

South Willamette Special Area Zone

Eugene City Council Update
October 22, 2014



Special Area Zone



Special Area Zone



Vision

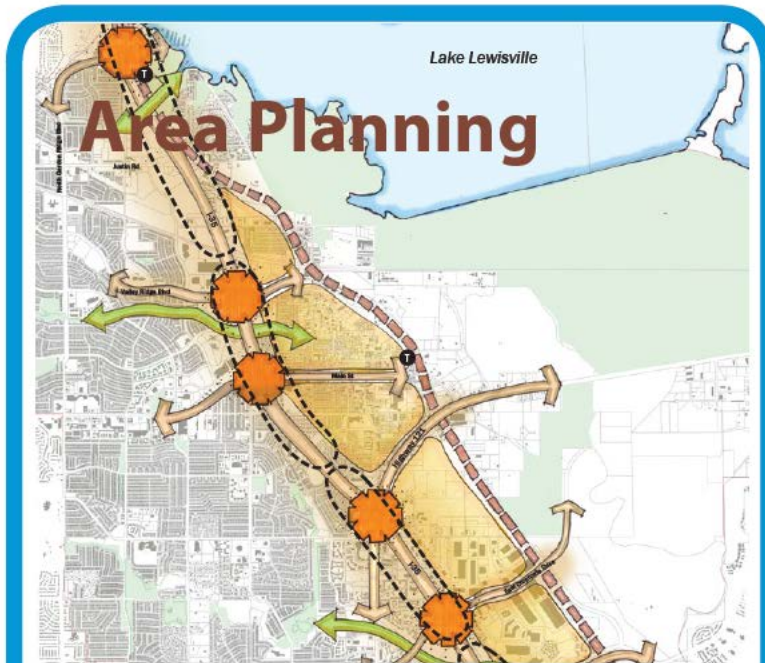
Regulations

The 7 Pillars of Envision Eugene



- Economic opportunities
- Affordable housing
- Climate and energy
- Compact development and transportation
- Neighborhood livability
- Natural resources
- Flexible implementation

Envision Eugene



Area Planning considers all the features, natural and built, of special places along key transit corridors and in core commercial centers, to create a vision to foster vital and sustainable redevelopment in areas with the potential to become active centers for living and working.

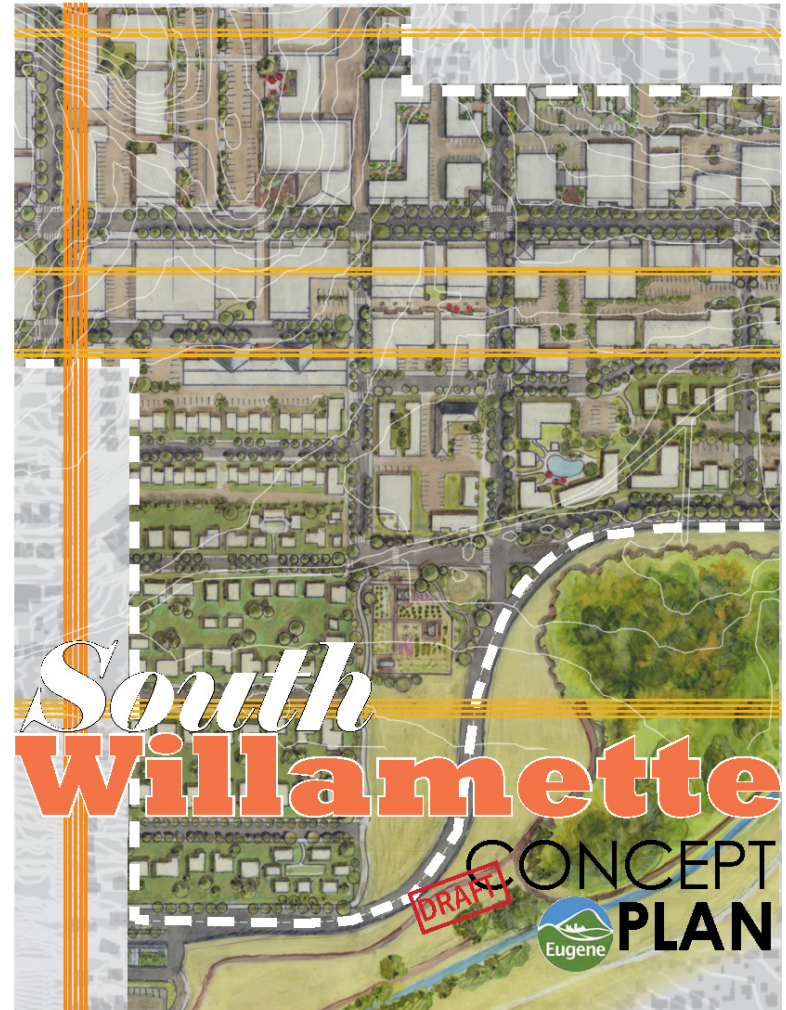
South Willamette Draft Concept Plan



South Willamette Concept Plan

- Engage the community in finding **BALANCE**
- Create an **ACTIONABLE** vision
- Demonstrate **COMMITMENT** to compact growth

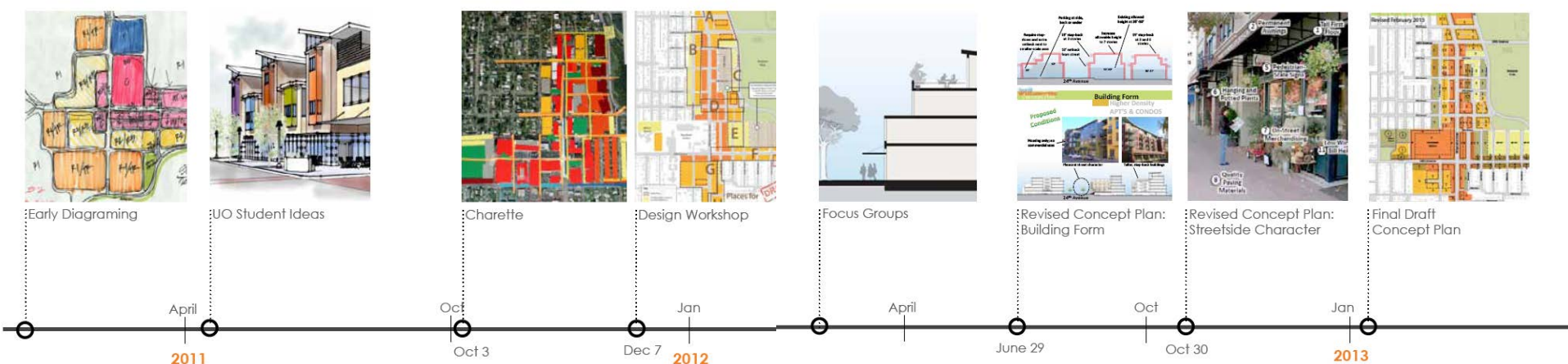
SW Concept Plan created by the community
between 2011 and 2013



Public Engagement Timeline 2010 -2013

Integrated Approach

- Community Participation
- Planning with Urban Design
- Iterative- built the plan gradually

