

EUGENE CITY COUNCIL

AGENDA ITEM SUMMARY



Work Session: Downtown Projects – Tools

Meeting Date: February 10, 2010
Department: Planning & Development
www.eugene-or.gov

Agenda Item Number: B
Staff Contact: Jon Ruiz/Susan Muir
Contact Telephone Number: 541-682-6077

ISSUE STATEMENT

The work session is a continuation of the council's discussion of downtown economic development and will specifically focus on the City Manager's recommendation for downtown projects and funding options. This recommendation has been designed to optimize the use of funding tools for specific projects. The City Council will review the City Manager's recommendation and consider options for next steps for funding specific downtown projects.

BACKGROUND

The council's discussion of downtown revitalization is part of a larger conversation on local economic development actions. (See Attachment A for a summary of council discussions over the past year.) The overarching goal is to foster a vibrant downtown while boosting the local economy. The four strategy areas set out to achieve this goal are: jobs and redevelopment, safety, parking and attractions and amenities. Downtown is everyone's neighborhood and it is the image our community presents to the region and beyond. The City Council's goal of revitalizing downtown and boosting our local economy will not happen by itself or without public support.

The City has done public outreach on the potential redevelopment of downtown including creating the Downtown Vision, Downtown Plan, and the West Broadway Advisory Committee Recommendations. Since August 2009, staff has compiled public input through a random sample telephone survey, outreach events, on-line surveys, and from various community groups. Results from the telephone survey conducted last fall mirrored the council's desire to focus on specific projects as part of a downtown revitalization plan. Survey results indicated that 86% of respondents support the expansion of LCC's downtown campus, 85% support a Veteran's Medical clinic, and 70% of respondents support matching grants to improve local businesses. After hearing a specific list of potential downtown revitalization projects, 70% of respondents supported this form of economic development, and 53% reported supporting subsidies for economic development downtown. Other priorities for downtown revitalization mentioned in the survey included adequate/free parking, greater police presence, and easing regulations/providing incentives for locating businesses downtown.

Staff held two open house events to share information and gather feedback on the potential projects (January 6 and 7) and gathered additional feedback through an online survey. The LCC project received the most support. The downtown parking improvements project received the least amount of support. (See Attachment B for the survey results.)

The Eugene Redevelopment Advisory Committee (ERAC) has met several times over the past few months. On January 28, ERAC considered the projects and supported a priority ranking of LCC, Business Assistance & Housing, VA Clinic, and Safety, as the top four projects. Staff also presented the projects to the Sustainability Commission on January 20 and attended the January 21 Downtown Neighborhood Association meeting to provide an update on council's progress. Lastly, the www.vibranteugene.org website has project descriptions and opportunities to provide feedback through an online community discussion board. As of February 1, the site had 494 visitors. The Vibrant Eugene discussion board (available since December 30) has 8 discussion topics posted for community input.

At the January 11 work session, the council reviewed funding options related to seven projects that were identified based on council's downtown collective statements and strategies; public input mentioned above; and City planning documents. A diagram of the four strategy areas and the projects are provided in Attachment C. Based on the council's feedback, the City Manager has developed a recommendation for funding a package of downtown projects (described in more detail below). The projects included in the City Manager's recommendation are aimed at sparking increased private investment in our community, creating new jobs, and benefiting the entire community by helping create a vibrant and safe downtown. The projects support a sustainable local economy by focusing on local business, energy efficiency, local job training, and local food production.

Recommended Downtown Revitalization Projects & Funding Sources

Below is a short description of each project, the funding recommendation, and the estimated amount.

Project #1 Safety

What: The Downtown Safety Initiative approved by the council on January 27, 2010.

Funding Recommendation: The City Manager is recommending that this initiative be funded by a combination of a reprioritization of existing dollars; partnerships with DEI, the Chamber of Commerce and other downtown entities; assessing vacant properties within the downtown service district (DSD) the same DSD fees that occupied properties pay; and using urban renewal to pay debt service on the Broadway/Charnelton parking garages, thereby allowing the funds previously used for that debt service to pay for part of the downtown safety initiative. See Attachment D for more details.

How Much: \$2.1 million per year and \$200,000 one-time.

Project #2 Lane Community College New Downtown Center

What: Help LCC build a new facility on the 10th and Charnelton Development Site, with potential space for a public safety station and community/open space.

Funding Recommendation: Urban Renewal.

How Much: \$8 million, contingent on LCC's demonstrated need following their pursuit of additional funds.

Project #3 Veterans Affairs Clinic

What: Assist PeaceHealth in making the Willamette Street site a competitive site for VA relocation.

Funding Recommendation: Urban Renewal.

How Much: To be determined at a later date with partners.

Project #4 Parking

What: To be discussed at the City Council work session on February 17, 2010.

Funding Recommendation: To be determined at or after February 17, 2010 work session.

How Much: To be determined at or after February 17, 2010 work session.

Project #5 Green Infrastructure

What: Building retrofits (steam conversion) and electric vehicle charging stations.

Funding: Grant funds.

How Much: The City has existing federal grant funds of \$300,000 for building retrofits.

Project #6 Business Assistance & Housing

What: Building improvements matching grant program and, for housing projects only, a credit pool for System Development Charges and building permits and grants for site preparation and improvement.

Funding: The Downtown Revitalization Loan Program will continue to be available for properties within the Downtown Urban Renewal District, with a current available balance of \$1.8 million.

How Much: Current available balance of \$1.8 million.

Project #7 Arts & Entertainment District

What: Farmers' Market space improvements.

Funding Recommendation: Urban renewal.

How Much: \$500,000

Project #8 Beam/Centre Court

What: Redevelopment of the Centre Court building at Willamette and Broadway.

Funding: HUD 108, Brownfield Economic Development Initiative dollars, Downtown Revitalization Loan Program.

How Much: \$7.3 million committed (subject to HUD approval).

Additional follow up from 1/11 Work Session

VA Clinic: The January 28 packet included recent correspondence with the VA to support a Eugene site. Staff will continue to update the council as information is received.

Saturday/Farmers' Market Fees: Based on feedback received from the council, beginning with the 2010 season, the Lane County Farmers' Market and Saturday Market will no longer pay the City to lease the public right of way. The combined value of the lease is \$4,500, with nearly all the foregone revenue absorbed by the Parking Fund.

Urban Renewal: Should the Downtown Urban Renewal District cease to operate, the City would receive an additional \$810,000 in FY11.

As noted above, part of the recommended funding strategy for the Downtown Safety Initiative, as well as the LCC, Farmer's Market and VA projects, is the use of urban renewal dollars. The manager is recommending that the council begin the process for considering an amendment to the downtown urban renewal plan, with the amendment to include (a) limiting future projects to only these projects;

(b) removing any language in the plan that would authorize use of tax increment funds for any other projects, now or in the future; (c) prohibiting future amendments to the plan to add other projects; and (d) providing that the downtown UR plan would automatically terminate after the three projects listed above (or four projects if the VA chooses the Willamette Street site) either are paid for or the URA has accumulated sufficient funds to pay the debt on those projects. A very preliminary draft of what a plan amendment might look like is included as Attachment E and a redline version (showing all that would be deleted) is included as Attachment F. If the council chooses to begin the process of possibly amending the UR plan, then the attached preliminary draft will need to be revised, findings developed and the “Report” that accompanies the proposed plan amendment prepared as well. The purpose of the attached draft is only to illustrate what a revised plan might look like.

RELATED CITY POLICIES

Downtown revitalization and the projects in this AIS are supported by the Downtown Plan, council’s 2009 Vision & Goals, and a number of plans and reports related to downtown.

COUNCIL OPTIONS

1. Adopt the suggested motion.
2. Modify the suggested motion in order to direct the City Manager to pursue alternative next steps.
3. Take no action.

CITY MANAGER’S RECOMMENDATION

The City Manager recommends that Council adopt the suggested motion.

