



City Council Agenda

City Manager:

Nancy Newton

City Recorder:

Allyson Pulido
541-726-3700

City Hall
225 Fifth Street
Springfield, Oregon 97477
541-726-3700

Online at www.springfield-or.gov

Mayor

Sean VanGordon

City Council

Michelle Webber, Ward 1

Steve Moe, Ward 2

Kori Rodley, Ward 3

Beth Blackwell, Ward 4

Victoria Doyle, Ward 5

Alan Stout, Ward 6

These meetings will be available via phone, internet using Zoom and in person. Members of the public wishing to attend these meetings electronically can call in or attend virtually by following the directions below. This information can also be found on the City's website.

The meeting location is wheelchair-accessible. For the hearing-impaired, an interpreter can be provided with 48 hours' notice prior to the meeting. For meetings in the Council Meeting Room, a "Personal PA Receiver" for the hearing impaired is available, as well as an Induction Loop for the benefit of hearing aid users.

To arrange for these services, call 541-726-3700.

Meetings will end prior to 10:00 p.m. unless extended by a vote of the Council.

All proceedings before the City Council are recorded.

February 10, 2025
Monday

6:00 p.m. Work Session
Council Meeting Room

or

Virtual Attendance

Registration Required:

Attend from your computer, tablet or smartphone:

Zoom

Meeting ID: 842 5713 0846

https://us06web.zoom.us/webinar/register/WN_QIBg9JD9R0CEfCMvrHyog

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Dial 1 (971) 247-1195

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(Council work sessions are reserved for discussion between Council, staff and consultants; therefore, Council will not receive public input during work sessions. Opportunities for public input are given during all regular Council meetings)

CALL TO ORDER

ROLL CALL -- Mayor VanGordon ___, Councilors Webber ___, Moe ___, Rodley ___, Blackwell ___, Doyle ___, and Stout ___.

1. Climate-Friendly Areas Update
[Chelsea Hartman]

(40 mins)

ADJOURNMENT

AGENDA ITEM SUMMARY S P R I N G F I E L D C I T Y C O U N C I L	Meeting Date:	02/10/2025
	Meeting Type:	Work Session
	Staff Contact/Dept:	Chelsea Hartman/Community Development
	Staff Phone No:	
	Estimated Time:	45 Minutes
	Council Goals:	Mandate

ITEM TITLE:

Climate-Friendly Areas Update

ACTION REQUESTED:

Provide direction on the staff recommendations and make selection of preferred Climate-Friendly Area (CFA) locations to inform next steps for drafting plan and code amendments for the adoption package.

ISSUE STATEMENT:

Comprehensive planning staff have been working to implement the Climate Friendly and Equitable Communities (CFEC) administrative rules passed in July 2022 by Oregon's Land Conservation and Development Commission in response to Governor Brown's Executive Order 20-04. These rules include wide-ranging requirements for metropolitan areas, and the City of Springfield is mandated to comply with rules that affect community engagement, land use, and transportation. To reduce greenhouse gas emissions, one component of the rules requires Springfield to identify and adopt one or more CFAs, which will allow for dense urban mixed-use centers where people can choose to meet most of their needs without relying on a car.

DISCUSSION/FINANCIAL IMPACT:

The CFEC rules are broad reaching, complex, and change the basis for land use and transportation in the metropolitan areas of Oregon. To assist with this State mandated work, the Department of Land Conservation and Development (DLCD) contracted with Lane Council of Governments (LCOG) to complete technical analysis to identify potential CFAs (Downtown, Glenwood Riverfront, Mohawk, and Gateway/RiverBend) and with Kearns and West to create a "toolkit" for community engagement. This work was completed in 2023 and provided a foundation for the project's Community Engagement Plan, which serves as a guide for project communications and outreach.

In early 2024, DLCD finalized a contract with Cascadia Partners to work with city staff to further refine and select one or more CFAs. All work done by city staff is being supported by city funds. This work has focused on identifying the benefits and trade-offs when considering which and how many CFAs to choose, including gathering community feedback and analyzing potential displacement risk, infrastructure availability, market conditions, and alignment with Springfield's adopted plans and development regulations.

In spring 2024, the project team conducted the first round of community outreach to build awareness of the project and to solicit input on the potential areas being considered. This work session will include updates from the second round of community engagement in fall 2024, and the staff recommendations for CFA locations that considers community feedback and weighs the benefits and trade-offs of each area.

Attachments

1. Climate-Friendly Areas Briefing Memo
2. Fall 2024 CFA Engagement Summary
3. Summary of Tools to Support Residents in CFAs
4. Maps of Potential CFA Locations
5. Presentation

MEMORANDUM

City of Springfield

Date: 2/10/2025
To: Nancy Newton
From: Chelsea Hartman, Senior Planner
Jeff Paschall, Community Development Director
Subject: Climate-Friendly Areas Update

COUNCIL

BRIEFING

MEMORANDUM

ISSUE: Comprehensive planning staff have been working to implement the Climate Friendly and Equitable Communities (CFEC) administrative rules passed in July 2022 by Oregon's Land Conservation and Development Commission in response to Governor Brown's Executive Order 20-04. These rules include wide-ranging requirements for metropolitan areas, and the City of Springfield is mandated to comply with rules that affect community engagement, land use, and transportation. To reduce greenhouse gas emissions, one component requires Springfield to adopt one or more Climate-Friendly Areas (CFAs), which will allow for dense urban mixed-use centers where people can choose to meet most of their needs without relying on a car.

COUNCIL GOALS/

MANDATE:

Council Goals: Mandate

BACKGROUND

On [January 22, 2024](#), Springfield City Council provided input on the project's key messages and provided guidance to staff on refining potential CFA locations that were identified in 2023, which include Downtown, Glenwood Riverfront, Mohawk, and Gateway/RiverBend. This resulted in removing some properties in land use districts that had the lowest existing compliance with the CFEC rules (e.g., properties zoned R-1, Heavy Industrial, Light Medium Industrial, Glenwood Employment Mixed-Use, and the Washburne Historic District) and removing a Commercial Mixed-Use area south of the railroad tracks in the potential Glenwood Riverfront CFA to keep that boundary contiguous.

On [February 21, 2024](#), the City's Committee for Citizen Involvement (Springfield Planning Commission) reviewed and unanimously approved the project's Community Engagement Plan. This engagement plan built upon the work Kearns and West did in 2023 and includes the key messages that Council reviewed and provided input on at their January 22, 2024 meeting. The Committee also reviewed the Climate-Friendly Areas at a Glance document, which provided an overview of CFAs and how this work applies to Springfield. These documents, among other project materials, are available on the project webpage at Springfield Oregon Speaks.

In spring 2024, the project team conducted the first round of community outreach to build awareness of the project and solicit input on the potential CFAs being considered. Additionally, the project team summarized information about Springfield's demographics and potential displacement risk, which Lane Council of Governments (LCOG) analyzed in 2023. To better understand how much and what types of development could likely occur in potential CFAs, the project team considered infrastructure availability, major landowner willingness, and market economics.

The project team shared those findings and summarized the potential benefits and trade-offs for a few CFA scenarios with Planning Commission on [June 18, 2024](#) and City Council on [June 24, 2024](#). Some Commissioners expressed interest in allowing more housing near jobs. Some Councilors expressed interest in supporting more homeownership opportunities. Council

guidance was to continue exploring all four locations as Springfield works toward selecting and adopting preferred CFA(s). One scenario of interest was to consider the potential for Glenwood Riverfront as a primary CFA¹ and to consider shrinking Downtown or not including Mohawk or Gateway/RiverBend based on the market study results showing some limited development potential in those areas. The project team used this guidance as the basis for the next round of outreach in fall 2024.

Fall 2024 Community Engagement Summary

The second round of engagement occurred October through December 2024 and used a variety of techniques to reach people who live, work, or own property in and near the potential CFAs along with anyone who had an interest in the project. Consistent with the project's approved Community Engagement Plan, the combination of techniques intended to make it more convenient and easier for people with varying levels of capacity, ability, and means to participate in order to reach more community members. Attachment 2 summarizes the engagement activities, levels of participation, and findings from the survey and in-person events.



Most feedback was provided through the online survey while some feedback was also collected at events. The key takeaways are summarized below.

¹ Primary CFAs must be at least 25 acres in sizes with an allowed height of at least 85 feet and required minimum density of 25 units per net acre. Secondary CFAs can be any size with an allowed height of at least 50 feet and required minimum density of 15 units per net acre.

Feedback on Design Outcomes: Whether changes to the Springfield Development Code for CFA compliance should include standards for building and site design

- Participants expressed a desire to balance flexible development with the ability to ensure quality outcomes with design standards.
- Design standards such as weather protection, open spaces with amenities, and prominent entrances were most popular among participants.
- Other common desires were for active ground floor uses, maximum building lengths, and building articulation.

Note: Beyond regulating height, density, and uses, having design standards in place for development in CFAs is not required but is a timely consideration. CFAs will allow higher densities and taller heights in some cases, so the project team sought perspectives on design outcomes of interest to respondents.

Feedback on Tools to Support Residents: Which housing tools the City should explore that could support residents who live in CFAs if property owners choose to redevelop over time

- 41% of participants ranked tenant support as highest priority (e.g., renter protections).
 - Strong desire for new affordable housing and helping current residents continue to live in our community.
- 32% of participants ranked financial tools as highest priority (e.g., direct subsidy, tax incentives).
 - General acknowledgement that development is expensive, and reducing the cost of development could result in more housing of different price points.
- General support for other tools that reduce the potential risk of displacement (e.g., partnerships, redevelopment, regulatory changes).

Note: Attachment 3 provides a summary of the tool categories and example tools that were provided for the community to weigh in on. The project team identified a list of possible tools to increase housing production and alleviate pressures of possible displacement that could result from rising housing costs as future redevelopment occurs over time. In general, these tools could be applied to any of the CFA locations, and some could even be considered for citywide implementation as part of the City's upcoming housing planning efforts. Staff will provide more information on the housing tools as part of the City's Housing Strategy update to Council on March 10, 2025. The presentation will include an overview of what strategies the City is currently using and to seek feedback on what new strategies Council may have interest in considering.

Feedback on CFA Designations: Whether Downtown and/or Glenwood Riverfront should become primary CFAs (and if either should have smaller boundaries) and whether Mohawk and/or Gateway/RiverBend should become secondary CFAs

- 57% of participants think Glenwood Riverfront is most suitable as a primary CFA with current boundaries.
- 50% of participants think Downtown is most suitable as a primary CFA with current boundaries.
- 61% of participants think Mohawk should become a secondary CFA.
- 54% of participants think Gateway/RiverBend should become a secondary CFA.

Housing Capacity Requirement

The CFEC rules require that one or more CFAs be large enough to accommodate 30% of Springfield's needed housing capacity (i.e. current and future housing need), which equates to 9,923 housing units based on the Springfield 2030 Residential Land & Housing Need Analysis. Based on the State's methodology for calculating theoretical housing capacity in CFAs, the four potential CFAs that Springfield is considering would accommodate more housing capacity than is required by the CFEC rules.

By December 2027, Springfield must complete a new Housing Capacity Analysis using housing need projections provided by the State, which will require planning for more housing than when the City's last analysis was done. To proactively plan for the updated housing projection, staff is recommending a combination of CFAs that can accommodate 30% of Springfield's housing capacity when accounting for the updated housing projections from the State. This accounts for an estimated 11,272 housing units. Below is a summary of housing capacity estimates for primary and secondary CFAs using the most updated boundaries for each area. Notes about boundary changes are provided in the CFA recommendations section.

Potential Areas	Primary CFA Capacity		Secondary CFA Capacity	
Potential CFA	% of Needed Housing	Dwelling Units	% of Needed Housing	Dwelling Units
Downtown Recommended (14 th St.)	24.1%	7,971	13.8%	4,553
Downtown Alternative (8 th St.)	18.1%	5,992	10.3%	3,421
Glenwood Riverfront	15.0%	4,958	8.6%	2,830
Mohawk	10%	3,412	6%	1,949
Gateway/RiverBend	19.2%	6,352	11.0%	3,628

CFA RECOMMENDATIONS FROM STAFF

The table below provides a summary of rankings showing how each potential CFA aligns with certain evaluation criteria based on the CFA Study findings in 2023 and further analysis with Cascadia Partners in 2024. Considering community feedback and the analysis of benefits and trade-offs of each area, staff is recommending Glenwood Riverfront and Mohawk to become primary CFAs and the western portion of Downtown to become a secondary CFA. Staff is not recommending Gateway/RiverBend as a CFA. Maps showing the potential CFA boundaries and existing zoning are in Attachment 4. Key considerations for each CFA are noted in the following section.

Revised Ranking of Potential CFAs based on Key Evaluation Criteria	Downtown	Glenwood Riverfront	Mohawk	Gateway/RiverBend
Development Regulation Compliance	2	1	2	3
Market-Constrained Housing Capacity	3	2	4	4
In/Near High-Density, Mixed-Use Areas	1	2	3	4
Contain or Near Parks/Similar Amenities	1	2	3	3
High-Quality Transportation Options	1	2	4	3
Infrastructure Capacity	3	3	2	4

Suitability: 1 – High (green), 2 – Moderate (yellow), 3 – Medium (orange), 4 – Low (red)

The State's methodology for housing capacity assumes full redevelopment of entire CFAs with new mixed-use and multi-unit residential buildings of 7-stories for primary CFAs and 4-stories for secondary CFAs. Based on this methodology, the staff recommendation for CFA locations would result in CFAs with a housing capacity of an estimated 12,923 housing units, which exceeds the current 30% housing capacity requirement in the CFEC rules and provides a little more than the updated 30% housing need we anticipate needing to plan for based on new projections from the State.

Downtown Secondary CFA with revised boundary shown in Attachment 4.