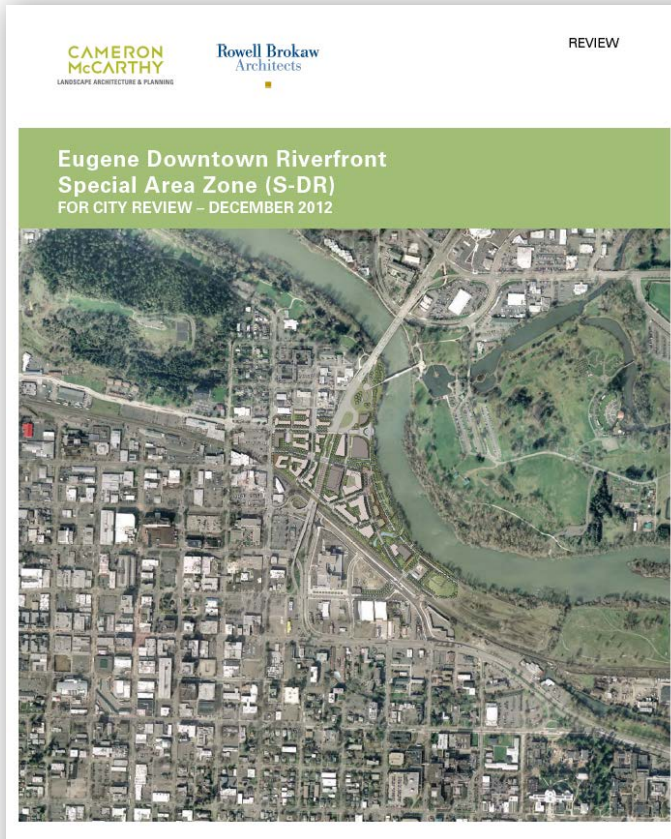




Implementation Action Categories

- 1** Updating regulations to align with the community vision
- 2** Enhancing public infrastructure such as streets and parks
- 3** Investing in certain kinds of redevelopment projects

Similar Local Projects



Downtown Riverfront 2013



Walnut Station 2010

Key Design Code Concepts

- Appropriate building types and locations
- Higher design standards with options
- Creating great streets
- Transition standards for neighborhoods
- More housing types – Single Family Options
- Flexibility & incentives for public benefits
- Design review option for special projects

Building Types & Locations



Mixed Use



Apartments/Condos



Apartments and Condos with Row House Character



Row House Allowed (Single Family Options)



Single Family Options (Cottage Clusters, Courtyard Housing, Single Family Detached, Secondary Dwelling, Alley Access Lots)



Building Height Change

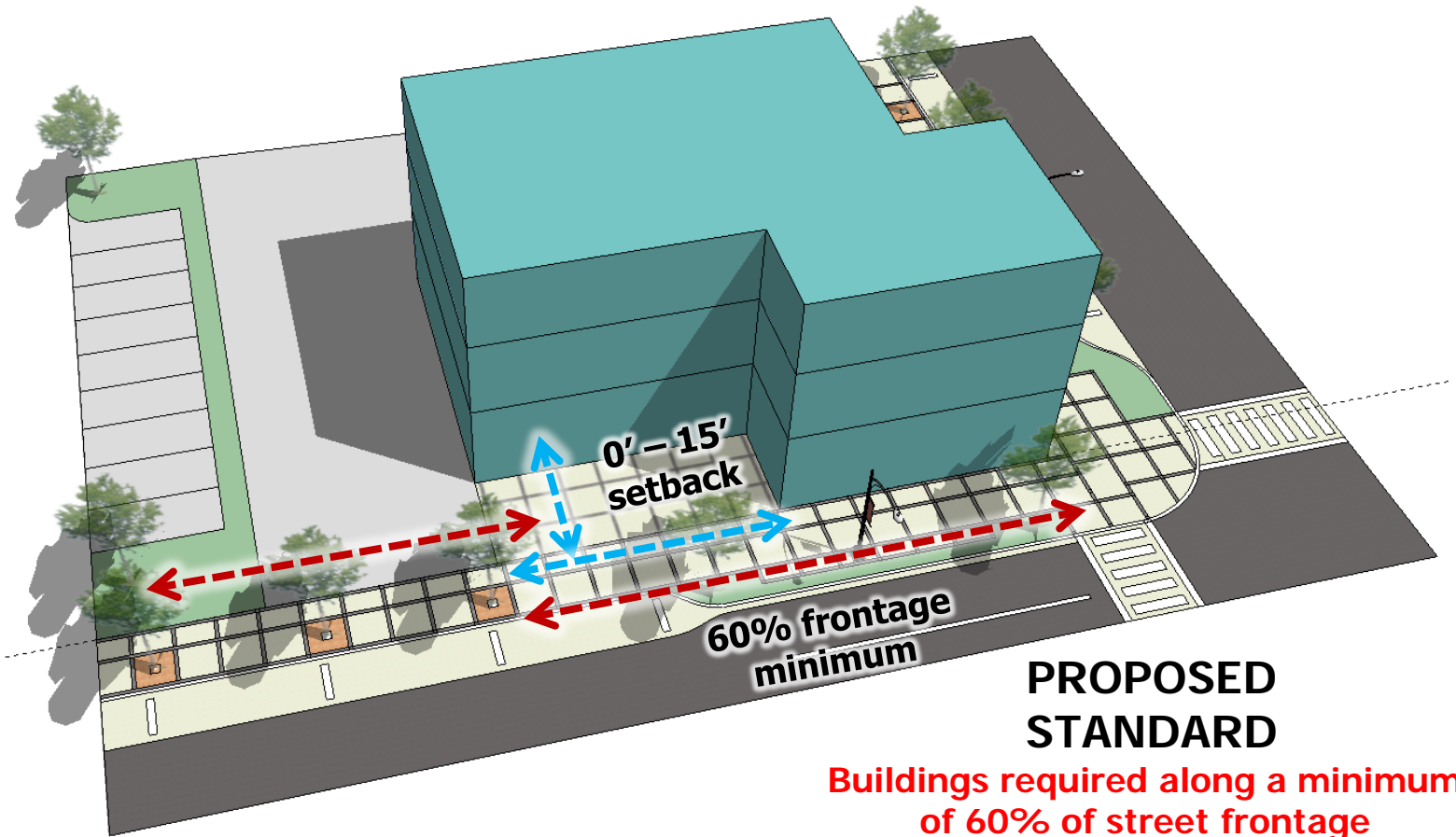
Design Standards + Options

- New clear/objective design standards for buildings
- Special standards for each subdistrict
- Menu of options to comply with standards



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S-SW MU/AC Proposed Code Standard - Building Frontage



PROPOSED STANDARD

Buildings required along a minimum of 60% of street frontage

Up to 50% of building may be set back up to 15 feet



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S-SW MU/AR Proposed Code Standard - Entrances

PROPOSED STANDARD

At least (2) of the following required:

