

Development Policy for the East Campus Area (East Campus Plan)

Introduction and overview of proposed updates

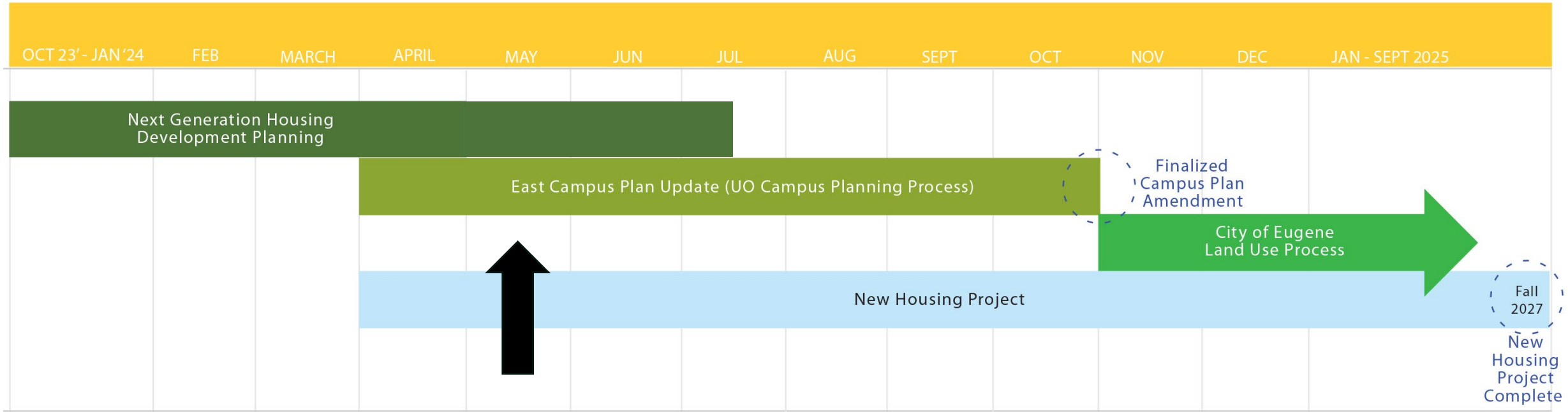
May 14, 2024



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Campus Planning

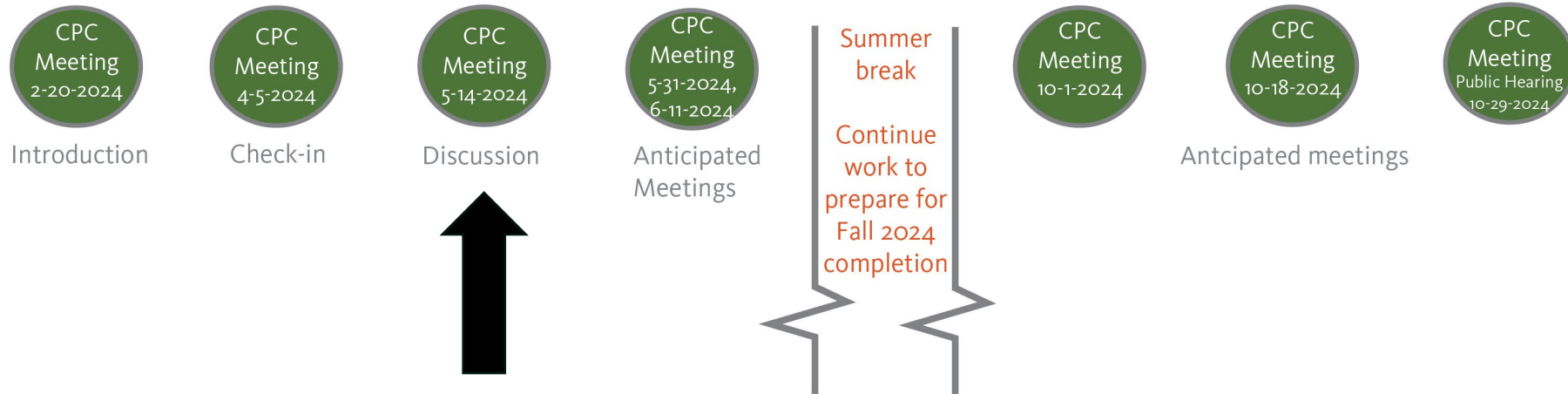
Timeline



Timeline

Campus Plan Amendment - East Campus - Process Diagram

Campus Planning Committee



Outreach Summary – Next Generation Housing Development Plan

Campus Planning Committee

Fairmount Neighborhood Association

South University Neighborhood Association

Community focus group meetings (2)

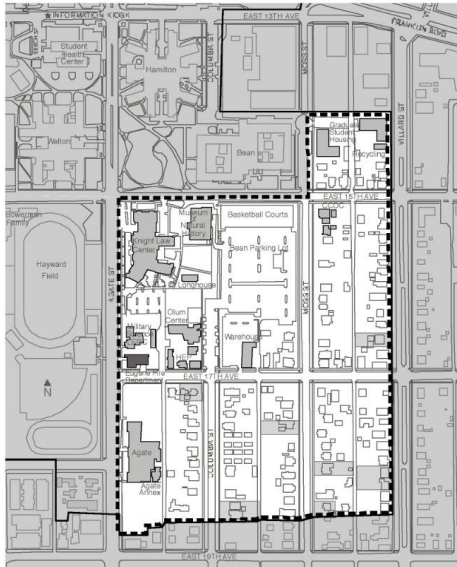
UO Stakeholders: Vivian Olum Center, Museum of Natural and Cultural History, School of Law, Military Science, Student Life (EMU, Moss St Children’s Center, Grove Garden, Black Cultural Center, Basic Needs Program), College of Education, Many Nations Long House, College of Arts and Science/School of Global Studies and Languages (Northwest Indian Language Institute), ASUO, Graduate School, Dean of Students (Nontraditional Students, Veterans House), Transportation Services, UO Libraries

