

# ECLA panel members

- **Jason Dedrick**, ECLA Project Manager
- **Laura Potter**, Lane County Home Builders Association, ECLA CAC member
- **Paul Conte**, Former JWN Chair, ECLA CAC member
- **Kevin Matthews**, President – Friends Of Eugene, ECLA CAC member

# Major decisions in 2010-2011

- What new areas (if any) will be included within Eugene's Urban Growth Boundary?
- What future development standards affecting density and compatibility will be prohibited, allowed or adopted?
  - Within established neighborhoods
  - In new areas encompassed by the UGB

# If you hate “sprawl”

- Why not just support everything that would prevent UGB expansion?
  - May lead to inappropriate levels of density allowed or mandated in established neighborhoods
  - May result in more “Hawk’s Point” developments
    - Outside UGB – One house per 5 acres; no common space
  - Likely to increase “leap frog” development in outlying towns (Junction City, Veneta, etc.)

# If you don't want more density in your neighborhood

- Why not just support everything that would maximize UGB expansion?
  - Loss of nearby open space and habitat
  - Exacerbates downtown problems because of disinvestment
  - May encourage “flight” and decline in older neighborhoods
  - Miss chance to add more neighborhood amenities and increased vitality from additional residents

# The State process is flawed

- The State Goal 10 (and other) rules are unsound
  - No one can predict the magnitude and nature of housing demand over a 20-year period
  - State requirements for “adequate land” but “no surplus” are unrealistic
  - State rules regarding development standards are too inflexible
- This requires very savvy action by the City in conducting analysis and adopting policies

# The devil is in the details

- The data must be accurate and relevant
- The analysis must be correct and valid
- The implications must be clear and comprehensible

# Your challenge

- Insist on ...
  - Adequate and timely information
    - E.g., Detailed maps
  - Adequate “checks-and-balances” on data and analytic methods
    - E.g., Independent review by parties in addition to City and primary consultant staff
  - Elected and appointed representatives not demagogue the issue as a simplistic “Sprawl vs. Jobs” decision.
    - We need to create a clear vision for our community based on good data and sound analysis