Transom windows

Recessed entrance

Architectural treatment

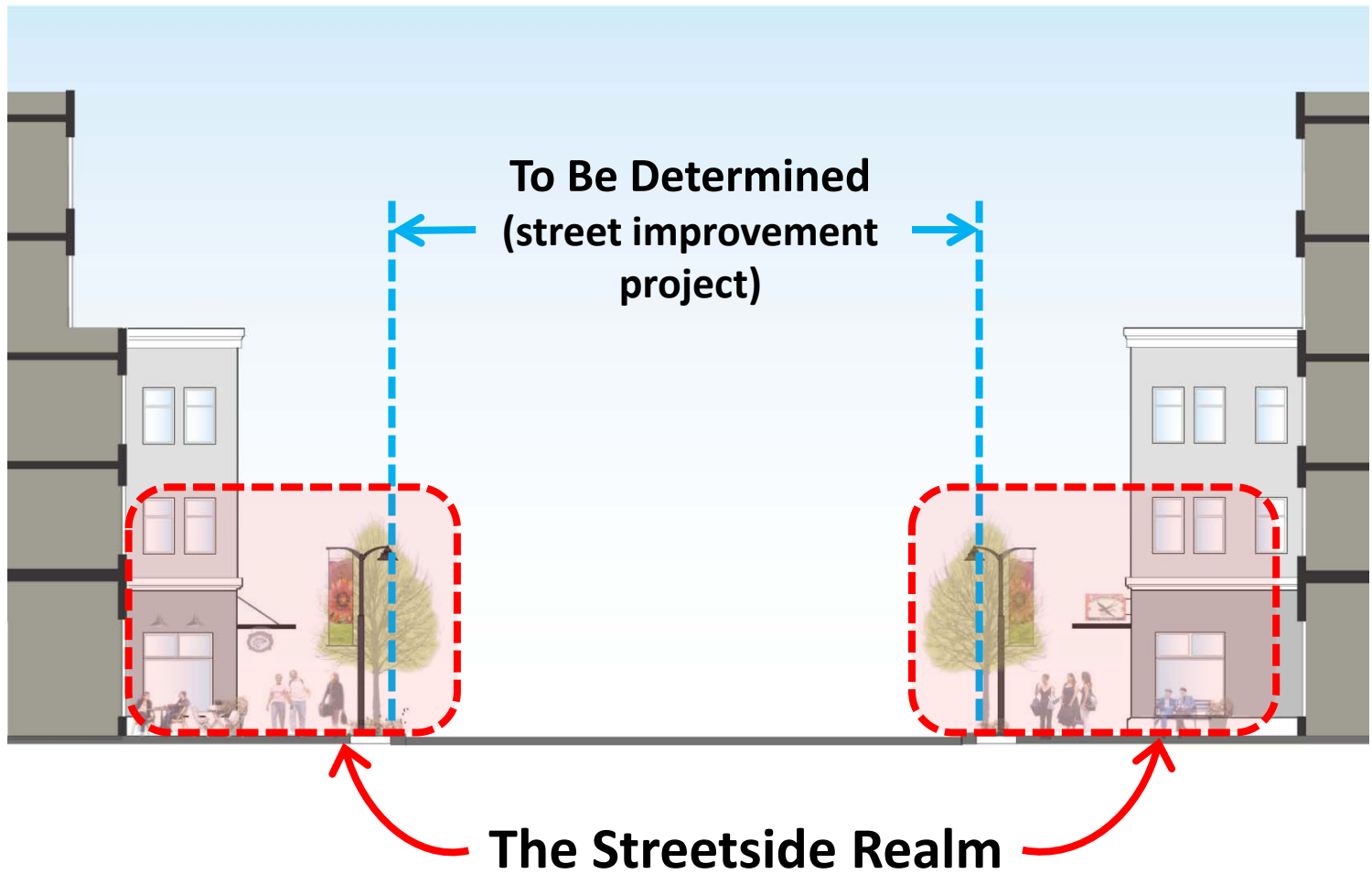
Special trim or casing

Illumination within 10 feet of entrance

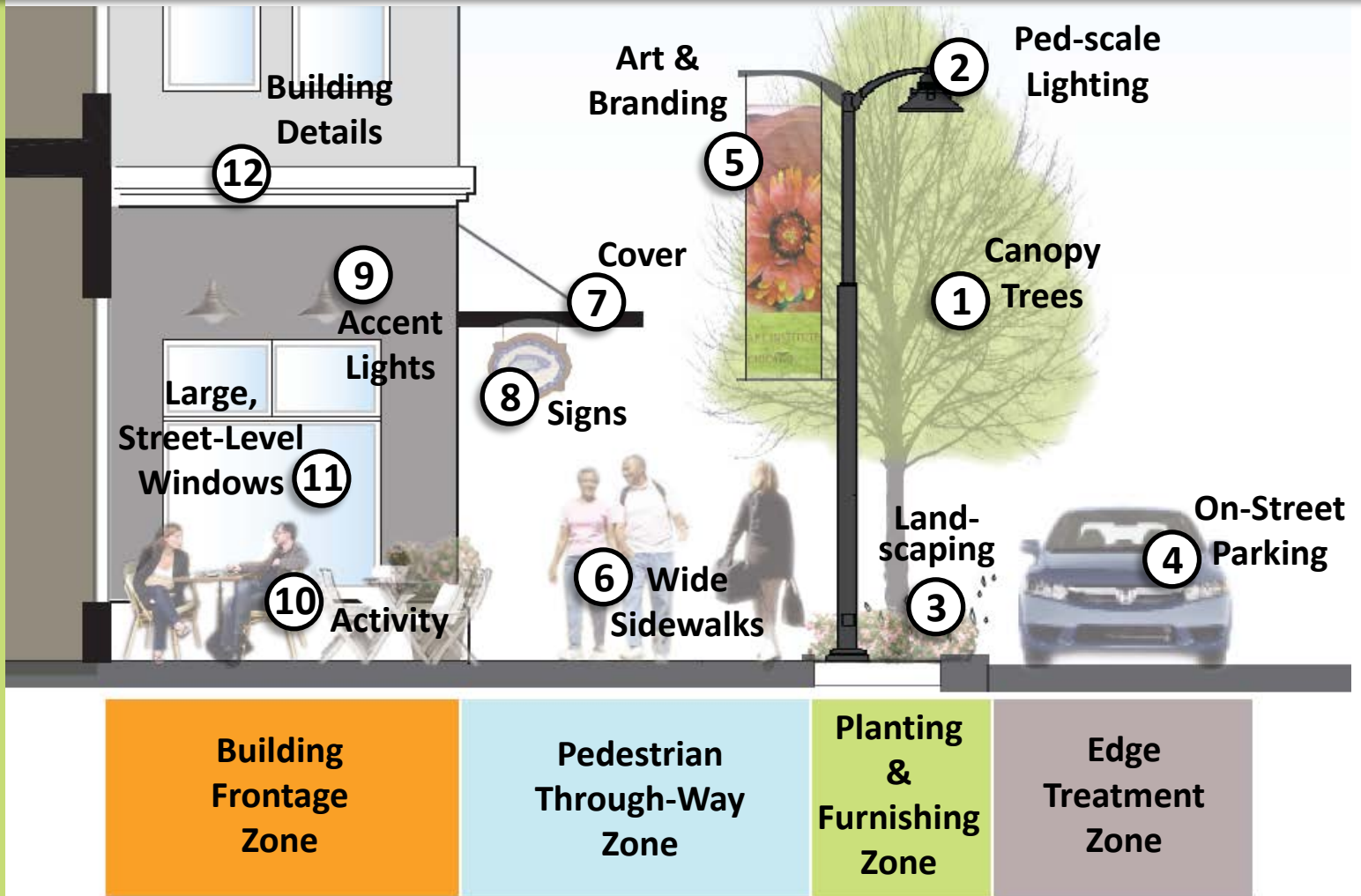


Center Court Building – Broadway Commerce Center

