

South Willamette Concept Plan and Design Code

Summary of Public Engagement*

Concept Plan Visioning

2010

- Stakeholder Workshop – Friendly Area Neighbors SNAP Discussion (12/02/2009)
- Stakeholder Meeting – FAN and SouthTowne Business Association (SOBA) (01/12/2010)
- Stakeholder Meeting – FAN and SOBA (02/26/2010)
- Study Area Boundary Meeting – FAN and SOBA (03/15/2010)
- Community Event - Visioning (04/13/2010)
- Community Event - Workshop (06/29/2010)
- Board Meeting Presentation – FAN (10/21/2010)
- Stakeholder Meeting - Business Owner Focus Group (12/17/2010)

2011

- FAN Board Meeting Presentation (01/20/2011)
- SOBA and FAN Meetings (2 events) (03/16/2011)
- Community Meeting (04/12/2011)
- Community Event – UO Architecture Studio Kick-Off (06/02/2011)
- Community Event – UO Studio Presentation with Online Video & Questionnaire (08/04/2011)(approx. 30 online responses)
- Community Event – Design Charette (10/03/2011)
- Community Event – Workshop with Online Video & Questionnaire (12/07/2011)(309 responses)

2012

- Neighbors Meeting – Ferry, Mill & High Streets (03/08/2012)
- Community Event – Open House (04/04/2012)
- Focus Group Meeting (04/29/2012)
- Community Event – Workshop with Online Video & Questionnaire (06/27/2012)(89 responses)
- Community Event – Workshop with Online Video & Questionnaire (10/30/2012)
- Board Meeting Presentation – Crest Citizens (11/20/2012)
- Online Event – Concept Plan Feedback Online Video & Questionnaire (11/23/2012)(83 responses total 10/30/2012 and 11/23/2012)
- City Club Presentation (12/06/2012)

2013

- Community Event –Open House with Planning Commission (04/04/2013)

Special Area Zone & Design Code Development**2013**

- Stakeholder Meetings – Business and Property Owners (2 events) with Online Video & Questionnaire (08/12/2013)
- Community Event – Workshop “Beyond the Travel Lanes” with Online Video & Questionnaire (09/04/2013)(144 total for 08/12/2013 and 09/04/2013)
- Stakeholder Presentation – Cascade Manor Residents (12/09/2013)

2014

- Board Meeting Presentation – FAN (05/09/2014)
- Stakeholder Event (and week-long volunteer effort) – AIA “Test Drive” Kick-off (5/12/2014)
- Stakeholder Event – AIA “Test Drive” Results and Discussion (05/19/2014)
- Summer Community Event Outreach – Information and Q & A (07 – 09/2014)
 - FAN Summer Picnic
 - Crest Citizens Summer Potluck
 - Southeast Neighbors Picnic
- Stakeholder Outreach – Door-to-Door Canvassing of Businesses (06 – 08/2014)
- Stakeholder Presentation – Chamber of Commerce Local Gov. Affairs Committee (07/11/2014)
- Board Meeting Presentation – FAN Q & A Session (07/13/2014)
- Stakeholder Focus Group Meeting (07/15/2014)
- Special Event Partnership – South Willamette Art Walk Project (08/16/2014)
- Stakeholder Meetings – Business and Property Owners (2 events) (09/18/2014)(12 comments)
- Community Event – Workshop “Code Concepts” w/ Online Video & Questionnaire (09/24/2014)(35 responses includes event and online)
- Board Meeting Presentation – FAN Update on Community Workshop (10/13/2014)
- Board Meeting Presentation – SEN Update on Community Workshop (10/14/2014)
- General Meeting Presentation – FAN (10/16/14)

2015

- General Meeting Presentation – FAN (1/15/15)
- General Meeting Presentation – FAN (4/16/15)
- General Meeting Presentation – SEN (5/12/15)
- Community Event – Open House with Planning Commission (5/20/2015)

** Summary includes major events, presentations and Q & A opportunities only. Not included on this list are numerous email updates to the 650+ person interested parties list, neighborhood newsletter articles, individual meetings, “shared learning” activities, online information updates, and personal contacts.*

Notes on Public Engagement

The South Willamette Area Planning Project was originally initiated by Friendly Area Neighbors and the SouthTowne Business Association reaching out to the City of Eugene Planning Division with the aim of developing a plan for a more walkable and livable SW district. The idea developed into an Envision Eugene Pilot Project in corridor planning.

2010

A public engagement network was established through multiple meetings with neighborhood boards, the SouthTowne Business Association, stakeholders and other interested parties. Discussion points included visioning for the district, establishing a general study area boundary, and project scope. During this time two visioning workshops were held to identify important components of the project. Synthesis maps of areas that were identified as “working” vs. “needs improvement” were developed through this process.

2011

Public outreach continued to establish a core group of interested parties, organizations and community members. COE collaborated on a UO architecture studio with a focus on key concepts such as street character and walkability on Willamette Street, district identity, housing and mixed use types. The community was invited to two workshops introducing and then presenting student work.

The SW Project was launched to the wider community as an Envision Eugene Pilot Project in the fall of 2011 with a Community Charette and a follow-up “results” Gallery Walk. Synthesis maps of key concepts were the primary product of this outreach. An associated video and questionnaire were launched online. District walkability, bike lanes on Willamette Street, and higher expectations for building design were identified as primary community goals.

2012

Two community workshops were organized one in the summer and one in the fall outlining urban planning tools and proposed architectural form concepts in detail. An online video and questionnaire accompanied each workshop. At this point the SW Street Improvement Plan separated from the SW Pilot Project however there remained an overlap of participation and response to the questionnaires was robust and engaged

2013

The completed SW Concept Plan was introduced in April with a Planning Commission Open House. The plan included well developed graphics, transition elements, and new subdistrict concepts such as Single Family Options.

The late summer and fall included four targeted stakeholder meetings primarily for business and property owners with the objective of introducing urban design strategies for creating a pedestrian-friendly environment along Willamette Street. The project included working closely with three property owners on Willamette and producing detailed analysis of development potential and impacts of the proposed code.

A Community Workshop with an online video and questionnaire provided a forum for the wider community network. Over 140 questionnaires were gathered during the outreach with overwhelming support for a special set-back on Willamette Street by both stakeholders and community members.

2014

The draft code writing was completed in April one year after the SW Concept Plan was introduced. Comprehensive internal vetting of the proposed standards was initiated and followed with detailed presentations to the Planning Commission.

The key event at the beginning of 2014 was a partnership with the AIA to evaluate or “test-drive” the code against actual developed projects or proposed projects. Areas of strength identified by the AIA included the emphasis placed on the pedestrian realm, street activation and transition elements. Drawbacks were the overall prescriptive standards coupled with a variety of feasibility issues.

The summer was targeted for a robust Community Outreach plan to introduce the final project phase – the South Willamette Special Area Zone (the proposed draft design code). Events included: presentations at neighborhood board meetings, newsletter articles, information tables at neighborhood picnics, door-to-door canvassing of all district businesses, a parklet installation and a focus group meeting. The summer wrapped up with business and property owner meetings, a community workshop and an online video and questionnaire. The goal was to introduce the proposed code standards and answer all questions generated by the community.