Public Open House (March 13, 80-90 attendees)

City of Eugene staff and leadership

Introduction

University of Oregon
2003 Development Policy for the
East Campus Area



Campus Planning and Real Estate
04/08/03 (reprinted 08/08)

First established in 1982; updated in 2003

Subject Plan – Part of the *Campus Plan* (CPC –approved as a separate document)

Provides site-specific direction for development in the East Campus Design Area

Needs to be consistent with the city's *Fairmount/University of Oregon Special Area Study* (refinement plan established in City Code)

Purpose of the East Campus Development Policy is to accommodate future student housing and institutional needs while maintaining an appropriately beautiful transition between the university and surrounding neighborhood



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Introduction

Policies and Standards

The university campus is divided into eight design areas. This document addresses Design Area H: East Campus, which is further divided into Sub-areas. The policies and standards contained in this document provide detailed, site-specific direction for future development in each East Campus Sub-area (refer to the map on page iii).

The policies and standards should always be used with the East Campus guiding patterns contained in this document and the policies and patterns contained in the university's *Campus Plan*.

Policy Elements Summary

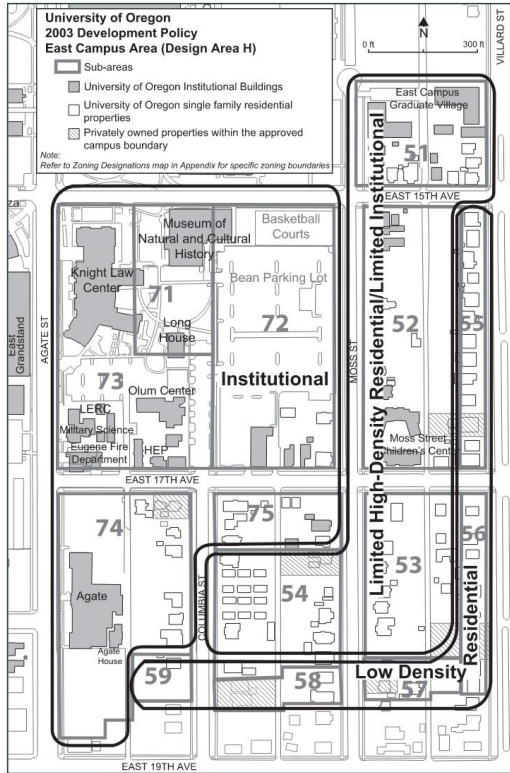
This document's patterns, policies, and standards are designed to address the following key elements:

- 1. University Mission**
Provide space to meet the university's development needs, including student housing that supports an academic connection, and other support services.
- 2. Graceful Edges**
Preserve the adjacent neighborhood character by creating a graceful edge that maintains the single-family character of Villard Street.
- 3. Campus-like Character**
Create a campus-like character in the East Campus Area through open spaces and a harmonious architectural style.
- 4. Traffic**
Discourage traffic through the adjacent neighborhoods by encouraging students to live near campus and by continuing to encourage alternative modes of transportation.
- 5. Parking**
Discourage parking in the adjacent neighborhoods by meeting parking needs on campus and continuing to encourage alternative modes of transportation.
- 6. Maintenance**
Improve building and landscape maintenance, particularly in areas in the primary public view (e.g., along Villard Street).
- 7. Communication**
Increase effective opportunities for sharing information and neighborhood input when projects are proposed.

² The patterns are originally from *The Oregon Experiment* (C. Alexander, et al. Oxford UP, 1975) and *A Pattern Language* (C. Alexander, et al. Oxford UP, 1977). The full pattern texts are summarized in the *Campus Plan* and in this document.

1. University Mission
2. Graceful Edge
3. Campus-like Character
4. Traffic
5. Parking
6. Maintenance
7. Communication

Introduction



LAND USE MAP - SUB-AREAS (SA)
Refer to Appendix E (Property Summary - Sorted by Address) for a detailed description.

3 distinct zones with Sub-areas

- Institutional
- Limited High-Density Residential / Limited Institutional
- Low Density Residential

Update considerations

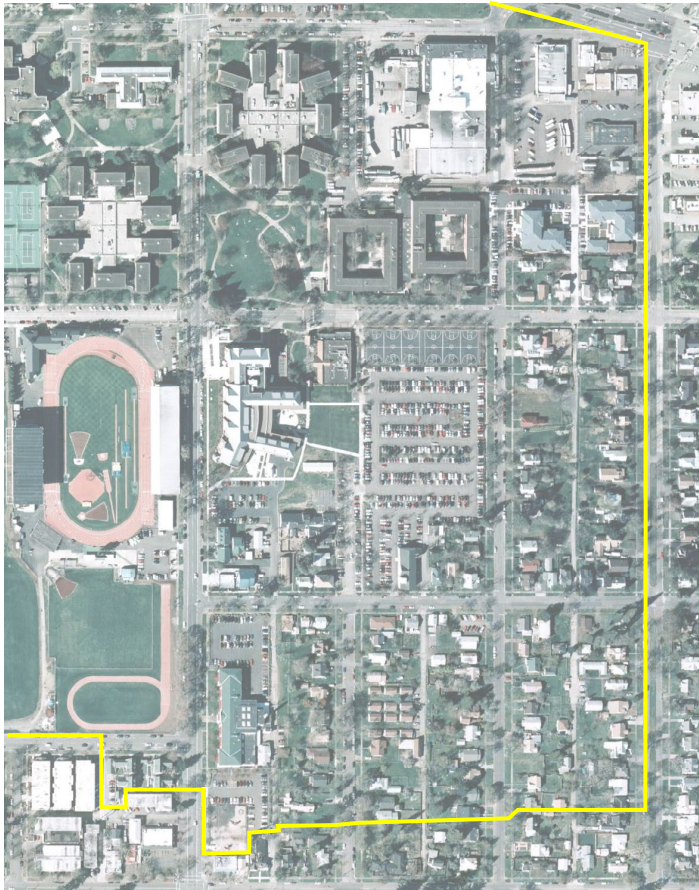
East Campus Plan - 2024

- Improve document to be most effective
- Implement changes informed by the Next Generation Housing Development Plan
- Consider plan will be in effect for 20 years