Beyond the Travel Lanes



Great Streets

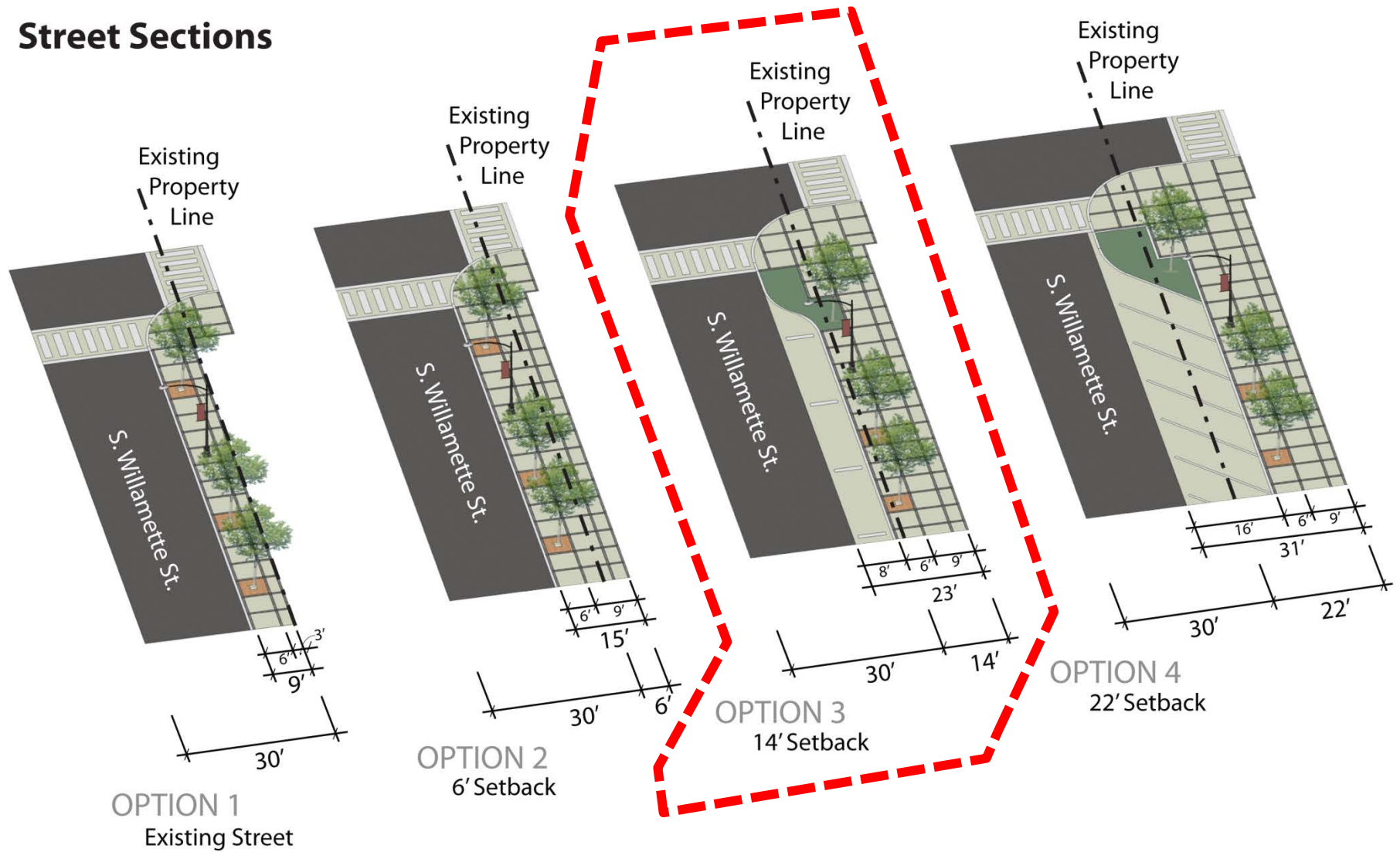


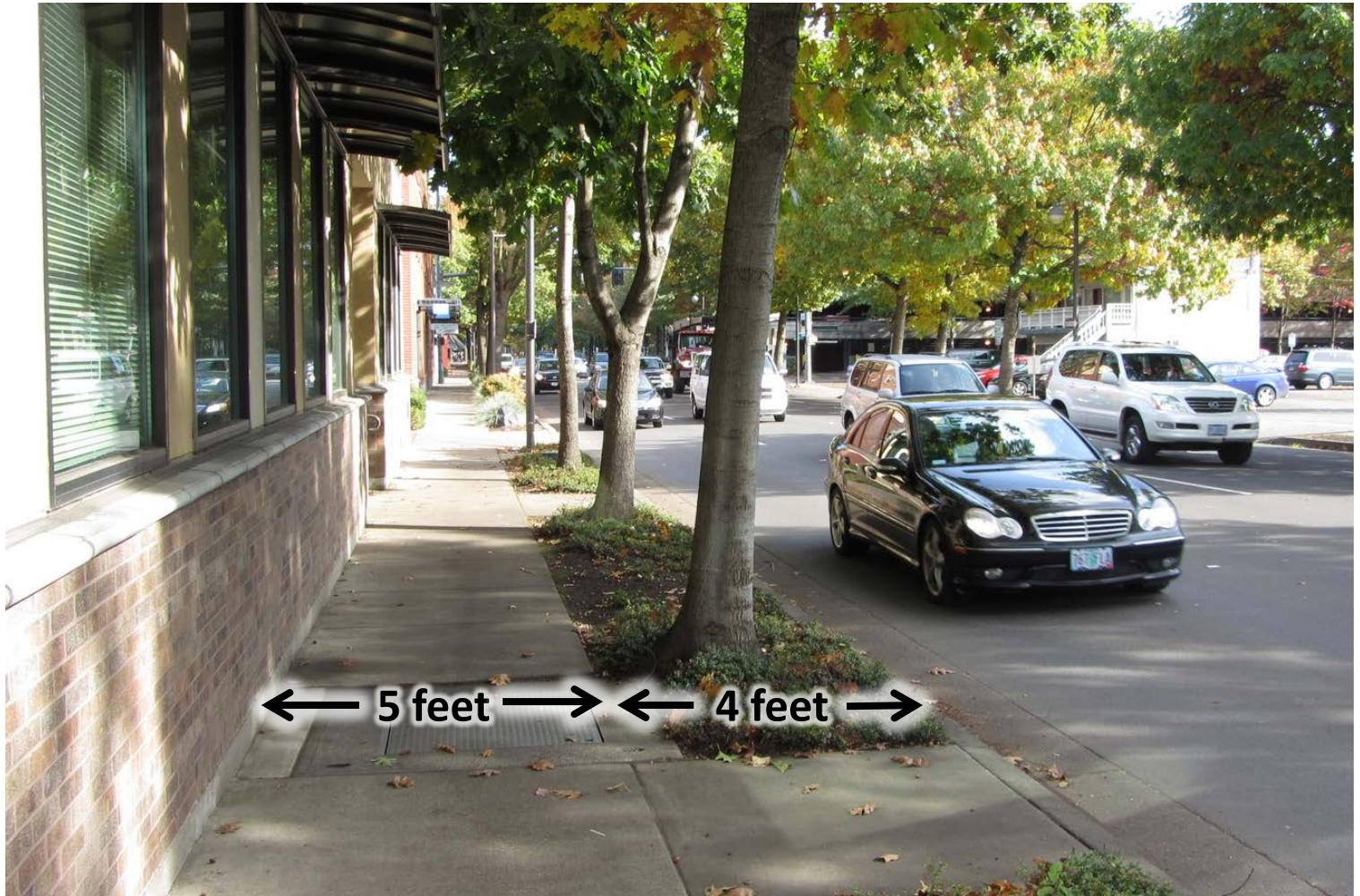
Elements of the Street-Side Realm

Great Streets - S-SW MU/AR Proposed Code Standard - Willamette Street - Special Set-Back

