SUGGESTED MOTION

No action is required on this item.

ATTACHMENTS

- A. Draft Community Investment Tool Evaluation Matrix
- B. TRG Membership Roster
- C. Envision Eugene Technical Summary – Multifamily Housing
- D. Envision Eugene Technical Summary – Commercial Jobs

FOR MORE INFORMATION

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