



Eugene City Council

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EUGENE CITY COUNCIL AGENDA

October 30, 2019

**12:00 p.m. CITY COUNCIL WORK SESSION AND WORK SESSION OF
THE EUGENE URBAN RENEWAL AGENCY
Harris Hall, 125 East 8th Avenue
Eugene, Oregon 97401**

**Meeting of October 30, 2019;
Her Honor Mayor Lucy Vinis Presiding**

Councilors

Betty Taylor, President
Mike Clark
Chris Pryor
Jennifer Yeh

Emily Semple, Vice President
Greg Evans
Claire Syrett
Alan Zelenka

**12:00 p.m. CITY COUNCIL WORK SESSION AND WORK SESSION OF
THE EUGENE URBAN RENEWAL AGENCY**

- 1. WORK SESSION: Downtown Fiber Project Update**
- 2. URA WORK SESSION: Town Square Project Update**

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El consejo de la Ciudad de Eugene agradece su interés en estos asuntos de la agenda. El lugar de la reunión tiene acceso para sillas de ruedas. Se puede proveer a un intérprete para las personas con discapacidad auditiva si avisa con 48 horas de anticipación. También se puede proveer interpretación para español si avisa con 48 horas de anticipación. Para reservar estos servicios llame al 541-682-5010. Las reuniones del consejo de la ciudad se transmiten en vivo por Metro Television, Canal 21 de Comcast y son retransmitidas durante la semana.

For more information, contact the Council Coordinator at 541-682-5010
or visit us online at www.eugene-or.gov.

EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



Work Session: Downtown Fiber Project Update

Meeting Date: October 30, 2019
Department: Planning and Development
www.eugene-or.gov

Agenda Item Number: 1
Staff Contact: Anne Fifield
Contact Telephone Number: 541-682-5451

ISSUE STATEMENT

This work session is an update on the downtown fiber project, a publicly-owned fiber network now known as EUGNet. The fiber network has been constructed and has positively impacted the number of jobs in the downtown core.

BACKGROUND

Expanding Eugene's telecommunications capacity has long been identified as critical to growing our technology sector and tech-enabled businesses. The 2013 *City of Eugene Broadband Strategic Plan* identified the development of a downtown fiber network as a strategic goal. Beginning in FY2014, the City of Eugene used the Telecom Fund for a pilot project to connect three buildings in the downtown to the Willamette Internet eXchange (WIX) using fiber optics installed in EWEB's existing underground electrical infrastructure. The pilot project demonstrated that using underground electrical conduit was a feasible method to bring fiber to individual buildings.

In 2016, the City Council, in its role as the Urban Renewal Agency Board, approved an ordinance amending the Downtown Urban Renewal Plan, which identified funds to support the construction of a high-speed fiber network in the downtown. The Telecom Fund supported construction costs outside the Urban Renewal Districts. In addition, the City and its partners were awarded a grant from the federal Economic Development Agency to support the project.

The City has worked in close partnership with the Eugene Water & Electric Board, Lane Council of Governments, and the Technology Association of Oregon to implement this innovative project. EWEB completed the installation of the fiber network throughout the designated footprint of the project boundary in October 2019. At this time, 82 buildings have connected to the EUGNet fiber network.

The EUGNet system established a competitive landscape for telecommunications in the downtown. It is an 'open access' network, which means that the publicly-owned fiber infrastructure can be leased by any internet service provider. There are now multiple ISPs competing to be downtown businesses' service provider. Telecommunications customers in the downtown have seen their internet speeds grow by a factor of ten and prices have declined by a factor of two.

The network has had a positive impact on our local economy. Existing businesses have been able to grow and hire more staff, new businesses have chosen to locate in the EUGNet service area, and out-of-town firms have located secondary offices in Eugene.

Staff will update City Council on construction status, project costs, economic impacts, and potential next steps at the work session.

PREVIOUS COUNCIL DIRECTION

[June 13, 2016, Agency Board Meeting](#)

The Downtown Urban Renewal Agency Board amended the Downtown Urban Renewal Plan to include the fiber network as a new project.

[September 28, 2016, City Council Work Session](#)

City Council authorized the submittal of a grant application to the federal Economic Development Agency for funds to construct a publicly-owned fiber network in the downtown.

COUNCIL OPTIONS

Information only. No options identified at this time.

CITY MANAGER'S RECOMMENDATION

Information only. No recommendation identified at this time.