- **Boundary:** Community feedback in the fall 2024 survey expressed general support for the larger Downtown boundary, however, staff considered Council comments about shrinking the Downtown CFA as well as how the CFA standards could impact adjacent residential areas. The associated map in Attachment 4 shows the proposed Downtown CFA with an eastern boundary of 14th Street (instead of 23rd) as this is a connector street to the Mohawk CFA. This proposed boundary balances shrinking the area to have less impact to the residential areas adjacent to the Community Commercial areas² with having a Downtown CFA large enough to accommodate more housing capacity to proactively account for upcoming housing planning efforts.
 - **Alternative Option:** If both Glenwood Riverfront and Mohawk move forward as primary CFAs, Council could consider further shrinking the Downtown CFA to have the eastern boundary be 8th Street, which generally aligns with the eastern edge of the existing Mixed Use Commercial district and Nodal Development Area. With Glenwood Riverfront and Mohawk, this smaller Downtown boundary would still fit the housing capacity estimate based on the State's projections.
- **Primary/Secondary:** While community feedback has been supportive of Downtown for a primary CFA, staff is recommending Downtown for a secondary CFA. A 25 dwelling unit per net acre minimum density required of a primary CFA could limit new housing development Downtown. This also addresses concerns that the higher allowed heights for primary CFAs (at least 85 ft. with no height transition standards) would not be consistent with historic properties in Downtown or the adjacent Washburne Historic District and other residential areas.
- **Code Approach:** Rezone R-2 and R-3 to Mixed Use Residential as that district is more CFA compliant with allowing a greater mix of uses rather than being largely residential. Apply a CFA Overlay to bring existing land use districts into compliance with secondary CFA standards. Retain existing maximum building height standards where they exceed the secondary CFA requirements (e.g., 90 ft. in Mixed Use Commercial). Remove Nodal Development Overlay District since CFA Overlay will have similar standards.

Glenwood Riverfront Primary CFA with revised boundary shown in Attachment 4.

- **Boundary:** Community feedback in the fall 2024 survey expressed support for the larger Glenwood Riverfront boundary (rather than only focusing on the Glenwood master plan area). The Glenwood Refinement Plan includes a 3-story height limit between the Greenway Setback Line and the Willamette Greenway Overlay District boundary. To retain that height limit, staff recommend changing the CFA boundary to exclude that area from the CFA. This revised boundary is shown in Attachment 4.
- **Primary/Secondary:** Glenwood Riverfront has consistently ranked high for a primary CFA in community feedback and is currently most compliant with primary CFA standards.
- **Code Approach:** Rezone area to Glenwood Residential Mixed Use and align that district with primary CFA standards (e.g., allow commercial uses as primary uses consistent with Glenwood master plan area approach). This approach would eliminate the Glenwood Office Mixed Use district and designation so the CFA would allow a more flexible mix of uses that can respond to market demands. Remove Nodal Development Overlay District.

² Community Commercial district currently has a height transition standard where the building height must be no greater than that permitted in abutting residential districts for a distance of 50 feet. That height transition standard would not be allowed in CFAs and resulted in staff recommending removing a large portion of Community Commercial from the CFA boundary.

- **Note:** The project team has been coordinating to ensure alignment with the Glenwood Master Plan Area efforts and will continue to coordinate when drafting plan and code amendments for the adoption process.

Mohawk Primary CFA as shown in Attachment 4.

- **Boundary:** No boundary changes for Mohawk CFA.
- **Primary/Secondary:** Community feedback expressed support for Mohawk to be a secondary CFA, however, staff is recommending Mohawk for a primary CFA as it already mostly complies with primary CFA requirements with allowing a mix of uses and having higher allowed heights in Mixed Use Commercial district. The main change will be to increase the required minimum density for the few Mixed Use Residential properties that have a minimum density of 20 units per net acre for residential only and 12 units per net acre for mixed use development. Mixed Use Commercial does not have a minimum density.
 - **Alternative Option:** Council could choose to make Mohawk a secondary CFA to have the lower density of 15 units per net acre while keeping the higher allowed heights in existing Mixed Use Commercial (90 ft.) and Mixed Use Residential (60 ft.). This change would impact the overall housing capacity of CFAs and mean that the Downtown CFA boundary should remain at 14th Street.
- **Code Approach:** Replace the Nodal Development Overlay District with a CFA overlay to bring existing land use districts into compliance with primary CFA standards.

Gateway/Riverbend is not recommended to become a CFA.

- **Boundary:** The associated map in Attachment 4 shows a revised boundary that excludes the floodway as that is considered undevelopable based on CFA requirements and should not have been included.
- **Not Recommended for a CFA:** Due to infrastructure, market, and development constraints, this area has limited potential for new housing and will primarily be used for the hospital's needs. Given that and the lower existing development regulation compliance, staff is not recommending this area to become a CFA.
 - **Alternative Option:** Community feedback expressed some support for Gateway/RiverBend to become a secondary CFA. If Council prefers to designate Gateway/Riverbend a CFA, it would require an amendment to Willamalane's Comprehensive Plan, which does not currently have plans for more park access in this area.

Next steps

The project team is seeking Council direction on the staff recommendations for CFA locations. During this Council work session, the project team will share feedback from the February 4, 2025 Planning Commission work session to inform Council's selection of preferred CFAs. Based on direction from City Council, the project team will identify the specific changes required to land use and zoning regulations and to Springfield's Comprehensive Plan and any relevant neighborhood refinement plans. If the staff recommendation moves forward, this would involve changes to the Glenwood Refinement Plan and Downtown Refinement Plan. Designating Gateway/Riverbend as a CFA would involve changes to the Gateway Refinement Plan. There will be more opportunities for the community to provide input this summer on draft plan and code amendments and as part of the adoption process that will begin later this year.

Ultimately, City Council will formally designate CFAs and adopt the corresponding amendments to land use plans and the Development Code. If the Glenwood Riverfront CFA moves forward, the Lane County Planning Commission and Board of Commissioners will also be part of the adoption process since properties outside the city limits will be included. The project is aiming to begin the adoption process in fall 2025, but the deadline to complete the project agreed to by DLCD is the end of 2026.

RECOMMENDED ACTION: Provide direction on the staff recommendations and make selection of preferred Climate-Friendly Area (CFA) locations to inform next steps for drafting plan and code amendments for the adoption package.



CLIMATE-FRIENDLY AREAS

*Applying Oregon's **Climate-Friendly & Equitable Communities** rules to Springfield.*

Fall 2024 Community Engagement Summary

In the fall of 2024, the Springfield Climate-Friendly Areas (CFAs) project team conducted a second round of intensive community engagement. The [first round in the spring](#) asked community members to weigh the tradeoffs of each potential CFA and identify preferences for which should move forward for consideration. Knowledge gained from that process about preferences for potential CFA locations resulted in Council direction for staff to continue exploring all four CFAs to better-inform Council's future selection.

Fall 2024 engagement occurred from October through December. This round sought feedback from community members on:

- Whether the Downtown and/or Glenwood Riverfront should become primary CFAs and whether Mohawk and/or Gateway/RiverBend should become secondary CFAs
- Whether the corresponding changes to the Springfield Development Code needed for CFA compliance should include standards for the design of buildings and sites
- Which housing tools the City should explore that could support residents who live in CFAs if property owners choose to redevelop over time

The fall round's breadth of engagement sought to reach anyone with interest in what is happening in Springfield while building awareness of this project. The project team and the informational materials it shared had a greater presence with more techniques used for people who live, work, or own property in and near the potential CFAs. Consistent with the project's approved Community Engagement Plan, the combination of techniques intended to make it more convenient and easier for people with varying levels of capacity, ability, and means to participate in order to reach more community members.

The table beginning on the next page reports on engagement activities so far with a description of each alongside their levels of participation. Where possible, information explicitly about fall and/or spring 2024 engagement is noted to allow for comparison. Following the table, the subsequent section includes findings from the fall 2024 survey.



2024 Engagement Activities

Intended Audience	Tactic	Outreach	Participation	Notes *Used interactive posters mirroring the survey to record preferences
Property Owners, Residents, and Businesses in and near Potential CFAs	Direct mailings	3,437 letters (spring) 3,437 postcards (fall)	13 calls, 15 emails (spring) 3 calls, 2 emails (fall)	Mailed to property owners, residents, and businesses in and near (within 300 feet) of potential CFAs. The spring letters introduced the project with additional informational resources, while the fall postcard was more succinct. Both mailings invited recipients to take a survey, attend drop-in sessions, or reach out directly to staff. Staff received direct calls and emails from community members providing feedback or asking questions in addition to people taking surveys.
	Pop-up tabling	6 occasions (May 10, Nov. 6, 14, 18, 21/Dec. 6)	35 flyers taken 25 people talked with staff 27 poster votes	Staff hosted a table at the Second Friday Art Walk* in the spring. In the fall, less formal tabling enabled staff to notify community members of the survey and drop-ins. Pop-ups were at Lane Transit District's Springfield Station on different days/times, Willamalane Adult Activity Center* on its busiest day of the week, and the Equity & Community Consortium's Communities of Color & Allies Network First Fridays event*. Lane Council of Governments (LCOG) Senior & Disability Services was also at Willamalane and at the First Fridays event.
	In-person and online drop-in sessions	2 online drop-ins (May 8 and 9) 1 online, 2 in-person drop-ins (Nov. 12, 14, 19)	6 online attendees (spring) 3 online, 10 in-person attendees (fall) 17 poster votes	Staff held drop-in sessions for community members to learn more about the project, provide feedback*, or ask questions. In the spring, two online drop-in sessions were held. In the fall, staff held one online drop-in and two in-person drop-ins (Roaring Rapids Pizza, City Hall) given their proximity to potential CFA boundaries. Free food and children's activities were available.
	Focused connection with organizations who serve specific populations	12 organizations (fall)	2 organizations	Following the approved Community Engagement Plan, staff followed up with organizations interviewed in 2022-23 (e.g., AARP, Springfield Eugene Tenant Association, Lane Independent Living Alliance, TransPonder). Other organizations included veterans' posts and LCOG's Senior & Disability Services program. The intent was to obtain input from people who have a direct interest in the potential CFA locations. These connections were not always possible. Some organizations did not respond to initial greetings, and some who wanted to support the City's effort to spread word ended up without capacity.
	Interviews with major landowners in CFAs	2 interviews (spring)	3 interviewees	Staff and members of the consultant team (Cascadia Partners) interviewed representatives from PeaceHealth and the Glenwood Master Plan Area development team about future development plans given their presence as major landowners in the Gateway/RiverBend and Glenwood Riverfront CFAs.



2024 Engagement Activities (Cont.)

Intended Audience	Tactic	Outreach	Participation	Notes
Broader Community	Project webpage	Various informational materials and updates	2,727 webpage views, 1,571 active users (242 new users from survey #2), 14 comments, 26 subscribers, 275 video views	Staff launched the project webpage in April 2024. The webpage includes various project materials, presentations (recorded video and StoryMap), reports, informational sheets, survey links, and a platform for timeline updates/announcements and comments. Data on usage, such as webpage views, is general and includes staff who also use the site.
	StoryMap with survey	Community survey 1 (spring) Community survey 2 (fall)	1,123 views, 160 participants (spring) 1,006 views, 52 participants (fall)	The first survey was open April 22-May 17. It provided an overview of CFAs and asked what people like or dislike about CFAs, preferences on locations being considered, and feedback on the CFA boundaries. The second survey was open Oct. 17-Dec. 22. This second survey was more detailed and asked for input on design outcomes, tools to support residents with housing in CFAs, and more specific input on the CFA locations. Both surveys offered incentives for respondents to win a Visa gift card.
	Social media and coordinated messaging with partners	2 social media posts (spring) 2 social media posts (fall) 2 newsletters and 1 presentation	42 comments, 164 reactions, 29 shares (spring) 11 comments, 59 reactions, 15 shares (fall) -	Social media posts on Facebook, Instagram, X, and NextDoor announced surveys and input opportunities. Reminder posts followed each announcement. Both surveys were features on the City's homepage. Staff shared project information to spread awareness about input opportunities in partner newsletters, such as the City's Development & Public Works and Housing newsletters and Willamalane's internal and external newsletters. Staff also presented at the July 18 Springfield City Club, which is sponsored by partners such as Lane Transit District, Lane Community College, Willamalane, Springfield Utility Board, and the Springfield Chamber, among others.
	Flyers, handouts, and posters	Printed materials at multiple locations in or near CFAs	-	Distributed printed materials at five laundromats in or near some of the CFAs, Springfield's Development Center counter, Springfield Public Library, Willamalane Adult Activity Center, Public House, Washburne Café, Uptown Asian Grocery, and Hole in the Wall BBQ, among other businesses in potential CFAs. Provided handouts at events including an Ems game and May is Bike Month. In Nov., posters were near the Development Center at City Hall and in the windows of the History Museum facing outward on Main Street.



2024 Engagement Activities (Cont.)

Intended Audience	Tactic	Outreach	Participation	Notes
Planning Commission/ City Council	Springfield Planning Commission (PC) / Committee for Citizen Involvement (CCI)	2 meetings	7 Commissioners on 2/21/24 4 Commissioners on 6/18/24	2/21/24 CCI Work Session to approve project's Community Engagement Plan. 6/18/24 PC Work Session to review a summary of feedback from the first round of outreach, discuss potential benefits and tradeoffs, and provide input on potential CFA scenarios to inform next steps with analysis and outreach.
	City Council	2 meetings	6 Councilors and Mayor on 1/22/24 and 6/24/24	1/22/24 Council Work Session to provide input on project's key messages and early guidance on refining potential CFA locations. 6/24/24 Council Work Session to review feedback from the first round of outreach, discuss potential benefits and tradeoffs, and provide guidance on potential CFA scenarios to inform next steps with analysis and outreach.



