



Eugene City Council

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EUGENE CITY COUNCIL AGENDA

June 13, 2022

5:30 p.m. CITY COUNCIL WORK SESSION

As the state and community recover from the COVID-19 pandemic, City Council meetings will continue to be held in hybrid in person and virtual meeting technology. Information about online or other options for access and participation will be available at <https://www.eugene-or.gov/3360/Webcasts-and-Meeting-Materials>

Meeting of June 13, 2022; Her Honor Mayor Lucy Vinis Presiding

Councilors

Claire Syrett, President
Mike Clark
Randy Groves
Jennifer Yeh

Matt Keating, Vice President
Greg Evans
Emily Semple
Alan Zelenka

5:30 p.m. CITY COUNCIL WORK SESSION

1. WORK SESSION: URBAN RENEWAL DISTRICTS

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EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



Work Session: Downtown Urban Renewal District

Meeting Date: June 13, 2022
Department: Planning and Development
www.eugene-or.gov

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

ISSUE STATEMENT

In response to a Council poll, this work session will focus on the future of Eugene's Urban Renewal districts. There will be two work sessions on the topic: the June 13th work session will focus on the Downtown District, the June 25th work session will focus on the Riverfront District. At this work session, there will be information about how Urban Renewal works in Oregon, the types of projects that can be funded with Urban Renewal funds, the process to amend the Plan, and the fiscal implications of amending the Downtown District Plan. There will be a summary of the Eugene Downtown Plan, the policy framework for investments and the status of its priority projects.

BACKGROUND

Urban Renewal has been used to fund multiple projects that have enhanced Eugene's downtown. In the Downtown District (see Attachment A for a map), Urban Renewal has contributed to projects that attract community members to the downtown, such as the Eugene Public Library, LCC's Mary Spilde Downtown Center, the Woolworth Building, and the redevelopment of the Broadway Commerce Center. It has also funded improvements to streets and other infrastructure, to improve the experience in the outdoor public realm.

The current Plan for the Downtown District identifies four eligible projects: high-speed fiber, farmers market improvements, park blocks and open space improvements, and the redevelopment of 1059 Willamette Street. All four projects are either completed or in process. Staff provided an update on the status of the four projects at the [May 18, 2022 Budget Committee meeting](#). All tax increment funds allowed under the current Plan have been spent or allocated. The Plan does not allow additional projects.

The Downtown Urban Renewal Plan does not prescribe a specific sunset date for the District, but rather the District's division of tax will stop when the maximum indebtedness (i.e., the spending limit) for the District has been issued and paid. This means that the termination date for the District's division of tax depends on future tax revenues. Staff estimate that the District will have collected enough tax revenue to reach the spending limit as early as FY24, thus ending the District's division of tax, meaning that the District will no longer receive property tax revenue. City Council has asked to have a work session to discuss if Urban Renewal should be continued to fund

additional redevelopment in the downtown.

If Council wishes to continue to use Urban Renewal as a redevelopment tool, the District's Urban Renewal Plan would need to be amended.

Urban Renewal Basics

In Oregon, Urban Renewal is enabled by ORS 457 and is used to help cities and counties implement plans to revitalize specified areas within their jurisdiction. An Urban Renewal district has a Plan that documents planned investments and infrastructure improvements that stimulate private investment, leading to economic vitality and livability.

Urban Renewal districts have an Agency Board and in Eugene, the City Council has the role of the Agency Board.

The primary revenue source for urban renewal is tax increment revenue. Tax increment revenue comes from property value increases since that district was created. See Attachment A for an explanation of tax increment revenue.

To be eligible for tax increment revenue funds, projects must be included in the Urban Renewal District Plan. The identified projects in the Plan, however, can be specific (such as 'high-speed fiber'), or broad (such as 'infrastructure'). Urban Renewal funds can be used for purchase of real property, rehabilitation or construction of buildings, site improvements and costs related to those things, and improvements to streets, sidewalks, and utilities. See Attachment A for more detail about eligible uses of tax increment revenue.

Process to Amend the Downtown Urban Renewal Plan

If Council wishes to fund additional projects with Downtown Urban Renewal funds, it will need to initiate and approve a substantial Plan amendment, known as a "Type 1" amendment. A Type 1 amendment requires multiple steps and public outreach, which would take approximately four to six months from when the Agency Board starts the amendment process.

