

Downtown Urban Renewal District:

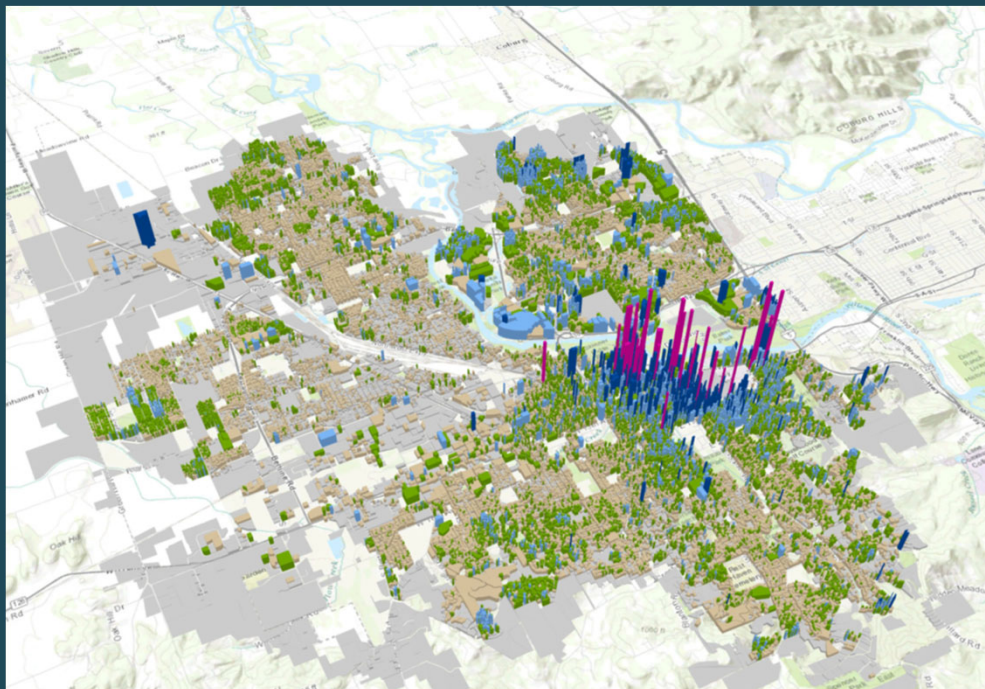
downtown EUG
priorities & projects

Eugene Urban Renewal Agency
Work Session – January 25, 2023



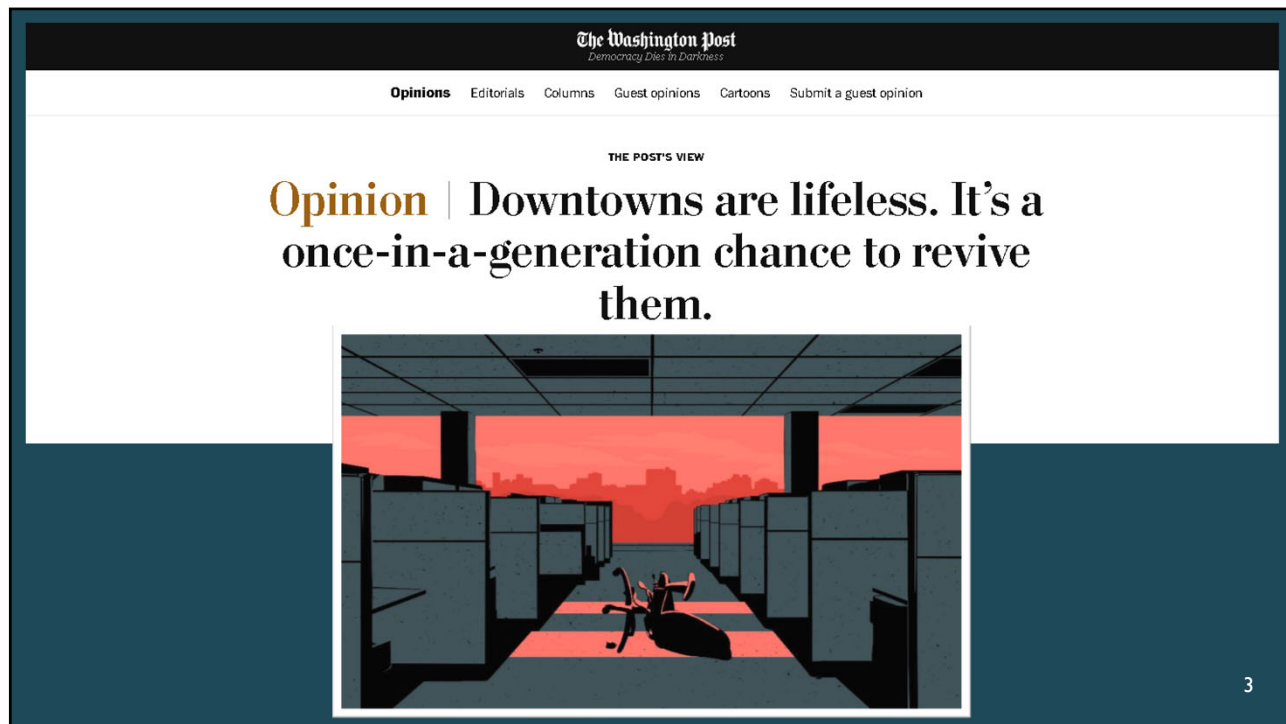
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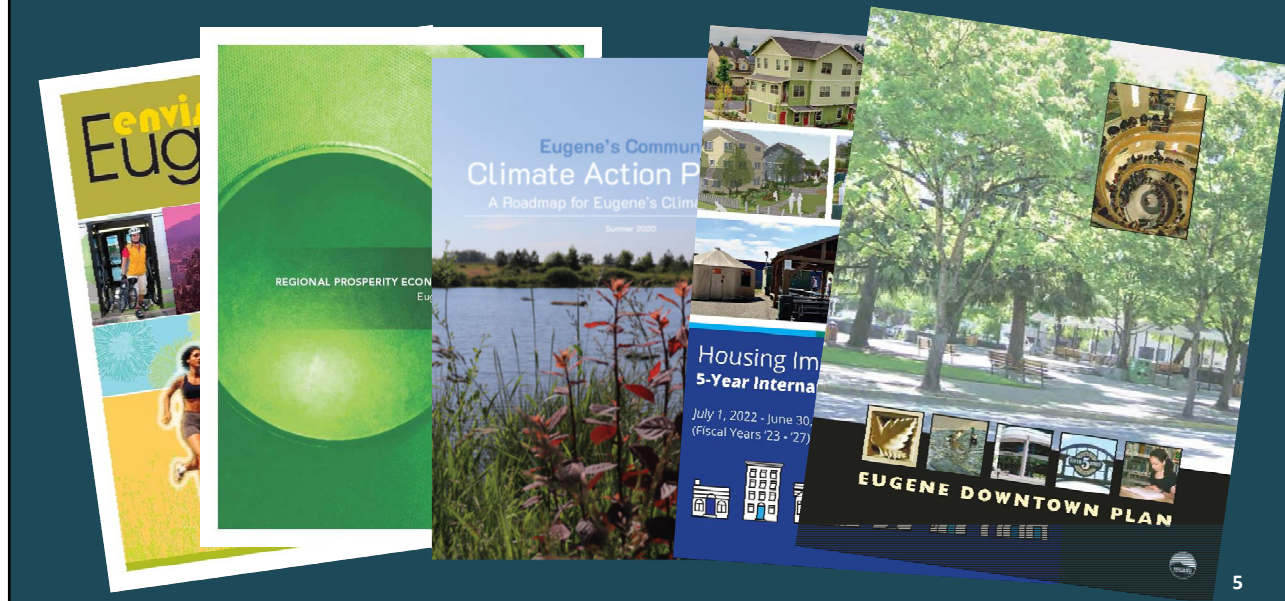
Agenda

- Downtown Priorities and Projects
 - Process
 - Results
 - Next Steps
- Downtown Urban Renewal District

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City Plans & Community Goals



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Attachment C

Downtown Priorities and Projects Public Outreach

8 Interviews	4 Focus Groups	120+ Open House Attendees
21 Interviewees	77 Participants	1,200+ Survey Responses

2,000+ Community Members Engaged

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Three simple questions:

1. What is your vision for downtown?
2. What is getting in our way?
3. What are the solutions?

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What did we hear?