Fall 2024 Survey

The second community survey, open from October 17 through December 22, was the form of engagement where the project team received the most input. During this time, several in-person events also served as opportunities to receive immediate input. Attendees at the in-person events indicated preferences on interactive posters corresponding to the parts of the survey that focused on housing tools and potential CFA locations. To keep the in-person feedback focused on how community members could provide the most impactful input in a limited amount of time, the intercept survey questions on the posters did not ask about the topic of design outcomes (an optional part of the online survey).¹ The reported survey results beginning below also incorporate the in-person input and discuss larger themes that emerged from all responses.

Following the summary of takeaways, the remainder of this document lists each survey question and shares more detailed results. The appendix (page 16 of this document) includes full written responses to the open-ended questions of the online survey.

Key Takeaways

CFA DESIGNATIONS

(43 online survey participants, 17 poster votes)

GLENWOOD RIVERFRONT	DOWNTOWN	MOHAWK	GATEWAY/RIVERBEND
Survey <ul style="list-style-type: none">• 57% believe most suitable as a primary CFA with current boundaries• 26% most suitable as a SECONDARY CFA with current boundaries• Few think it should not become a CFA (10%) or be smaller (7%) Poster Votes <ul style="list-style-type: none">• 5 support (3 full area, 2 with a smaller boundary)• 1 indicates maybe for a smaller area• 1 does not support	Survey <ul style="list-style-type: none">• 50% believe most suitable as a primary CFA with current boundaries• 24% most suitable as a SECONDARY CFA with current boundaries• 14% support it becoming a CFA if smaller Poster Votes <ul style="list-style-type: none">• 3 support with a smaller boundary• 1 indicates maybe• None against	Survey <ul style="list-style-type: none">• 61% believe it should become a secondary CFA if Glenwood and/or Downtown become a primary CFA Poster Votes <ul style="list-style-type: none">• 2 support• 2 indicate maybe• None against	Survey <ul style="list-style-type: none">• 54% believe it should become a secondary CFA if Glenwood and/or Downtown become a primary CFA Poster Votes <ul style="list-style-type: none">• 2 do not support• No other reactions

¹ Design standards are not a required aspect of CFA adoption, whereas selection of one or more CFAs and findings for strategies to increase housing production are certain to be components of the City’s work to address housing capacity.



Fall 2024 Survey

HOUSING TOOLS TO SUPPORT EXISTING RESIDENTS

With keeping housing affordable and attainable for residents in CFAs in mind, the project team reviewed a list of tools to increase housing production and alleviate pressures of possible displacement that could result from rising housing costs as future redevelopment occurs over time. The team organized lists of example tools into the five strategy categories below. Participants ranked each strategy in order of priority for the City to explore further. If desired, they explained their reasoning and/or recommended tools the survey did not list. For more information on the example tools, see the Fall 2024 [Story Map](#).

While the tools are specific, clarity on preferences for broad strategies can maintain focus on overall priorities while enabling a nimble implementation response as specific opportunities emerge. Understanding strategy preferences also provides insight into whether the City's accomplishments already align with community desires and needs, or whether potential exists to start new efforts.

Regulatory Changes

Adjustments to zoning codes, land use policies, or regulations to manage development and foster various housing types and supply

Financial Tools

Subsidies, tax incentives, or grants aimed at promoting new development and affordable housing

Design & Development

Streamlined processes, including reviews (e.g., pre-approved plans) and clear design standards that promote housing options

Tenant Support

Anti-displacement measures such as tenant protections and affordable housing preservation programs

Partnerships & Redevelopment

Collaborative efforts between public and private sectors on solutions that help people find and keep housing, including finding ways to create more housing



Fall 2024 Survey

RESULTS SUMMARY

(44 online survey participants, 10 poster participants)

Survey participants strongly prioritized:



TENANT SUPPORT

- 44% ranked as highest priority
- Strong desire for new affordable housing and helping current residents continue to live in our community



FINANCIAL TOOLS

- 32% ranked as highest priority
- General acknowledgement that development is expensive, and reducing the cost of development could result in more housing of different price points

**+ general support for other tools that reduce displacement risk
(e.g., partnerships, redevelopment, regulatory changes)**

Public/private partnerships and streamlining development were also high priorities stated in the online survey. The in-person intercept surveys similarly prioritized these tool categories. On posters from the in-person intercept surveys, notes uniquely stated support for:

- The demolition tax as a financial tool but clarified that it should not apply the same requirement to all situations (for example, exempting a multi-unit project that replaces a small, dilapidated house)
- A crowdsourced affordable housing trust fund



Fall 2024 Survey

DESIGN OUTCOMES

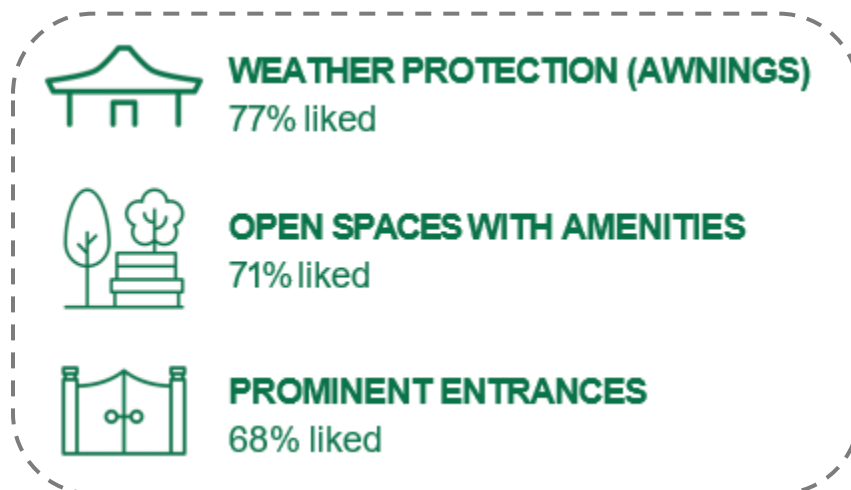
(52 online survey participants)

Beyond regulating height, density, and uses, having design standards in place for development in CFAs is not required but is a timely consideration. CFAs will allow higher densities and taller heights in some cases, so the project team sought perspectives on design outcomes people may have interest in. This part of the survey explained tradeoffs between having some design standards in place (quality buildings and places in the long-run) as opposed to fewer design standards (quicker development process/less expensive projects). Participants then:

- Rated the importance of design standards against added time/costs/complexity of development
- Weighed the importance of ensuring buildings have a certain look/feel with more flexibility (less predictable designs)

While the responses concentrated toward interest in design standards, the responses balanced out overall with just over half (59%) of participants expressing a clear preference for design standards. The next most popular ranking on a scale of “less important” to “more important” was in the middle of the scale. The next page shows the distribution of responses.

Participants also stated their preferences for example design standards, the most popular of which are:



Active ground floor uses, maximum building lengths, and variation in building materials and in depth of building exteriors using projections and recesses (articulation) were also of interest to almost 60% of participants.



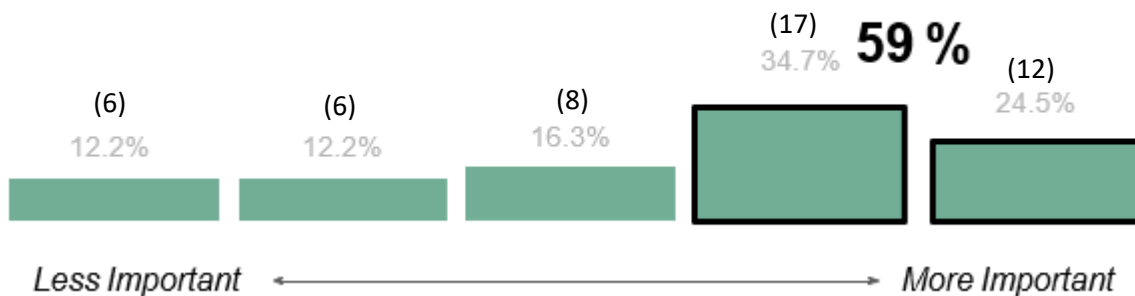
Fall 2024 Survey

Online Survey Questions & Results

This section covers all online survey questions and summarizes responses. Black font denotes the survey questions, and response summaries are in **bold blue font** or are presented graphically. Each survey part was optional, and the questions within each part were also optional. Some people skipped questions. Accordingly, not all questions received equal amounts of participation.

Part 1 (52 survey participants)

1. How important is it to you that CFAs include design standards, even if they add time and/or costs to construction projects? **49 participants said:**



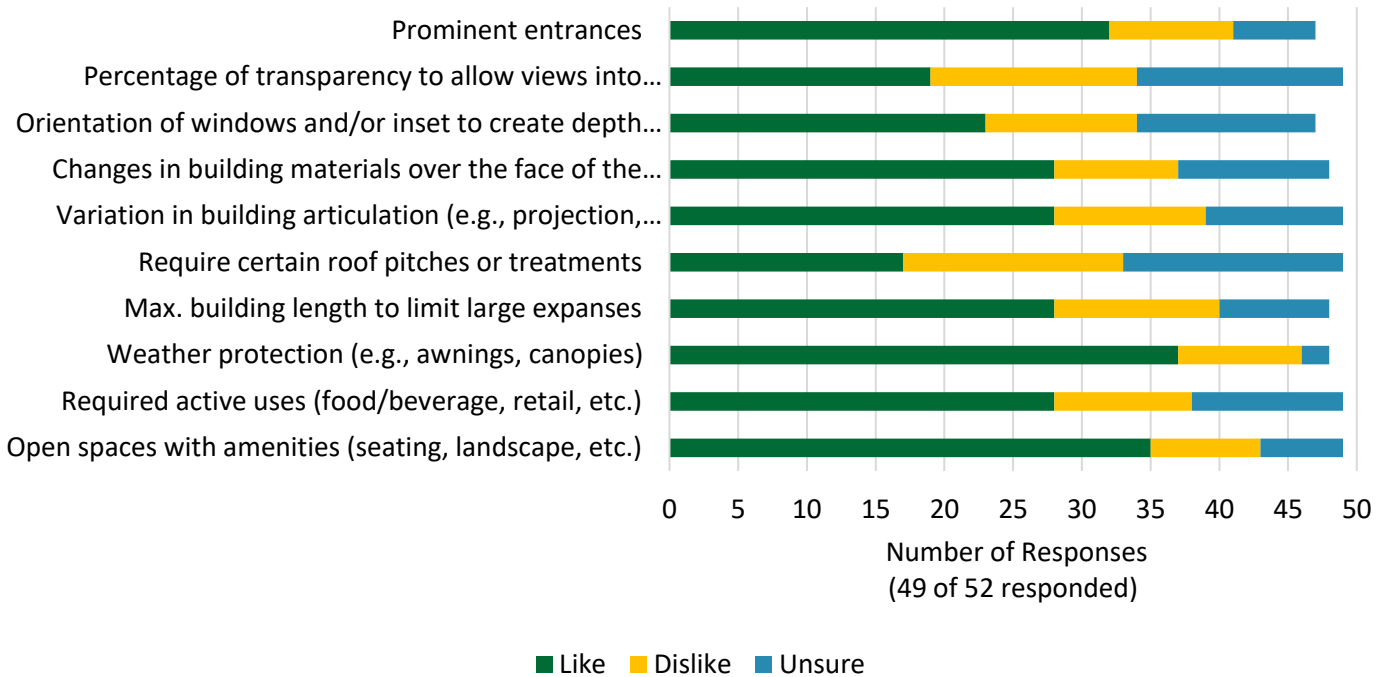
2. What do you think about the following design standards? Please select “like,” “dislike,” or “unsure” for each.

Options listed:

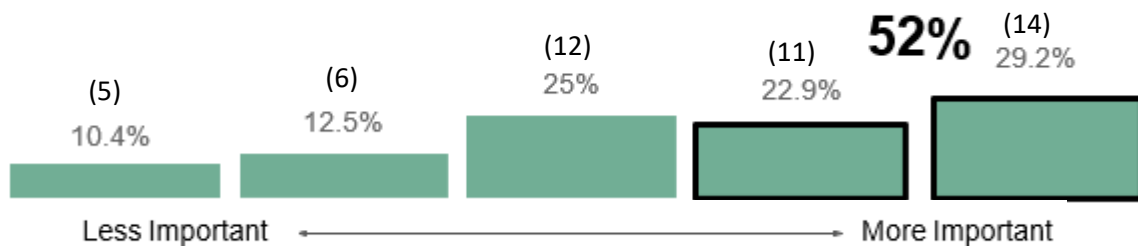
- Prominent entrances
- Orientation of windows and/or inset to create depth in building plane
- Percentage of transparency to allow views into activities inside the building
- Open spaces with amenities (seating, landscape, etc.)
- Required active uses (food/beverage, retail, etc.)
- Weather protection (e.g., awnings, canopies)
- Max. building length to limit large expanses
- Require certain roof pitches or treatments
- Variation in building articulation (e.g., projection, recess)
- Changes in building materials over the face of the building



Fall 2024 Survey



3. How important is it to you to maintain flexibility in CFAs for the market to build housing, even if the quality of building design is less predictable? **48 participants said:**

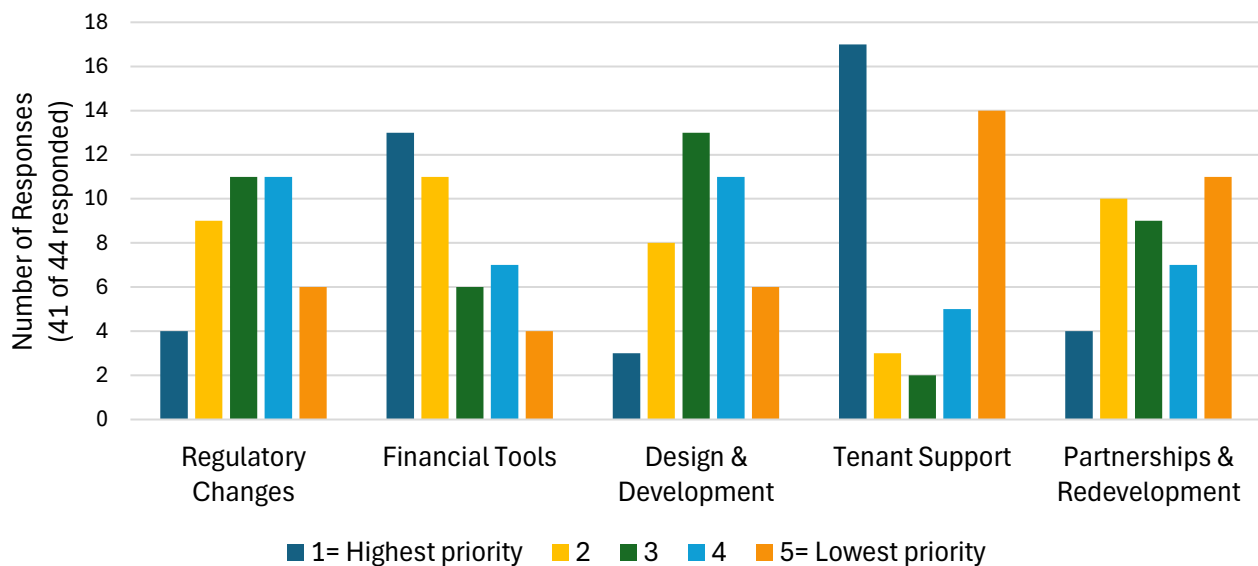




Fall 2024 Survey

Part 2 (44 survey participants)

1. The City of Springfield has limited resources to implement new tools and programs. The City wants to understand what tools to explore further. From the tool categories presented, please rank them in order of priority (1= highest priority, 5= lowest priority (levels 2-4 intentionally unlabeled)).