In order to amend the Downtown Urban Renewal Plan before the District has collected tax revenue that reaches the District's spending limit (thereby ending the division of tax), Council would need to approve any amendment by June 2023. This allows time for the amendment to be placed on the ballot, if referred. See Attachment A for the required steps to complete a Type 1 amendment.

Fiscal Implications

The Downtown District currently generates approximately \$2.6 million in revenue per year.

- *If the District no longer collects revenue from the division of tax*, the tax increment revenue will be directed to the overlapping taxing districts. Under this scenario, the City's General Fund would receive approximately 50% of what the Downtown District currently collects (approximately \$1.3 million dollars per year). It is important to note that although School

District 4J would receive more property tax revenue, *the impact to 4J's overall budget would be negative*. If the Downtown Urban Renewal District stops collecting property tax revenue, the net impact to School District 4J would be an estimated decrease of \$150,000 per year.

- *If the Downtown Urban Renewal Plan is amended with an increase to the spending limit*, the \$2.6 million in annual revenue will continue to be directed to the District, and that revenue will continue to grow. However, the growth of the revenue will eventually hit a ceiling. ORS 457.470 creates a cap on the amount of tax increment revenue, that is based on a percentage of a District's initial spending limit. The formula to calculate the cap is based on multiple factors and staff have not conducted a full analysis to calculate the cap for the Downtown District. Preliminary analysis suggests the District would approach the cap within ten years. Revenue that is generated beyond the collection limit would be directed to the overlapping taxing districts. More in-depth analysis would be required to fully understand the state-mandated collection limit.

Other Relevant Plans

The [Eugene Downtown Plan](#), adopted in 2004, is the policy framework for investments and projects in Eugene's downtown. City Council has used both Urban Renewal districts as important tools in implementing the strategies and projects listed in the Eugene Downtown Plan. The policy framework is still applicable to the health and sustainability of downtown, many of the priority projects identified in the Plan have been accomplished, while others are no longer priorities. See Attachment B for information on the status of the Eugene Downtown Plan's strategies and projects.

Given the progress that has been made on many of the projects included in the Downtown Plan, and the recent shift to remote work for office workers, caused by the COVID-19 pandemic, this is a reasonable time to consider creating a Downtown Action Plan that is consistent with the Downtown Plan's policies. An updated Action Plan could identify projects that could be funded by Urban Renewal.

The [Climate Action Plan 2.0](#) identifies actions that will help Eugene reach its climate goals. The Plan includes multiple strategies that support the development of downtown and increase compact housing in the downtown. Housing policy is a cornerstone of any City's climate policy. Housing stock characteristics like size, affordability, and location relative to transit, jobs, and other amenities all impact residents' environmental impact. Size has multiple impacts including the emissions from creating the building materials and the emissions from energy used to heat and cool the home. Smaller homes tend to have a smaller carbon footprint during construction and use. In addition, housing units built close to transit, jobs, and other amenities allow residents to access the community using fewer vehicle trips.

The [Housing Implementation Pipeline \(HIP\)](#) is an internal, cross-departmental, five-year work plan for the City. This work plan coordinates current and future City resources, goals, and priorities with a systems-thinking approach to housing across the full continuum from people experiencing homelessness to overall housing supply. A target goal in the HIP is to increase the amount of housing downtown by 50% from 2021; an increase of over 1,000 units.

PREVIOUS COUNCIL/AGENCY DIRECTION

June 13, 2016, Work Session

City Council passed two motions and approved Ordinance 20564 to amend the Downtown Urban Renewal Plan to increase the spending limit, expanded on a previously approved project, and authorized several new projects. The previously approved project was the improvements to the Lane County Farmers Market which was expanded to include improvements to parks and plazas throughout the Plan Area, including improvements to the Park Blocks for overall community use, to support the continued use for the Saturday Market, and to assist in the development of an improved permanent Farmers Market in the Plan Area. The new projects were High-Speed Fiber for the implementation costs within the District and 1059 Willamette Redevelopment.

November 23, 2020, Work Session

City Council approved Ordinance 20644 to amend the Downtown Urban Renewal Plan to remove the spending cap on the Farmers Market Improvements, making it eligible for a larger share of tax increment revenue funding. This amendment did not change the overall spending limit for the District.

COUNCIL OPTIONS

If the City Council is interested in the possibility of extending or expanding downtown urban renewal, an important first step would be to identify projects that are consistent with the Eugene Downtown Plan. Development of a Downtown Action Plan could identify needs and inform future discussions about potentially amending the Downtown Urban Renewal Plan.