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Street Sections





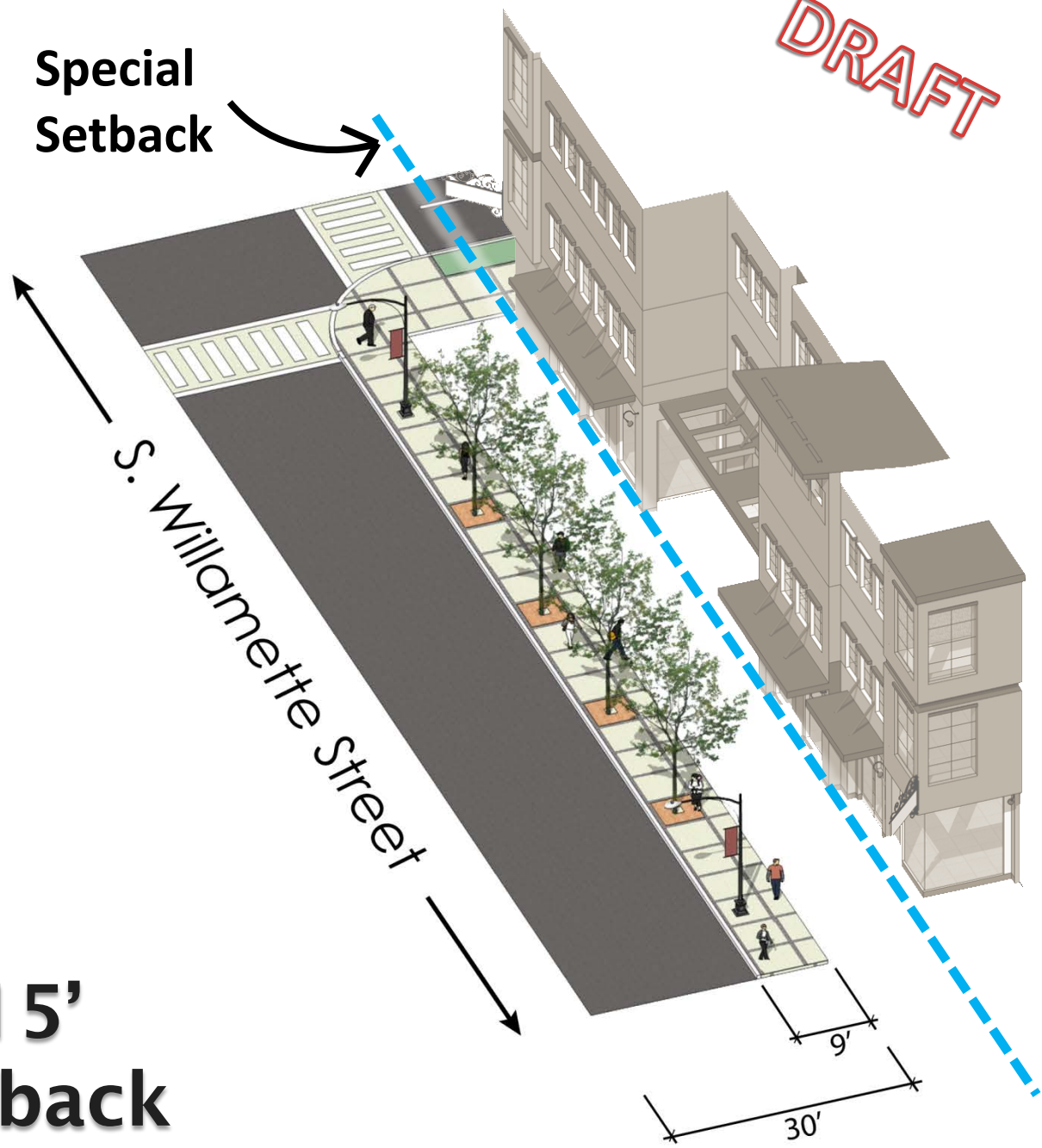
Eugene, OR: W. 6th Ave.

**No Special Setback
(current standard)**



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Special Setback



**Proposed 15'
Special Setback**

S. Willamette Street

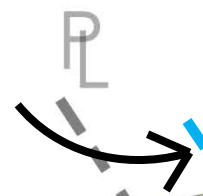
9'

30'



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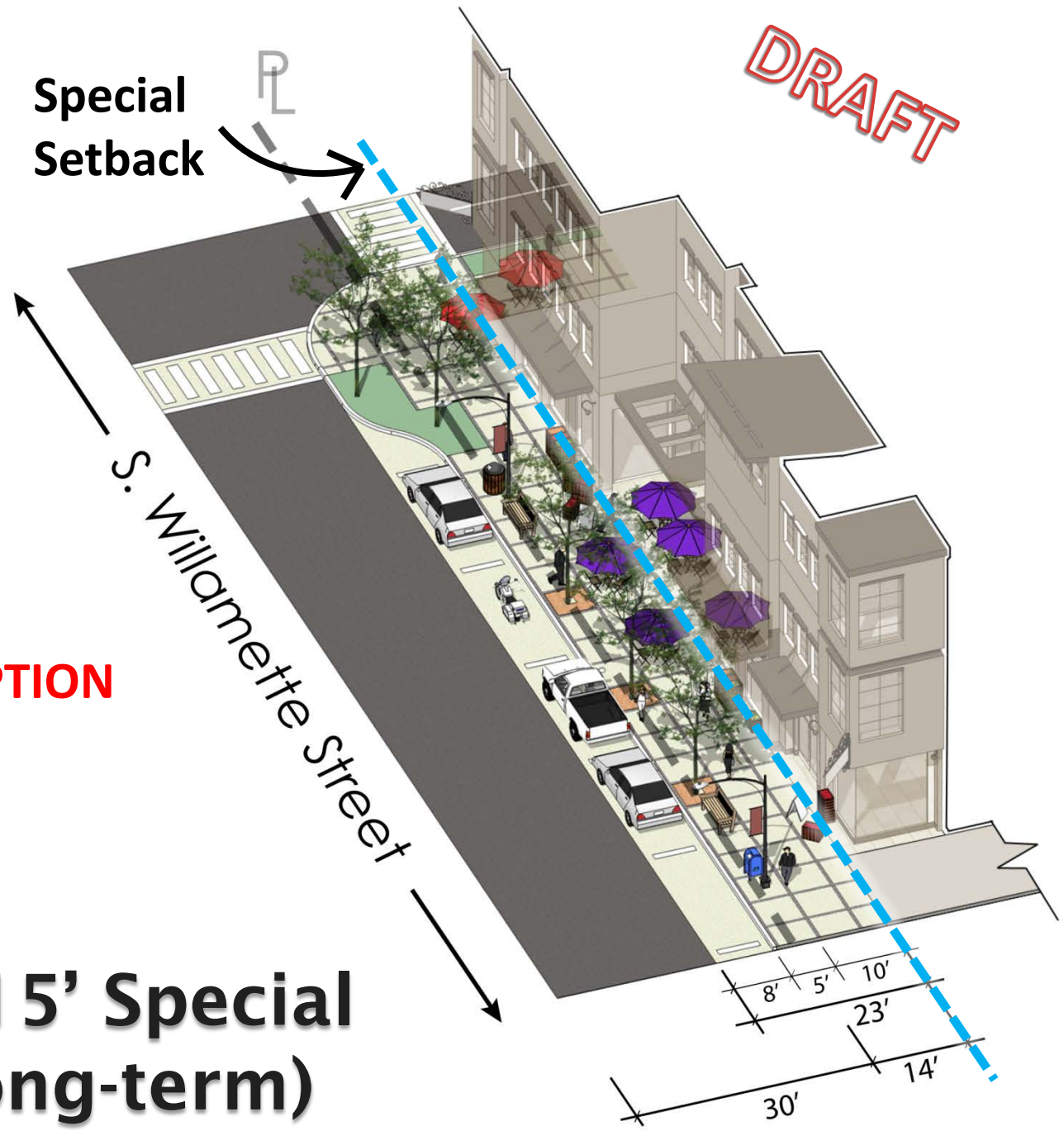
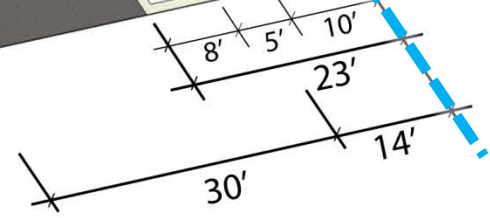
Special Setback