2. Do you want to explain why you ranked the tool categories this way? Are there any specific example tools you especially liked from the different categories?

Optional long form text answer. See Appendix for all open-ended responses. Emerging themes:

- Partnerships with non-profits and the private sector and partnerships at smaller scales (not just firms and organizations), especially through front-end financial support to development teams so their projects are more feasible and can start sooner
- Streamlined approval process provide more housing faster while ensuring the quality of site and building design through some design standards that are flexible and account for safety during emergencies
- Tenant support is a people-focused solution to not price people out and can address landlords' abilities to ensure quality housing for tenants
- Tenant support is important for people on fixed incomes, especially considering inflation (for example, older residents)
- Affordable housing is essential for everyone



Fall 2024 Survey

3. Are there other tools the City should explore?

Optional long form text answer. See Appendix for all open-ended responses. Some ideas:

- Allowing or encouraging types of housing and lodging that Springfield once saw such as short-term rentals and single room occupancies (fewer hotels desired) (this note was also on the posters for the intercept surveys)
- Thoughtful use of City-owned properties (also noted on the posters for the intercept surveys)
- More accessory dwelling units (ADUs) encouraged
- Integration of land use with transportation options (e.g., bike lanes, transit)
- Payment of SDCs at the time of issuance of occupancy permits rather than at time building permits are paid
- Retrofit and revitalize our:
 - Existing assets as opposed to always looking at new sites (keep in mind uniqueness as an asset to ensure we are not left with monotonous-looking dense buildings)
 - Areas with a lot of paving and suburbs to have more green infrastructure

Part 3 (43 survey participants)

The most preferred primary CFA is the Glenwood Riverfront (24 votes), with Downtown as a close second (21 votes). Half the number of participants who want Glenwood Riverfront or Downtown to be primary CFAs think that these potential areas should be secondary CFAs, with 11 votes and 10 votes, respectively. Less than one-fourth of participants expressed interest in each not becoming CFAs (4 votes against Glenwood Riverfront and 5 votes against Downtown).

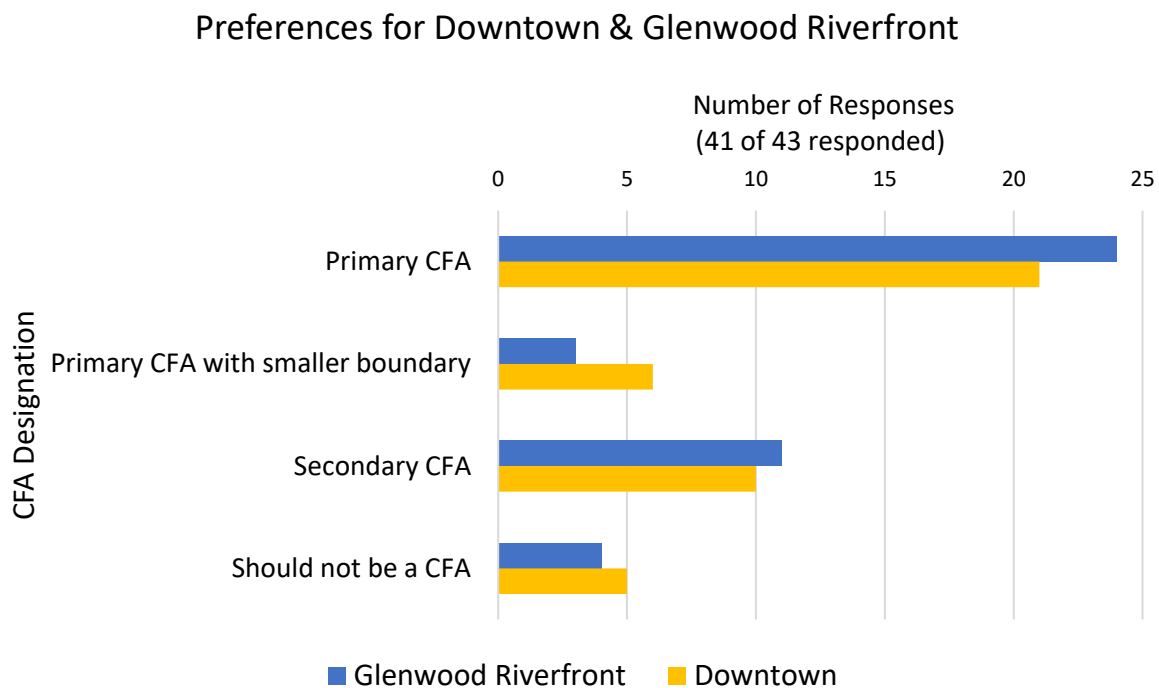
At the time of the survey, the project team asked what people thought of Mohawk and/or Gateway/RiverBend becoming secondary CFAs. The results show a slight preference for Mohawk (26 votes) over Gateway/RiverBend (23 votes). Together, the “no” (11 for Mohawk, 8 for Gateway/RiverBend) and “unsure” (5 for Mohawk and 2 for Gateway/RiverBend) votes totaled less than the “yes” votes for either option. One participant viewed Gateway/RiverBend to be more suitable as a primary CFA.



Fall 2024 Survey

1. What is the most suitable designation for Glenwood Riverfront?
Please select one of the following choices:
2. What is the most suitable designation for Downtown?
Please select one of the following choices:

The graph below combines responses to questions 1 and 2 for ease of comparison.

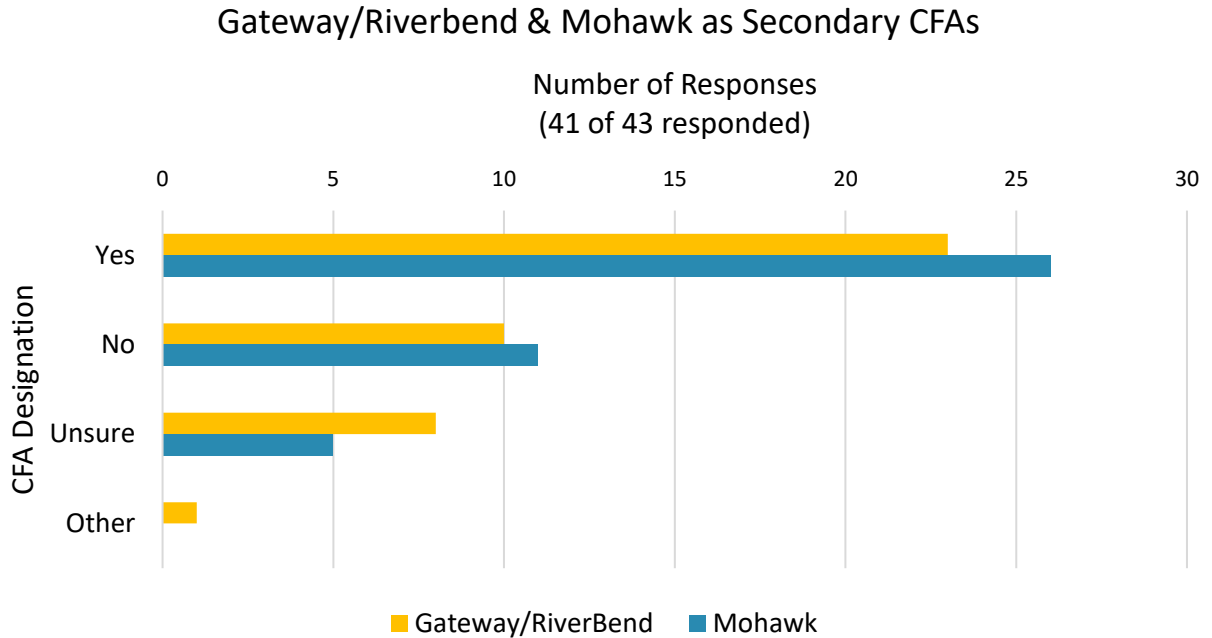


3. If Glenwood and/or Downtown are designated as primary CFAs, should Mohawk become a secondary CFA? Please select one of the following choices:
4. If Glenwood and/or Downtown are designated as primary CFAs, should Gateway become a secondary CFA? Please select one of the following choices:

The graph on the next page combines responses to questions 3 and 4 for ease of comparison.

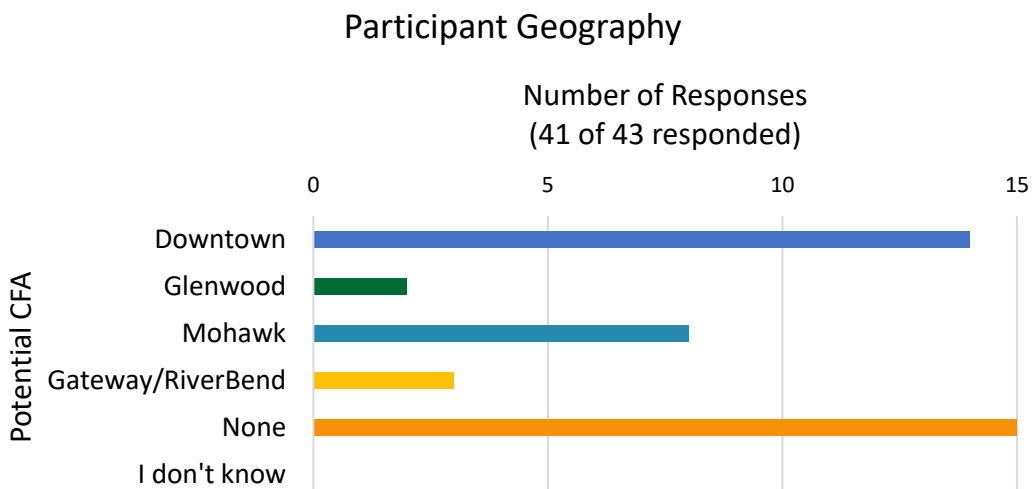


Fall 2024 Survey



5. Do you live, work, or own property within one of the potential CFAs? If so, which one?

The majority of participants (27) live in a potential CFA, with Downtown being the most common (14 participants) and Mohawk being the next most common (8 participants). Glenwood was the least common (2 participants). The remaining participants who answered this question (15) do not live in a potential CFA.





Fall 2024 Survey

6. Are you interested in being entered into a prize drawing for a \$25 gift card for your participation?

- a. Yes
- b. No

Did not include specific responses to this question in this summary or Appendix.

7. Please let us know how you would like us to follow up with you if you win:

- Please mail it to me: [field for address entry]
- I'd like to pick it up at City Hall. Please contact me the following way(s):
 - a. Phone
 - b. E-mail

Did not include specific responses to this question in this summary or Appendix.



Fall 2024 Survey

Appendix: Open-Ended Survey Responses to Part 2 (Anonymous)

Q2. Do you want to explain why you ranked the tool categories this way? Are there any specific example tools you especially liked from the different categories?	Q3. Are there other tools the City should explore?
Tenants have been hurt in the past due to development so the first priority is to safeguard them.	Planning for natural disasters.
I am a lower income renter in Springfield and I feel that radical action needs to be taken to ensure that working class residents can find housing. Affordable housing needs to be a key piece in any CFA plan.	Partnering with organizations like DevNW to develop affordable housing with our most marginalized neighbors in mind.
Springfield implementing a more streamlined process for approval of private/public partnerships and high-density housing would provide the opportunity to increase available, more affordable housing stock at a faster rate. An increase in housing stock, would encourage sustainable community growth and provide a larger tax base for the community to benefit from.	Encourage an increase of transit and pedestrian oriented development to build stronger community.
Help make sure tenants have nice and affordable living with responsive landlords and amenities.	Help and encourage ADUs
Smart common-sense building is critical. They are planning on building homes on a small strip of land that will be a one way and fire trucks only have an inch clearance to get down the street! I pray that there's no cars blocking them to put a fire out!	Input with emergency services
Helping tenants have quality housing and landlords, as well as prompt and quality housing fixtures. Partnerships that can do that, or financial assistance would also be great.	Emphasize and assist with more ADUs, especially in narrow strips of land.
Regulatory changes is the most important in my mind because we need to update land use so that more types of services can be in more places. Residential and commercial should be more mixed.	More protected bike lanes and walking infrastructure please!
Restrictive rules that tie a developer/landowners hands, deters investment. We'll get more investment to Springfield if developers can be flexible and build to take advantage of market opportunities - this includes allowing short term rentals and long term (there is a shortage of lodging options in our area as well as housing). AirBnBs offer a needed business service to our community and creates jobs. It is preferred to adding another hotel as an AirBnB unit can easily be converted back to housing as market changes dictate. Make it easier and cheaper to build more housing. The best fix for the problem of high rents is to improving capacity so that just enough oversupply lowers rents. Land use has been a major creator of supply shortages. In addition, while encouraging a nice mix of sizes and price points, let new construction be more luxurious, rents on older existing rental inventory will end up becoming more affordable as supply increases. Building new, low-income projects, often age poorly.	I'm sure there are, I am not aware of them.
I believe a financial tool is very important to everyone because of how expensive our economy has become. Affordable housing is essential to everyone.	The city should explore how to provide more green spaces. Make the suburbs more green, less concrete.