CITY MANAGER'S RECOMMENDATION

The City Manager recommends developing a Downtown Action Plan.

SUGGESTED MOTION

Move to direct the City Manager to create a Downtown Action Plan that is consistent with the Eugene Downtown Plan to identify opportunities, needs and inform future funding discussions.

ATTACHMENTS

- A. Downtown Urban Renewal District – Technical Details
- B. Summary of Status of Projects in the Eugene Downtown Plan

FOR MORE INFORMATION

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

Downtown Urban Renewal District - Technical Details

In Oregon, Urban Renewal is enabled by ORS 457 and is used to help cities and counties implement plans to revitalize specified areas within their jurisdiction.

Tax Increment Revenue

The primary revenue source for Urban Renewal is tax increment revenue. Tax increment revenue comes from taxable property value increases since the district was created. These increased property values generate tax increment revenue, which is directed to the district. When an Urban Renewal district is first created, the assessed value within the district boundaries is established as the “frozen base.” If any boundary expansions subsequently occur, the assessed value within the expansion area is added to the district’s existing frozen base. Any new property taxes generated within that area through increased taxable value is called the “incremental” or “excess” value. Overlapping taxing jurisdictions continue to receive property taxes on the frozen base, while the Urban Renewal Agency receives property taxes related to the incremental value. This is called the “division of tax” method of raising revenue in an urban renewal district.

An Urban Renewal Plan identifies planned investments, their estimated costs, and expected tax increment revenue. The Plan sets a spending limit, known as the “maximum indebtedness.”

When an Urban Renewal district is established, taxing jurisdictions that overlap the district forgo some of the tax revenue they would otherwise collect from that area. Overlapping jurisdictions regain that revenue stream once the district expires. To the extent that the district increases assessed value over what would otherwise have occurred without Urban Renewal investment, the taxing districts should see an increase in tax revenues in the long term.

Although school property taxes are reduced as a result of urban renewal division of tax, in Oregon the net impact on an individual school system’s operating budget is minimal because schools are funded by the state on a per-pupil basis. The state determines how much money must be allocated for the education of each pupil across the state. If the money is not available from local property taxes, the state will make up the difference.

Eligible Uses of Tax Increment Revenue Funds

To be eligible for tax increment funds, projects must be included in the Urban Renewal plan. The identified projects in the Plan, however, can be specific (such as ‘high-speed fiber’), or broad (such as ‘infrastructure’).

The Urban Renewal agency must determine the scope and types of projects that are included in the Urban Renewal plan. Oregon statutes (ORS 457.170) govern the types of projects that may be funded with tax increment funds:

- Plan and implement neighborhood development programs;
- Rehabilitation or conservation work;
- Repair and rehabilitation of buildings and improvements;
- Acquisition, sale, and lease of real property;
- Clearance or rehabilitation of property acquired by the URA;
- Construction or reconstruction of streets, utilities, and site improvements;
- Relocation of individuals living in the URA; and
- Carry out work which a housing authority is authorized to perform (under ORS 456.055 to 456.235).

Some Urban Renewal agencies use tax increment funds to pay all or some system development charges, building permit fees, or local improvement district assessments. These costs are part of 'site improvements,' which are allowed under state statute.

Process to Amend the Downtown Urban Renewal Plan

If Council wishes to use Downtown Urban Renewal funds, it will need to initiate and approve a substantial Plan amendment, known as a "Type 1" amendment. A Type 1 amendment requires multiple steps and public outreach, which would take approximately four to six months from when the Agency Board starts the amendment process. The steps include:

1. City Council directs the City Manager to prepare a draft of an amendment to the District Plan. This step initiates the staff work to draft the Plan and to conduct an analysis of blight in the District.
2. Agency Board holds a work session to start the Plan amendment process. Staff provides a draft Plan amendment for the work session.
3. Notify overlapping taxing districts and the general public.
 - Notify overlapping taxing districts that amendments are proposed and inform them of the proposed hearing date. Districts receive a copy of the draft Plan and are given 45 days to provide written comments.
 - Solicit concurrence from overlapping districts.
 - Mail out postcards to the general public and place materials and proposals on the City website.
4. Planning Commission reviews and comments on the proposed amendment.
5. City Council Public Hearing on the ordinance amending the Plan.
6. Council work session to review overlapping taxing district recommendations, comments from the public, and the Planning Commission recommendation.
7. Council meeting to consider the ordinance amending the Plan.