S. Willamette Street

Allowed as an **OPTION**
at the time of
redevelopment

**Proposed 15' Special
Setback (long-term)**



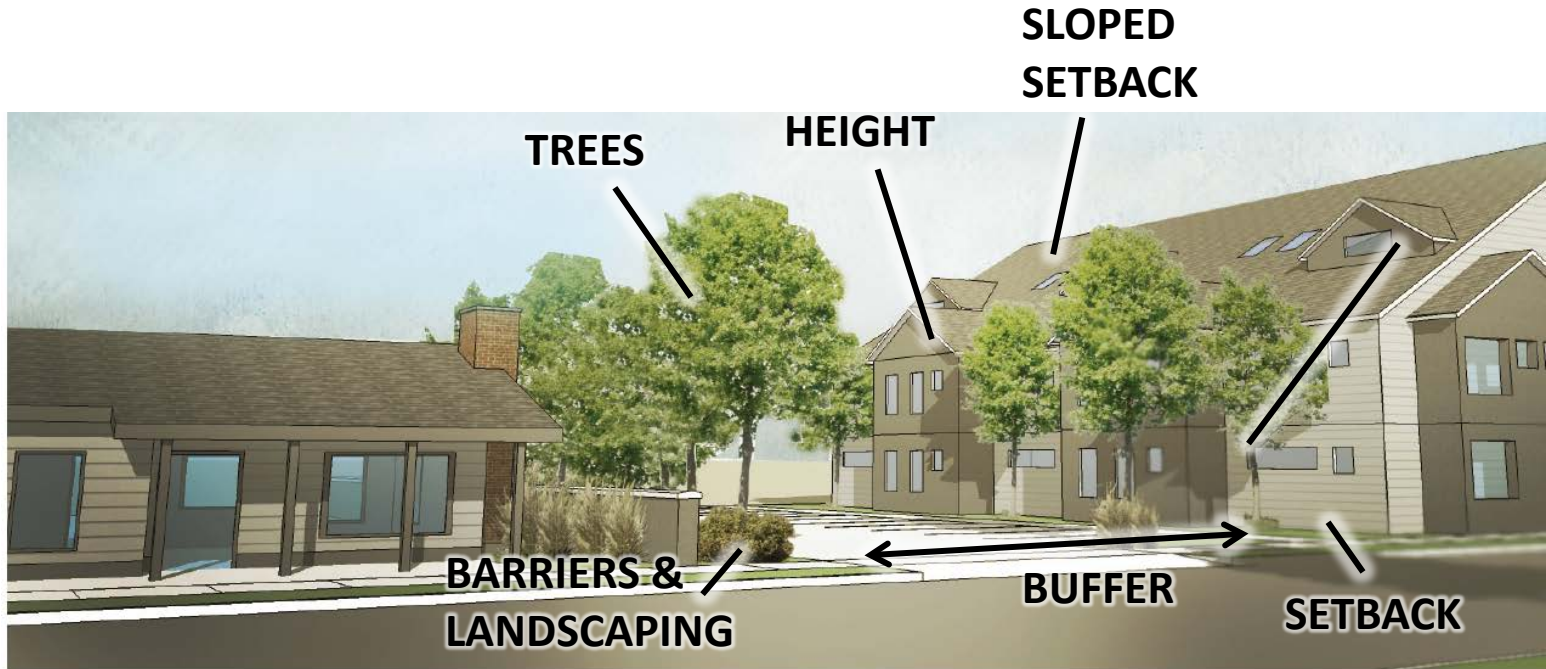
Transitions

- Transition building types across the district
- New housing types play role in creating smooth transition



S-SW Transitions Concepts

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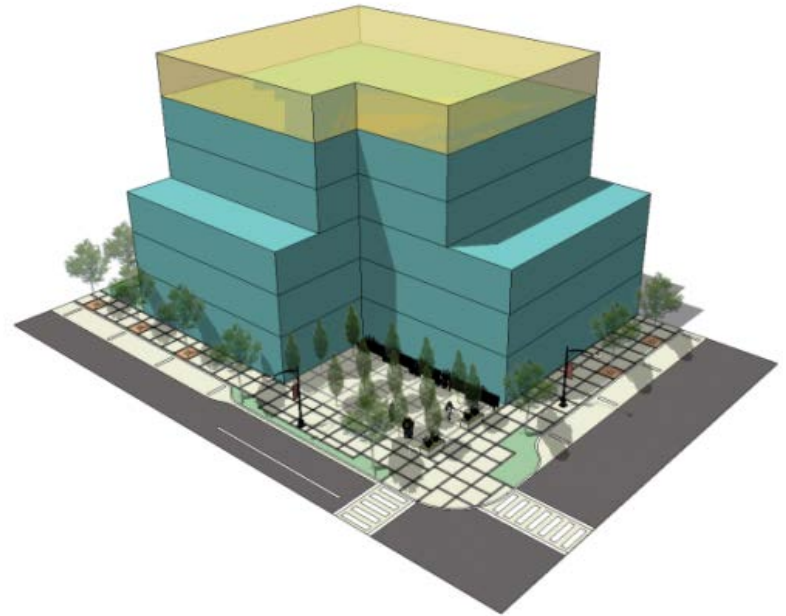
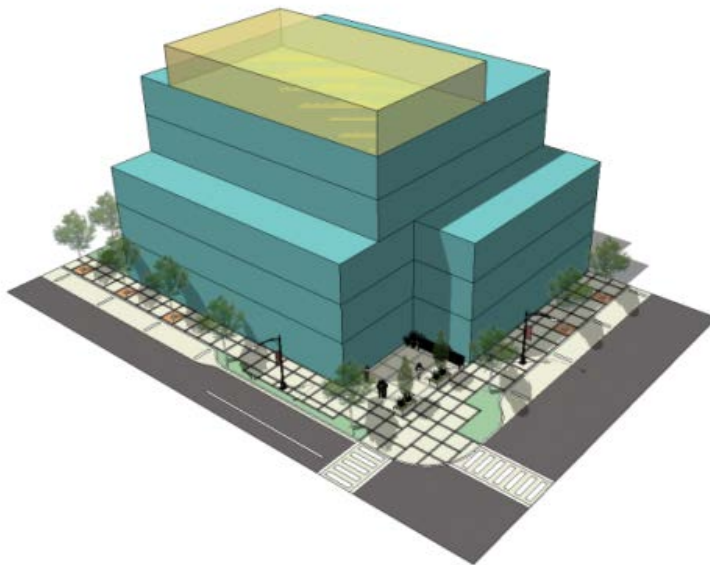