Fall 2024 Survey

Q2. Do you want to explain why you ranked the tool categories this way? Are there any specific example tools you especially liked from the different categories?	Q3. Are there other tools the City should explore?
	No
I feel it is important to make sure people in these areas are not priced out of new or redeveloped housing. Some with limited incomes could become homeless if this is not taken into consideration. Some tenants in the mobile home park where I live have been here 26 years or more, and are up in age. They have worked hard all their lives and I want to see them continue to have adequate housing.	
Financial tools will encourage projects to reach completion.	Examples of successful implementation from other cities and states.
	Allowing payment of SDCs at the time of issuance of occupancy permits rather than at time building permits are paid.
It is too expensive for private developers to build housing without financial incentives and/or partnership from the city to help ease cost burden. Inevitably the cost of construction is passed along to tenants. If affordable rents are the goal, financial resources must be provided to make units feasible to build. And the financial resources need to be available to developers/developments of various scales - not just large developers, not just nonprofit housing providers, but also private developers and even homeowners who want to add units on their own lots (where zoning allows it) - because we need a variety of housing options/types, and because supporting grassroots development keeps the dollars in our own community which is better for local long-term economic health (vs funneling incentives to large out-of-town development firms).	<p>The city should not only incentivize new development, but also invest in revitalization of our existing architectural assets. We have a unique/special downtown and the historic architectural character contributes to the vitality of the streetscape. The city/SEDA now owns multiple historic assets in/around downtown, which were acquired as prospects for redevelopment to add housing density. However, we need to be extremely thoughtful/intentional about balancing the goal of adding density with consideration of the potential of existing sites that may be currently underutilized but could be revitalized into something special without scraping the site and starting over. We need to be careful about reconstructing downtown to be generic mixed use buildings that look like a 3-dimensional interpretation of the zoning/building code. We need to insert the new developments where space allows, but also incentivize projects that retain and breathe new life into historic/semi-historic assets.</p> <p>Additionally, Glenwood is a prime location for a dense development with a high level of master planning. However, the 2014 overlay has done Glenwood a disservice by limiting/restricting uses on the south side of Franklin. We should really rework the overlay to allow for super flexible uses along the south side, similar to the industrial/mill activities south of downtown, and then prioritize a vibrant mixed use development with high-density housing along only the north side of Franklin. Not only is this economically better for Glenwood, but it also would make it much safer by not creating a scenario where pedestrians are trying to cross Franklin by bleeding the "walkable neighborhood" to both sides of the street.</p>
There should be a min amount of mandatory regulations. Provide the most flexibility as possible.	Not sure



Fall 2024 Survey

Q2. Do you want to explain why you ranked the tool categories this way? Are there any specific example tools you especially liked from the different categories?	Q3. Are there other tools the City should explore?
People have to be accountable for themselves it's not the responsibility of the city or tax payers to provide, this idea of public transportation promotion in Springfield is ridiculous, nobody wants to take the bus and most of the ones that are in service are half empty. We are a small town this idea is ridiculous.	Curbing the homeless invasion and the dumping of homeless garbage and campers
I honestly don't know. I'm not sure what these tools are or how they affect me or my neighbors.	Can you just give us affordable housing in a walkable city please?
Need tenant protection.	
	Additional security enhancements
	Security features (cameras)
Nearly all tools require a high level of staff resources and time but could have high impact depending on how they are implemented. Focusing first on people-centered tools for existing residents in areas that are likely to redevelop (housing protection and tenant support) resonates with me.	Collaborate with other jurisdictions and legislators to address impediments to development of condominiums in Oregon.
Housing is so important now and there's so little that is affordable. So I put Tenant Support first. I put Partnerships & Redevelopment second, because there are so many empty buildings that could be rehabbed...save some money. Partnerships (nonprofit first, then developers) can be a good way to go, but don't let the developers do whatever they want. (Eg. Marcola Meadows original design was elegant and climate friendly, then the developers changed the design to a cheap easy build.) Third Financial Tools, don't know what this is. Fourth Design and Development, not sure what this is either...who's paying for this? But it brings to mind the city paying big bucks for a parking lot design and the Blue McKenzie design, that the city was then stuck with when the slick talking developers backed out of the deals. The tax payers paid for those mistakes. I put Regulatory Changes last because the developers will go for the cheapest, crappiest design and ask for regulatory changes to be able to do it. They'll make lots of money and leave the city with poorly placed, designed and built housing or what-have-you.	The UO might have some good ideas. Check out OSU too. I'm sure you've thought of grants. Find out what other cities are doing. Research European cities too as they've dealt with all the issues we are just beginning to tackle.
Low-cost funding for loans to purchase are of the most importance followed by developers support.	
Finding ways to help tenants find and stay in sustainable long-term housing helps the economic stability of communities. This doesn't seem to take as much up front regulatory and financial cost to the City and the state has numerous funding opportunities to coordinate with their agencies. From there, looking at financial incentives to promote additional development and regulatory changes will be heavy upfront cost and commitment with the most impact in the long run.	Additional incentives, permit expeditions and financial breaks for local homeowners to build ADU's or add floors to their homes to include more long-term housing. Cost of buying new houses are going to continue to go up and the interest rates are not expected to see 2-3% ever again. For some homeowners, they are locked into these rates and will not sell, leaving the room for more first-time homebuyers to decrease. With the potential to expand their homes to add additional property management or even to grow their own homes will help shift the value of the homes and provide longer term housing.



Fall 2024 Survey

Q2. Do you want to explain why you ranked the tool categories this way? Are there any specific example tools you especially liked from the different categories?	Q3. Are there other tools the City should explore?
Financial tools seem to be the best way to help the market create new housing and development that the city needs. The reasons more development isn't happening in Springfield seem to be primarily financial reasons.	As much as possible, partnering with the state, county, or other agencies to provide incentives for denser urban development.
High risk of rental tenant displacement and already high rent prices.	Mutual aid and affordable housing for rent tenants
I think they are all important so not too easy to rank them for me.	I think the city monitoring and enforcing what is implemented is important. For example a multi-unit development was put in several years ago next to my home and property. A fence was required between us and shaded outdoor lighting was required. The fence has fallen down, the lights were broken and not replaced. The property owners refuse to remedy it.

What Are Ways to Support Existing Residents in Climate-Friendly Areas (CFAs)?

Demographics of CFAs:

Are you familiar with the challenges of finding housing or being able to continue living in your current home? Do you have insights into the local need for housing services?

Part of this CFA work involves identifying possible ways to promote housing that continues to be affordable to a range of households (including those at or below the area median income). Calling attention to these possibilities for the selected CFA(s) will be one step toward an outcome that helps existing residents live where they want as properties redevelop over time.

The City is seeking input on ways to prevent pricing community members out due to rising housing costs that could result as future redevelopment occurs.


	Citywide	Downtown	Glenwood Riverfront	Mohawk	Gateway/RiverBend
Percent Cost-Burdened* Renters (2022)	48%	40%	38%	39%	36%
Percent Cost-Burdened* Homeowners (2022)	29%	36%	67%	17%	22%
Percent Low Income** Households (2022)	62%	66%	91%	47%	43%
Percent Renter Households (2022)	46%	60%	49%	41%	23%

*Cost-burdened defined as households that pay 30% or more of income on housing costs

**Low income defined as households earning at or below 80% of the area median income

CFA-Specific Tools and Strategies

- In addition to the Springfield Housing Strategy work already underway, the City will explore additional CFA-specific tools and strategies.
- Existing buildings will not need to change to meet CFA requirements – the changes apply to new development or redevelopment.
 - It will be up to each property owner to decide whether or not to develop or redevelop.
 - The City will not take property or force anyone to move as part establishing CFAs.




Regulatory Changes

Adjustments to zoning codes, land use policies, or regulations to manage development and mitigate displacement.

Example Tools

- Limit short term rentals to protect long term housing supply
- Remove requirement for ground floor commercial to allow for more housing
- Increase diverse housing types within planned communities




Financial Tools

Subsidies, tax incentives, or grants aimed at supporting affordable housing and preventing displacement.

Example Tools

- Impose a tax on construction projects that can fund more affordable housing
- Provide low interest financing for developers to build low and moderate income housing projects by foregoing property tax collection
- Impose a demolition tax to promote denser redevelopment
- Waive system development charges (SDCs) to make new development more affordable




Design and Development

Streamlined development processes, including pre-approved plans and design standards that promote diverse housing options.

Example Tools

- Make it easier to build units designed for improved physical accessibility (e.g., expedite review, waive or reduce fees, give density or height bonuses)
- Provide pre-approved plans for different housing types that expedite the permitting process and reduce costs to the developer




Tenant Support

Anti-displacement measures such as tenant protections and affordable housing preservation programs.

Example Tools

- Increase renters' awareness of their rights and responsibilities, including understanding leases, navigating eviction, and accessing legal aid
- Consider policies requiring landlords to provide financial help for tenants displaced by no-fault evictions or large rent hikes
- Strengthen eviction protections by extending notice periods and limiting no-cause evictions
- Explore rent stabilization measures, such as guidelines for rent increases and potential rent caps in line with state laws

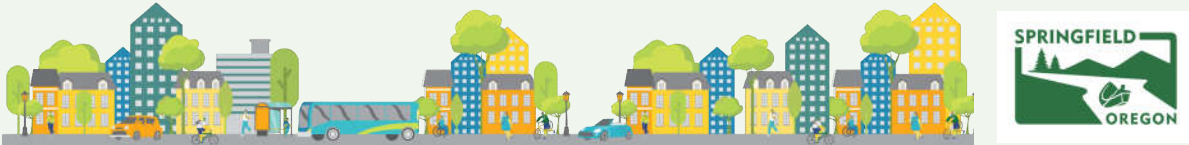


Partnerships and Redevelopment

Collaborative efforts between public and private sectors to promote equitable development and reduce displacement risk.

Example Tools

- Identify potential districts for Tax Increment Financing to foster new development and housing
- Work with developers to create new housing stock through repurposing underutilized commercial spaces



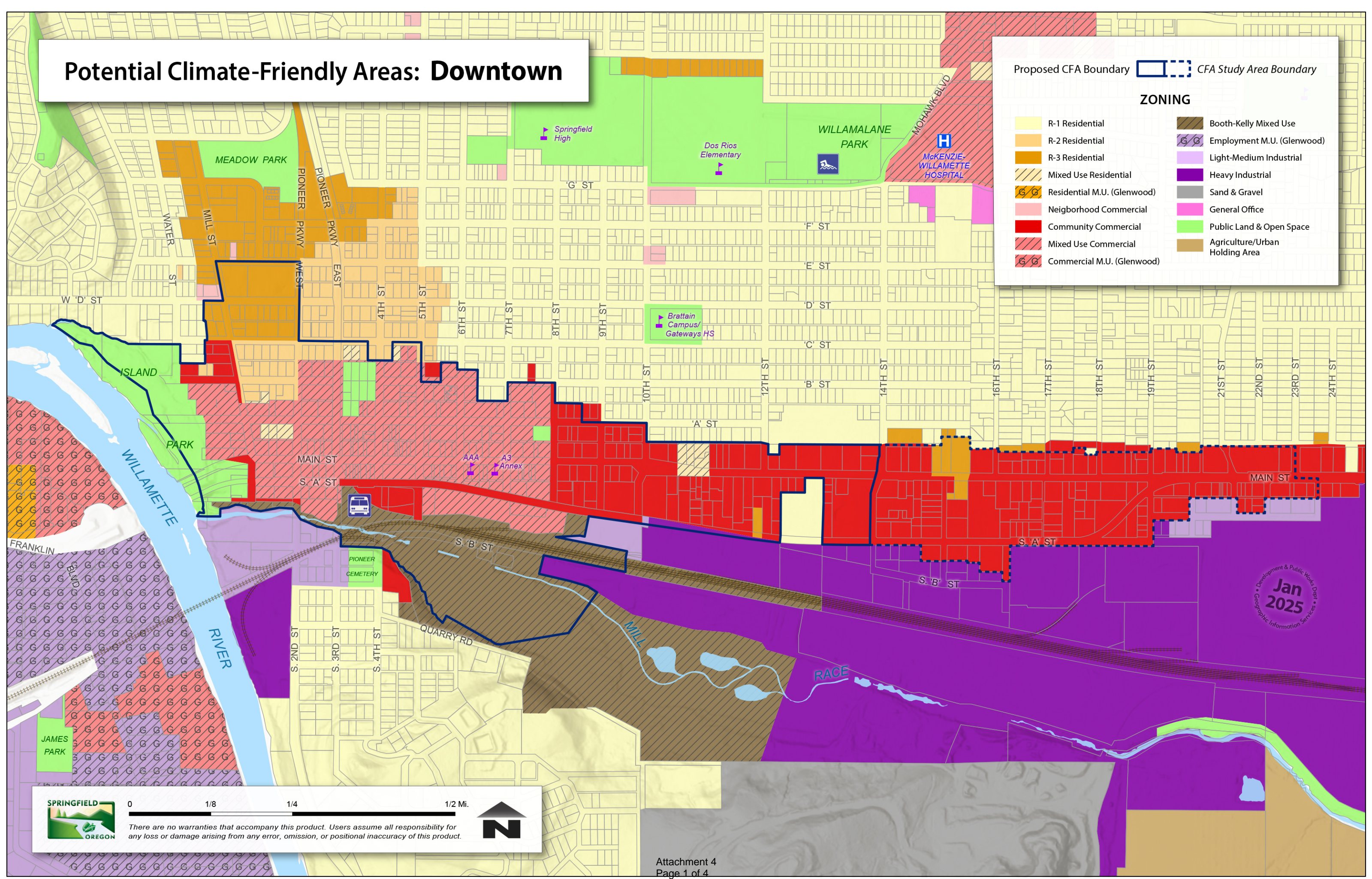
Potential Climate-Friendly Areas: Downtown