In order to amend the Downtown Urban Renewal Plan before the District has collected tax revenue that reaches the District's spending limit (thereby ending the division of tax), Council would need to approve any amendment by June 2023. This allows time for the

amendment to be placed on the ballot, if referred.

Fiscal Implications—if the Downtown Urban Renewal Plan is amended with an increase to the spending limit

The Downtown District currently generates approximately \$2.6 million in tax revenue. The \$2.6 million in tax increment revenue will continue to be directed to the District, and that increment revenue will continue to grow. Table 1 below shows estimates of tax revenue from the overlapping districts.

Table 1. Division of Tax Impact on Overlapping Taxing Jurisdictions in FY22, Estimate of Current Property Taxes, Net of Discounts and Delinquencies

Taxing District	Type of Tax	Downtown
Education Taxes		
Eugene School District 4J	Permanent Rate	\$880,000
Eugene School District 4J	Local Option Levy	\$0
Lane Community College	Permanent Rate	\$115,000
Lane Education Service District	Permanent Rate	\$40,000
Total		\$1,035,000
General Government Taxes		
City of Eugene	Permanent Rate	\$1,300,000
City of Eugene	Library LOL	\$0
City of Eugene	Parks & Rec LOL	\$0
Lane County	Permanent Rate	\$235,000
Lane County	4-H/Extension LOL	\$0
Lane County	Public Safety LOL	\$0
Upper Willamette Soil & Water	Permanent Rate	\$10,000
Total		\$1,545,000
Bonded Debt Taxes		
City of Eugene	Bonded Debt	\$5,000
Eugene School District 4J	Bonded Debt	\$0
Lane Community College	Bonded Debt	\$0
Total		\$5,000
Total Taxes		\$2,585,000

Source: Lane County Assessment & Taxation, Table 4e, Detail of Urban Renewal Plan Areas by Taxing District, Tax Year 2021-22.

Note: Although local property taxes to schools are reduced as a result of the division of taxes, school budgets are only minimally reduced, all else being equal, because schools are funded through a per-pupil formula from the state, and any loss in local property taxes is made up by an increase in state funding. This chart does not take into account any effects of Measure 5 compression on education taxes.

However, the growth of the increment revenue will eventually hit a ceiling, as prescribed in Oregon statutes. The formula to calculate the cap is based on multiple factors and staff have not conducted a full analysis to calculate the cap for the Downtown District. Preliminary

analysis suggests the District would approach the cap within ten years. Revenue that is generated beyond the collection limit would be directed to the overlapping taxing districts. More in-depth analysis would be required to fully understand the state-mandated collection limit.

Fiscal Implications—if the District no longer collects revenue from the division of tax