Vision

Safe
Clean
Vibrant
Walkable

8

8

What did we hear?

Vision

**Safe
Clean
Vibrant
Walkable**



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BUT....

- Unsafe
- Dirty
- Inappropriate behavior
- Vacancies
- Blank facades
- Deserted
- Office worker/event dependent



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What did we hear?

Priorities

- Housing
- Public Safety
- Social Services
- Commercial Activity & Development
- Public Space & Mobility
- Events & Culture

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The perception of safety downtown should be number one priority. Everything else flows from this.

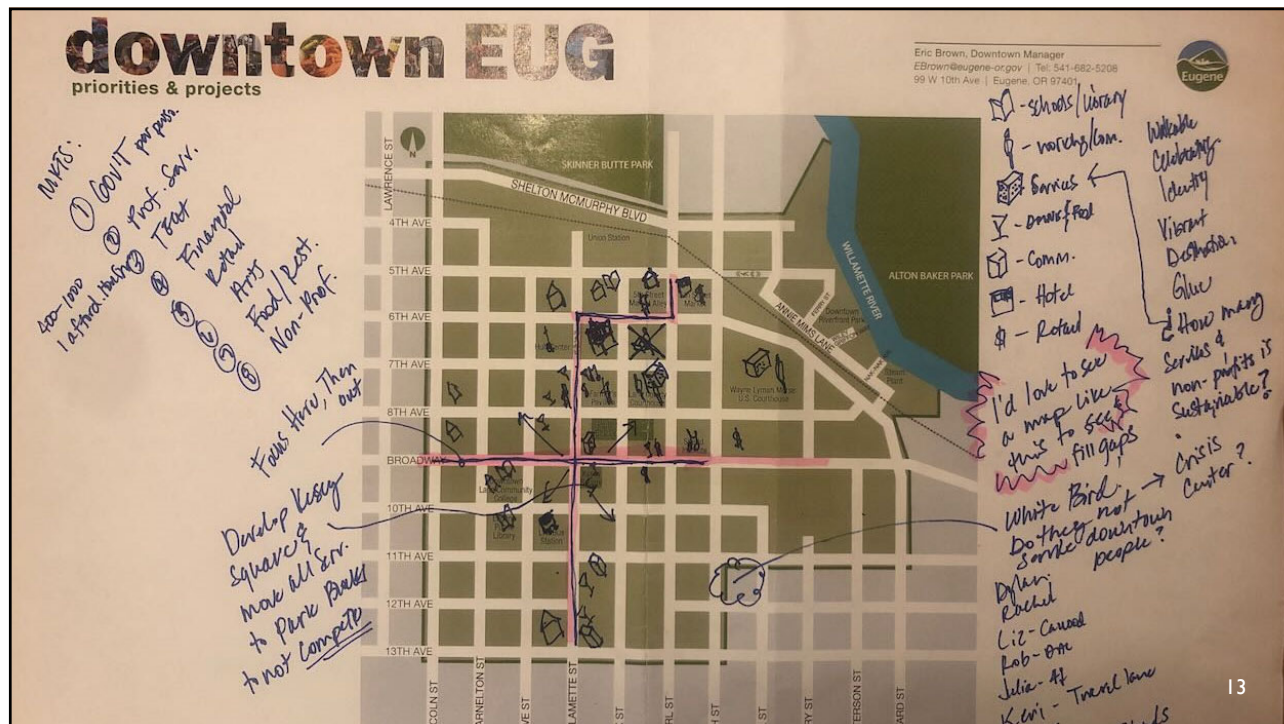
I love Eugene! I've worked downtown for more than ten years and no longer feel safe. Let's focus on mental health and addiction services so folks can be well. Low-income housing, please!!!

The challenges downtown is experiencing are not limited to downtown. They're issues that pervade our entire community.