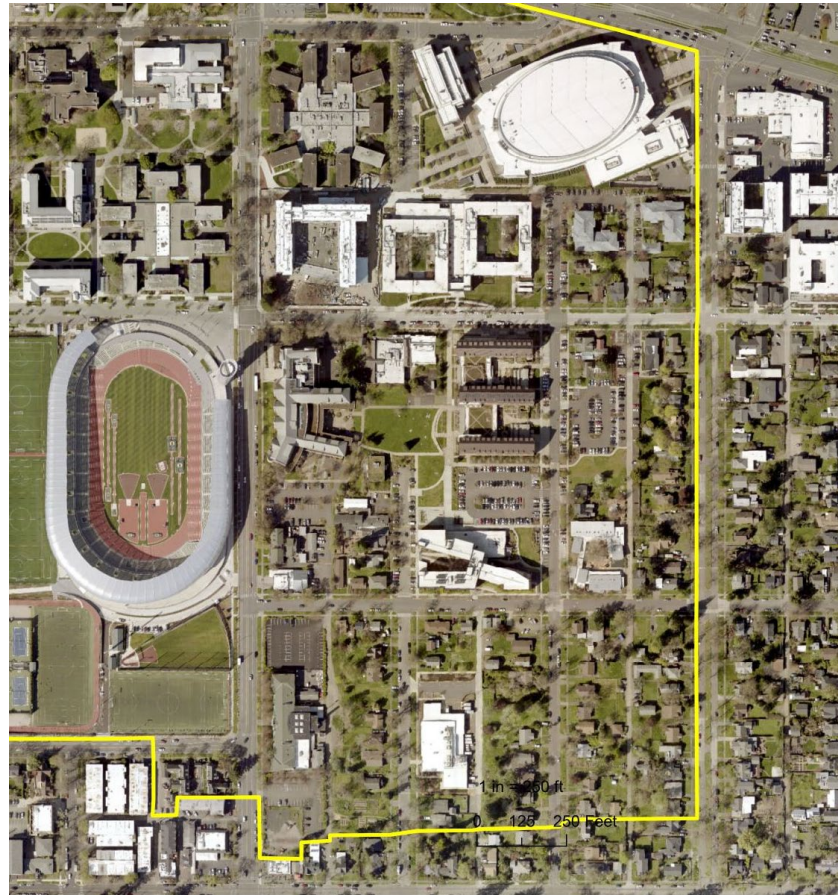


Then and Now

2002



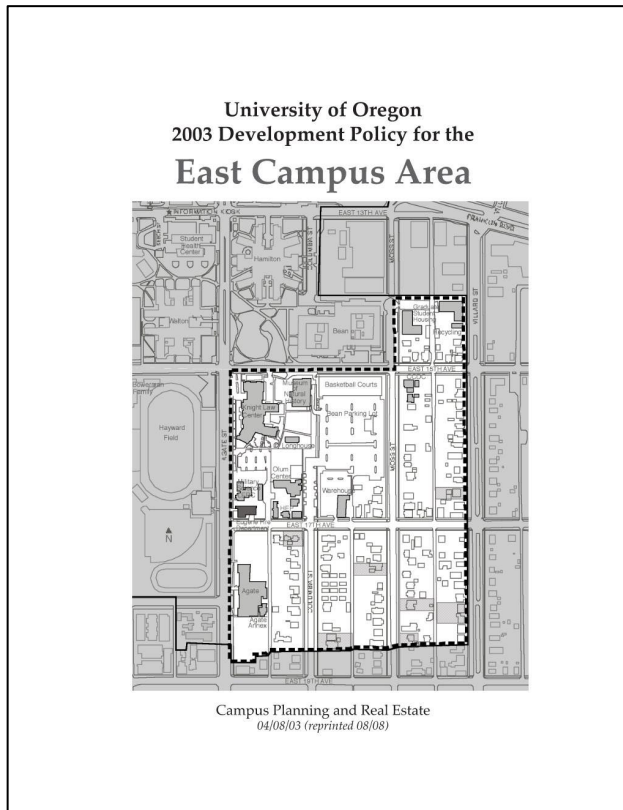
2024



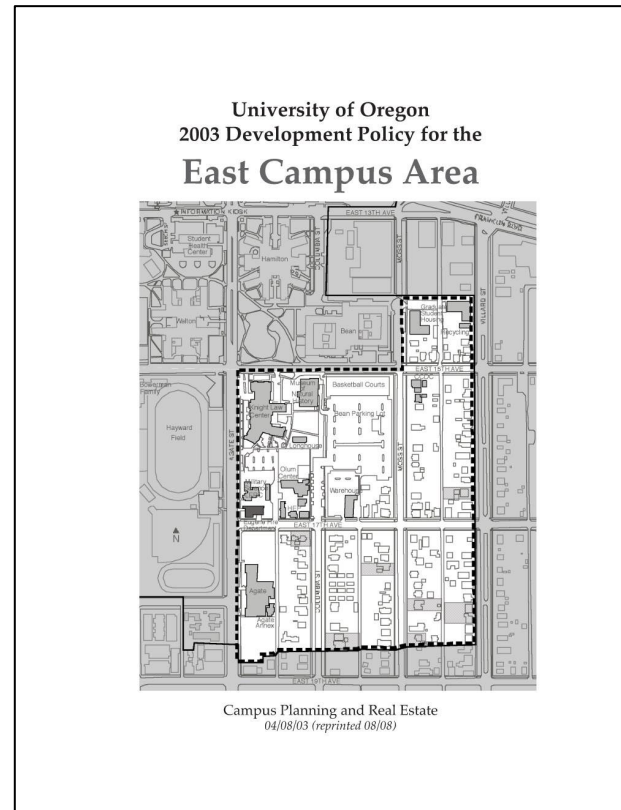
- Global Scholars
- Kalapuya Ilihi
- Central Kitchen
- Black Cultural Center
- Matt Knight Arena
- Private housing along Franklin
- Hayward Field
- Unthank