SUGGESTED MOTION

Move to direct the City Manager to:

1. Regarding the Downtown Safety Initiative:
 - a. Use \$100,000 of one-time dollars (½ from telecomm and ½ from existing urban renewal) to purchase automated behavior crime reporting software and cameras, and \$100,000 of one-time existing urban renewal dollars to purchase and install additional lighting downtown;
 - b. Pursue use of Springfield jail beds in exchange for Springfield’s use of Eugene Fire’s Training Center;
 - c. Include in the Manager’s proposed FY11 budget \$500,000 of one-time dollars for the Human Services Commission, and repurpose \$500,000 of the City’s HSC contribution for partial funding of the downtown safety initiative, including additional services like Cahoots;
 - d. Present to the Urban Renewal Agency Board for its review a proposed amendment to the downtown urban renewal plan that would 1) restrict the use of tax increment funds and increase the spending limit to pay for (i) the Broadway Place Garages’ debt, thereby freeing up funds for additional police officers downtown, and (ii) three other projects specified in this motion below, and 2) terminate the downtown urban renewal district as soon as the projects are paid for or sufficient funds are collected to fund those projects;
 - e. Bring back to council this spring a proposed ordinance requiring vacant properties to pay Downtown Service District fees; and

- f. Work with Downtown Eugene, Inc. and the Chamber of Commerce on partnerships and other funding strategies with a goal of achieving \$350,000 in revenue.
2. Include for the proposed downtown Lane Community College development at 10th and Charnelton \$8 million as part of a proposed urban renewal plan amendment.
3. Include as part of a proposed urban plan amendment an additional \$500,000 for improvements to the Parks Blocks to enhance that area for the Farmers' Market.
4. If the VA pursues PeaceHealth's Willamette Street site for a new VA Clinic, include the VA Clinic as part of a proposed urban renewal plan amendment.
5. Pursue additional grant opportunities for steam conversion and electric vehicle charging stations.

ATTACHMENTS

- A. Summary of Council Discussions of Economic Development & Downtown
- B. Public Event and On-Line Survey Results January 2010
- C. Downtown Strategies and Projects Diagram
- D. Details on Proposed Funding for the Downtown Safety Initiative
- E. Example Downtown Urban Renewal Plan under the City Manager's Recommendation
- F. Comparison View Between Current Downtown Urban Renewal Plan and the Example Plan
- G. Memo from Chief Kerns concerning property crime reduction proposal

FOR MORE INFORMATION

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ATTACHMENT A

Summary of Council Discussions of Economic Development & Downtown

Council's discussion of downtown revitalization is part of a larger conversation on local economic development actions. Below is a summary of those discussions from the past year.

January 2009: Council unanimously approved a City of Eugene Mayor and City Council Economic Development Statement.

April 13 & May 27, 2009: Council completed an initial review of possible local stimulus actions on April 13. On May 27, council approved actions on three economic development related items: 1) sale of surplus City real estate for identified development projects, 2) initiation of amendments to extend the expiration period for approved land use applications, and 3) consideration of an amendment to the Downtown Urban Renewal Plan. [On November 9, council approved extending the life of approved land use applications to help projects that may have stalled during difficult economic conditions. The ordinance provides a one-time, automatic three-year extension for certain land use applications that have already gone through a public process and been approved by the City. Council received a memo on strategies for the sale of surplus property dated December 3.]

July 8, 2009: Council held a follow-up work session on methods to reinforce existing programs and businesses downtown and to create a series of stimulus actions to strengthen the City's role in community economic development. No formal action was taken; however, council did express interest in talking about desired downtown outcomes prior to resuming discussion on the various tools available for achieving those outcomes.

August 10, 2009: At a workshop, council discussed and categorized desired downtown outcomes after reviewing a summary of the current downtown-related policies, plans, and prior public involvement efforts. Following the workshop, staff compiled councilors' outcomes into collective statements using the model from the City Council Consensus Workshop Report February 6-7, 2009 prepared by Consensus Associates.

September 14, 2009: On September 14, council reviewed initial results of a downtown revitalization survey conducted by Strategy Research Institute. Similar to the survey conducted the prior year for the road bond, the downtown survey was conducted to provide specific information on the level of community support for particular policies and actions under consideration. The full set of survey questions, response percentages, and a sample cross tabulation by council ward were attached to a memo for council dated October 1.

October 21, 2009: Council approved continuing downtown discussions according to a set revitalization process and requested staff to return with specific projects and potential tools to implement four strategies for downtown revitalization.

December 14, 2009: Council reviewed eight specific projects to implement the four strategies for downtown revitalization.

January 11, 2010: Council reviewed funding options and discussed connections between options and seven specific projects.

Attachment B

Public Event & On-Line Survey Results - January 2010
Summary of Tabulated Survey Results (open houses and online)

The following results were tabulated directly from the paper surveys collected by staff at the January 6 and 7 open houses.

Lane Community College New Downtown Center	Green Light	Yellow Light	Red Light
Overall Project	61	8	2
Project Cost	47	14	4
Project Timing	54	6	2
Veterans Affairs Clinic	Green Light	Yellow Light	Red Light
Overall Project	57	10	2
Project Cost	42	11	5
Project Timing	44	8	2
Business Assistance & Housing	Green Light	Yellow Light	Red Light
Overall Project	54	14	0
Project Cost	34	17	3
Project Timing	37	12	0
Green Infrastructure	Green Light	Yellow Light	Red Light
Overall Project	49	18	1
Project Cost	34	15	4
Project Timing	33	15	2
Beam Development	Green Light	Yellow Light	Red Light
Overall Project	52	12	1
Project Cost	33	18	4
Project Timing	39	9	1
Downtown Safety Improvements	Green Light	Yellow Light	Red Light
Overall Project	40	12	1
Project Cost	29	13	2
Project Timing	39	6	1
Downtown Parking Improvements	Green Light	Yellow Light	Red Light
Overall Project	35	15	7
Project Cost	22	14	8
Project Timing	28	7	6
Art & Entertainment Districts	Green Light	Yellow Light	Red Light
Overall Project	54	8	5
Project Cost	34	16	7
Project Timing	41	9	3

Summary of Written Comments from the Survey (open houses and online)

The following comments are taken directly from the surveys returned at the open houses on January 6 and 7, 2010 and submitted online at www.vibranteugene.org.

Lane Community College New Downtown Center

1. ASAP!
2. Get it done!
3. It will still be dead downtown at night if there are no new residential units associated with this.
4. Plan ahead how to minimize needs for parking, and provide the needed parking in a manner that helps downtown. Consider a secure “Bike Center” bike parking facility here.
5. Don’t take away any alleys—keeps downtown bikeable. Put in pocket park—GREEN—as part of plan.
6. Make sure you don’t leave another empty building when they move.
7. All \$8 million City? Transfer jobs from outlying campus and move in town personnel as well=+45 jobs? Not clear in display.
8. Yes! Fill the pit
9. Vital to community!!
10. KEEP THIS ON TRACK!!
11. I assume this will happen but at what cost.
12. Police foot and undercover sting operations center very necessary.
13. I would like to see the community college shift more courses and advisers/counselors downtown.
14. AS SOON AS POSSIBLE. This would be great!
15. Sooner the better. Would make a huge difference for degree students and adults who want to come downtown to take a single class but not go to the LCC campus.
16. Creating another empty building five blocks away doesn’t really solve anything.
17. Is there a need for this or is it simply going to create another empty building?
18. Part of this should be public open space
19. Overall I like the potential for LCC downtown but renovation of their current building into housing must be a condition
20. Sounds like a long-term viable investment in the well-being of Lane County!
21. A great need. I’ve lived elsewhere, abroad as well; I’m puzzled as to accessibility. Too difficult for working people after a days work.
22. This area already has problems with youth on the street because of the bus and library. How would this be addressed? Could LCC do something for youth? Art, coffee shop?
23. 1st Priority—add a performing stage/theater for performances or lecture halls (evening events) (Add student housing) – studios, lofts?
24. More of LCC is better.

25. Would consider overall impacts of clustering institutions: if built explore housing options in immediate blocks.
26. I am concerned that the project will generate an inappropriate amount of traffic on 10th Ave. (a local neighborhood street) for students commuting from and to Jefferson/Washington (I-105). Traffic needs to stay on collector? Arterials and not on neighborhood streets.
27. Probably the best thing that could happen to downtown.
28. The concept is great. However, externally LCC and Mayor say it's a done deal. Privately, they don't know how to get the \$.
29. I'm not sure public funds should be spent.
30. Great use for vacant lot.
31. Excellent!
32. Good idea, but how committed is LCC to making this a success? I'd like them to offer their vision and make a case for us.
33. Much needed to revive downtown.
34. Location is poor choice for objectives. Inside EWEB-----severely limits PU generation capacity.
35. Should have first priority; its worth it to have LCC downtown; the sooner the better
36. Definitely good use of space; somewhat concerned how much is...(illegible)
37. Let's not let this slip through our fingers...an excellent addition to DT; high priority
38. Concern about locating police patrol substation in the midst of public gathering space for education.
39. Yes, yes – just don't let current LCC location become the next pit. No red lights here – just prioritize and don't bust budgets by reaching too far. Ranked #3 of top 3.
40. the City must make an investment in downtown and this appears politically viable
41. Give them the Sears pit free and clear. The City has spent and lost so much, it's pointless to try to recover now. It's a good match with LTD and the Library, and it should include some low-income (students of all ages) housing if possible. However, REMEMBER.... this is just trading square footage in one sense. We are not gaining a new influx of uses, people, money, tax revenue, enterprise dollars in this venture, we are simply creating another empty building downtown UNLESS the old space is reinvented to a use that provides these supportive features. You want incubator space? Why not here instead of the greenfield Riverfront Research territory. Let's save that for when we're really forced into scenarios that require truly creative urban efficiency and linkage between Uo and Downtown.
42. While I like the idea of improving a part of downtown, I wonder what will become of the 14th & Willamette LCC building. I hope it is not left vacant to erode Willamette's vitality even more. I think if student housing is included we had better be prepared to see a Bar District begin to develop and be able to cope with all that accompanies that type of transformation. Good Luck.