Building form transition strategies

Building type as transition

Flexibility and Incentives

- Allow limited flexibility, e.g. height and setback
- Flexible parking requirements; more options
- Height bonuses for open space



Diversity of Housing Types

- Design standards for each type
- Simplify permit process
- Row houses only in designated areas (S-SW/SFO/RH)



Single Family Options - Subdistrict

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Rowhouse



Courtyard



Other Types

- Single-Family Detached
- Duplex
- Narrow House
- SDU



Cottage Cluster



Single Family Options - Subdistrict

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Siting Considerations

- Set-Backs
- Relationship to the Street
- Open Space
- Landscape Standards
- Access



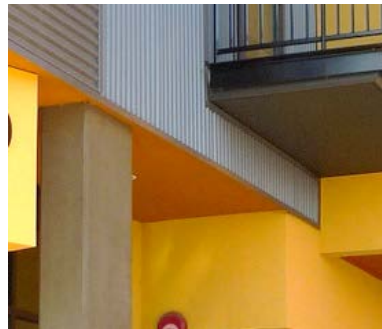
Building Form

- Scale
- Massing
- Projections



Architectural Detailing

- Door & Window Trim
- Fascia Detail
- Eaves
- Porch Detail



Materials & Finish

- Accent Materials
- Cladding Changes
- Color Changes



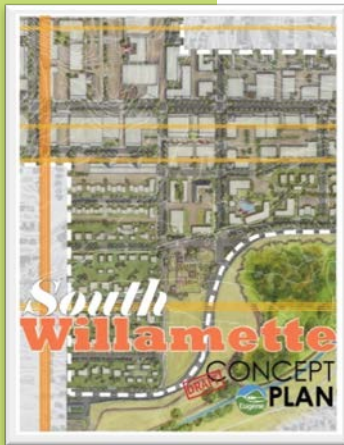
Sustainable Features

- Solar Siting
- Solar Panels
- Rainwater Catchment
- Ecoroofs

Design Review (optional)

- Provide an “alternative path” approval process with design guidelines (vs. criteria)
- Allows greater flexibility and design freedom
- NOT REQUIRED
- Process similar to existing process except with significantly improved design criteria

Public Engagement Timeline 2013-2014



Open House with Planning Commission

Community Event "Beyond the Travel Lanes"

Stakeholder Event – AIA "Test Drive"

Summer Community Event Outreach

Stakeholders Meetings & Community Workshop

April
2013

September

May
2014

June

September

2013 Community Event – “Beyond the Travel Lanes”

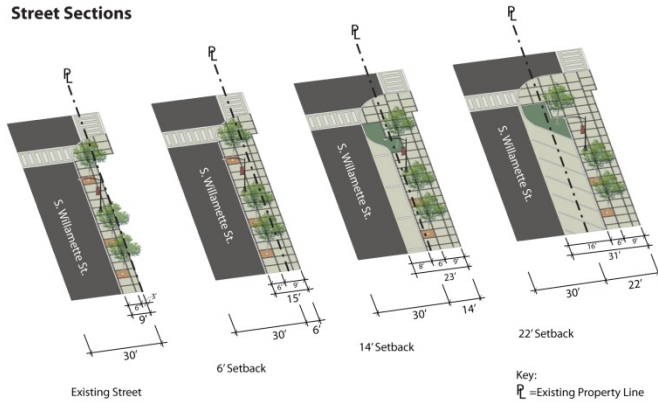
Turtles Bar & Grill/The Loft

2690 South Willamette St.
Eugene, OR 97405

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July 17, 2013

Street Sections



Turtles Bar & Grill/The Loft

2690 South Willamette St.
Eugene, OR 97405

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July 17, 2013

Redevelopment Scenario: Ground Level Retail and Housing + Upper Level Housing

Form-Based Code 14'-0" Setback

Site: 12,635 SF

Total Building Size: 19,520 SF
Ground Level: 4,598 SF
2nd Level: 4,598 SF
3rd Level: 4,598 SF
4th Level: 2,863 SF
5th Level: 2,863 SF

Total Residential: 17,000 SF
Total Retail: 2,520 SF

Total Open Space: 1,434 SF
(min. 5% of Site)

Total Parking: 25²
Residential Parking: 17
Retail Parking: 8

Total Units (1000 SF/Unit): 17
Density: 60 Units/Acre

1. Form based code applies to building massing concept only; parking configuration requirements does not reflect current code.
2. Hypothetical parking configuration reflects number of required parking spaces only; parking configuration is not necessarily code compliant.
Redevelopment Scenario represents a preliminary massing study only.
Actual redevelopment potential is dependent on programmatic and circulation requirements.



Beyond the Travel Lanes

*Options for Street-side
Character of the District*

2013 Community Event – “Beyond the Travel Lanes”



Eugene True-Value
Hardware



Turtles Bar & Grill
+ The Loft

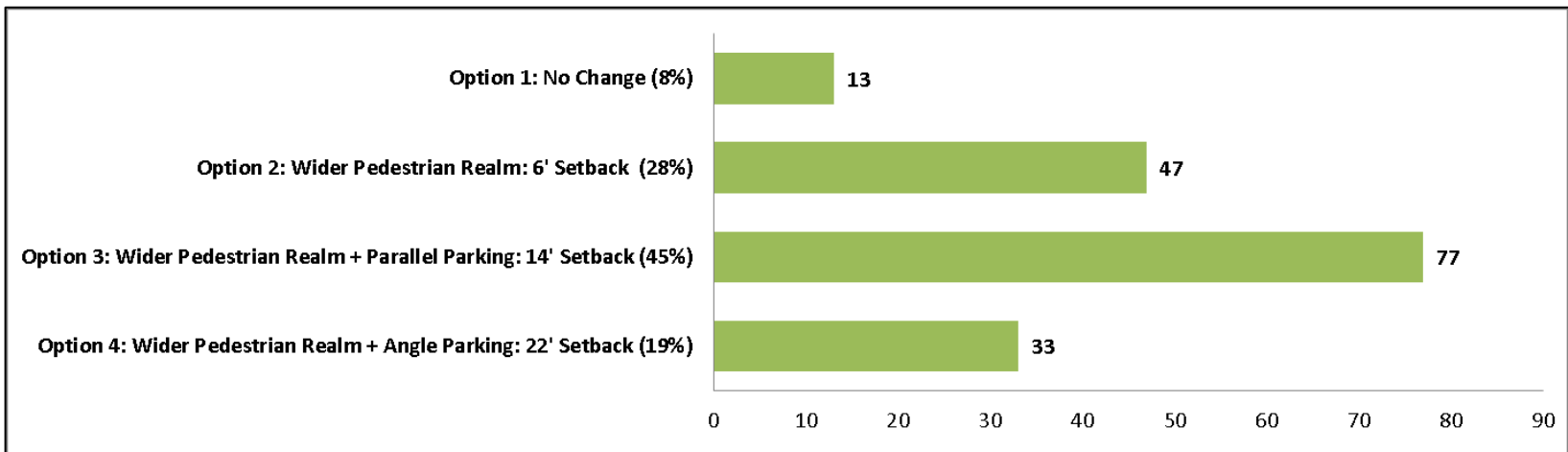
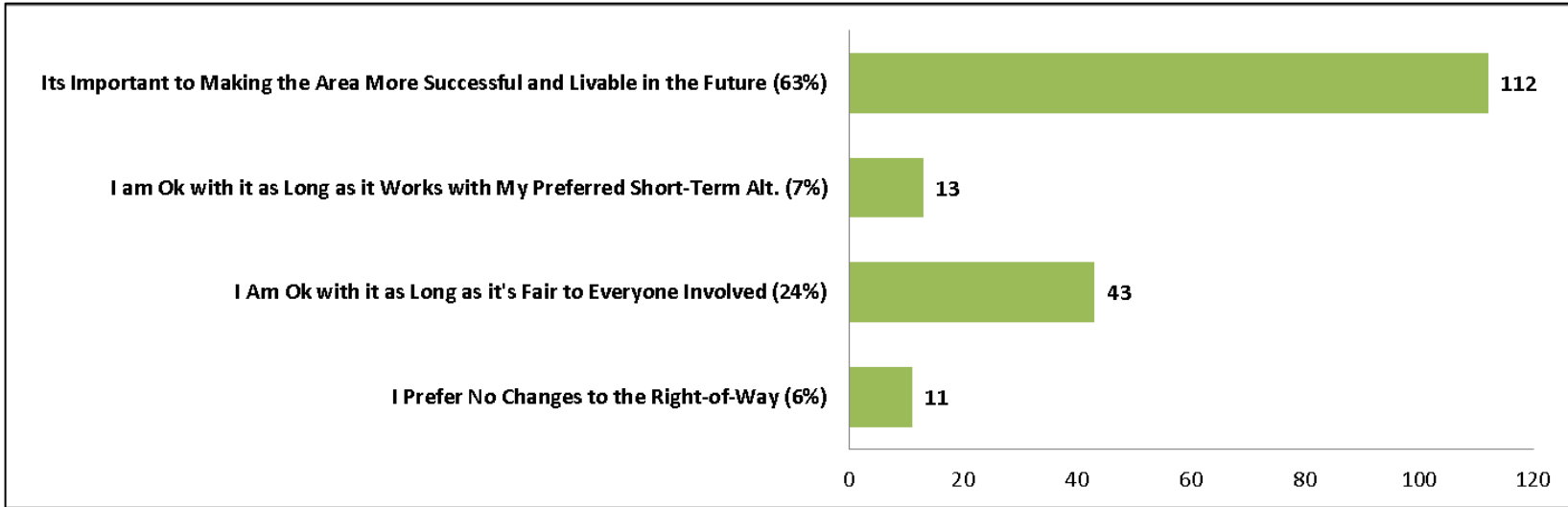


