



Sustaining Quality of Life in the Southern Willamette Valley

PRESS RELEASE

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Draft Southern Willamette Valley Regional Growth Plan Released

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www.region2050.org/strategy.html

Lane County and the Cities of Eugene, Coburg, Creswell, Junction City, Veneta, Oakridge, Westfir, and Lowell, along with Lane Transit District and the Eugene Water and Electric Board, will hold meetings from August to October to seek tentative endorsement of a Regional Strategy for managing growth. The first meeting will be held on August 14 at 5:30 in Eugene.

The Strategy sets out a vision in seven quality of life categories: land use, housing, economy, transportation, environment, community facilities and services, and education. Implementation of the Strategy is voluntary. For those jurisdictions and agencies that choose to implement it, the Strategy is a powerful tool to manage growth, facilitate approval of state requirements, bring federal and state dollars into the region, retain and attract jobs to the region, and protect natural and environmental resources and productive farm and forest resource lands.

The Regional Growth Management Strategy contains a Regional Growth Concept and Map that directs growth into areas where the land capacity and visions of the communities support it. The Strategy has been seven years in the making and the elected officials are asking for public comment.

The Growth Concept is a “conservation scenario” that, by and large, directs growth into places where it will have the least impact on the environment and productive farm and forest lands. The Growth Concept contains population targets that are significantly different from population projections based on historic trends. This is especially the case in Eugene where about 50,000 less people would live over the next 50 years than past trends would project. The Strategy and the Concept are consistent with accomplished local planning efforts, such as the Eugene Growth Management Study that calls for densification within the city prior to expansion of city boundaries.

The Strategy contains a vision for protecting and sustaining quality of life as the region grows. The vision is stated in a set of regional goals and objectives that were collectively developed and endorsed through public meetings and outreach to over 1,000 citizens over the past seven years. The vision calls for all local governments in the region to acknowledge their inter-dependence while the Strategy sets out optional actions each jurisdiction and agency can take, independent of each other, to implement the vision over time. The Strategy Technical Report contains valuable data and analyses to document the Strategy and that each jurisdiction can use to support its local planning efforts.

After the current round of public outreach is completed, the Regional Policy Advisory Board will meet in October to recommend any final changes to the Strategy. **View Strategy, Strategy Technical Report, and public meeting schedule at: www.region2050.org/strategy.html**