Veterans Affairs Clinic

1. A great win-win situation!

2. Would be wonderful
3. This is removed from my idea of “downtown” that needs help first.
4. This is an extremely valuable site located at the heart of downtown. A VA Clinic would be okay, but doesn't exceed in its potential to improve downtown.
5. We will need this more and more as veterans return from Iraq and Afgh. with disabilities and PTSD.
6. Security problems?
7. Need to get tenants for this building.
8. DON'T REALLY KNOW! SECONDARY NEED AT THIS TIME
9. This is a good use for an existing building.
10. Hilyard site just as good. Is City willing to fund needed improvements there?
11. Make the US government pay for the steam heat upgrades.
12. Where will Peace Health move to?
13. The Feds can afford to do this we don't need----
14. I defiantly support the VA clinic at the proposed location, but 1M is not enough.
15. Let's get behind this project the location is so much better than River Road clinic
16. Will it require close ----with government?
17. Dependant on Peace Health's proposal
18. Connect to LCC downtown center (retraining programs/counseling etc)
19. General comment: the issue is cultural you cannot compete against √RC. √RC controls the social experience. I wrote this in a 1988 letter to the editor. After all the supposed fixes it's still true. 22 years later!
20. Don't spend public funds here.
21. Would add people to downtown.
22. Any development, as long as it is carefully planned is good.
23. Why should Eugene pay for their remodel when Peace Health benefits—let PH pay for it.
24. Overdue!
25. Reservation about city investment in this project.
26. With or without city financial support this is a good idea.
27. Adaptive re-use is terrific, but make an investment in density that provides some of the land (surface parking to the west) for other uses such as high density urban housing. Build parking within new or expanded buildings to use the land, increase proximity of residents to LTD, education, work and downtown services. Think of a couple of new towers there like the 2 or 3 we have scattered in that district already.

Business Assistance & Housing

1. Necessary!
2. But—No purchase of butterfly lot for Sat. Market. Close 8th Av if needed and wanted
3. YES! In order to get a critical mass of people downtown, which is the only way to affordably and permanently address the public safety issues.

4. Please consider condos as well as apartments. Long-term residents would have greater stake in downtown's success.
5. Please focus on helping LOCAL businesses, not big box. Look to places like Corvallis for a downtown that works—why?
6. Make owners reach in their pocket first.
7. Does not seem well presented here for understanding what's offered.
8. I'd like to focus on for profit businesses to create more revenue for the city.
9. We need to invest in small business.
10. NOT ENOUGH! KEEP PR'S W/ NEW BUSINESS OWNERS GOING POSITIVELY
11. Emphasis on housing. Very necessary. When Ya-Po-Ah residents' bus goes to large grocery, drug, hardware, etc. stores NONE are DT.
12. Revolving funds?
13. This is a wonderful thing for business...
14. Important
15. Will the housing accommodate wheelchairs?
16. Focus on small local business
17. Anyway we can try to increase and support housing downtown is good.
18. Seems too vague
19. Where? Is space available?
20. This is the sort of program that's needed but the subsidies for business and housing would need to be carefully considered
21. We need low income housing. The projects (Aurora etc) are full without much chance of vacancies.
22. Work with LCC/U of O Small Business program to help fund (grant \$) new business in empty store downtown.
23. Loans are beyond the reach of some organizations who would otherwise be economically viable. Grants would be great.
24. This is the critical issue. The results of \$2 million in investment are too idealistic. Housing and employment created using City funds should be secured with requirements in name of maintaining affordability.
25. Need more info.
26. Definite need for downtown.
27. Hopefully soon!
28. I support more housing downtown
29. Important in conjunction with more ahead on other downtown projects
30. Need both private and affordable housing in pit
31. Grants for non-profits , loans for profit businesses.
32. Each of these projects is beneficial to business – do they need separate subsidy?
33. Yes, fund and BUILD THRU INVESTMENTS these financial resources to support appropriate projects downtown. I DON'T KNOW WHERE ELSE TO SAY THIS, SO I'LL INCLUDE IT

HERE: With a continued history of very limited resources, Eugene's Downtown footprint continues to grow with the old Agripac site, EWEB Waterfront, vacated pits, underutilized PeaceHealth surface parking, etc. Yet we keep trying to spread the same, or less, amount of skimpy peanut butter over that larger slice of bread trying to make a glorious Dagwood Style Downtown. Quit it! As former Executive Planning Director Paul Farmer observed...Downtown Eugene is just too big! Consider re-evaluating the center of gravity, the dynamic core, the vibrant connectors that are, and have been for decades emerging right in front of our eyes, and tighten the belt of what we want the real downtown of Eugene to be. Does it include Returning to the River? Is it a stronger connection to the UO via the Riverfront Research Park territory, is it at 5th Street, heaven forbid, does it cross the river toward the vibrant Oakway and Coburg Road vicinity? Does it really have to include the urban suburbs of the old PeaceHealth parking lots, the Sears pit and areas west of Olive and south of 10th? Or can those areas be designated as Opportunity Sites to develop some truly urban, high-density housing that SUPPORTS a more compact and enriched downtown core. Yes, much of our traditionally recognized downtown territory is still available for redevelopment, and we tend to focus on opportunistic moments for development activity, but we need to be more strategic and proactive (think Development Commission approach?) to get our urban ducks in a line and give City Council and our Citizens some real directions to prioritize, instead of continuing to apply ineffective band aides.

Green Infrastructure

1. In keeping w/ current science.
2. Sure!
3. I hope making it feasible to renovate downtown properties is a priority (getting off steam, upgrading to more efficient equipment).
4. I like the energy efficiency/competitiveness part, but question the electric vehicle charging. Downtown isn't far away for most—who needs to recharge. And even electric vehicles create traffic/parking issues no need to attract more of them than necessary.
5. YES! More focus on bicycling, making safe routes for bikes and plenty of covered parking.
6. Electricity is not necessarily green.
7. Agree, but not highest priority.
8. GOOD, BUT NOT PRIMARY NEED—WOULD BE INCORPORATED AT ALL PROJECTS THROUGH FUNDING & PERMIT PROCESSES (DBA—BUILDING CODES)
9. Look forward to seeing the revitalization to completion
10. Get started.
11. Who pays? Does it fund re-fill as benefiting property owners experience utility cost savings?
12. Much needed!
13. Realistically, will there be a good return on investment?
14. If you're going to build, be green.
15. Charging stations for electric cars—very needed by apartment and condo dwellers. Let us be part of the electric car revolution too!

16. Seems like window dressing.
17. I think this has promise and long term benefits for the larger community
18. Again, is this the right time for this?
19. Any other color light would give an unnecessary odd look to the project.
20. Connect to sustainability programs at LCC (apprentice/jobs for LCC grads)
21. More, more, more! Support bikes and storm water retention systems before electric vehicles.
22. Why would people need to charge their cars downtown? Will the batteries really die in that amount of time? This project seems like it will have limited benefit if any.
23. Replacing steam heat with an efficient non-carbon source
24. Good idea, public investment to leverage private investment.
25. More emphasis on Bio—transportation.
26. Focus on rechargeable auto technology is a-foul. Look at trends in auto industry. Hybrids/bio-fuel are clearly the dominant green technologies for the foreseeable future.
27. Not sure about this – “green” is a buzzword now, but it needs to be defined more precisely.
28. Nice appendage to other downtown initiatives
29. Not sure the timing is right for this
30. Businesses (illegible word here) access incentive programs for “greening” rather than city money.
31. Green is good – but is it the city’s responsibility?
32. Just look at the annual numbers and this one is a no-brainer. Be sure to reward the City for their initial see-money investment. It's the property owners who will reap the long-term returns in energy savings, not the City, so that has to happen up front with early-term savings sharing or other methods. In the long run, I hope that once we get over the initial hump of existing building upgrades, the basic building codes and private economic incentives will continue the movement toward higher efficiency. Eugene can boast about their early efforts to jump start it, but it won't last long.