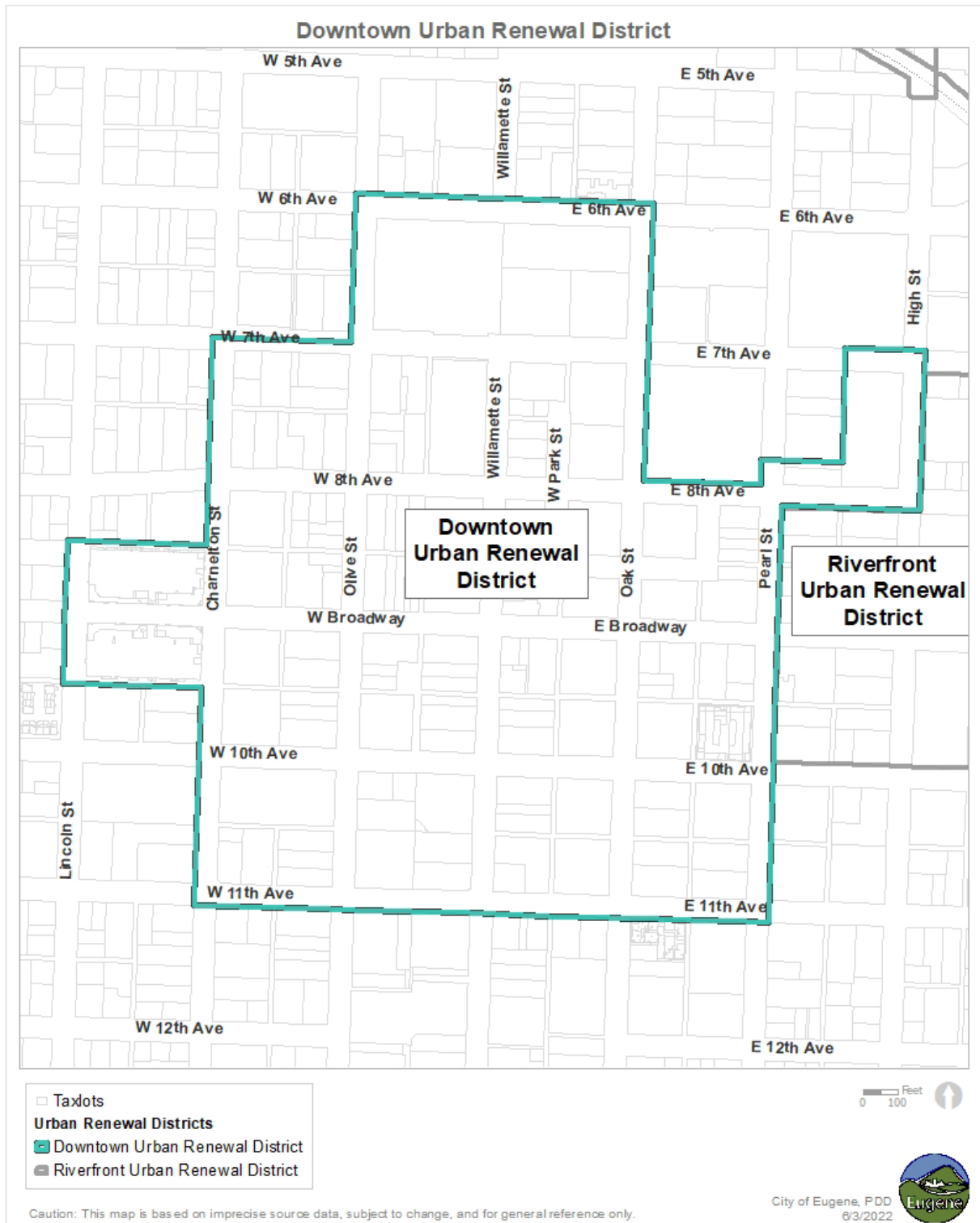
The tax increment revenue will be directed to the overlapping taxing districts. The actual revenue received by those districts does not equal the amounts shown in Table 1, due to ‘compression.’ Compression occurs when the tax amount calculation for an individual property exceeds the Measure 5 limits of \$5 per \$1,000 of Real Market Value (RMV) for education taxes and/or \$10 per \$1,000 RMV for general government taxes. A property in compression pays a lower tax rate than the sum of all applicable tax rates. The Downtown Urban Renewal District diverts some of 4J’s tax rate out of the education category and into the general government category, which causes some properties to no longer be in compression for the education tax rate category.

It is important to note that although School District 4J would receive more property tax revenue, the impact to its overall budget *would be negative*.

- **4J’s permanent rate.** Schools in Oregon are primarily funded on a statewide per-pupil funding formula, rather than by the level of tax dollars generated within school district. If the local property tax revenue does not meet the per-pupil level, the State makes up the difference. If we assume a constant school funding formula and all else remains equal, staff estimate that 4J loses around \$20,000 annually as a result of permanent rate tax dollars diverted to the City’s Downtown Urban Renewal district, much less than the amount of property tax revenue that flows to the District.
- **4J’s Local Option Levy.** The Downtown District generates no revenue from the local option levy. However, it indirectly impacts the revenue generated by the levy, due to compression. The Urban Renewal District diverts some of 4J’s permanent rate tax dollars out of the education category and into the general government category, which causes some properties to no longer be in compression for the education tax rate category. The end result is that 4J receives around \$170,000 more revenue from the local option levy annually because of the compression relieved by the Downtown Urban Renewal District. The State funding formula does not apply to local option levies, so 4J realizes the full benefit of this increase.

The net impact to 4J of the District ceasing to collect revenue from the division of tax is a decrease of \$150,000.

Map of Downtown Urban Renewal District



Summary of Status of Projects in the Eugene Downtown Plan

The Eugene Downtown Plan was adopted in 2004. It identifies strategies to promote downtown Eugene as a thriving, active, urban center with ties to our rich natural heritage, a variety of intermingled activities, and safe, inviting streets.