Document Organization

Current



Proposed



Keep as Subject Plan

- Addresses specific areas in greater detail
- When adopted, becomes part of the Campus Plan, but is a separate document

Document Organization

Current

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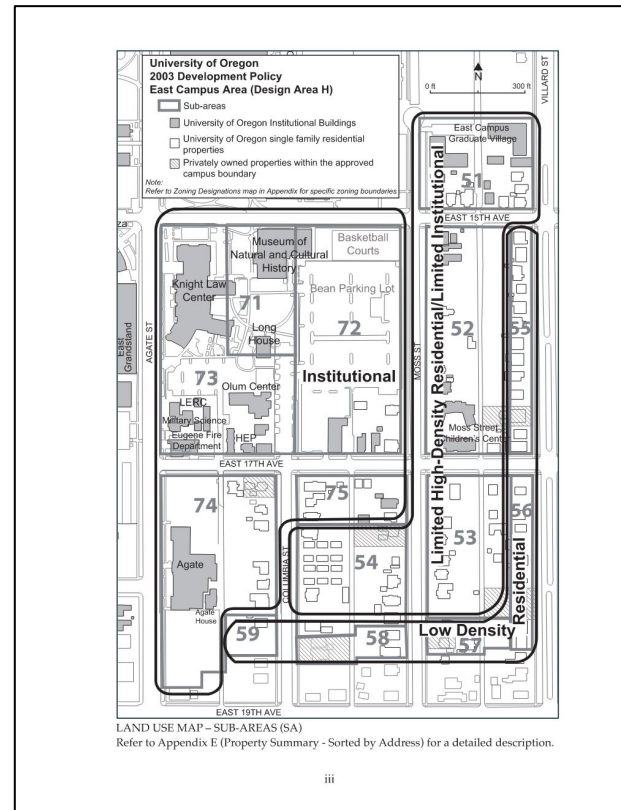
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Proposed

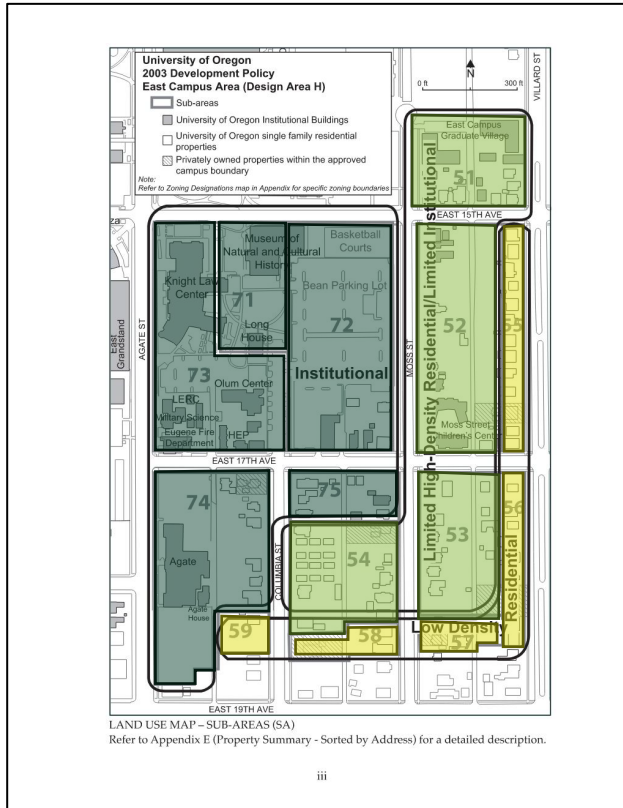


Organize by plan areas

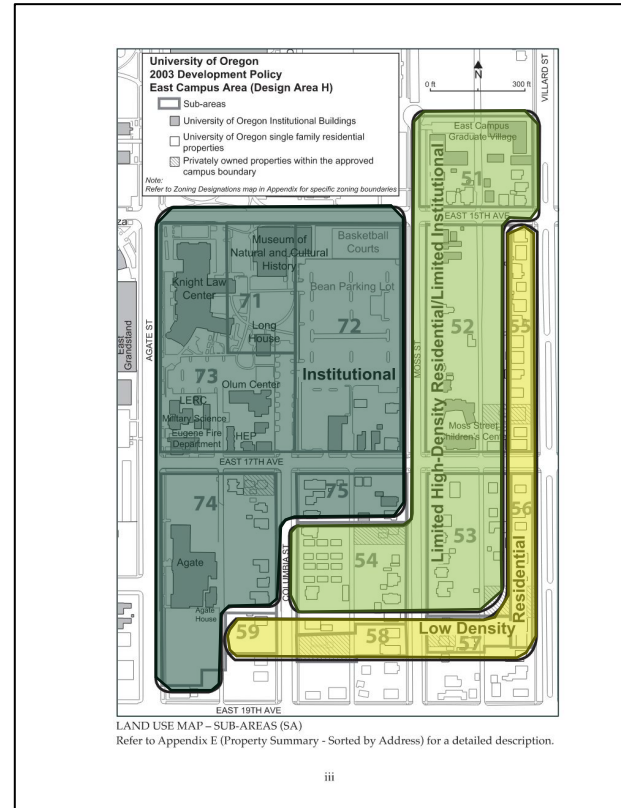
- Improve ease of understanding considerations for each area/site
- Continue to address the same 7 key elements
- Combine traffic and parking to be “transportation”