Beam Development

1. Long, long overdue!
2. Fill the hole as quickly as possible too
3. Get it done!
4. Green building requirements/incentives? Housing component?
5. I hope there's a need for the office/retail space once its built. Seems like there lots of empty space already. Good luck—hope it works!
6. Don't let it close off alleys. I hope the closure behind the Atrium is very temporary. Inconvenient for access to buses. Hope they eventually deal with Asner's Hole. It would be nice to have something akin to Rose's Deli on street level. Need more green space downtown.
7. Why can't this be done by BEAM?
8. Let's do it!
9. Good plan to LOAN the funding.

10. This project has been on the books for a long time and should move forward.
11. ASAP
12. Will this ever happen?
13. INCLUDE HISTORIC-PRESERVATION NOTIONS IN THE DESIGN
14. Putting a lot of faith in the developer based on past successful projects. As the economy is worse now, cost increase may be rejected. What then?
15. NICE
16. A little dubious that this.
17. Let's go!
18. It would be great if the City could step up and help other development in a similar fashion.
19. Love the look! Money loaned is fine but not picked up by the City.
20. Please, please, please make more of this happen.
21. Positive addition.
22. Where is the \$, why can't beam loan directly?
23. Go for it
24. I know construction financing is hard – but I'm sorry Eugene will front 6M for half the original project. It should be Housing – not incubator office space
25. Long overdue
26. I'm prejudiced
27. An important development—I need more information
28. Art Gallery, coffee bar, restaurant—main floor could bring people downtown in evenings. Why not apartments upstairs?
29. LOVE THIS PROJECT!!
30. Brad's Portland projects are top-notch. He is a bright light for development potential.
31. City needs to assure we are not left "holding the bag."
32. Require ground floor retail at this location. Risk?
33. Building in need of help.
34. MAKE IT HAPPEN!
35. Great cost savings in a down economy.
36. Beam has been working with the city a long time. I hope they can get what they need for the Centre Court building
37. Support loaning Beam money on a short term basis; once project is complete and economy improves they should get private loan and repay city.
38. Like the loan
39. I am disappointed that the Beam project no longer includes the pit.
40. I really hope they visually address the next door A-Hole and transform it into either parking or an outdoor courtyard filled with vitality. I can't stand to see that pit any longer!

Downtown Safety Improvements

1. With people will come more safety-feel on the street.

2. Yes
3. Understanding and Friendship over arrests
4. This will be improved as a byproduct of the other investments. People downtown, not more police!
5. Is there a way to pay the kids who hang out by the library to help improve downtown (ideally, a kid-run “business” to clean things up. Their eyes are already on the street—let’s give them a role to play that works for everybody.
6. Downtown not bike friendly. Streets too narrow and now they don’t let us ride on sidewalk (for safety!), and alleys keep getting closed to traffic, some permanently. Encourage more activity.
7. Reg-Guard uses inflammatory language ie: “Downtown” which scares people away from all of Eugene. There are only 2-3 blocks of visible “less than average” behavior.
8. Whatever the cost—this is critical
9. Safety will improve with more activity.
10. We need to do!
11. Put police in downtown not country club!
12. DEFINE UNPLEASANT BEHAVIOR
13. As in other cities, the most effective activities are preventative! Foot patrols with sting operations are best to identify and make prosecutable arrests. Teenagers at Network Charter school are approached with drugs and pimping. Police need to NETWORK with DT residents (esp. students) to successfully police DT.
14. Needed. Pressure is on for police officer behavior to be exemplary.
15. Love DT, but reluctant to come DT, doesn’t want to be hassled. Most of the time is okay but not a good scene.
16. This and more will be needed to convince the public that they are safe every visit morning thru evening.
17. Seems unnecessary when there’s no downtown development.
18. Too vague of a proposition. Addressing the symptoms of a larger endemic problem. Heard the word “undesirable” from several people talking about it.
19. Social equity considerations—address issues don’t just punt.
20. Sidewalks need improving for wheelchairs and mobility scooters and crosswalks on Broadway viability limited at night.
21. -----of social service and foot patrols
22. Remove the parking meters. I do not support upgrading parking meters.
23. My feelings are that without an active and constant effort to integrate all downtown residents and visitors all other projects are in jeopardy
24. This is very vague right now re \$ + substance
25. We need more foot officers
26. More roving public safety patrols on foot or on bicycles.
27. Be sure to include practical, cheap, effective things neighbors can do on a small scale NOW to make changes NOW.

28. Shouldn't this be included in public safety already?
29. N/A – keep police presence and cameras to a minimum
30. This needs to be addressed in a comprehensive manner and not piecemeal.
31. Support. We have too tolerant in Eugene. Overpark is grungy. There's plenty of parking in Eugene Downtown.
32. The sooner the better.
33. We need help in this department.
34. More cops? How about over oversight and good policing of the existing cops?
35. More bike cops, Bike cops are economical, efficient in alleys, and people friendly to folks on the street
36. I heard about the Portland model of (illegible) youth in the community projects and pride (illegible)
37. Important to have strong mix of grass roots social service and would like to see more direct marginalized population inclusion.
38. High priority. Ranked #1 of top 3.
39. this is a high priority
40. Ideally, there should be foot, bike and patrol car presence on every street in downtown 24/7. Current and future downtown owners, businesses, residents, and visitors deserve safety from illegal activities. However, the impression of safety will not change until the ratio of downtown occupants changes DRAMATICALLY. That can't be regulated, it must be created by other serious investments in density-increasing private ventures that rely on and thrive because of each other. We can't have the sense of security with empty streets and the occasional curious inhabitant.

Downtown Parking Improvements

1. This will be the key to long range success!
2. We'll have to teach folks where and how to park
3. I think downtown parking is pretty accessible and affordable as is.
4. Please include bike parking in the mix-particularly secure and sheltered. Any large employers locating downtown must actively encourage alternatives to driving to work.
5. I wish first 20 minutes anywhere were free. Not sure how to implement that.
6. Amen!
7. Parking should be first hour free to encourage movement and placement.
8. People who live downtown don't worry about parking. More housing and retail will go a long way to fixing the problem.
9. Not convinced.
10. ASAP
11. Do we need more parking downtown?
12. The only worthwhile parking improvement is permanent free parking.

13. How can city recoup revenue from foregone meter payments for parking? If this increases business and downtown use, how does it pencil out for general fund?
14. Doesn't need to be free. Model after Boulder. Bring big box stores downtown instead of out W. 11th.
15. Don't really think parking is the problem.
16. N/A, I park in the paid parking at 8th and Broadway and walk
17. 800K won't get downtown parking to the level it needs to be for those still dependent on cars.
18. Aren't there enough empty parking lots?
19. Pay for with existing parking meter monies
20. Remove dead, butter spaces between spots and add numerous parking places to each strip of road. People will learn to parallel park.
21. Make parking free from Friday 3pm to Monday am.
22. Meter parking limits shopping downtown needs to compete with the mall no cost to park find a new way to fund it.
23. Why is this project not self-supporting with parking meter funds?
24. What does \$ go to?
25. I don't see the need to spend much \$ on this issue
26. We need more FREE parking in front of "run in" businesses! We went to 2 locations trying to get a coffee –NO PARKING!
27. 1st priority – MAKE IT FREE ALL WEEKEND!
28. Consider public art and busking spots in parking structures.
29. Parking is not the biggest issue.
30. Parking important, but we need to get people out of their cars.
31. Button on meters for donation to arts.
32. FREE PARKING ON SAT.!
33. Parking improvements must be made. More free parking and or more like the Overpark without time limits.
34. Any help for our retail/service sector is welcomed.
35. Support wayfinding/signage to make the public parking system more legible. Probably need to change duration of metered parking and lighten up on the over-zealous enforcement.
36. We need more free parking!
37. Ok
38. Support free parking in DT core; better way to use those funds
39. Free parking is a bad idea – how do you keep downtown employees off-street? Merchant van takes parking? I like the credit card solar meters in PDX but they are so expensive.
40. Parking is an issue in any city. Downtown Eugene is not suffering because of parking. Make downtown safe and vibrant and people will find a way to park.
41. we need to make parking downtown as easy as at the suburban malls
42. Are you kidding me? Half a million to try to adjust citizen's mental attitudes about parking downtown give me a break. Do the math and open it up to free 2-hour parking in all of

downtown and the immediately surrounding areas like Mid-town 5th Street where there is actually something worth visiting. Throw the book at violators and employees/city staff/residents who violate the 2-hr. limit with huge ticket amounts to make up for the so-called revenue of meters that only serve to frustrate people. Hit the violators where it hurts and give the business patrons a real break. If folks need to stay longer, add a simple little sign on the old parking meter bases that is a map to the multiple paid parking structures that are never full.