The Downtown Plan study area includes the downtown core and immediate adjacent areas. The study area overlaps with three neighborhood refinement plan areas, the Whiteaker Plan, the West University Refinement Plan, and Jefferson/Far West Refinement Plan. W

The Plan is organized into nine related elements, each a fundamental aspect of downtown urban vitality and economic strength:

- I. Strong Regional Center
- II. Building a Downtown
- III. Great Streets
- IV. Special Places
- V. Living Downtown
- VI. Downtown Riverfront
- VII. Cultural Center
- VIII. Safe Civic Center
- IX. Getting Around Downtown

Each element includes policies, implementation strategies, and example of possible projects.

- Policies are statements to articulate and move the community towards its goals. The policies were adopted by the City Council.
- Implementation strategies are tactics to address the policies. Implementation strategies often require coordination between city departments or divisions.
- Projects are examples of specific actions that the City may choose to undertake or participate in.

This summary of the status of projects, lists the policies and projects for each of the Plan's nine elements and the status of the projects.

Policies	Projects	Project Status
<i>I. Strong Regional Center</i>		
<p>1. Build upon downtown's role as the center for government, commerce, education and culture in the city and the region.</p> <p>2. Downtown development shall support the urban qualities of density, vitality, livability, and diversity to create a downtown, urban environment.</p>	Locate a headquarters or regional office facility downtown.	Ongoing successful effort. Successes to date include Northwest Community Credit Union, Tyndale Advisors, Pipeworks, IDX. Palo Alto Software.
	Expand the square footage of convention facilities downtown.	Not implemented.
	Provide incentives for the location of medical facilities downtown.	Not implemented.
	Provide incentives for the redevelopment of the Sears site for a multi-story office building.	Completed. Urban Renewal used to support acquisition of the site; redeveloped into Lane Community College's Mary Spilde Downtown Center.
	Coordinate with the U of O to locate university offices downtown.	Ongoing successful effort. UO has presence at 942 Olive and the 5th/Oak Art Building.
<i>II. Building a Downtown</i>		
<p>1. Actively pursue public/private development opportunities to achieve the vision for an active, vital, growing downtown.</p> <p>2. Use downtown development tools and incentives to encourage development that provides character and density downtown.</p> <p>3. Facilitate downtown development by re-designating and rezoning underutilized properties, such as surface parking lots, to a commercial land use designation and a commercial zone such as C-2 or C-3.</p>	Provide incentives for the redevelopment of the vacant Bon Marche/Symantec building and vacant Centre Court building.	Completed. Bon Marche/Symantec building connected to fiber network, but no other incentives applied to building. Centre Court redeveloped as Broadway Commerce Center, using a mix of public incentives (Urban Renewal; HUD Section 108, HUD Brownfield Economic Development Initiative. Redeveloped building opened in 2011 and includes retail and office space.
	Promote dense, mixed-use developments on the surface parking lots located at Broadway and High Street and Broadway and Pearl Street.	Partially complete. Broadway and High lot developed into Whole Foods grocery. Broadway and Pearl lot is still surface parking.
	Issue request for proposals for purchase and development of the City-owned property adjacent to the new Federal Courthouse site.	Completed. Property was developed into the Northwest Community Credit Union headquarters, using Urban Renewal funds and land assembly.
	Provide incentives for façade improvements and redevelopment of retail spaces on Broadway	Ongoing successful effort.. Downtown Loan program (capitalized with Urban Renewal

Policies	Projects	Project Status
	between Willamette Street and Charnelton St..	funds) has financed improvements at Jazz Station, Noisette, OCT, Killer Burger, Party Downtown, Broadway Metro, First National Taphouse. Some retail space now filled with office uses, which connect to fiber network.
	Work with private property owners towards the redevelopment of the commercial warehouses on 8th Avenue in the courthouse area.	Completed. New businesses include Gratitude Brewing, StorItAll, and Northwest Community Credit Union. A student housing development (200+ units) began construction in May 2022.
III. Great Streets		
<p>1. Emphasize Broadway, Willamette Street, 5th and 8th Avenues as Great Streets through public improvements and development guidelines. Include portions of these streets as follows:</p> <ul style="list-style-type: none"> • Willamette between 5th and 13th Avenues • Broadway between Lincoln and Hilyard • 5th Avenue between Lincoln and High Street (with potential extension to the Willamette River) • 8th Avenue between Willamette Street and the Willamette River <p>2. Strongly encourage the location of significant municipal, county, state and federal buildings along 8th Avenue.</p>	Implement street improvements for 8th Avenue, with public art elements, special light standards, signs, and street furniture.	Completion due soon. Major reconstruction coming in 2023 to make 8 th Ave two-way and improve the streetscape.
	Implement a design study and possible acquisition of land to make a stronger pedestrian connection from 5th Avenue to the riverfront.	Completed. The Downtown Riverfront redevelopment has created a pedestrian connection from the Market District area along 5th Avenue to the riverfront.
	Create a pedestrian connection across the railroad tracks between the end of Willamette Street and Skinner Butte.	Not implemented.
	Provide a loan fund for façade improvements along West Broadway.	Ongoing successful effort. Using the Downtown Loan program, a focused façade Improvement loan program is available and has been used at the McDonald Theater and Downtown Athletic Club.
	Include signs, public art and landscaping at the gateways to downtown along Broadway and Willamette.	Ongoing successful effort. Wayfinding signs installed on both streets; landscaping improvements installed on Broadway; flower baskets maintained throughout downtown; temporary art installations rotate in ground-floor spaces; murals painted throughout area.
	Begin site analysis of possible locations along East 8th Avenue for a new City Hall and police station.	Completed. City Hall site obtained at N. Park St. and Oak St. Downtown Public Safety Station was included in the Lane Community College Mary Spilde Downtown Center at 10th and Olive.