Document Organization

Current



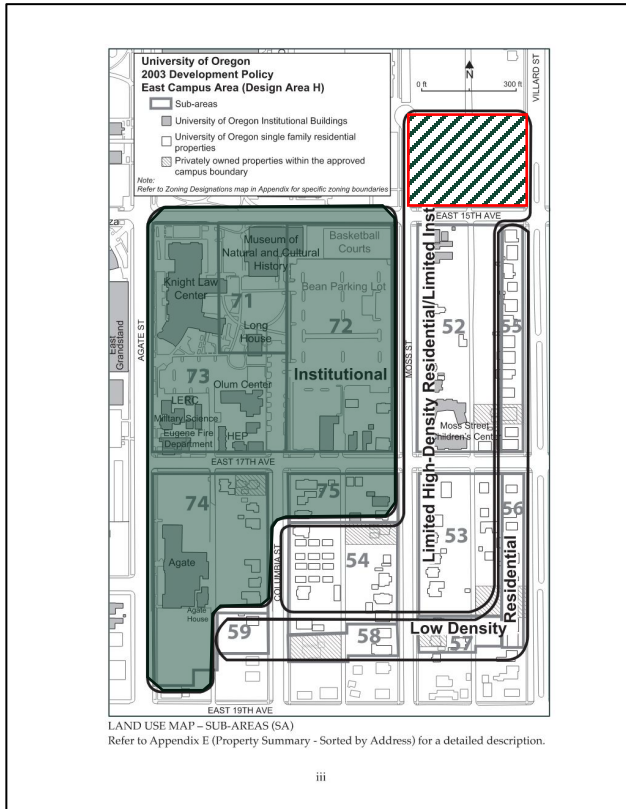
Proposed



Remove sub-areas

- Simplifies Plan
- Keep 3 distinct plan areas

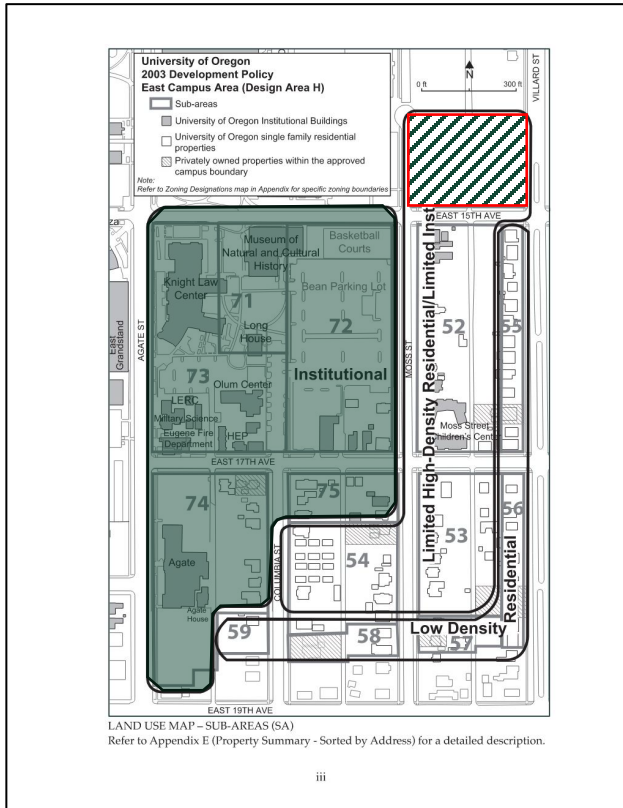
Institutional area - Proposed modifications



Change

- Increase density allowance (coverage and floor area ratio)
- Consider including grad village into area

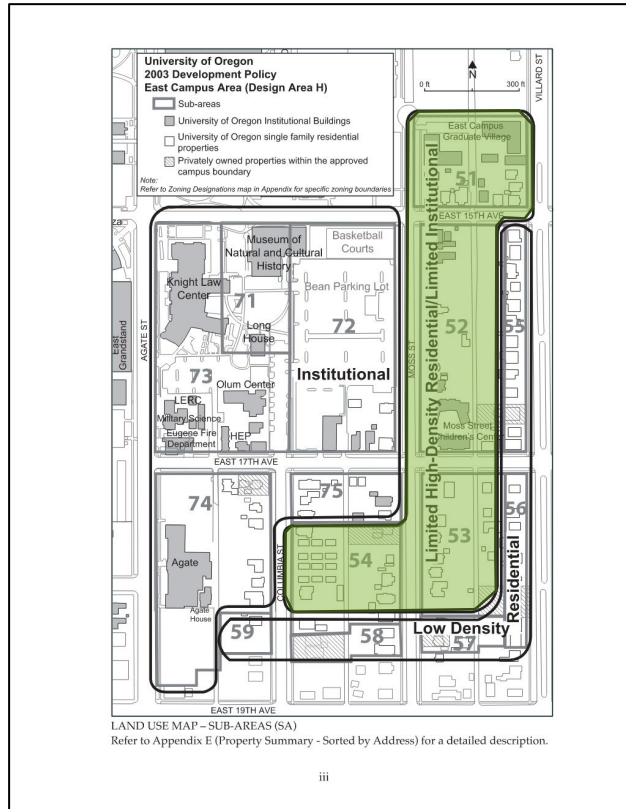
Institutional area - Keep



Keep

- Encourage ground floor pedestrian activity if parking structure is built
- Corner of 17th and Agate appropriate for parking structure or major building
- Recognize future expansion of MNCH and Knight Law
- Reference to 4 story height recommendation (clarify this is related to institutional buildings)