43. I think the previous free parking was ill time in the Summer and that's why it was not very successful. The winter Holiday Free parking was limited to to small an area. We need to expand the holiday parking to a larger area and skip the Summer Free parking program. It is during the Winter Holidays that vendors/ retailer make most of the money and are out competed by big box stores. Branding idea to a waste of money!!!

Art & Entertainment Districts

1. Seems to be happening anyway. Low priority for limited funds.
2. No Butterfly lot.
3. Help Lord Leebrick!
4. #1 What about City-owned buildings and/or facilitating private partnerships so arts organization (like DIVA or others) can afford to be in this new beautiful arts district? I think this project could be articulated as creating foot traffic, which has direct impact on business and public safety. The idea is to be able to walk between multiple activities e.g. dinner, performance, gallery, dessert, and drink e.g. lunch, shopping.
5. Please consider a year-round farmer's market facility. I'd like to see more detail in the plans and timeline.
6. No details, don't know where the money is really going.
7. Include library area in consideration.
8. Visual art is always a lure, even if controversial.
9. From where money\$? NOW! Connect Broadway to the River with open view all the way through downtown, PARK Blocks as per Portland.
10. Leave room for PRACTICAL retail for those who live down.
11. My highest priority.
12. Let private industry do
13. Many intangible benefits of Farmers Market. City might need to quantify these and explain to the public to gain public acceptance for any major expenditures.
14. Downtown is a great place. We need improvements to get people downtown and enjoy the spaces.
15. Make Hult Center move connected to downtown, the pedestrian connection isn't there. Do something delightful.
16. Would love to see improvement to Farmers Market. Maybe year-round area? Easier access for vendors to stall area?
17. Visual improvement would be great. Sounds high for cost. Thanks for setting this up.

18. We have enough parks and theaters downtown. 5M to expand the farmer's market? Phooey!
19. Too many parks for vagrants already!
20. Arts are the greatest expression of a community's personality.
21. -----Encourage bus taking
22. If the City has 5M for Arts—how about supporting our arts organizations! With loans...Expanding the Park Blocks! No way—concentrations not expansion our downtown is getting too spread out.
23. 4M plus for Farmers Market and Saturday Market? Do not stall fee cover expenses and expansion?
24. Leebrick should bring this end to life.
25. Great investment
26. Not sure about the costs. I would like to see some improvements but this seems costly!
27. Have covered area for farmer's market to be open almost all year
28. Skip/defer parking lot acquisition.
29. What will be done about maintaining this is the market takes off? Balance art w/working-class employers
30. I fully support the visual arts – why so vague—take a visionary point of view—what about a museum? How about support and emphasis for the Visual Artists and Arts?
31. DON'T FORGET THE EXCELLENT PARK BLOCKS MASTER PLAN DONE A FEW YEARS BACK.
32. Keep Eugene Diverse.
33. Make commitments to specific projects. Don't put so much emphasis on crafts—support visual arts and less emphasis on performance and bars.
34. 5M for Farmers Market?? Just give them more space as needed and charge less—it will grow organically!!
35. The arts district is working – keep supporting it. Can we get art and music in the grungy parking garages?
36. One disclaimer – I don't think we should “re do” Saturday Market/Farmer Market. It is great as is , outdoors until winter
37. More funds for art and entertainment will definitely revitalize downtown. No Shame ready to perform in expanded Saturday Market.
38. In lieu of creating more area for activities, provide support to existing local arts groups who are struggling to stay afloat.
39. Love arts – smaller projects, organic development
40. High priority – can be done without buying the butterfly lot – two separate issues. Ranked #2 of top 3.
41. I think the other areas need to be brought up to par before we take one element and make it exceptional.
42. I can't imagine spending \$4 Million expanding the Farmers Market in the Park Blocks for a 6 month run. Does this include creating lots of underground parking as envisioned in Mark

Gillem's fantasy Parks Block Promenade to the River student project? Please remember that open space for special events is only viable when that event is occurring. Like the Broadway Plaza, more space, if not carefully articulated and flexible, is just another big, empty expensive-looking open space most of the time to us average citizens. Remember, vibrancy and density are co-dependant. Don't waste precious urban land on too much unused open space. If we had a foot/bike bridge at the end of 8th Ave, all of Alton Baker's open space is right there and the limited urban spaces could be snug and intimate.

43. Like many former dream projects, this one deserves all the help it can get, but why is the help always delivered as a rescue instead of a proactive assist ahead of the failed self-attempt. If Eugene wants this sort of downtown vitality, it needs to step up to the plate and create its own Development Commission in order to have an organized, available, targeted pool of resources ready to make things happen efficiently, NOT in a panicked, reactive mode. The cost is the same, but the attitude is positive.
44. What evidence is there that districts are better than a diverse downtown area? Let's not expend time and money hoping that this will work. Our ambitions may be larger than what is realistically possible. We are not New York with a Broadway district. Districts also have their down side. Our Civic District closes at 5 pm when staff goes home! Be careful what you wish for, you just might get it!
45. How about an outdoor theater in that vacant lot next to the Hult Center Garage. Logistically the parking is already there and so is the Hult staff. You could also have cultural/arts events there as well as summer concerts, plays, exhibits etc. Scrap the Cuthbert and its poor design. The performers have the sun right in their face and the place is one dimensional (music only)

ADDITIONAL COMMENTS:

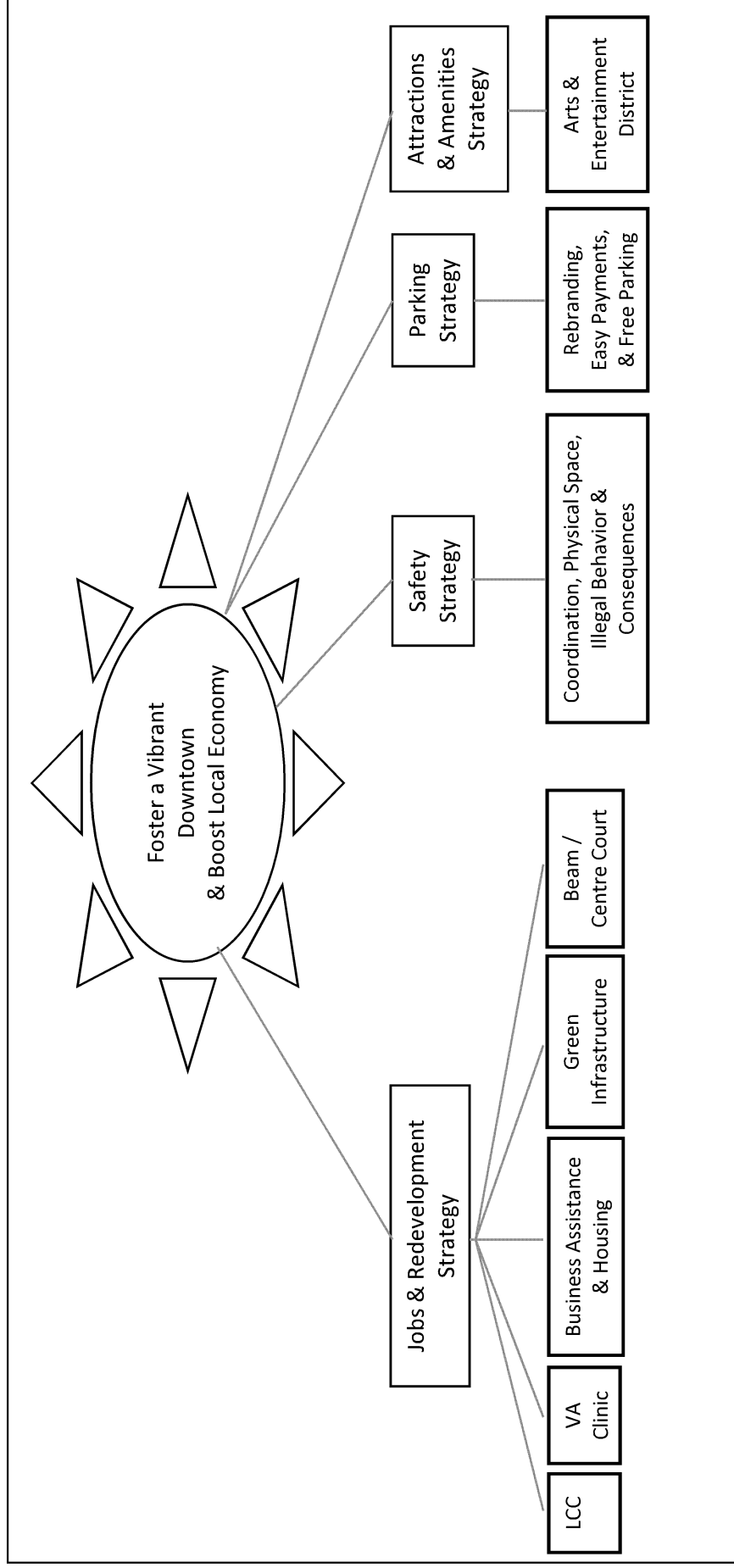
1. Thanks for having this meeting
2. LCC, Veteran's Affairs, Beam, Green Features---Yes, yes, yes!!! This is great for revitalization. Also, through Looking glass we used to have youth workers downtown. Any way to bring that back through this effort?
3. Support for EWEB steam conversion & redevelopment.
4. I don't live in town but I would like to point out that when people barely have \$ to buy things at store's—why do you think they would choose to make them pay to park when free parking is almost everywhere else. Also—Do we need more vacant lot's out west 11th that used to be wetland for the geese!! Thank you
5. Bad signage to find this place—“Next to Gervais” means nothing to someone who only comes to main part of market. Also, please don't have events in places with no covered bike parking. I had to carry my bike up several stairs to put it under an awning.
6. Downtown living amenities are very limited: no supermarket, no hardware store, no drugstore.
7. What incentives for relocating small retail businesses besides building funds/remodeling employer or rent help? Other?