Eugene Coin &
Jewelry



Capella Market (in-progress)

“Beyond the Travel Lanes” – Sample Feedback



2014 Stakeholder Event – AIA “Test Drive”



- Professionals test the proposed code concepts against built projects
- Sites in the study boundary are tested for feasibility

2014 Public Engagement – Summer Events

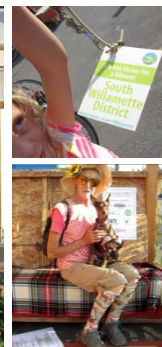


Neighborhood Picnics
 Friendly Neighbors
 Crest Citizens
 Southeast Neighbors



Door To Door Canvassing
 Individual meetings with all business people along Willamette Street

South Willamette
 South Willamette
 South Willamette
 unique
 inviting
 neighborly
 healthy beautiful sustainable
 safe navigable bikeable active
 identifiable vibrant diverse
 good for business walkable



South Willamette ArtWalk Parklet
 Collaboration between City of Eugene, UO architecture students & Arriving by Bike



Other Events
 Stakeholders Meeting
 Neighborhood Board Meetings

2014 Community Workshops- Autumn Events



South Willamette Special Area Zone

The City of Eugene is working on a design code for the South Willamette area that sets special rules for new development to implement the South Willamette Concept Plan, created by the community between 2011 and 2013. The vision includes an attractive, healthy, walkable neighborhood with successful businesses and new opportunities for jobs and housing.

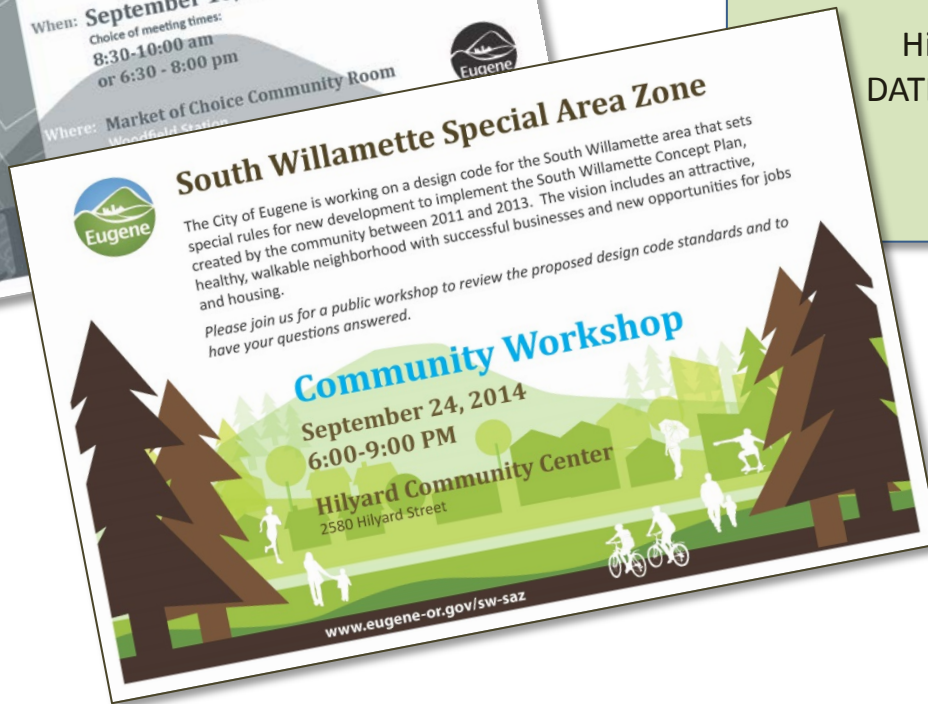
Please join us for one of two special sessions to answer questions for property and business owners along South Willamette Street.

**South Willamette Special Area Zone
Property and Business Owner Meetings**

When: **September 18, 2014**
Choice of meeting times:
8:30-10:00 am
or **6:30 - 8:00 pm**

Where: **Market of Choice Community Room**





South Willamette Special Area Zone

The City of Eugene is working on a design code for the South Willamette area that sets special rules for new development to implement the South Willamette Concept Plan, created by the community between 2011 and 2013. The vision includes an attractive, healthy, walkable neighborhood with successful businesses and new opportunities for jobs and housing.


Please join us for a public workshop to review the proposed design code standards and to have your questions answered.

Community Workshop

September 24, 2014
6:00-9:00 PM

Hilyard Community Center
2580 Hilyard Street

www.eugene-or.gov/sw-saz



Planning Commission South Willamette Special Area Zone **Open House**

Hilyard Community Center
DATE TBD – FALL/WINTER 2014

Planning Commission Process



Next Steps

- | | |
|--------------------|------------------------------------|
| May – June | Prelim. staff and legal review |
| May – Oct | Planning Commission prelim. review |
| June | AIA test drive |
| July – Dec | Public engagement, events |
| Winter 2015 | Planning Commission Open House |
| Winter 2015 | PC review/recommendation |
| Spring 2015 | Council work sessions/adoption |

For more information, visit:

www.eugene.gov/SWillamette

Or contact:

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