SUGGESTED MOTION

No motion required.

ATTACHMENTS

None

FOR MORE INFORMATION

Staff Contact: Anne Fifield
Telephone: 541-682-5451
Staff E-Mail: afifield@eugene-or.gov

EUGENE AGENCY BOARD AGENCY BOARD

AGENDA ITEM SUMMARY



Work Session: Town Square Project Update

Meeting Date: October 30, 2019
Department: Planning and Development
www.eugene-or.gov

Agenda Item Number: 2
Staff Contact: Will Dowdy
Contact Telephone Number: 541-682-5340

ISSUE STATEMENT

This work session is a progress check-in on Eugene's Town Square Project, which combines the Park Blocks improvements, permanent Farmers Market space, and City Hall building.

BACKGROUND

The City of Eugene is working to accommodate the current and future needs of Eugene's City Hall and the Lane County Farmers Market, while reimagining the existing Park Blocks and restoring the Town Square with the recovery of the northwest block (occupied today by the Butterfly Lot). The vision is to locate efficient and accessible government services, provide a permanent location for a year-round public Farmers Market, create a central gathering space for both the immediate neighborhood and broader community, strengthen 8th Avenue as downtown's connection to the river, and continue the momentum of downtown revitalization.

In June 2017, City Council, in partnership with the Lane County Board of Commissioners, announced the agreement for the City to acquire the Butterfly Lot property as the future home of the Farmers Market and City Hall. In May 2019, City Council gave further endorsement to the Town Square project by authorizing the design work for a City Hall on the Butterfly Lot site as part of the planning for the Town Square.

Project Status

The Town Square Project has completed the Concept Design phase after months of stakeholder engagement and collaborative design. The Concept Design includes consideration of the relationships between the different project components; determining basic program, massing and key features; establishing a common palette and other unifying design elements; and specific design concepts with cost estimates.

The City, in partnership with the design consultant team led by Cameron McCarthy Landscape Architecture & Planning, has hosted a series of public events focused on developing a Eugene Town Square that reflects community needs. These public events, along with three online surveys and meetings with key stakeholders such as the Lane County Farmers Market and the Eugene Saturday Market, has allowed the design team to gather close to 3,000 pieces of feedback that

were used to inform a draft concept for the Eugene Town Square. By gathering this input, Cameron McCarthy has proposed a concept plan that creates an overarching narrative for a Town Square that embraces Eugene's community, culture, history, values and civics.

The design of City Hall has been the most conceptual of any part of the Town Square Concept Design. This is due largely to the significant work already completed by council, staff and community members around City Hall values as well the need to have the project architect selected before taking the initial design too far.

The City of Eugene is ready to move forward to the next phase of design and is assembling the right project team. Cameron McCarthy Landscape Architecture & Planning and FFA Architecture and Interiors join Sheils Oblatz Johnsen (the Owner's Representative for the project), with a Contractor to be selected to provide early feedback on cost, schedule and constructability. If so directed, the team is prepared to take the project design through the schematic level, which will include specificity about the design and project cost.

Proposed Next Steps and Timeline Related to the Town Square Project

- Work session in December to review goals and key design characteristics of the City Hall.
- Work sessions in early 2020 to review refined designs and cost estimates.
- Construction drawings for the Park Blocks and Farmers Market completed in summer 2020; and construction drawings for the City Hall completed in fall 2020.
- Council/Agency Board makes final decisions on project in 2020.
- Construction for the Park Blocks and Farmers Market completed in spring 2021; and construction for the City Hall completed in spring 2022.

PREVIOUS COUNCIL / AGENCY BOARD DIRECTION

[June 13, 2016, Agency Board Meeting](#)

The Downtown Urban Renewal Agency Board amended the Downtown Urban Renewal Plan to include the Park Blocks and Farmers Market as new projects.

[December 14, 2016, Work Session](#)

Following the Coordinated Downtown Development report by Cameron McCarthy, which explored location options for City Hall, the Lane County Courthouse and Farmers Market, City Council deliberated over the preferred option of the three scenarios described in the analysis. At this work session, council directed the City Manager to negotiate the purchase of the Butterfly Lot and sale of the former City Hall site, for the purpose of implementing "Scenario C," a City Hall and Farmers Market on the site of the Butterfly Lot.