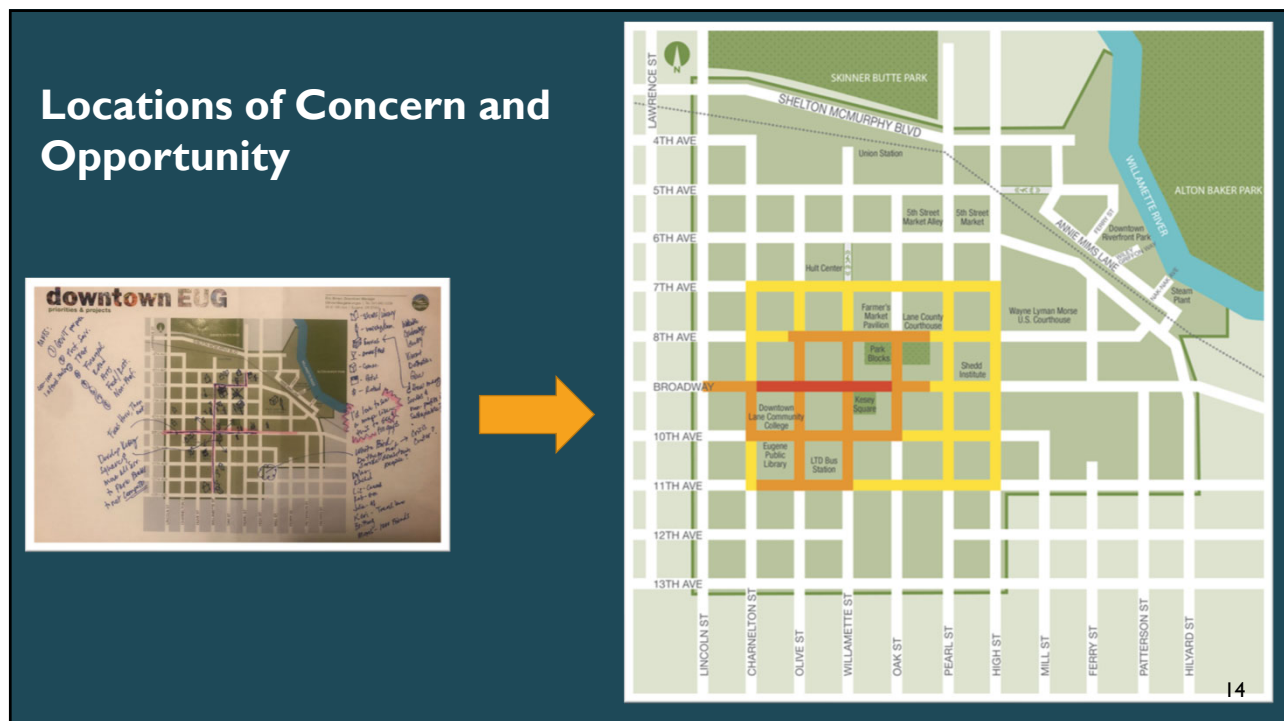
Housing, housing, housing. All the rest will solve itself.

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Housing Density

Entire Downtown Plan Area
2,511 Total Units
306 Acres

8.2 Units/Acre

Subarea: 16 blocks around Broadway & Willamette

140 Total Units

59 Acres

2.4 Units/Acre



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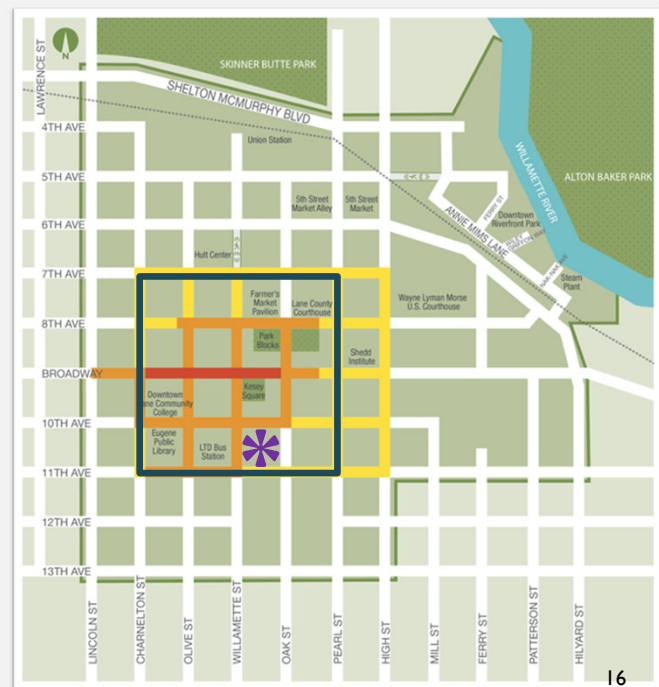
59 Acres

2.4 Units/Acre

Bethel: 3.6 Units/Acre

Friendly: 3.8 Units/Acre

River Road: 2.9 Units/Acre



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What did we hear?