8. Emphasis needs to be on for-profit businesses who will pay taxes as opposed to government and exempt organizations who do not.
9. Bring back the Emerald Canal. Will facilitate a bigger effort in all of downtown. Would be revitalizer.
10. THESE ARE ALL GREAT IDEAS—I'm IN FAVOR OR WHATEVER THERE IS MONEY FOR. BUT THE THING THAT WILL TURN D-TOWN AROUND is MORE HOUSING! (We're doing pretty well on that so far.)
11. We enjoyed the presentation
12. Help small businesses occupy and -----existing empty store fronts
13. Many of these projects can be integrated and therefore can reduce the artistic --- individual project costs.
14. Thank you for this event; my feeling is that more emphasis needs to be put on public education and information. To dispel the ignorance about why the City does what it does and why it spends what it spends. Some of my perceptions have been changed tonight
15. Add designated areas for buskers and street performers—several islands of entertainment that will increase foot traffic between them.
16. As a member of No Shame Eugene, I am fully committed to bring accreditedness of people downtown and engaging them in the unique offerings of our arts district. Thank you for putting on this open house.
17. I support all of these changes. They all have merit. Write grants, sell bonds, raise taxes (=the price of being a citizen).I came to Eugene in May 1970. Downtown was vibrant, accessible, and full of stores. Haven't we had enough "Process! Process! Process!" in this community? Can't we just take some action and revitalize downtown Eugene? JUST DO IT!
18. Please include me on any development – related public listserv's – Brandon.spencerharte@gmail.com
19. It is encouraging that the City has decided to address the downtown issues in a comprehensive way. Remember, a good solution now, is better than the perfect solution too late.
20. I don't understand why downtown Eugene has a reputation for being unsafe. I lived on Broadway and Monroe from 7/07 until 6/08, and I never saw any behavior that made me uncomfortable, either downtown or in Monroe Park. Are the people who hang out on Broadway actually bothering anyone, or do they just "look scary"?
21. Council should attempt a ratio of public spending/private investment to be able to estimate these projects. How much private investment can we expect if we put in x dollars divided by public money?
22. Parking lot? At 13th and Olive should be cleaned up to look less slum like.
23. HOUSING, HOUSING, HOUSING! LOW, MID, & HIGH INCOME HOUSING!
24. This comment refers to Downtown Safety Improvement, Downtown Parking Improvements, Art & Entertainment Districts: Same comments for all three: Each is a vital component, but all must be executed well in order for anything to work. What we want is a downtown that will be fun to visit, easy to visit, and something that will make us all proud.

25. Lets embrace the demographics that use the downtown the most and build a safe place for the homeless youth.
26. Thanks for working to bring more life downtown.
27. Downtown needs a vibrant core – it's top (illegible). All great downtowns have strong retail. Nobody is drawn to downtown because of education facilities and offices. While those uses are needed and appropriate and the arts are a draw, you've got to get the retail right to make downtown work. Are there safe sites with drive-by traffic to support (illegible) retail?
28. The total cost of projects in aggregate makes it difficult to "green light" on this form. I support each project in concept.
29. Hello! My name is Dean Slatsky. I am an aspiring artist "in search" of any mural commissions. I have often imagined particularly in the new LCC and, perhaps, the veterans clinic and arts and entertainment. I would like to share my many ideas to those who are interested. (541) 942-9322 deanslatsky@yahoo.com

ATTACHMENT C
Downtown Strategies and Projects Diagram

The eight potential projects are grounded in council's recent downtown collective statements and strategies; public input from the downtown revitalization survey; prior public involvement; and planning documents. They are designed to contribute to boosting the local economy and fostering a vibrant downtown through the four downtown strategies (jobs and redevelopment, safety, parking, and attractions and amenities). The projects shown below will serve as a starting point for public and council discussions and may be expanded or contracted based on future conversations.

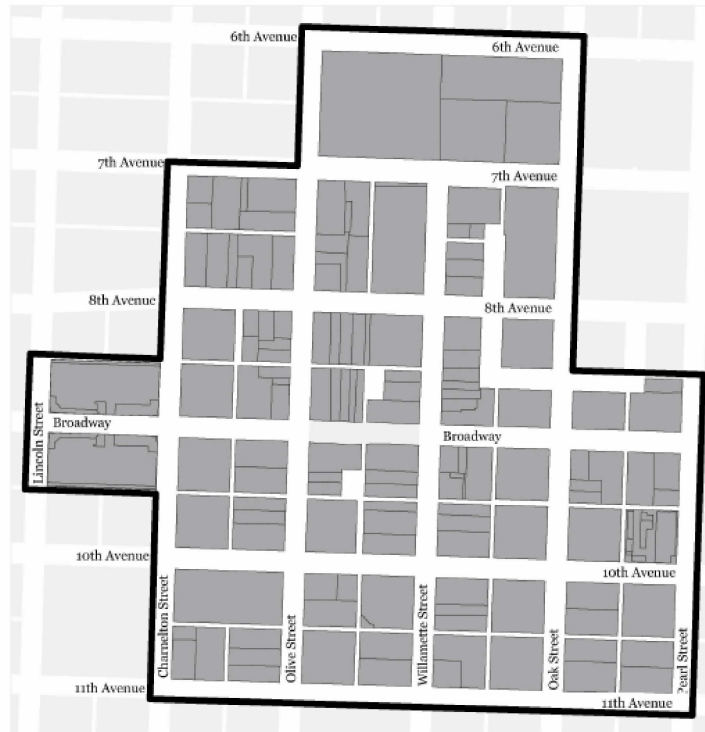


ATTACHMENT D

Details on Proposed Funding for Downtown Safety Initiative

- Automated behavior crime reporting and cameras - \$100,000 one-time (\$50,000 from existing urban renewal revenues, \$50,000 from telecom)
- Lighting - \$100,000 one-time (existing urban renewal revenues)
- Possible exchange with Springfield for jail beds (so actual jail bed cost less than \$420,000 in proposed package)
- Include one-time funds in FY11 budget of \$500,000 for Human Services Commission (HSC) and repurpose \$500,000 of the City's HSC contribution for partial funding of the downtown safety initiative, including additional services like Cahoots
- \$740,000 – urban renewal pays off parking bond, freeing up \$740,000/yr in parking fund
- \$350,000 – Eugene Police Department repurposing existing budget
- \$25,000 – Vacant properties start paying Downtown Service District (DSD) fees
- \$350,000 – Downtown Eugene Inc./Chamber of Commerce/partnerships/expanded DSD and possible increase in DSD fee

Urban Renewal Plan for the Downtown Urban Renewal District



Adopted July 1968

- Modified -

December 1968

December 1989

June 1998

September 13, 2004

_____, 2010

Urban Renewal Agency of the City of Eugene, Oregon

URBAN RENEWAL PLAN FOR THE DOWNTOWN URBAN RENEWAL DISTRICT

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URBAN RENEWAL PLAN FOR THE DOWNTOWN URBAN RENEWAL DISTRICT

Part 1 – Text

Section 100 – Introduction

The Downtown Urban Renewal District Plan (formerly known as the Central Eugene Project Plan), was updated in 2010 (“2010 Amendment”) for the sole purpose of funding three, and possibly four, new projects: (1) assistance to the Lane Community College development on the on the 10th and Charnelton Development Site; (2) additional assistance in the funding of the Broadway Place North and South Garages; and (3) assistance in the redevelopment of the Parks Blocks to provide better opportunities for the Farmers’ Market. The fourth possible project is assisting with a Veterans Affairs (VA) clinic if the 12th and Willamette site is selected by the VA. No other new projects will be funded with tax increment dollars. Upon the repayment of debt related to these new projects, the Downtown Urban Renewal District will be terminated, any unused tax increment funds will be returned to Lane County for redistribution to overlapping taxing districts, and other assets and liabilities transferred to the City of Eugene.