Proposed CFA Boundary

CFA Study Area Boundary

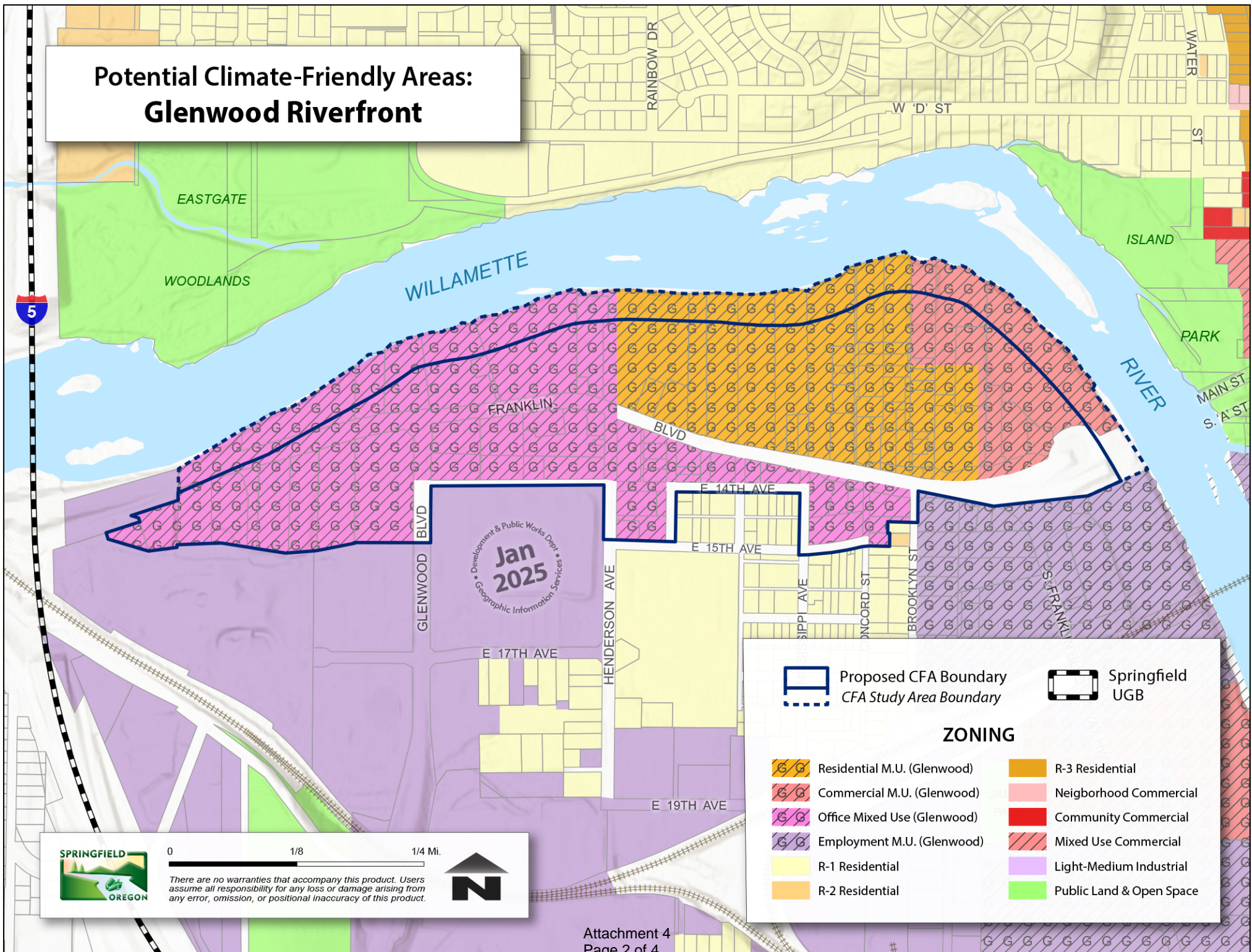
ZONING

R-1 Residential	Booth-Kelly Mixed Use
R-2 Residential	Employment M.U. (Glenwood)
R-3 Residential	Light-Medium Industrial
Mixed Use Residential	Heavy Industrial
Residential M.U. (Glenwood)	Sand & Gravel
Neighborhood Commercial	General Office
Community Commercial	Public Land & Open Space
Mixed Use Commercial	Agriculture/Urban Holding Area
Commercial M.U. (Glenwood)	



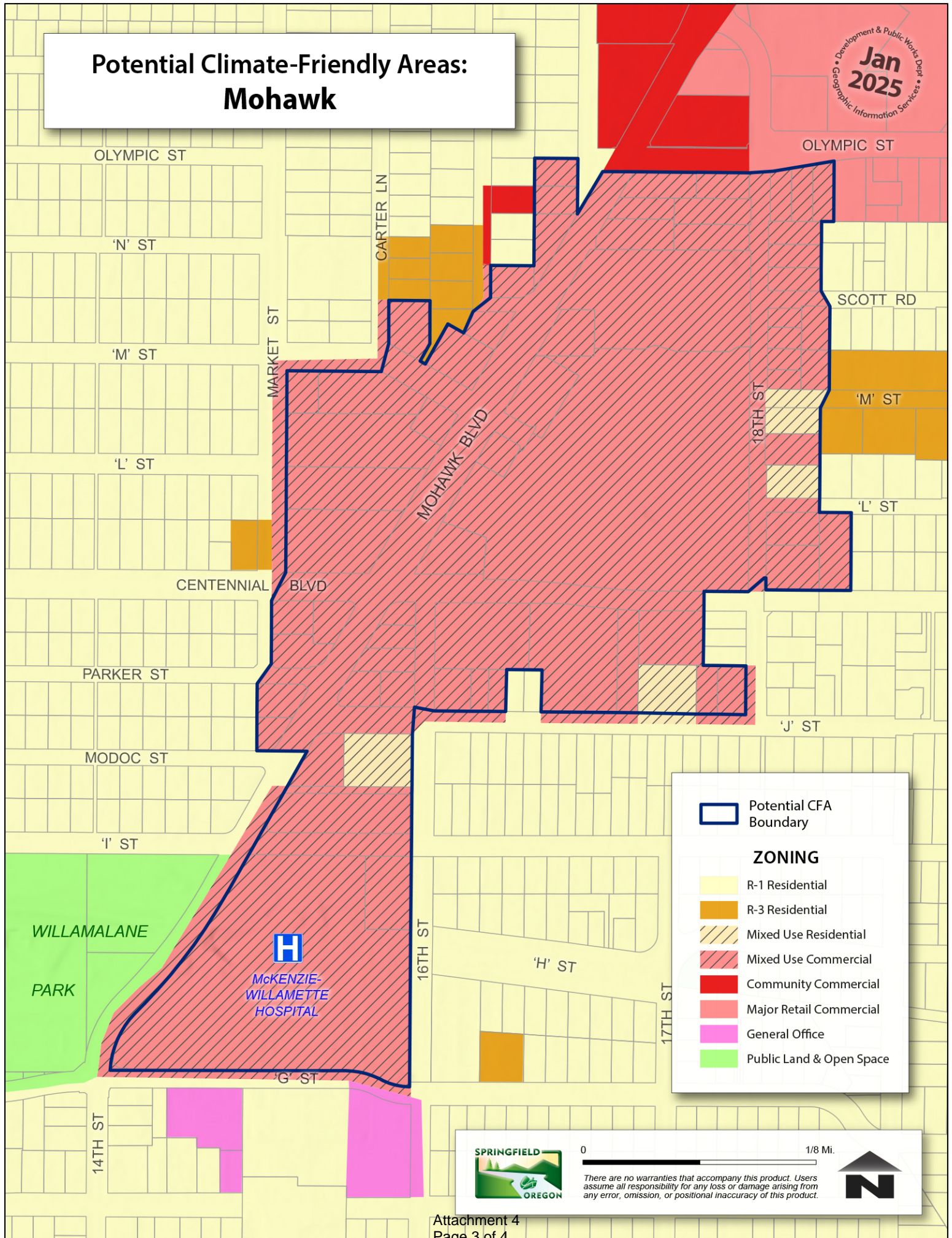
Jan 2025
Development & Public Works Dept
Geographic Information Services

Potential Climate-Friendly Areas: Glenwood Riverfront



Potential Climate-Friendly Areas: Mohawk

Development & Public Works Dept
Jan 2025
Geographic Information Services



- Potential CFA Boundary
- ZONING**
- R-1 Residential
 - R-3 Residential
 - Mixed Use Residential
 - Mixed Use Commercial
 - Community Commercial
 - Major Retail Commercial
 - General Office
 - Public Land & Open Space

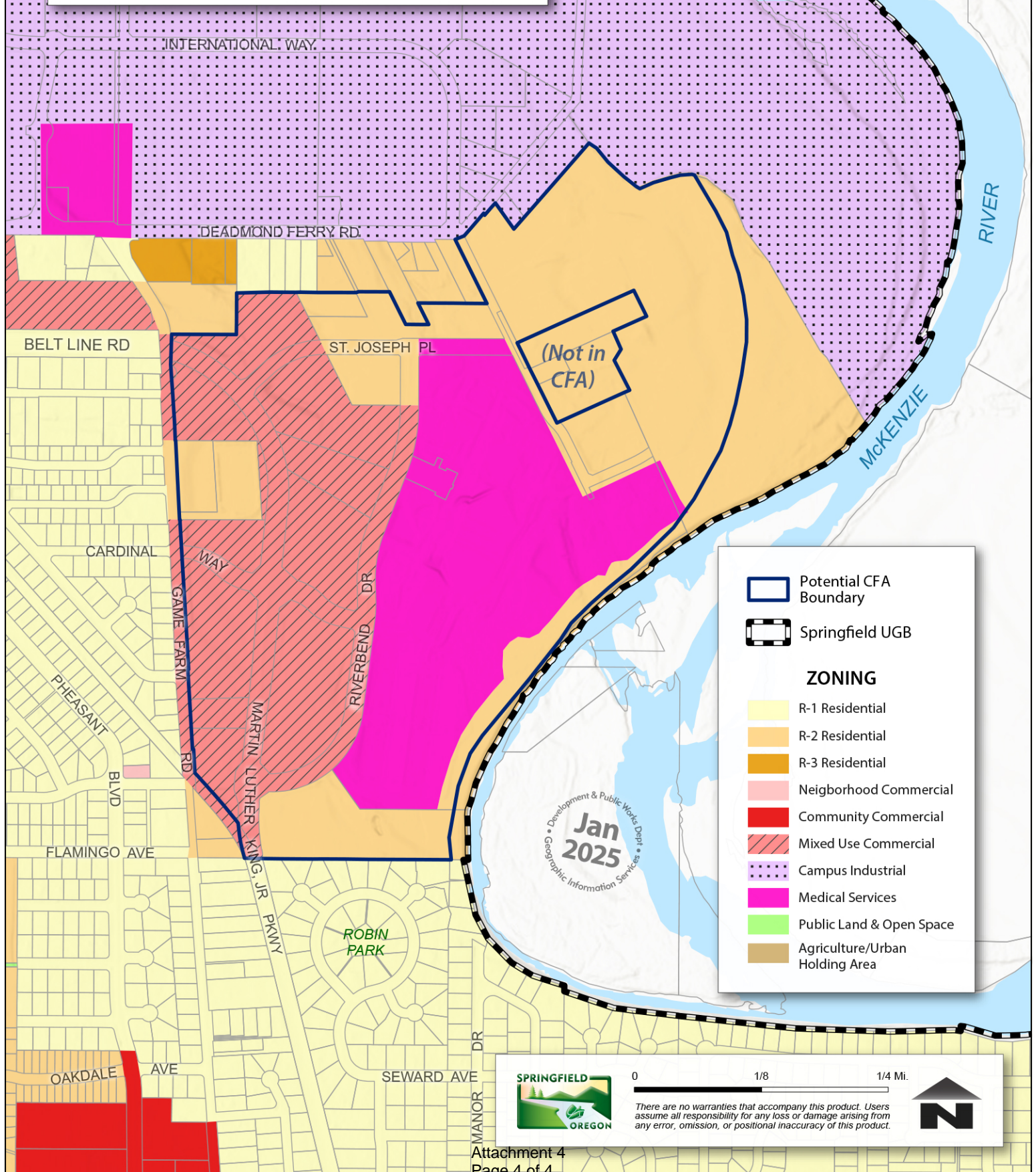


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There are no warranties that accompany this product. Users assume all responsibility for any loss or damage arising from any error, omission, or positional inaccuracy of this product.



Potential Climate-Friendly Areas: Gateway/Riverbend (Not Recommended)



- Potential CFA Boundary
- Springfield UGB
- ZONING**
- R-1 Residential
- R-2 Residential
- R-3 Residential
- Neighborhood Commercial
- Community Commercial
- Mixed Use Commercial
- Campus Industrial
- Medical Services
- Public Land & Open Space
- Agriculture/Urban Holding Area



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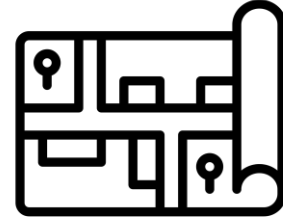
CLIMATE-FRIENDLY AREAS

Applying Oregon's *Climate-Friendly
& Equitable Communities* rules to Springfield.