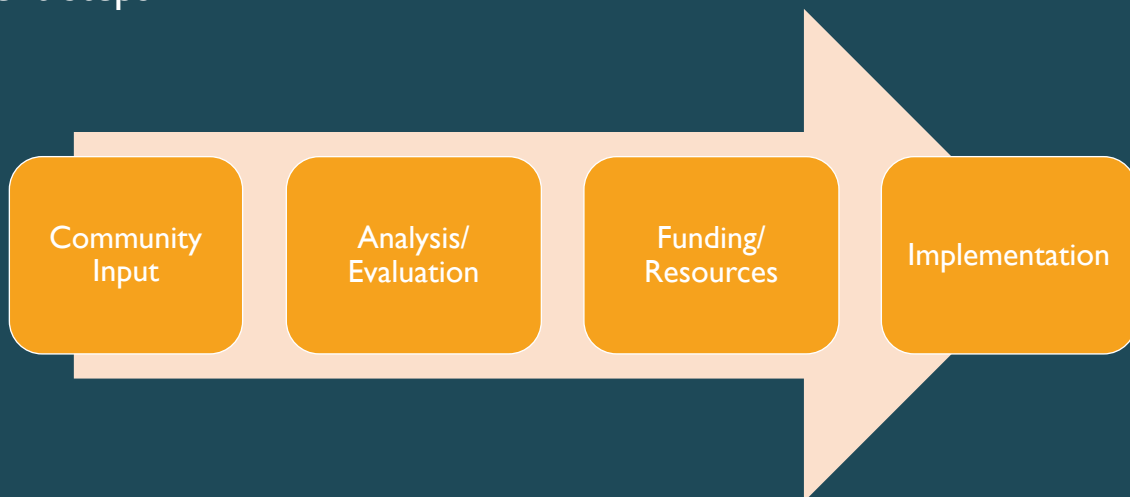
Actions



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Next Steps



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Downtown Urban Renewal District

Maximum indebtedness (i.e. spending limit)
expected to be reached:

December 2023

If Council wants to keep Urban Renewal as a tool for
downtown projects (i.e. keep collecting tax increment), then -

Approval of a plan amendment
is needed by:

June 2023

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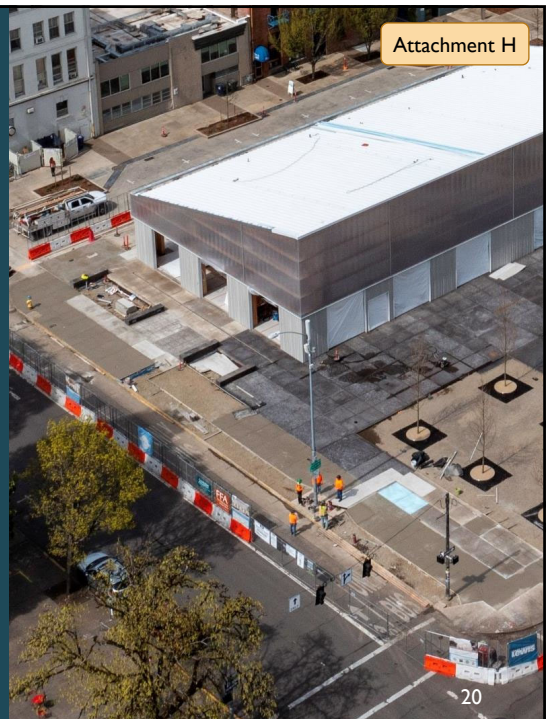
Downtown Urban Renewal District

Eligible uses

- Purchase of real property
- Rehab or construction of buildings
- Site improvements
- Infrastructure improvements

Must be included in Plan to be eligible

- Broad (infrastructure) or specific (high-speed fiber)
- Attachment A identifies which projects would be eligible



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What could that look like?