Limited Institutional area - Proposed modifications



Change

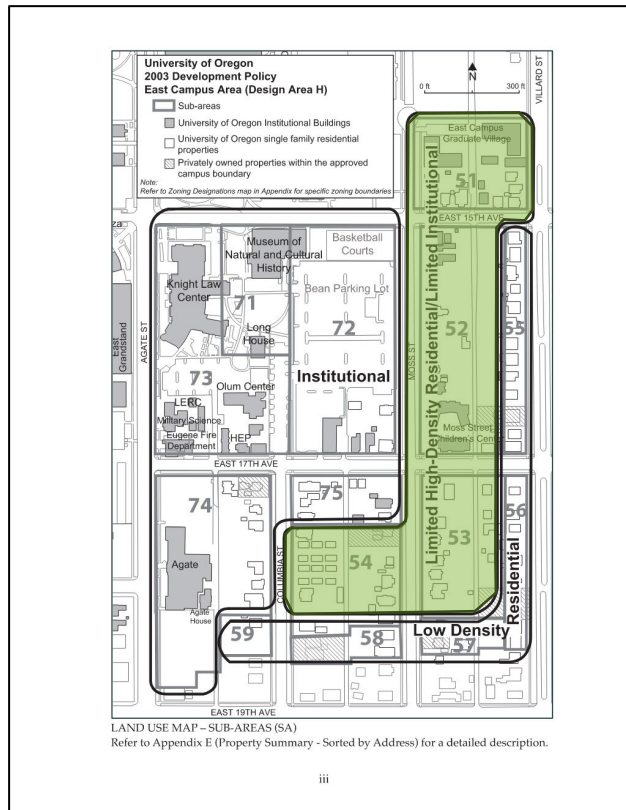
- Name of plan area to “Limited Institutional”
- Remove reference to city R3 zoning and exclusion of residence halls
- Increase density allowance (coverage and floor area ratio)
- Max building height from 3 stories (45 feet) to 5-7 stories (80 feet?)
- Remove reference to develop area near 15th Avenue (sub-areas 51 and 52) prior to south of 17th (sub-areas 53 and 54)
- Reduce/remove parking requirements; base on need instead
- Modify transition standards adjacent to residential



Limited Institutional area - Keep

Keep

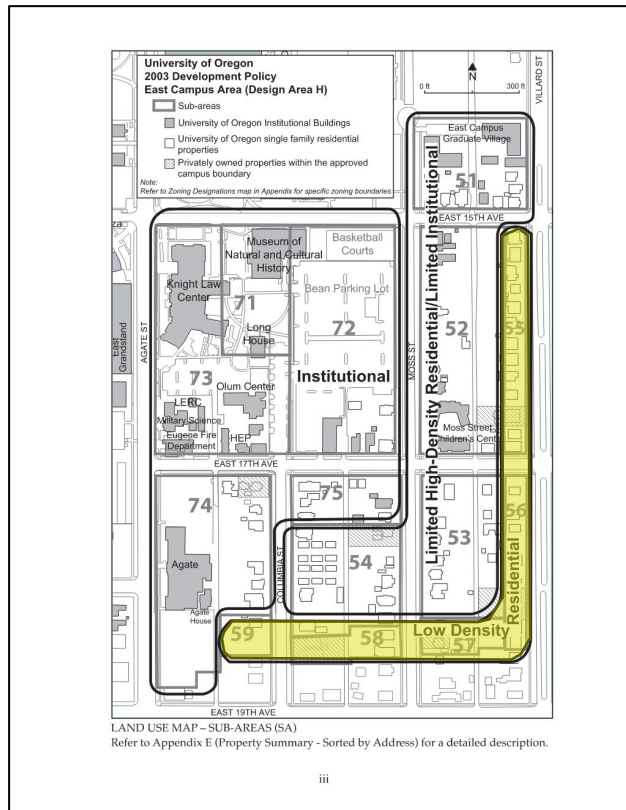
- Prioritize student housing
- Institutional uses should operate independent of 50-minute class schedule
- Area not appropriate for parking structure or large lot (100+ spaces)
- Establish 15th and Villard as campus gateway
- When possible, move existing houses rather than demo



Low Density Residential- Proposed modifications

Change

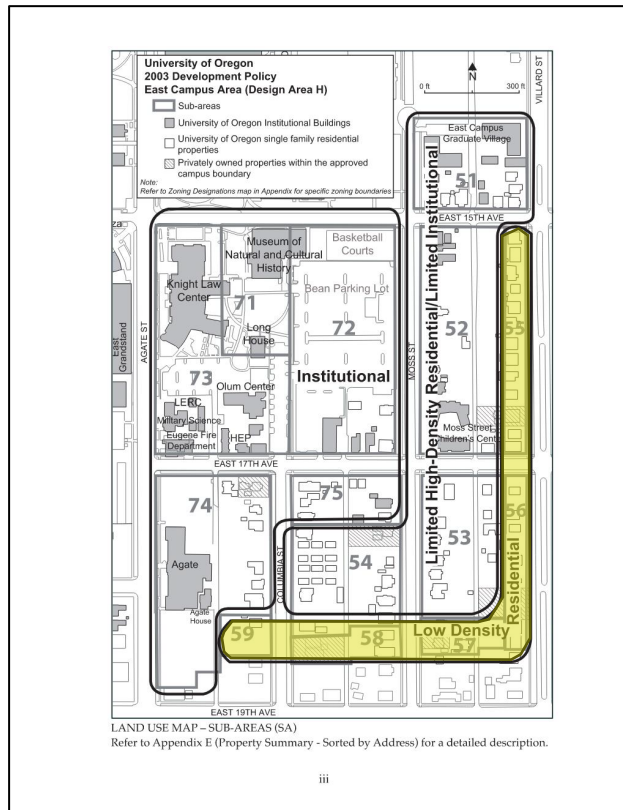
- Remove reference to “every effort will be made to maintain and retain existing housing units along Villard Street”
- Considering 2.5 -3 stories for max height
- Identify 17th and Villard as campus gateway