Meeting Topics

- Climate-Friendly Areas (CFAs) Overview
- Community Engagement Summary
- Staff Recommendations for CFA Locations
- Next Steps & Discussion



Objective:

Provide direction on recommendations and make selection of preferred CFA locations



What is Required in Climate-Friendly Areas (CFAs)?

CFA OVERVIEW

CFAs intend to help achieve the State's climate goals by addressing transportation options and allowing for dense, urban mixed-use centers. Specific requirements include:



At least one primary CFA that's at least 25 acres



Accommodate at least 30% of Springfield's 20-year housing need (9,923 units)



Allow for a mix of uses



Accessible via existing or planned high-quality bicycle and pedestrian networks and within ½ mile of existing or planned high-frequency transit corridors



Strategies to help residents keep or find housing if costs increase as CFAs redevelop

What Are “Primary” vs. “Secondary” CFAs?

CFA OVERVIEW

The State rules require at least one “primary” CFA. Cities have flexibility in designating additional primary and secondary CFAs, each with unique requirements

Primary CFAs

- **At least one required of a certain size**
(needs to be at least 25 acres in size)
- **Higher heights allowed**
(allowed height of at least 85 feet or 7 stories)
- **More development allowed**
(required minimum density of 25 units/acre)

Secondary CFAs

- **Optional, but no limit to how many are designated**
(can be any size)
- **Lower heights allowed**
(allowed height of at least 50 feet or 4 stories)
- **More development allowed but less change in density**
(required minimum density of 15 units/acre)

Springfield can choose different combinations of primary and secondary CFAs to best meet housing and development goals

Engagement Overview

TIMELINE AND TYPES OF QUESTIONS ASKED

SPRING ENGAGEMENT ROUND 1

April - May 2024

CFA Designation – Early Impressions

- What key features of CFAs in general do you like or dislike?
- Of the potential locations, which would be most suitable to be designated as a CFA? Are there any that should not be?

Interviews with landowners and infrastructure providers assessed the degree of ease to develop in compliance with CFA requirements. On-line survey and a market study informed staff presentations.

FALL ENGAGEMENT ROUND 2

October - December 2024

Part 1 – Design Outcomes

- How important is it to have rules that ensure quality buildings, even if it means higher costs or longer project timelines?

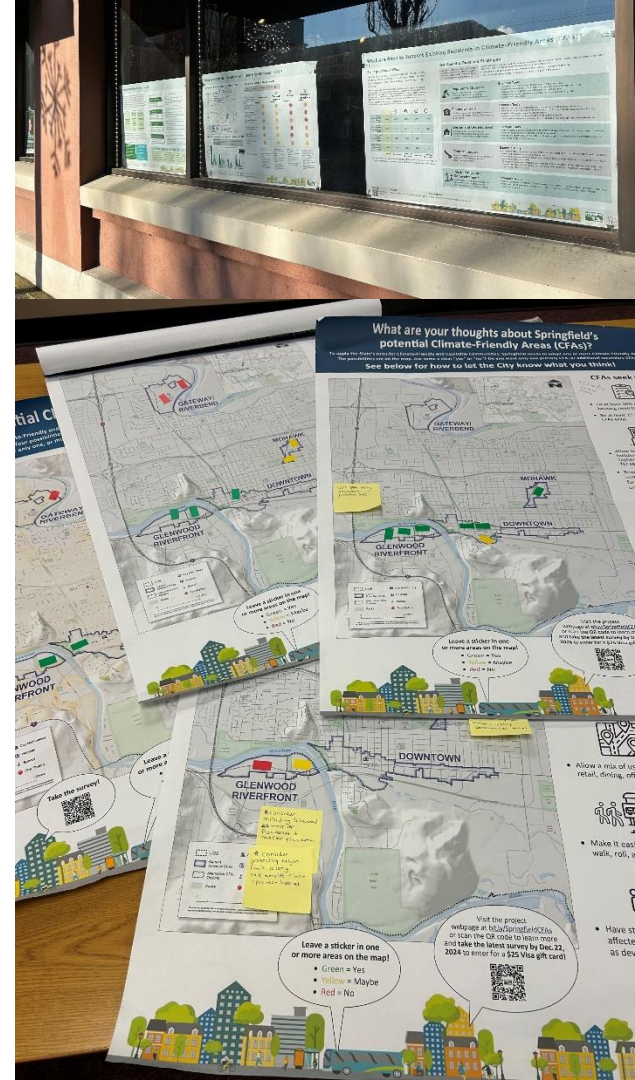
Part 2 – Housing Tools

- What tools would you prefer to help prevent pricing community members out if housing costs rise as CFAs redevelop? Do you have other suggestions?

Part 3 – CFA Designations

- What should each potential CFA become: Primary, secondary, smaller, or neither? (combinations ok)

Attachment 5
Page 5 of 18



Fall 2024 Community Engagement

OUTREACH STRATEGIES

COMMUNITY SURVEY



Part 1: 52 participants
Part 2: 44 participants
Part 3: 43 participants

PARTNER AGENCY COORDINATION



12 organizations
3 calls
20+ emails

WEBPAGE



242 new users in the fall
(2,727 all time views)
1,006 fall StoryMap views

POSTCARDS



3,437 sent

9 LIVE EVENTS

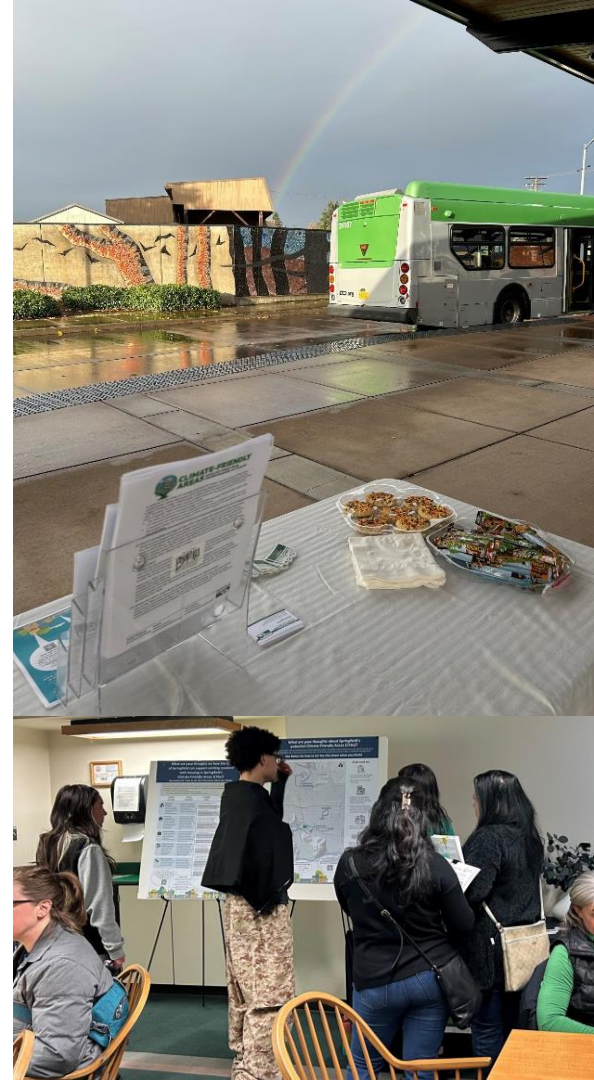


1 online drop-in session
2 in-person hosted events
6 pop-up tables



OTHER ENGAGEMENT

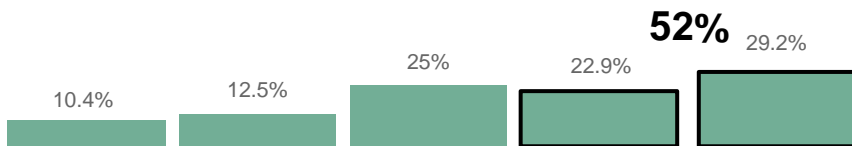
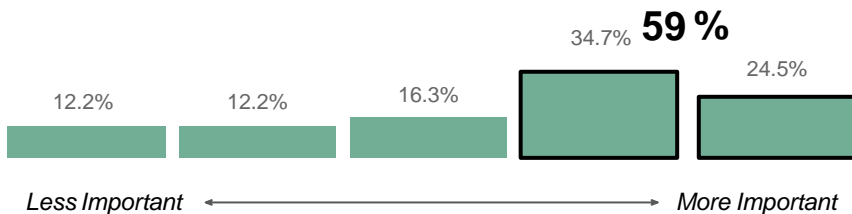
- Interactive “voting” posters
- Social media posts
- Flyer distribution
- Newsletter features



DESIGN OUTCOMES

SURVEY RESULTS SUMMARY (52 online survey participants)

How important is it to you that CFAs include design standards, even if they add time and/or costs to construction projects?



How important is it to you to maintain flexibility in CFAs for the market to build housing, even if the quality of building design is less predictable?

The visuals to the left show a distribution of preferences. Participants desire flexible development but with the ability to ensure quality outcomes.

Design standards desired include:



WEATHER PROTECTION (AWNINGS)

77% liked



OPEN SPACES WITH AMENITIES

71% liked



PROMINENT ENTRANCES

68% liked

Other desires for active ground floor uses (57%), maximum building lengths (58%), and building articulation (57%)

TOOLS TO SUPPORT RESIDENTS

STRATEGY CATEGORIES IN SURVEY

Regulatory Changes

Adjustments to zoning codes, land use policies, or regulations to manage development and foster various housing types and supply

Financial Tools

Subsidies, tax incentives, or grants aimed at promoting new development and affordable housing

Design & Development

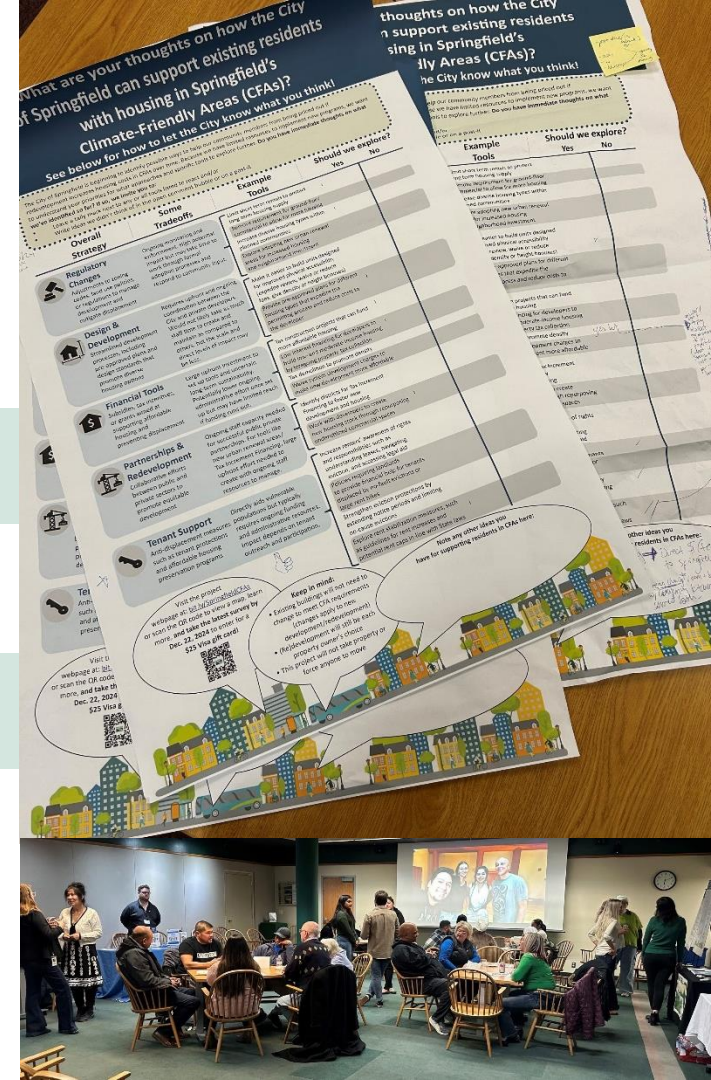
Streamlined processes, including reviews (e.g., pre-approved plans) and clear design standards that promote diverse housing options

Tenant Support

Anti-displacement measures such as tenant protections and affordable housing preservation programs

Partnerships & Redevelopment

Collaborative efforts between public and private sectors on solutions that help people find and keep housing, including finding ways to create more housing



TOOLS TO SUPPORT RESIDENTS

SURVEY RESULTS SUMMARY (44 survey participants, 10 poster votes)

Participants strongly prioritized:



TENANT SUPPORT

- 41% ranked as highest priority
- Strong desire for new affordable housing and helping current residents continue to live in our community



FINANCIAL TOOLS

- 32% ranked as highest priority
- General acknowledgement that development is expensive, and reducing the cost of development could result in more housing of different price points

+ general support for other tools that reduce displacement risk (e.g., partnerships, redevelopment, regulatory changes)

From our survey participants:

"Finding ways to help tenants find and stay in sustainable long-term housing helps the economic stability of communities"

"It is too expensive for private developers to build housing without financial incentives"

"Financial tools seem to be the best way to help the market create new housing and development that the city needs"

CFA DESIGNATIONS

SURVEY RESULTS SUMMARY (43 online survey participants, 17 poster votes)

GLENWOOD RIVERFRONT

Survey

- **57% believe most suitable as a primary CFA with current boundaries**
- 26% most suitable as a secondary CFA with current boundaries
- Few think it should not become a CFA (10%) or be smaller (7%)

Poster Votes

- **5 support** (3 full area, 2 with a smaller boundary)
- **1 indicates maybe** for a smaller area
- **1 does not support**

DOWNTOWN

Survey

- **50% believe most suitable as a primary CFA with current boundaries**
- 24% most suitable as a secondary CFA with current boundaries
- 14% support it becoming a CFA if smaller

Poster Votes

- **3 support** with a smaller boundary
- **1 indicates maybe**
- None against

MOHAWK

Survey

- **61% believe it should become a secondary CFA if Glenwood and/or Downtown become a primary CFA**

Poster Votes

- **2 support**
- **2 indicate maybe**
- None against

GATEWAY/RIVERBEND

Survey

- **54% believe it should become a secondary CFA if Glenwood and/or Downtown become a primary CFA**

Poster Votes

- **2 do not support**
- No other reactions

How do the potential CFAs compare?