Attachment A

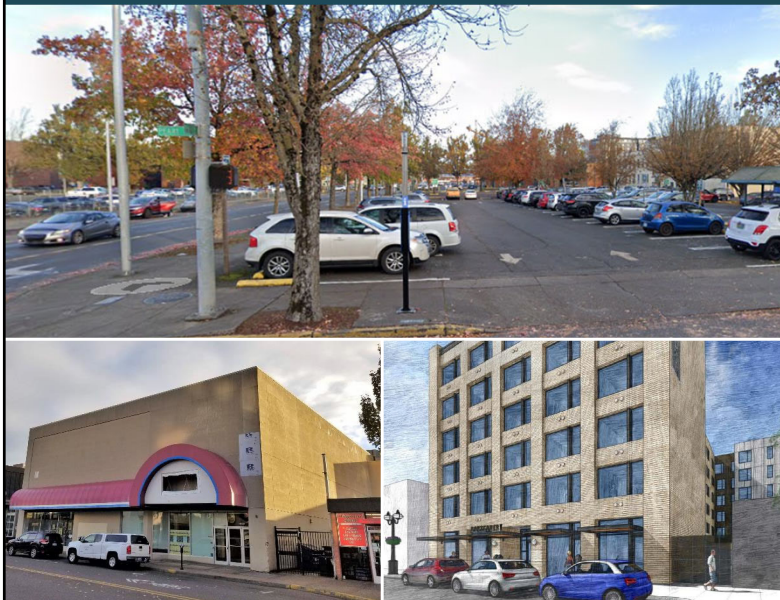
Housing	
Priority: Support creation of a mix of new housing affordable across income levels	Urban Renewal Eligible?
Project examples:	
Incentivize market-rate and/owner-occupied housing in the downtown core (e.g. cover SDCs and permits, offer reduced-cost land, low-interest loans)	Yes
Bolster existing programs that support creation of housing for people with low and very-low incomes	Yes
Revamp MUPTE or create new tax holiday program to incentivize housing	
Incentivize redevelopment of vacant office buildings into housing with ground-floor commercial (e.g. cover SDCs and permits, grants, loans)	Yes
Encourage rehabilitation of older multi-story rental housing south and east of the downtown core.	
Public Safety	
Priority: Increase and improve public safety presence downtown	Urban Renewal Eligible?
Project examples:	
Expand non-law enforcement public safety and outreach services (e.g. Downtown Ambassadors)	
Combine non-law enforcement public safety teams (e.g. Downtown Ambassadors and Red Hats)	
Expand law enforcement in downtown	
Establish gentle policing presence, set expectations about acceptable behaviors, and follow through	
Bring more diverse law enforcement representation downtown	
Priority: Improve physical environment to support public safety	
Project examples:	
Expand court program where minor infractions are worked off by cleaning up downtown	
Make physical improvements to discourage anti-social and criminal behavior (e.g. lighting, sidewalk infrastructure)	Yes

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What could that look like?

Attachment A



- Acquire property and offer at reduced cost for housing and/or providing social services
- Investments to help making housing projects pencil (across income spectrum)

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What could that look like?