Low Density Residential- Keep

Keep

- Create transition between campus and neighborhood
- Area devoted primarily to student family housing
- Limited institutional uses to occur
- Preserve the areas residential character
- When possible, move existing houses rather than demo



Campus-like Character - Proposed modifications

Change

- Remove requirement for projects larger than 15,000 gsf to prepare and adopt an open-space framework plan
- Reorganize most of the information in this section by plan area

Policy Elements:

3. Campus-like Character

3.A Patterns: Campus-like Character, All Areas

Connected, Smaller-scaled Designated Open Spaces
Open spaces for rest, contemplation, and viewing are an essential part of a college campus and a long-lasting and honored tradition on the University of Oregon campus. Because of the expected building scale and the existing street grid, it is unlikely that large quadrangles will be a part of an open-space system for the East Campus.

Therefore: Designated open spaces in the East Campus Area will be relatively smaller on the scale of the open space east of the Knight Law Center (approximately 20,000 sf) and most likely formed by buildings. These open spaces will be connected by pedestrian pathways to other campus pathways, to the street grid within the East Campus Area, and to the surrounding neighborhood street grid. These open spaces will be accessible to the public.

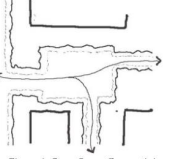


Figure 1: Open Space Connectivity

Architectural Style
The continuity of the university's campus environment over time is materially affected by the character and architectural styles of the buildings that are constructed.

Therefore: Make the design of new buildings compatible and harmonious with the design of adjacent buildings (on and off campus), though they need not (and in some cases should not) mimic them. (CP)

Main Gateways
Any part of a town—large or small—which is to be identified by its inhabitants as a precinct of some kind, will be reinforced, helped in its distinctness, marked, and made more vivid if the paths which enter it are marked by gateways in which a boundary is crossed.

Therefore: Mark every boundary in the city which has important human meaning—the boundary of a building cluster, a neighborhood, a precinct—by great gateways where the major entering paths cross the boundary. (CP)




Photo: Dads' Gate

UNIVERSITY OF OREGON EAST CAMPUS DEVELOPMENT POLICY 13

Traffic- Proposed modifications

Policy Elements:

4. Traffic

Traffic

4.A Patterns: Traffic, All Areas

Hierarchy of Streets

By encouraging automobile traffic to enter and leave the area on city-designated arterials or neighborhood collectors, while discouraging automobile use on other streets, the university can discourage the use of neighboring, non-arterial or non-collector streets for shortcutting traffic.

Therefore: Discourage auto traffic on streets that do not connect to arterials or neighborhood collectors and encourage traffic on streets that do.

Local Transport Area

The increasing use of the car, especially in social life, results in a devastating impact on the environment. The first step to address and improve upon this issue is to minimize/eliminate the use of cars for short, local trips.

Therefore: Embed the university in a local transport area, one to two miles in diameter. Within this area, except for very special cases, encourage local trips to be made by foot or bicycle. Adapt paths and roads to these modes of travel, and keep the streets for cars slow and circuitous. The central campus area is primarily regarded as a pedestrian and bicycle zone. Unnecessary automobile traffic in that area should be discouraged, and internal campus streets ought not serve as throughways. (CP) Agate Street is not considered to be an internal campus street.

Transportation-related Land Use Planning

The university acknowledges that people traveling to campus generate traffic in the surrounding area. Appropriately planned land use can help mitigate traffic on campus and in the surrounding area.

Therefore: Acknowledge that transportation planning is an essential element of overall planning for the university; the wider community must be considered when doing transportation planning for the campus. For example, encourage faculty, staff, and students to live conveniently close to campus. Encourage provision of housing in the area east of Agate Street. Support development and maintenance of housing near campus, which enhances the quality of life and is consistent with the university's central mission. Also, site activities with a high degree of public interaction in peripheral locations, where parking facilities that accommodate greater concentrations of vehicular traffic can be developed (if they are not already in place). Locate activities that depend on frequent delivery service, especially by large trucks, adjacent to major thoroughfares and/or sited in a way that does not require or encourage truck travel through the central campus (CP and Long Range Campus Transportation Plan) and adjacent residential neighborhoods.

UNIVERSITY OF OREGON EAST CAMPUS DEVELOPMENT POLICY 21

Change

- Reference to limit traffic south of 15th Ave; change to 17th Ave
- Add consideration for 15th Ave to become pedestrian prioritized
- Add intent to vacate alleys
- Add consideration to remove street parking to support pedestrians and multi-modal transportation
- Add consideration for drop-offs at residence halls
- Add support for study of Agate and 17th intersection to improve safety



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Traffic- Keep

Policy Elements:

4. Traffic

Traffic

4.A Patterns: Traffic, All Areas

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Keep

- Reference to take measures to limit traffic east of Villard
- Encourage use of 17th Ave for auto entrance/exit to the area
- Encourage alternate modes of transportation



Parking- Proposed modifications

Policy Elements:

5. Parking

Parking

5.A Patterns: Parking, All Areas

Balanced Parking

The university acknowledges its responsibility to provide parking for students, faculty, staff, and visitors, while preserving the quality of the campus and adjacent neighborhood environments, and encouraging the use of alternative modes of transportation.

