

A Different Kind of Ownership...

- No Land Ownership; Land is Leased BUT Unit Owner Still Pays All the Property Taxes
- Most of Home Appreciation Comes from the Value of the Land, Not the Building
- But the Owner Only Owns the Building
- Owner Pays Monthly Ground Use Fee for the Use of the Land
- Owner Only Receives 25% of Any Appreciation Upon Resale
- Owner is Taking on Risk and Responsibility But Not Getting The Rewards of Full Ownership

Community Impacts...

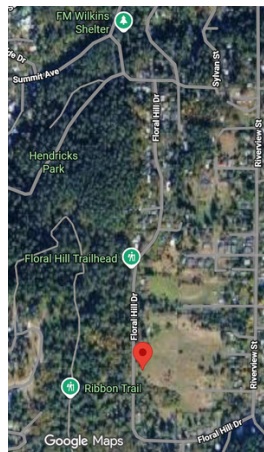
- Four years of construction
- Increased traffic means increased risk to drivers, bicyclists, children, dog walkers, joggers, Hendricks Park visitors and wildlife
- Intersections at the top and bottom of Floral Hill Drive as well as those within Hendricks Park will be more dangerous
- Increased fire risk due to higher density living
- Delayed emergency response times due to additional traffic
- Evacuation egress competing with emergency vehicles ingress equals dangerous gridlock

QUESTION THIS! DOES IT MAKE SENSE TO YOU?

Imagine! Choosing a neighborhood location for an Affordable Housing Development That Had...

- No LTD Bus Service
- Poor Walkability Score
- No Sidewalks
- No Bike Lanes
- No Laundry Facilities
- No Access to Affordable Groceries
- Is Private Car Dependent
- Is in a PRIORITY FIRE RISK area and has only one exit out of the subdivision

This is just the FIRST subdivision.
There are already MORE in the works.



Learn more...



www.IsFloralHillTheRightPlace.com

Right Idea... Wrong Place



THIS IS FLORAL HILL DRIVE

This would be Floral Hill Terrace...

- 22 buildings - many 3 stories tall
- 40 units - 116 bedrooms
- 120-200+ additional residents
- 80-100 additional cars
- ONE driveway to south end of Floral Hill Drive just north of the blind curve
- ONE subdivision could DOUBLE the number of cars on the entire street

**EVERYONE DESERVES A
SAFE PLACE TO LIVE**

**RIGHT IDEA...
WRONG PLACE!**



**FLORAL HILL DRIVE...
IT'S JUST NOT SAFE**

- Car dependent dwellings
- Increased cars make narrow road more unsafe
- Emergency response harder with increased density
- Congestion at Hendricks Park

JOIN US IN KEEPING FLORAL HILL SAFE FOR EVERYONE
isfloralhilltherightplace.com

FIRE RISK

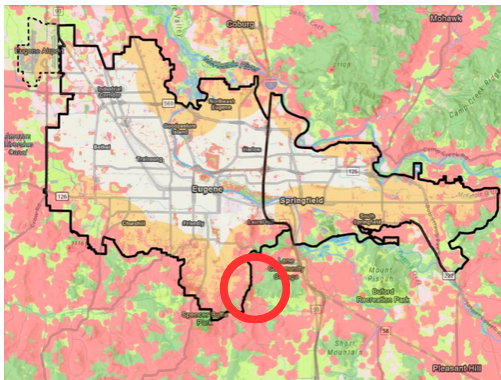
Laurel Hill Valley is located in a **WILDLAND URBAN INTERFACE (WUI)**. Within that WUI we are considered a **PRIORITY FIRE RISK** area.

Do you really want multiplexes of high density housing on Floral Hill Drive right across the street from the urban forest of Hendricks Park with 78 acres of very drought-distressed Douglas Fir trees? Many of the mature firs are 150 to 250 years old. These trees are significantly more prone to ignition and contribute to elevated fire risk.

Fire moves uphill. The biggest risk is from fall easterly winds carrying fire uphill where there is plenty of dried tinder just waiting for a spark.

Three things are critical in WUI Priority Fire areas:

- **WATER ACCESS**
- **ROAD ACCESS**
- **FIRE RESISTANT MATERIALS**



THE WATER SYSTEM is maybe a 100 year old country water system meant to support a scattering of rural houses, not a subdivision. New water infrastructure may be put in but it's still connected to the old mains according to workers.

THE ROAD The 17 foot wide road often can't handle two cars going in opposite directions. One often has to pull over to let the other pass. **How is this going to handle incoming fire equipment and evacuating residents at the same time?**

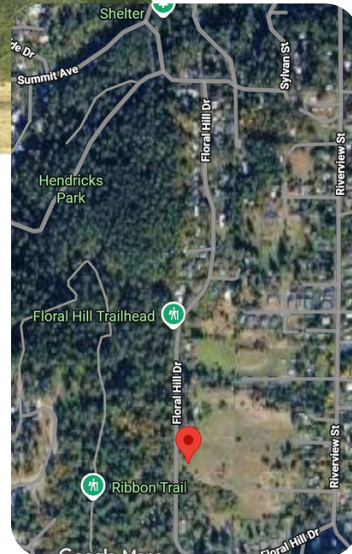
Check out KEZI reporting about delay getting to site of fire in 2025



FIRE RESISTANT MATERIALS ARE THE BEST PROTECTION IN WUI AREAS:

- Exterior Walls & Siding
- Windows and Glazed Doors
- Roof, Eaves & Soffits
- Vents & Ember Intrusion

BUT EUGENE DOES NOT REQUIRE THEM.



R327 fire resistant materials are **GREAT AT SLOWING THE FIRE DOWN** so firefighters can get to these difficult rural areas.

Unfortunately, even though **Sisters, Bend, Medford, Ashland, Grants Pass and ALL of Deschutes County** have passed regulations requiring them to be used in a WUI zone, **Eugene has not.**

What's in the News...

Learn about some of the controversial aspects of Affordable Housing and read what institutions have critiqued about this type of tax-payer funded development.

There's more than one way to do it...

Go directly to the **NEWS** page of our website to read these articles and more.



Summary of the OPB article

"Is Affordable Housing Really Affordable?"

OREGON PUBLIC BROADCASTING,

June 3, 2026

NEWS: "The Nimby Con"

DAILY KOZ, June 26, 2026

NEWS: "A Low-Income Housing Program is Pouring Big Money Into Housing Many Oregonians Still Can't Afford"

PRO PUBLICA, July 15, 2026

NEWS: "In Gentrifying Neighborhoods, He's Lowering Rents" and using private funds to do it!

NEW YORK TIMES, July 24, 2026

NEWS: "Oregon Law Ending Public Hearings For Most New Housing is 'Blatantly Unconstitutional'"

THE OREGONIAN, July 27, 2026

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