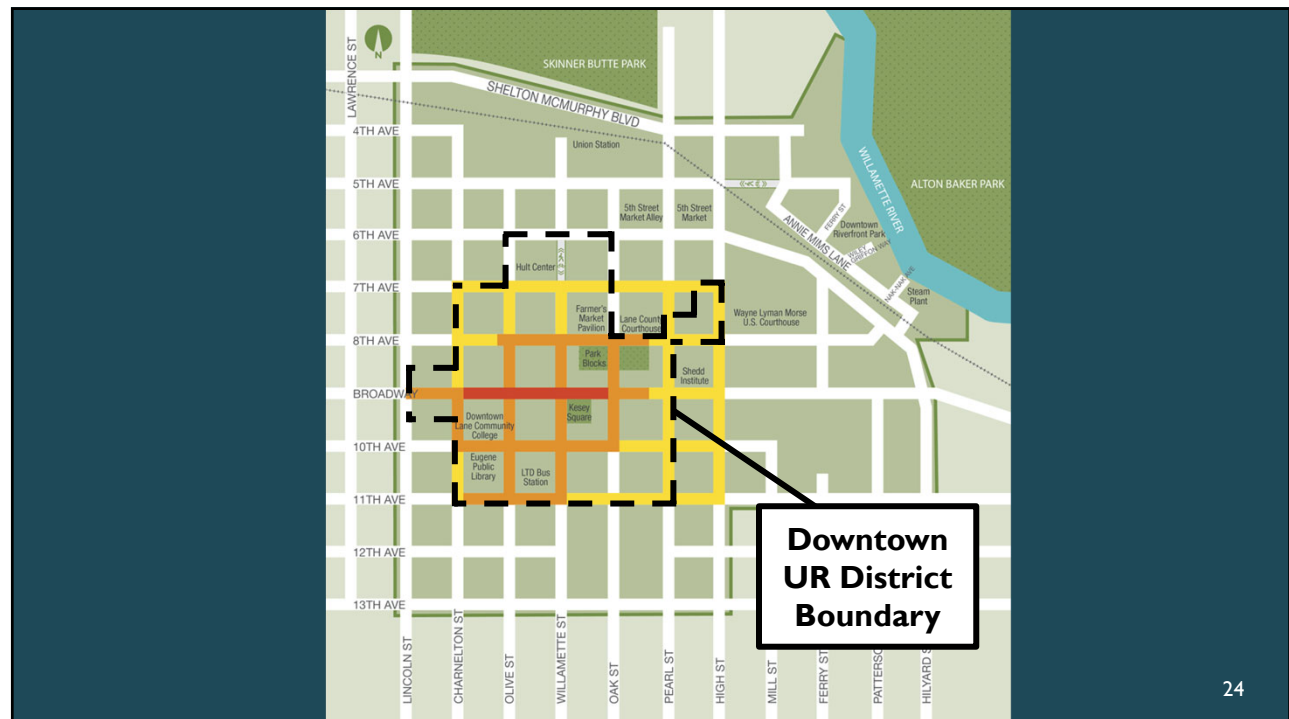
Attachment A

- Increase public safety and cleanliness
- Make downtown more accessible and welcoming for all users
- Support commercial/retail activity