POTENTIAL CFA LOCATIONS

Legend
Suitability Match

High

Moderate

Medium

Low

Revised Ranking of Potential CFAs based on Key Evaluation Criteria

Downtown

Glenwood
Riverfront

Mohawk

Gateway /
RiverBend

Compliance with Development
Regulations



Market-Constrained Housing Capacity



In/Near High-Density, Mixed Use Areas



Contain or Near Parks or Similar
Amenities



High-Quality Transportation Options



Infrastructure Capacity



Summary of Staff Recommendation

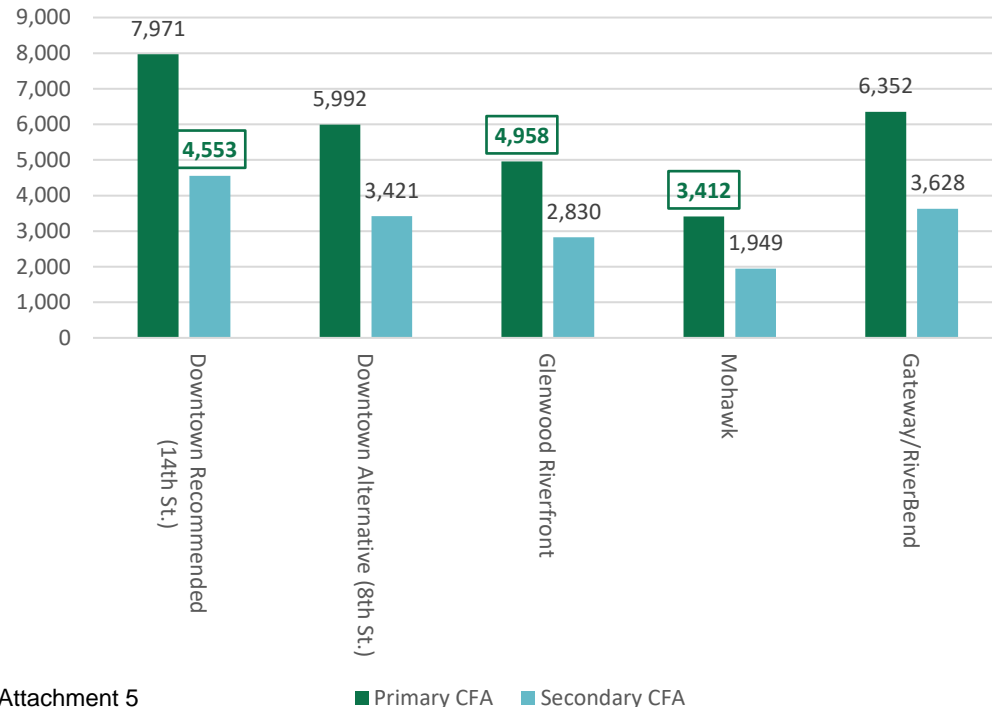
CFA RECOMMENDATIONS

Considering community feedback and the analysis of benefits and tradeoffs of each area, staff is recommending:

- Glenwood Riverfront and Mohawk to become primary CFAs
- Downtown to become a secondary CFA
- Staff is not recommending Gateway/RiverBend as a CFA

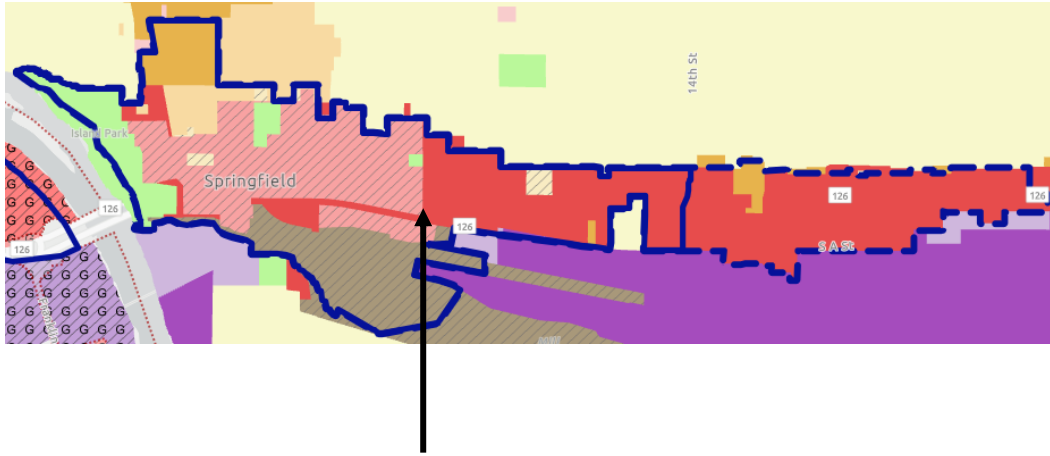
Current 30% housing capacity requirement	9,923 housing units
Potential future 30% housing capacity based on State projections	11,272 housing units
Housing capacity of CFA recommendation from staff	12,923 housing units

CFA Housing Capacity



Downtown – Secondary CFA with revised boundary

CFA RECOMMENDATIONS

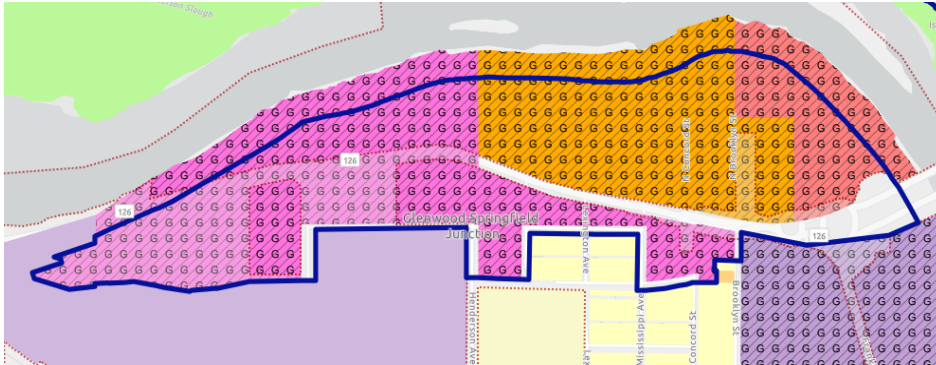


Alternative Option: Could consider shrinking Downtown CFA to 8th Street to align with eastern edge of Mixed Use Commercial and Nodal Area. Smaller Downtown option works if both Glenwood Riverfront and Mohawk become primary CFAs (housing capacity estimate: 11,791 dwelling units)

- Shifted boundary from 23rd St to 14th St. – connector to Mohawk CFA and less impact to residential areas adjacent to Community Commercial district
- Secondary CFA aligns with more reasonable densities and height
- **Code Approach:**
 - Rezone R-2 and R-3 to Mixed Use Residential (district is more aligned with CFA standards)
 - Apply CFA Overlay
 - Remove Nodal Development Area

Glenwood Riverfront – Primary CFA with revised boundary

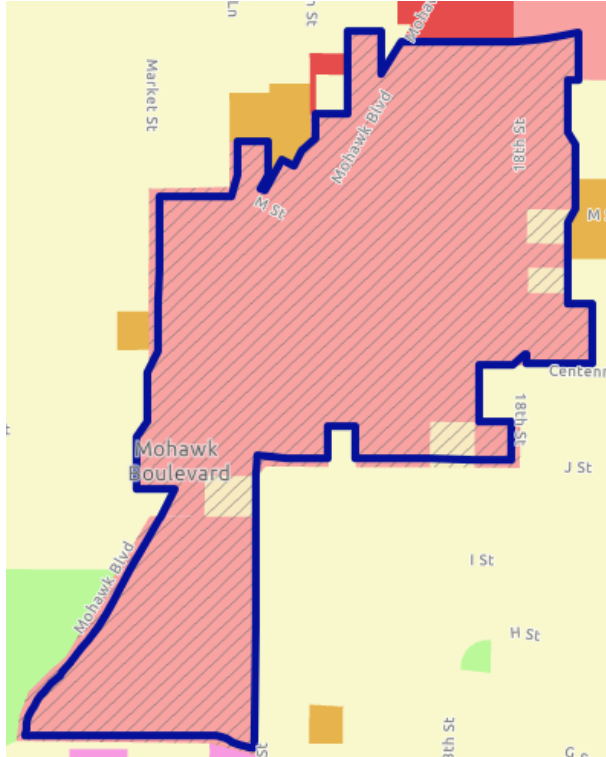
CFA RECOMMENDATIONS



- Revised boundary to retain 3-story height limit in Willamette Greenway area
- Primary CFA aligns well with existing development standards
- **Code Approach:**
 - Rezone to Glenwood Residential Mixed Use and align district with CFA standards (e.g., allow commercial as primary use)
 - Remove Glenwood Office Mixed Use and Nodal Development Area

Mohawk – Primary CFA

CFA RECOMMENDATIONS



- No boundary changes
- Primary CFA aligns with most existing standards – would increase minimum density for Mixed Use Residential (currently 20 units/acre for residential only, 12 units/acre for mixed use) and establish minimum density for Mixed Use Commercial
- **Code Approach:**
 - Apply CFA Overlay
 - Remove Nodal Development Area

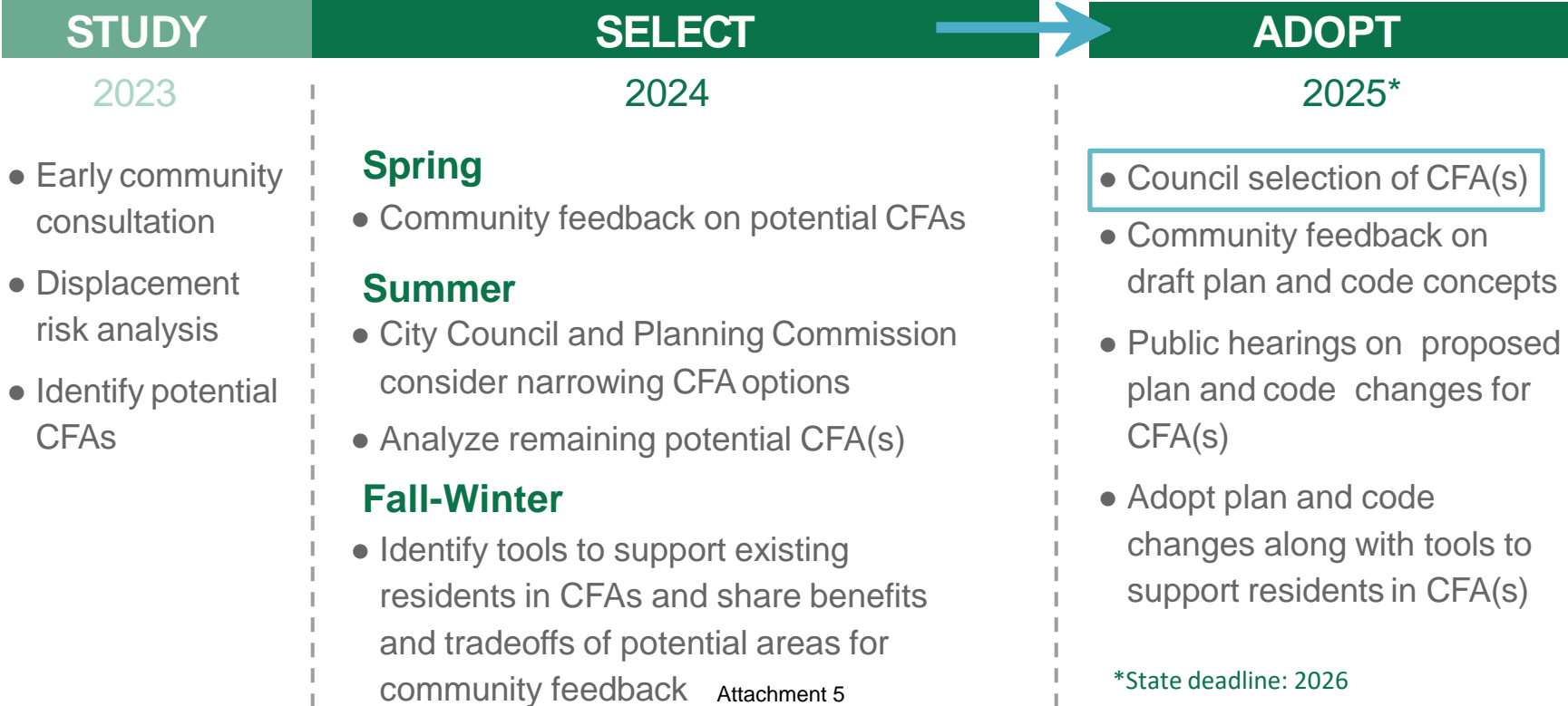
Alternative Option: Could consider Mohawk for secondary CFA to have lower density of 15 units/acre while keeping higher allowed heights in Mixed Use Commercial (90 ft.) and Mixed Use Residential (60 ft.). This option would impact overall CFA housing capacity and mean that the Downtown CFA boundary should remain at 14th Street.

CFA RECOMMENDATIONS



Attachment 5
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Next Steps



*State deadline: 2026

Discussion

Direction on recommendations and make selection of preferred CFA locations:

- **Downtown secondary CFA with boundary at 14th Street**
 - *Alternative Option:* Downtown secondary CFA with boundary at 8th Street (works if Glenwood Riverfront and Mohawk become primary)
- **Glenwood Riverfront primary CFA**
- **Mohawk primary CFA**
 - *Alternative Option:* Mohawk secondary CFA (if selected, Downtown CFA boundary should remain at 14th Street)
- **Gateway/RiverBend – Not Recommended for a CFA**