[June 26, 2017, City Council Work Session and Agency Board Meeting](#)

City Council authorized the City Manager to purchase the Butterfly Lot from Lane County to be the site of the new City Hall. Immediately following this action, a meeting of the Urban Renewal Agency Board was convened, and the Board directed the Agency Director to purchase the Butterfly Lot to be the site of an expanded Farmers Market.

May 15, 2019, City Council Work Session

City Council authorized the City Manager to take the necessary next steps to design City Hall for the Butterfly Lot in planning for the Town Square.

AGENCY BOARD OPTIONS

1. Direct the Agency Director to advance the Town Square design based on the proposed Concept Design and return for work sessions in early 2020.
2. Direct the Agency Director to schedule another work session on the Town Square Concept Design before further refining the design.

AGENCY DIRECTOR'S RECOMMENDATION

Direct the Agency Director to advance the Town Square design based on the proposed Concept Design and return for work sessions in early 2020.

SUGGESTED MOTION

Direct the Agency Director to advance the Town Square design based on the proposed Concept Design and return for work sessions in early 2020.

ATTACHMENTS

- A. Town Square Concept Design package
- Diagram: "How was one design created?"
 - Concept Design
 - Perspectives

FOR MORE INFORMATION

Staff Contact: Will Dowdy
Telephone: 541-682-5340
Staff E-Mail: wdowdy@eugene-or.gov



HOW WAS ONE DESIGN CREATED?

The team worked closely with key downtown and project stakeholders, reviewed feedback from two surveys and public events and held in-person conversations with a wide diversity of people to shape the three concepts into a final draft.

PUBLIC INVOLVEMENT

DOWNTOWN
STAKEHOLDERS

10 MEETINGS
75+ PEOPLE

JULY 18TH BLOCK PARTY **500+**
ATTENDEES

EMAIL &
SOCIAL MEDIA
6,500+

ONLINE
SURVEY

1,014
RESPONSES

DIRECT OUTREACH
18+ EVENTS
675+ PEOPLE

OVER 7,000 CONNECTIONS WITH
ALL TYPES OF PEOPLE FROM ALL
THROUGHOUT EUGENE

RESPONSES PER CONCEPT

CONCEPT 1 **LITTLE CHANGE**
[18%] strongly liked
Key Findings: Keep healthy, existing trees,
permanent stage on SE Block, Natural fountain.

CONCEPT 2 **SOME CHANGE**
[20%] strongly liked
Key Findings: Remove parking around edges of Park
Blocks and provide temporary stage on SW Block

CONCEPT 3 **MOST CHANGE**
[34%] strongly liked
Key Findings: Increase area of lawn and overall number
of trees, paving to make all blocks feel like one park

TOP PREFERENCES

- NATURAL/ ACTIVE FOUNTAINS
- EVENT SPACE ACROSS OAK ST AND 8TH AVE
- RESTROOMS AND STORAGE IN FARMER'S PAVILION

DEMOGRAPHIC PREFERENCES:

COMMUNITIES OF COLOR

PREFERRED MORE LAWN SPACE AS SHOWN IN **CONCEPT 2 & CONCEPT 3**

LANE COUNTY FARMERS MARKET & SATURDAY MARKET MEMBERS

PREFERRED KEEPING AS MANY EXISTING TREES AS POSSIBLE FROM **CONCEPT 1**

RESPONDENTS UNDER 25 AND LOCAL BUSINESSES

LIKED ACTIVE/VARIABLE FOUNTAIN FROM **CONCEPT 3**

THOSE IDENTIFYING WITH A DISABILITY

PREFERRED MODEST PARKING REDUCTION
IN **CONCEPT 2**

ELEMENTS OF A FINAL DESIGN

ADJUSTABLE
FOUNTAIN
WITH NATURAL FEEL

PERMANENT SE BLOCK

STAGE

**MARKET
PAVILION**

WITH STORAGE
& RESTROOMS

SOME PARKING
CLOSE

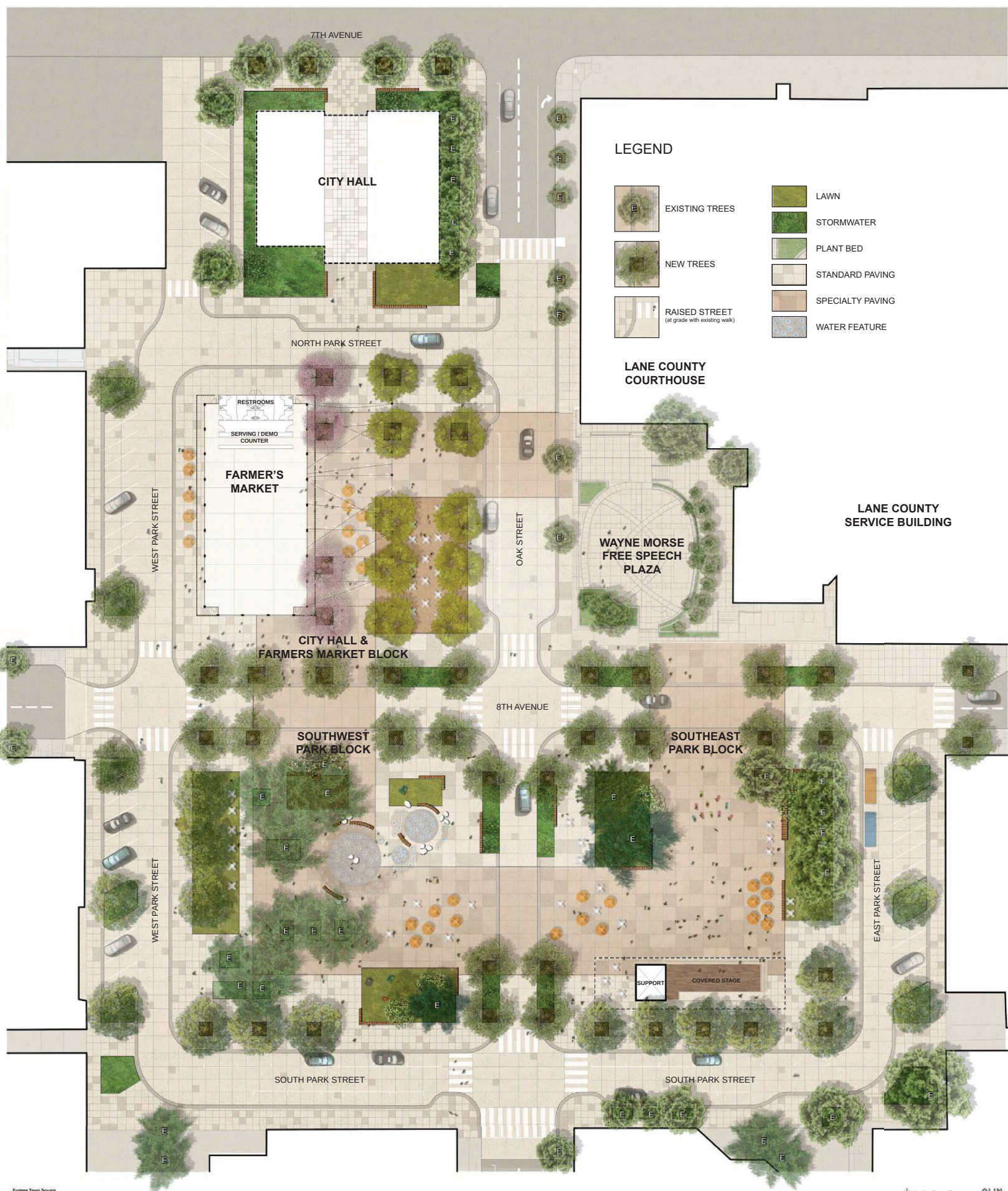
MORE

LAWN

PRESERVE EXISTING & ADD NEW

TREES

INFO KIOSK



LEGEND

	EXISTING TREES		LAWN
	NEW TREES		STORMWATER
	RAISED STREET (at grade with existing walk)		PLANT BED
			STANDARD PAVING
			SPECIALTY PAVING
			WATER FEATURE

LANE COUNTY COURTHOUSE

LANE COUNTY SERVICE BUILDING

SOUTHWEST PARK BLOCK

SOUTHEAST PARK BLOCK

SUPPORT

COVERED STAGE



THURSDAY
in JUNE

Fun in the fountain!



SATURDAY
in JULY

Saturday Market Sing along



SATURDAY
in AUGUST

Farmers Market



SUNDAY in
SEPTEMBER

Pavilion performance



WEDNESDAY
in OCTOBER

Fall Fest on the plaza



TUESDAY
in MARCH

Rainy play day



October 30, 2019, Work Session – Item 2