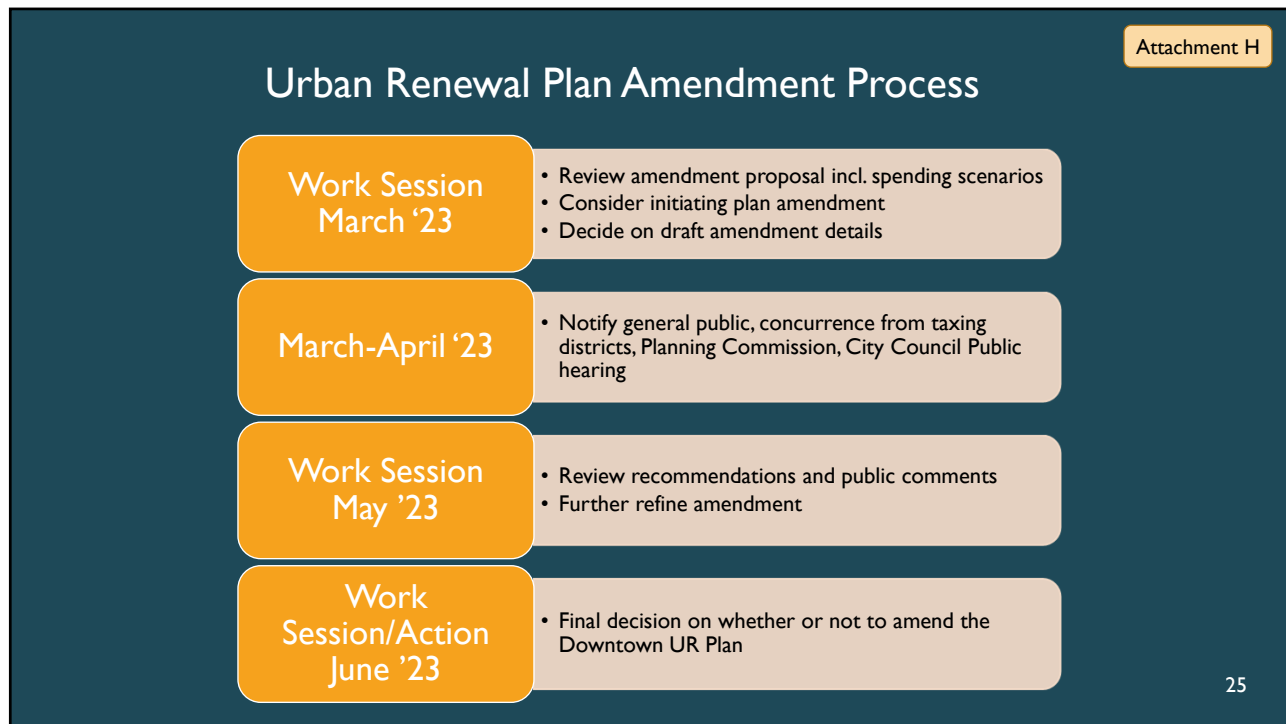
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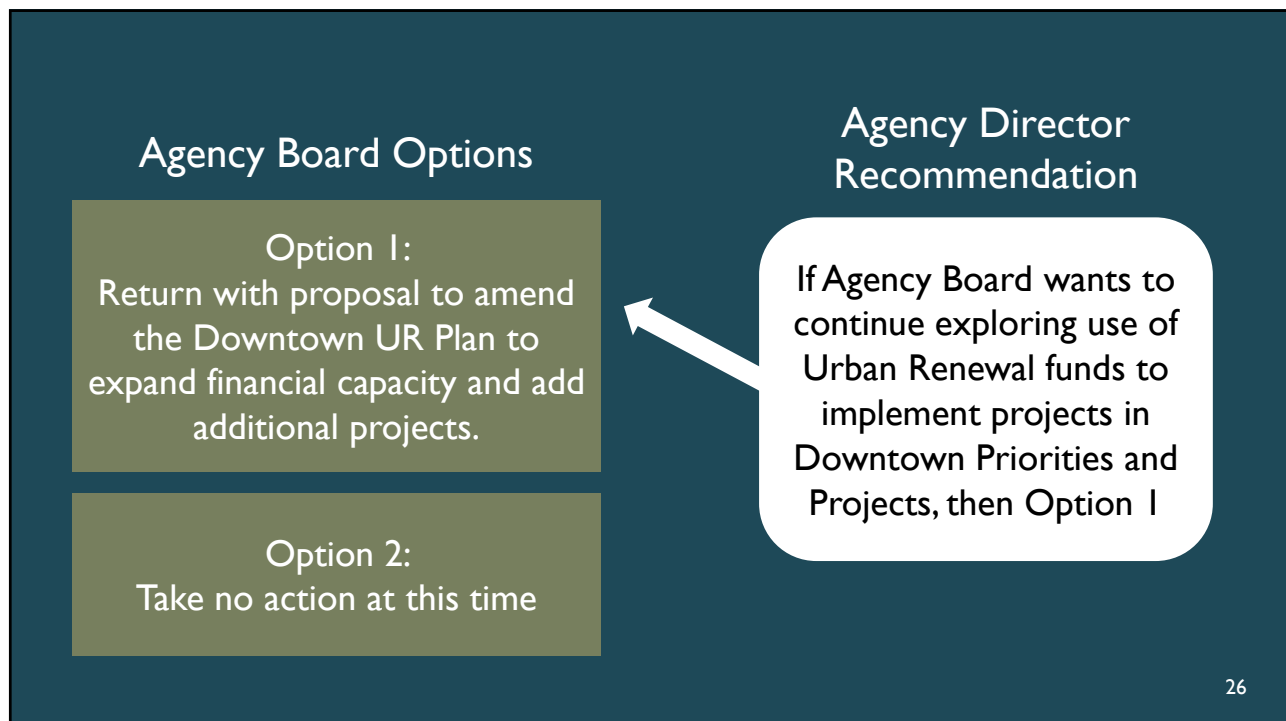


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Thank you!

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