Section 200 – Definitions

The following definitions will govern this Plan.

10th and Charnelton Site means the Agency owned property bounded by Charnelton Street on the west, 10th Avenue on the south, and Olive Street on the east.

2010 Amendment means the update to the Plan that was completed in 2010.

Broadway Place Garages means the structured parking at Broadway and Charnelton streets.

Downtown Plan The Policies in the Downtown Plan were adopted by the Eugene City Council in 2004 as a refinement of the Eugene Springfield Metropolitan Area General Plan.

Project means (1) assistance to the Lane Community College development on the 10th and Charnelton Site; (2) additional assistance in the funding of the Broadway Place Garages; (3) assistance in the redevelopment of the Parks Blocks to provide better opportunities for the Farmers’ Market; and (4) assistance related to a new VA Clinic if the VA chooses the 12th and Willamette site.

Tax Increment Financing means a method of financing urban renewal projects as authorized by ORS Chapter 457.

Section 300 – Legal Descriptions

The Downtown Urban Renewal District includes that area of approximately 70 acres. The Plan Area includes all of the land within the boundaries designated on the Plan Area Map attached as [Exhibit A](#) and is described as containing all lots or parcels of property, situated in the City of Eugene, County of Lane, State of Oregon, bounded generally as described also in [Exhibit B](#).

Section 400 – Goals and Objectives

A. GOALS

The goals of the Downtown Urban Renewal District Plan are:

1. To improve the function, condition, and appearance of the development area through:
 - a. Redevelopment of an excavated vacant lot;
 - b. Maintenance of critical parking assets;
 - c. Improved safety for visitors to locations and business within the downtown plan area; and
 - d. Improved site for the Farmer’s Market.
2. To eliminate blight and blighting influences;
3. To strengthen the economic conditions of the Plan Area; and
4. To enhance downtown’s role as the regional economic, governmental, and cultural center and a central location for public and private development and investment.

B. OBJECTIVES

Development in the Downtown Urban Renewal District has been intended to implement the adopted policies contained in the Downtown Plan and to develop downtown as the heart of a livable, sustainable city. The objectives for the 2010 Amendment are to ensure that Lane Community College is able to redevelop the 10th and Charnelton Development Site with a building that will bring thousands of people into the District; that the Broadway Place North and South Garages remain available and in good condition to support other development and redevelopment in downtown and, at the same time, to enable improvements to public safety downtown; that the Farmers’ Market can continue to bring hundreds of employees and residents into the Plan Area; and that some local public funds are available to maximize the chances that the VA chooses the 12th and Willamette site .

Section 500 – Land Use Plan

The use and development of all land within the Plan Area shall comply with the regulations prescribed in the City’s comprehensive plan, zoning ordinance, subdivision ordinance, City

charter, or any other applicable local, State or Federal laws regulating the use of property within an urban renewal area.

Section 600 – Project Activities

To achieve the objectives of this Plan, the Agency may undertake the following activities, and no others, with tax increment funds:

A. LANE COMMUNITY COLLEGE NEW DOWNTOWN CENTER

The Agency may spend up to \$___ to assist the Lane Community College in the development of a new downtown building for its programs, at the corner of 10th and Charnelton. Upon agreement by LCC and the City, the project may include a downtown public safety substation.

B. BROADWAY PLACE PARKING GARAGES & PUBLIC SAFETY IMPROVEMENTS

The Agency provided initial assistance for the construction of the Broadway Place Garages. The Agency may spend up to \$4.9 million to assist the City in repaying the debt on those garages, provided that the City agrees to continue to make the garages available for businesses and residents downtown and further agrees to enhance public safety in the Plan Area.

C. PARK BLOCKS IMPROVEMENTS FOR THE FARMERS' MARKET

The Agency may spend up to \$_____ on improvements to the Parks Blocks in order to make that location more attractive and functional for the Farmers' Market.

D. VA CLINIC

If the VA chooses the 12th and Willamette sit for its new VA Clinic, the Agency may spend up to \$_____ for public infrastructure near that location for parking, transportation improvements, or other infrastructure improvements necessary to serve that site.

E. ADMINISTRATIVE ACTIVITIES

1. The Agency may retain the services of independent professional people or organizations to provide administrative or technical services such as:
 - a. Preparation of market, feasibility, or other economic studies;
 - b. Preparation of design, architectural, engineering, landscaping architectural, planning, development, or other developmental studies;
 - c. Providing accounting or audit services; and
 - d. Assisting in preparation of the annual financial report required under Section 800 of this Plan.
2. The Agency may acquire, rent, or lease office space and office furniture, equipment, and facilities necessary for it to conduct its affairs in the management and implementation of this Plan.

3. The Agency may invest its reserve funds in interest-bearing accounts or securities.
4. To implement this Plan, the Agency may borrow money, accept advances, loans, or grants from any legal source, issue urban renewal bonds and receive tax increment proceeds as provided for in Section 700 of this Plan.
5. The Agency also may continue to operate the downtown revitalization loan program but all dollars loaned must come from the loan fund and not from tax increment revenues.

Section 700 – Methods for Financing the Projects

The Agency may borrow money and accept advances, loans, grants, and other legal forms of financial assistance from the Federal government, the State, City, County, or other public body, or from any source, public or private, for the purposes of undertaking and carrying out the three projects authorized by this Plan.

Ad valorem taxes, if any, levied by a taxing body upon the taxable real and personal property situated in the urban renewal area, shall be divided in accord with and pursuant to ORS 457.420 through 457.450, and used by the Agency for the project activities authorized by this Plan.

The Agency shall adopt and use a fiscal year ending June 30 accounting period. Each year, the Agency shall develop a budget in conformance with the provisions of ORS Chapter 294 and ORS 457.460, which shall describe sources of revenue, proposed expenditures, and activities.

Section 800 – Annual Financial Statement Required

A financial statement shall be prepared and provide information in accordance with ORS 457. The statement shall be filed with the City Council and notice shall be published in accordance with ORS 457.

Section 900 – Citizen Participation

The activities and projects defined in this Plan, and the adoption of amendments to this Plan shall be undertaken with the participation of citizens, owners, tenants as individuals, and organizations who reside within or who have financial interest within the Plan Area together with the participation of general residents of the City. The Agency Director shall convene not less than once each year a committee of such persons to prepare a report to the Director on (a) the activities of the Agency for the previous fiscal year, and (b) whether the Agency's expenditure of tax increment dollars was limited to the projects authorized by this Plan and the associated administrative costs authorized by the Plan. The Director shall forward that report to the Agency upon its receipt.

Section 1000 – Non-Discrimination

In the preparation, adoption, and implementation of this Plan no public official or private party shall take any action to cause any person, group or organization to be discriminated against in a manner that violates Section 4.613 of the Eugene Code, 1971.

Section 1100 – Recording of this Plan

A copy of the City Council's ordinance approving this Plan shall be recorded with the recording officer of Lane County.

Section 1200 – Procedures for Changes or Amendments

It is the intent of this Plan that, except as provided in the next paragraph, no substantive changes may be made to the Plan. The purpose of the 2010 Amendment is to: authorize three, and possibly four, new projects, and once those projects are completed and the debt on those projects is repaid (or tax increment funds have been accumulated sufficient to pay that debt when due), that tax increment financing for this District cease and the Downtown District be terminated.

This Plan may be amended to correct clerical or similar errors, or to respond to a decision by a court or state agency if someone challenges the 2010 Amendment and this Plan is remanded.

Section 1300 – Duration and Validity of Approved Plan

A. DURATION OF URBAN RENEWAL PLAN

This Plan shall remain in full force and effect only until such time that the debt is repaid, which was incurred to undertake the three projects (or four projects if the VA selects the 12th and Willamette site). Once that debt is repaid, or tax increment funds have been accumulated that are sufficient to repay the debt when due, this Plan shall automatically terminate. As of the date of the 2010 Amendment, it is estimated that the termination date, assuming that only the three projects are undertaken, is _____.

B. VALIDITY

Should a court of competent jurisdiction find any word, clause, sentence, section, or part of this Plan to be invalid, the remaining words, clauses, sentences, section, or parts shall be unaffected by any such finding and shall remain in full force and effect for the duration of the Plan.