Policies	Projects	Project Status
IV. Special Places		
1. Enhance public places throughout downtown through the careful design of civic buildings, streetscapes, parks and plazas. Include public art and other elements to create special places for all ages.	Install graphics for downtown information and directions at the Park Blocks.	Completed. Wayfinding signs installed in May 2022 at the Farmers Market Pavilion and throughout Downtown.
	Develop a funding strategy to daylight the Millrace from Ferry Lane to the Willamette River.	Not implemented. Project not included in final Downtown Riverfront concept designs.
2. Connect special places downtown with enhanced street designs, public art, directional signs, transit routes, and historic markers to create an inviting and memorable route through downtown.	Locate a play structure for kids near the Park Blocks.	Not completed. Placemaking designs for Park Blocks include a play fountain, but redevelopment of Park Blocks not implanted due to lack of funding.
	Work with Lane County to develop a mixed use or civic structure in place of the butterfly parking lot on Oak Street between 7th and 8th Avenues, to better integrate this site with the Park Blocks.	Completed. The Farmers Market Pavilion and Plaza, located on the southern half of this property, completed in June 2022 with Urban Renewal funds. The northern half is reserved for the future City Hall.
3. Promote adjacent park and open space areas as a valuable complement to downtown's urban places. Improve connections between downtown and nearby nature areas.	Implement a historic plaque program and walking tour.	Not implemented.
4. Encourage listing of appropriate structures and sites of historic importance in the National Register of Historic Places or as City of Eugene Historic Landmarks.		
V. Living Downtown		
1. Stimulate multi-unit housing in the downtown core and on the edges of downtown for a variety of income levels and ownership opportunities.	Build an affordable or mixed income housing development on the 8th Avenue "land bank" site east of the WOW Hall.	Completed. Westtown on 8th (102 units) completed in 2008.
	Develop a residential mixed-use project on Willamette Street incorporating the former Woolworth site and Centre Court building.	Not implemented. Both sites redeveloped into commercial uses with retail on the ground floor and offices on upper floors.
2. Reinforce residential use in neighborhoods abutting the downtown commercial core to help contain commercial activity in downtown and maintain the historic character and livability of adjacent	Encourage rehabilitation of older multi-story rental housing south and east of the downtown core.	Not implemented.
	Seek new opportunities for owner-occupied	The Tate at 1375 Olive developed into 46

