

# EUGENE CITY COUNCIL

## AGENDA ITEM SUMMARY



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### Work Session: Downtown Improvements - Continued

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Meeting Date: January 27, 2016  
Department: Planning & Development  
[www.eugene-or.gov](http://www.eugene-or.gov)

Agenda Item: A  
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#### ISSUE STATEMENT

This work session is a continuation of the council's discussion of downtown improvements and funding options and will be an opportunity for the council to provide direction on next steps.

#### BACKGROUND

On December 14, 2015, the council directed the City Manager to schedule a work session to inform the council on the downtown high-speed fiber project and improved park blocks and all the mechanisms for funding these projects. On January 11, 2016, the council discussed the two projects and gave feedback on the scope to inform the January 20 work session on funding mechanisms. The overarching goal is to foster a vibrant downtown while boosting the local economy.

At the January 20 work session, the council discussed a variety of funding options and requested follow-up information related to Parks System Development Charges (SDCs), urban renewal, the Telecom Registration/Licensing Fund, the possible fiber implementation area, and bathrooms. For the council's convenience, the January 20 AIS attachments are reattached to this AIS. The council will receive this information in advance of the January 27 work session.

#### RELATED CITY POLICIES

High-speed fiber and Park Block improvements address many goals for Eugene and downtown, including:

##### *Envision Eugene Pillars*

- Provide ample economic opportunities for all community members.
- Promote compact urban development and efficient transportation options.
- Protect, repair and enhance neighborhood livability.
- Provide for adaptable, flexible and collaborative implementation.

##### *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.

#### *City Council Goal of Sustainable Development*

- Increased downtown development

#### *Eugene Downtown Plan*

- Downtown development shall support the urban qualities of density, vitality, livability and diversity to create a downtown, urban environment.
- Emphasize Broadway, Willamette Street, 5<sup>th</sup> and 8<sup>th</sup> Avenues as Great Streets through public improvements and development guidelines. Include portions of these streets as follows:
  - 8<sup>th</sup> Avenue between Willamette Street and the Willamette River.
- 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.
- 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.
- Support public safety activities that increase visibility, access actual and perceived safety for individuals and property downtown.
- Enhance functional designs for streets, sidewalks and related public improvements with carefully chosen design elements, including materials, alignments, plantings and streetscape elements.
- Use downtown development tools and incentives to encourage development that provides character and density downtown.
- Actively pursue public/private development opportunities to achieve the vision for an active, vital, growing downtown.

#### *Climate Recovery Ordinance*

An active, inviting, well-designed public open space downtown enhances walkability and livability, supports downtown as a 20-minute neighborhood, and reduces reliance on fossil fuels.

### **COUNCIL OPTIONS**

Council is asked to provide direction on next steps.

### **CITY MANAGER'S RECOMMENDATION**

No recommendation at this time.

### **SUGGESTED MOTION**

The City Attorney can provide possible motions in advance of the work session, at the request of individual councilors.

**ATTACHMENTS**

- A. High-Speed Fiber – *project & funding options*
- B. Park Block Improvements – *potential City actions & funding options*
- C. Memorandum Regarding the Downtown Urban Renewal District

**FOR MORE INFORMATION**

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