Section 1400 – Maximum Indebtedness

The sum of \$33,000,000 was established in 1998 as the maximum amount of new indebtedness which could be issued or incurred under this Plan after June 1, 1998. That figure was developed using the estimated project costs, plus a 5% annual inflation factor.

The 2010 Amendment increased the maximum indebtedness amount by \$__ million, to a total of \$__ million. This is below the limits imposed under ORS 457 as of January 2010, which would be a total maximum indebtedness figure of \$____ million.

The maximum indebtedness limit established by this Section 1400 does not apply to or limit:

1. The obligation of the Agency to pay interest on indebtedness issued or incurred under this Plan;
2. Any indebtedness issued to refund indebtedness issued or incurred under this Plan, to the extent that the refunding indebtedness does not exceed the principal amount of the refunded indebtedness, plus the amount of the refunding indebtedness that is used to pay costs of the refunding; and
3. Funds to repay indebtedness existing on the date of the 1998 amendment.

Part 2 – Exhibits

Exhibit A: Plan Area Map

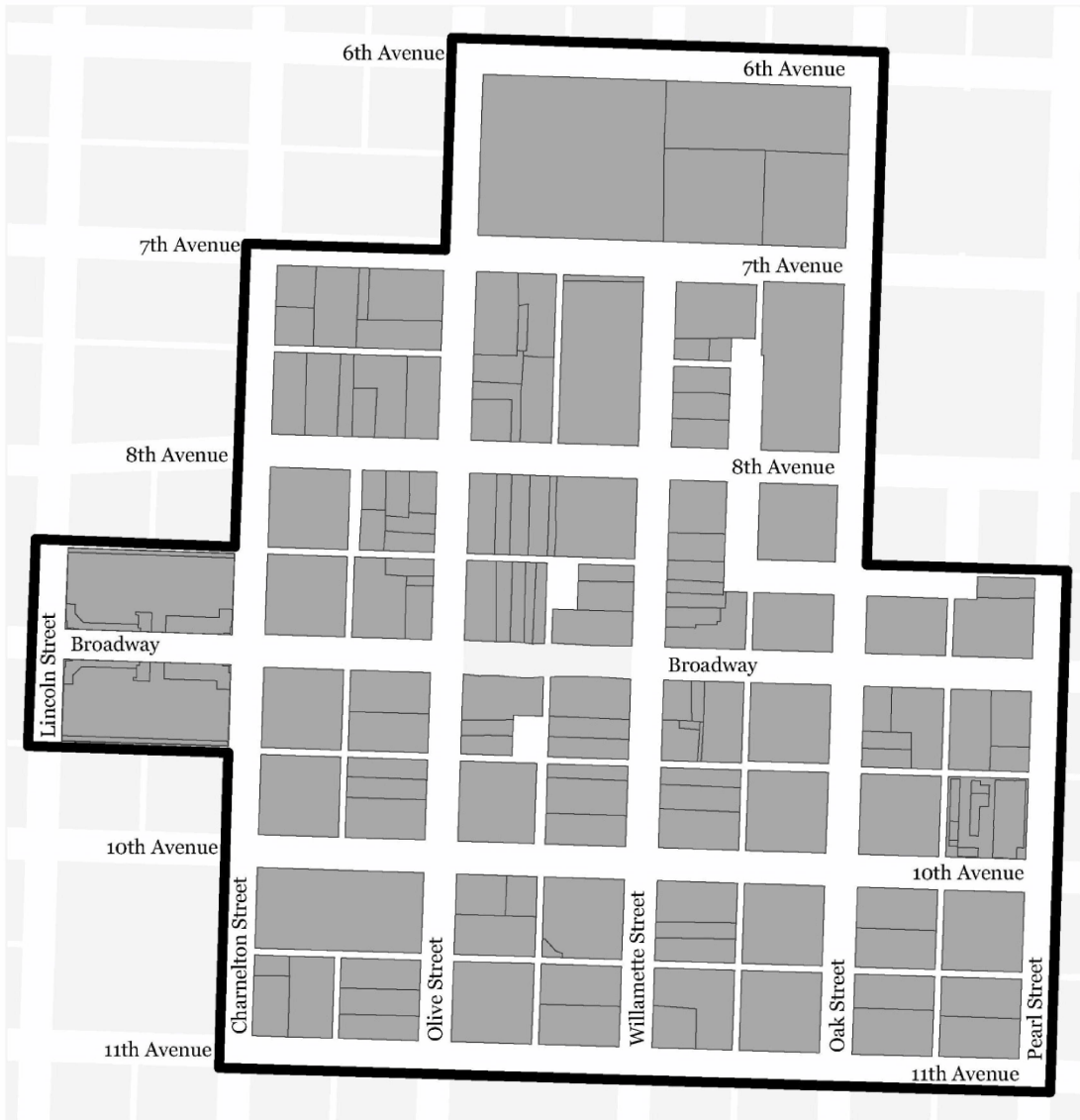
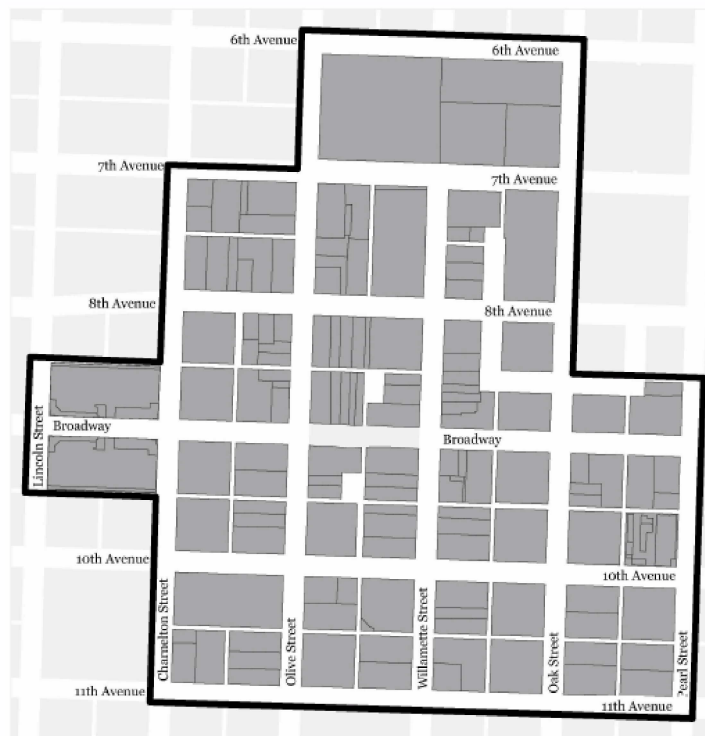


Exhibit B: Plan Area Description

Beginning at the southwest corner of the intersection of 11th Avenue and Charnelton Street in the City of Eugene, Lane County, Oregon, commencing northerly along the west right-of-way line of Charnelton Street to the point of intersection of the south right-of-way line of the alley between 10th Avenue and Broadway;

- (1) thence, westerly along the south right-of-way line of said alley to the west line of Lincoln Street;
- (2) thence, northerly along the west right-of-way line of Lincoln Street to the point of intersection of the north right-of-way line of the alley between Broadway and 8th Avenue if extended;
- (3) thence, easterly along the north right-of-way line of said alley to the west right-of-way line Charnelton Street;
- (4) thence, northerly along the west right-of-way line of Charnelton Street to the northwest corner of the intersection of 7th Avenue and Charnelton Street;
- (5) thence, easterly along the north right-of-way line of 7th Avenue to the northwest corner of the intersection of 7th Avenue and Olive Street;
- (6) thence, northerly along the west right-of-way line of Olive Street to the northwest corner of the intersection of 6th Avenue and Olive Street;
- (7) thence, easterly along the north right-of-way line of 6th Avenue to the northeast corner of the intersection of 6th Avenue and Oak Street;
- (8) thence, southerly along the east right-of-way line of Oak Street to the northeast corner of Oak Street and South Park Avenue;
- (9) thence, easterly along the north right-of-way line of South Park Avenue extended to the east right-of-way line of Pearl Street;
- (10) thence, southerly along the east line of Pearl Street to the southeast corner of the intersection of Pearl Street and 11th Avenue;
- (11) thence, westerly along the south line of 11th Avenue to the point of beginning.

Urban Renewal Plan
for the
~~For Central Eugene Project~~
~~(AKA:)~~ Downtown Urban Renewal District



Adopted July 1968

- Modified -

December 1968

December 1989

June 1998

September 13, 2004

, 2010

Urban Renewal Agency of the City of Eugene, Oregon