Therefore: Continue to pursue programs and projects which both (a) increase the supply of existing automobile parking and (b) reduce student, faculty, and staff's reliance on automobile transportation and, thereby, reduce the demand for automobile parking. (CP) Distribute parking in a way that meets parking needs and minimizes traffic in the adjacent neighborhoods.

Displaced Parking

Parking systems adopted for one area should avoid creating parking problems for any other neighborhood area or land use. (Fairmount/University of Oregon Special Area Study)

Therefore: Provide appropriately placed, adequate, off-street parking in conjunction with any new institutional use that creates additional demand for parking. Also, develop high- and medium-density residential units with concern for adequate parking and appropriate parking solutions. Take steps to gain better use of existing off-street parking areas and to discourage long-term storage of vehicles on the street. (Fairmount/University of Oregon Special Area Study)

Collaborative Parking Solutions

The city recognizes that on-street parking around campus is not solely a university problem, since it involves homes and businesses located near the university.

Therefore: The university and city will cooperate with each other in an effort to achieve solutions to university-related parking needs. (Fairmount/University of Oregon Special Area Study)

Landscape Buffering

Landscape materials serve as effective buffers for service uses.

Therefore: Whenever possible and appropriate, use plant materials to screen uses, such as parking lots and service areas, and to soften the visual impact of fences and similar barricades. (CP) Use landscape materials, where appropriate, to help make adjacent, differing land uses more compatible. Plant and manage vegetation in a way that eliminates conditions that contribute to personal safety problems. (CP)

UNIVERSITY OF OREGON EAST CAMPUS DEVELOPMENT POLICY 25

Change

- Reference to provide parking based on city code; change to provide parking based on need
- Add history of parking changes in the area (Arena TDM)



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Parking- Keep

Policy Elements:

5. Parking

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5.A Patterns: Parking, All Areas

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UNIVERSITY OF OREGON EAST CAMPUS DEVELOPMENT POLICY 25

Keep

- Encourage use of alternative transportation and coordination with LTD
- Percentage of general parking in the area should only increase as required for new development in this area



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Maintenance – Proposed modifications

Change

- Focus on wood frame houses only
- Remove note about Villard edge being a good location to relocate “contributing ranked houses”
- Remove “interim” and “long-term” maintenance measures; create “maintenance measures” to simplify the approach

Policy Elements:

6. Maintenance

6.A Patterns: Maintenance, All Areas

Building Maintenance
The university's campus environment and the adjacent neighborhood's environment is materially affected by the quality and maintenance of the buildings.
Therefore: Construct new buildings and remodel spaces using construction methods and high-quality, durable materials and finishes that require minimal maintenance. Furthermore, the university is committed to developing a program for correcting conditions resulting from deferred maintenance, and the upkeep, rehabilitation, and repair of its facilities on a systematic, continuous basis. It will continue to seek adequate funding for these activities. (CP)

Landscape Maintenance
Landscaping begins to lose its value if it is not maintained. This is particularly true in edge areas with high public visibility.
Therefore: The university will develop and use mechanisms to maintain residential yards. The university will intensify its efforts to appropriately landscape and maintain university-owned, non-residential properties in the special study area. (Fairmount/ University of Oregon Special Area Study) Particular attention will be given to areas with high public visibility.




Photo: Villard Street looking north

UNIVERSITY OF OREGON EAST CAMPUS DEVELOPMENT POLICY 27



Maintenance – Keep

Keep

- Responsible party to maintain is the department using the structure
- Requirement to maintain houses and property along Villard

Policy Elements:

6. Maintenance

6.A Patterns: Maintenance, All Areas

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UNIVERSITY OF OREGON EAST CAMPUS DEVELOPMENT POLICY 27

Communication – Proposed modifications

Change

- Remove reference to Community Liaison Committee (no longer exists)
- Simplify to reference where city and Campus Plan notifications are already required
- Change public hearing notification to neighbors from 45 days to 30 days

Policy Elements:
7. Communication

7.A Patterns: Communication, All Areas

Planning Process Participation
The principle of participation is the cornerstone of the university planning process. It is viewed as an extension of an established tradition in the state of Oregon, generally, and at the University of Oregon in particular.

Therefore: Residents will continue to have an opportunity to be involved in land-use decisions that affect them. (Fairmount/University of Oregon Special Area Study) Continue to improve opportunities for broad-based participation in facilities planning. Planning decisions, however, will be based primarily on overall institutional objectives and secondarily on departmental and/or non-institutional concerns. (CP) The level of neighborhood participation should correspond with the level of potential impact.



Photo: User Workshop

7.B Policies and Standards: Processes for Neighbors Involvement, All Areas

- Campus Planning and Real Estate shall be notified of any proposal for development of new facilities or for alteration or demolition of existing facilities within the area encompassed by these policies. (CP)
- The university, city, and neighborhood shall continue their participation in the University/Community Liaison Committee. (CP)
- A university representative will attend neighborhood association meetings when invited.
- The campus community (including residents residing within the campus boundaries) will be notified of proposed development as described in the *Campus Plan*.
- University neighbors shall be included in the review of university development proposals as described in the Required Notification to University Neighbors table on the following page.

UNIVERSITY OF OREGON EAST CAMPUS DEVELOPMENT POLICY 35

Communication – Keep

Keep

- University rep will attend neighborhood meeting when invited
- University will provide opportunities for an exchange of information, separate from required public hearings, as resources allow
- Amendments to this policy require a CPC public hearing
- Broader area notice (east to Fairmount) for policy amendments and land use processes that affect Limited Institutional and Low Density Residential areas

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UNIVERSITY OF OREGON EAST CAMPUS DEVELOPMENT POLICY 35



<https://cpfm.uoregon.edu/historic-preservation>
(UO Historic Preservation Planning Documents)