

EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



Work Session: What's New in Downtown - Spring/Summer 2013

Meeting Date: April 17, 2013
Department: All
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Agenda Item Number: B
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ISSUE STATEMENT

This work session will provide the council with an overview of progress being made downtown and information on upcoming downtown events, efforts, and developments that are anticipated over the spring and summer.

BACKGROUND

Based on council direction and support, staff continues efforts to grow and sustain downtown economic development, enhance public safety and a sense of safety downtown and support a welcoming and vibrant downtown experience.

While the list of downtown accomplishments continues to grow, the next several months will be especially eventful in terms of infrastructure improvements, new businesses, new residents and employees, public safety enhancements, and new City-sponsored events and activities in the core of the city. Today's presentation will highlight upcoming events and developments that are anticipated to significantly build on downtown's role as the center for government, commerce, employment, housing, art and entertainment in the city and the region.

All of these efforts continue the positive momentum that has been transforming Eugene's downtown and making significant progress toward council goals of:

- Increasing downtown development;
- Creating sense of safety (especially downtown);
- Investing in arts and culture as an economic engine and providing a sense of community/place;
- Supporting strategic job creation/decreased unemployment; and
- Supporting small and local business

RELATED CITY POLICIES

Eugene Downtown Plan

Regional Center

1. Build upon downtown's role as the center for government, commerce, education and culture in the city and the region.

Building a Downtown

1. Actively pursue public/private development opportunities to achieve the vision for an active, vital, growing downtown.
2. Use downtown development tools and incentives to encourage development that provides character and density downtown.

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.

Downtown to the River

1. Incorporate the Willamette River as an integral element to downtown planning and development.
2. Facilitate dense development in the courthouse area and other sites between the core of downtown and the river.

Cultural Center

1. Provide and promote development and community events that reinforce downtown's role as the cultural center for the city and region.
2. Reinforce the creative, distinctive culture of downtown as the arts and entertainment center of the city.

Safe Civic Center

1. Support public safety activities that increase visibility, access, actual and perceived safety for individuals and property downtown.

Getting Around Downtown

1. 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.

City Council Goals

Safe Community - A community where all people are safe, valued and welcome.

- Greater sense of safety (especially downtown)

Sustainable Development - A community that meets its present environmental, economic and social needs without compromising the ability of future generations to meet their own needs.

- Increased downtown development

Accessible and Thriving Culture and Recreation - A community where arts and outdoors are integral to our social and economic well-being and are available to all.

- Invest in arts and culture as an economic engine

Cultural Policy Review

Goal V: To integrate arts and culture into the fabric of downtown Eugene and other neighborhoods as part of a comprehensive strategy of revitalization.

Envision Eugene Pillars

Pillar: Provide Ample Economic Opportunities for all Community Members

- Integrate new development and redevelopment in the downtown, on key transit corridors and in core commercial areas.

Pillar: Promote Compact Urban Development and Efficient Transportation Options

- Facilitate the transformation of downtown, key transit corridors and core commercial areas as mixed-use neighborhoods that foster active, walkable, community living by providing a mix of residential, commercial, retail, and public uses in proximity to one another.

Regional Prosperity Economic Development Plan

Strategy 5: Identify as a Place to Thrive - Priority Next Step - Urban Vitality

- As we foster a creative economy, dynamic urban centers are an important asset. Eugene, Springfield and many of the smaller communities in the region, recognize the importance of supporting and enhancing vitality in their city centers. Building downtowns as places to live, work and play will support the retention and expansion of the existing business community and be a significant asset to attract new investment. The Cities of Eugene and Springfield will continue to enhance their efforts to promote downtown vitality through development and redevelopment.

COUNCIL OPTIONS

This item is for information only.

CITY MANAGER'S RECOMMENDATION

No recommendation is suggested; this item is for information only.

SUGGESTED MOTION

No suggested motion; this item is for information only.

ATTACHMENTS

None

FOR MORE INFORMATION

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