Policies	Projects	Project Status
neighborhoods.	housing in or near downtown through incentives such as MUPTE, CDBG, and Urban Renewal.	owner-occupied units in 2006. Project received a MUPTE.
	Assess and mitigate the impact of infill development in the neighborhood areas immediately adjacent to downtown.	Not implemented.
	Conduct a downtown area housing policy analysis to assess the impact of policies affecting neighborhoods on the periphery of downtown and recommend policy amendments to promote housing preservation.	Not implemented.
VI. Downtown Riverfront		
1. Incorporate the Willamette River as an integral element to downtown planning and development. 2. Collaborate with EWEB to encourage relocation of their utility facilities. 3. A master plan for the EWEB riverfront property must be approved by the City before any redevelopment, land use application, rezoning, Metro Plan or refinement plan diagram amendments are approved for uses not associated with EWEB functions. The master plan shall be evaluated based on the master plan's consistency with principles A through D below: A. Create a "people place" that is active, vibrant, accessible and multi-use. B. Provide appropriate setbacks, deeper where environmental or habitat issues are more critical, shallower in other areas. C. Incorporate appropriate building and site design techniques that address environmental concerns. D. Incorporate an educational aspect, so	Partner with EWEB to develop a master plan for the EWEB site.	Completed. Riverfront Master Plan completed in 2010.
	Assess and provide mitigation for stormwater issues related to the potential development of riverfront properties.	Completed. Included in Master Plan for Riverfront redevelopment. Streets and park in the Downtown Riverfront include stormwater management landscaping and infrastructure.
	Introduce pedestrian-related improvements along all paths leading to the river.	Partially completed. Pedestrian access included in 5th Ave connection from Market District to Riverfront, 4th Avenue, and 8th Avenue. Gaps remain.
	Develop an adaptive use concept for EWEB's Steam Plant.	Completed. Urban Renewal Agency acquired the property in 2018 with the purchase of the EWEB site. Development team has been selected to adaptively re-use the building, transforming it into a mixed-use center.
	Daylight the Millrace to connect downtown to the river and capitalize on this historic waterway.	Not implemented. Project not included in final Downtown Riverfront concept designs.

Policies	Projects	Project Status
<p>that the riverfront improvements teach us about our river, our history and our city.</p> <p>The master plan shall be considered using the City's Type II application procedures, unless the applicant elects to have the master plan reviewed concurrently with a Type III, Type IV or Type V application.</p> <p>4. Facilitate dense development in the courthouse area and other sites between the core of downtown and the river.</p>		
VII. Cultural Center		
<p>1. Provide and promote development and community events that reinforce downtown's role as the cultural center for the city and region.</p> <p>2. Reinforce the creative, distinctive culture of downtown as s the arts and entertainment center of the city.</p>	Help locate a multiplex cinema downtown.	Completed. Metro movie theatre located at Broadway at Willamette, using Downtown Loan program.
	Partner with DEI for programming events at Broadway Plaza.	Ongoing successful effort.. The City of Eugene's Cultural Services Division provides programming and rotating art installations.
	Work with Downtown Initiative for the Visual Arts to find a suitable location for an art museum downtown.	Not implemented.
	Install creative banners as marketing tools and directional signs.	Partially completed. Some banners are in use, and wayfinding signs installed in 2022.
	Create an annual political speaker's forum for the Wayne Morse Free Speech Plaza.	Not implemented.
VIII. Safe Civic Center		
<p>1. Support public safety activities that increase visibility, access, actual and perceived safety for individuals and property downtown.</p> <p>2. Consider design measures to enhance public safety and emergency vehicle access as an integral component of public projects, including street improvements</p>	Build a new Community Police Station downtown, preferably on East 8th Avenue.	Completed. LCC building includes the Downtown Safety Station.
	Improve downtown lighting between centers of nighttime pedestrian activity.	Partially Completed. Improved lighting installed, partially funded by Urban Renewal. More lights need upgrading to improve energy efficiency and effectiveness.
	Develop an educational brochure focusing on Crime Prevention through Environmental Design (CPTED) principles.	Ongoing Successful Effort. Brochure with contacts for Public Safety distributed to businesses in the downtown; EPD provides

Policies	Projects	Project Status
and building construction		tailored CPTED advice to individual properties.
3. Develop and maintain a community policing plan for the downtown area.	Include CPTED design standards for Great Streets.	Not implemented.
IX. Getting Around Downtown		
4. Develop a transportation system that supports the vision of a vital downtown and provides for the safe and efficient movement of automobiles, pedestrians, bicycles, and emergency and transit vehicles.	Create a grade-level pedestrian crossing at the intersection of 8th Avenue and Mill Street.	Completed. At-grade crosswalk completed. However, pedestrian access remains weak.
	Convert 10th Avenue to a two-way street.	Completed.
	Conduct a “walkability” assessment to determine needed pedestrian improvements in downtown.	No recent assessment completed.
5. Promote and support alternative modes and accessibility through strategic planning and public investment.	Construct a bicycle path along the new 6th Avenue extension between Franklin Boulevard and Hilyard Street and 6th Avenue and High Street.	Completed.
6. Enhance functional designs for streets, sidewalks, and related public improvements with carefully chosen design elements, including materials, alignments, plantings, and streetscape elements.	Provide a prominent entrance to downtown from East Broadway near Mill Street.	Not implemented.
	Construct a new parking garage to support the east side of downtown and the new Courthouse district.	Not implemented.