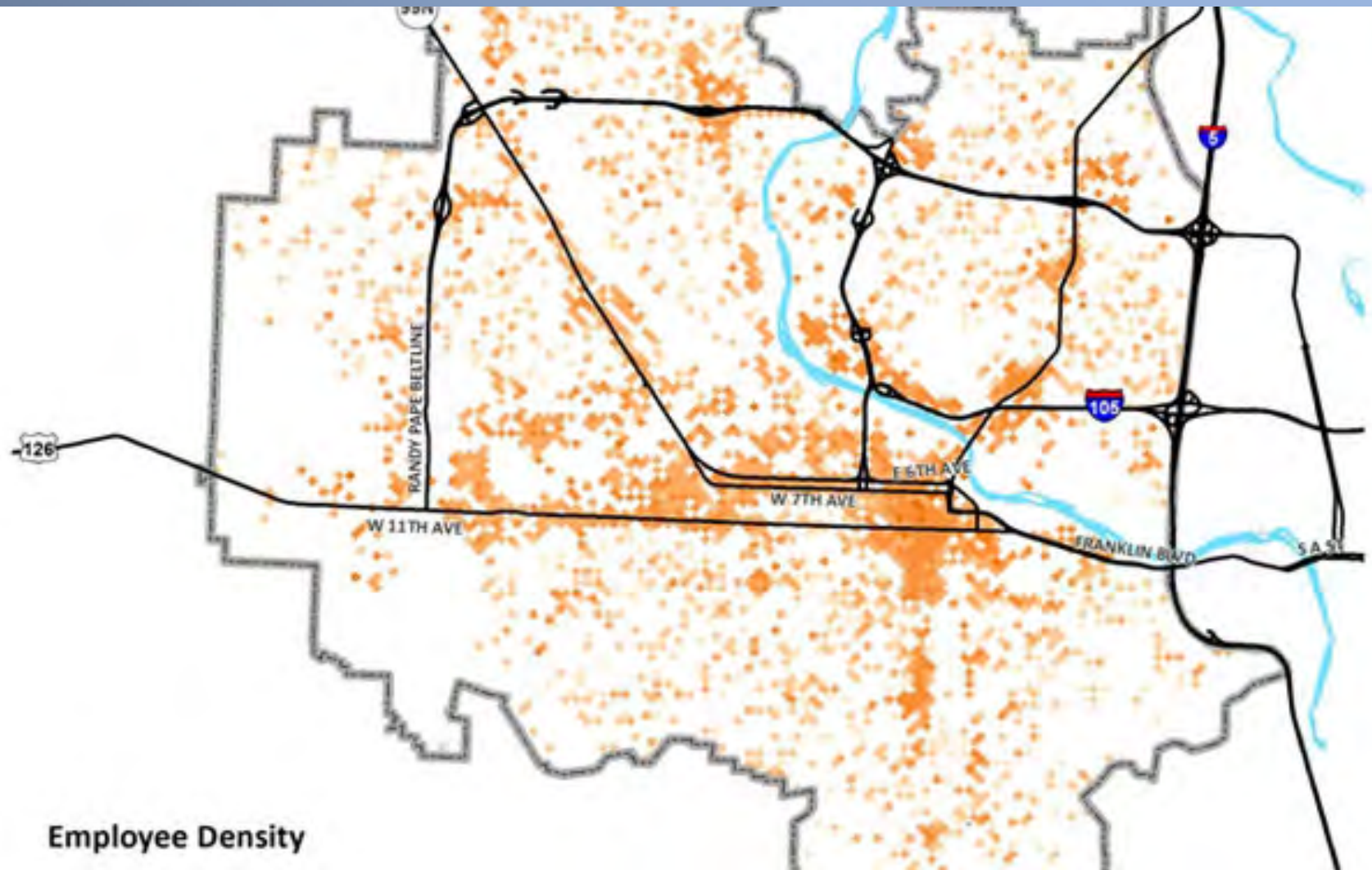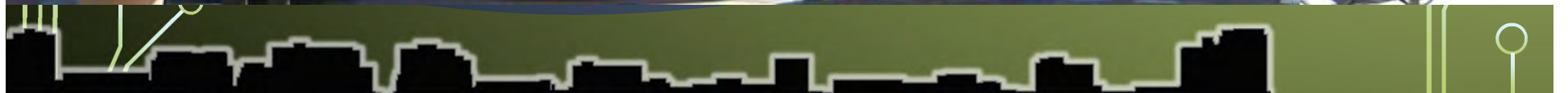# DOWNTOWN IMPROVEMENTS:
FUNDING OPTIONS
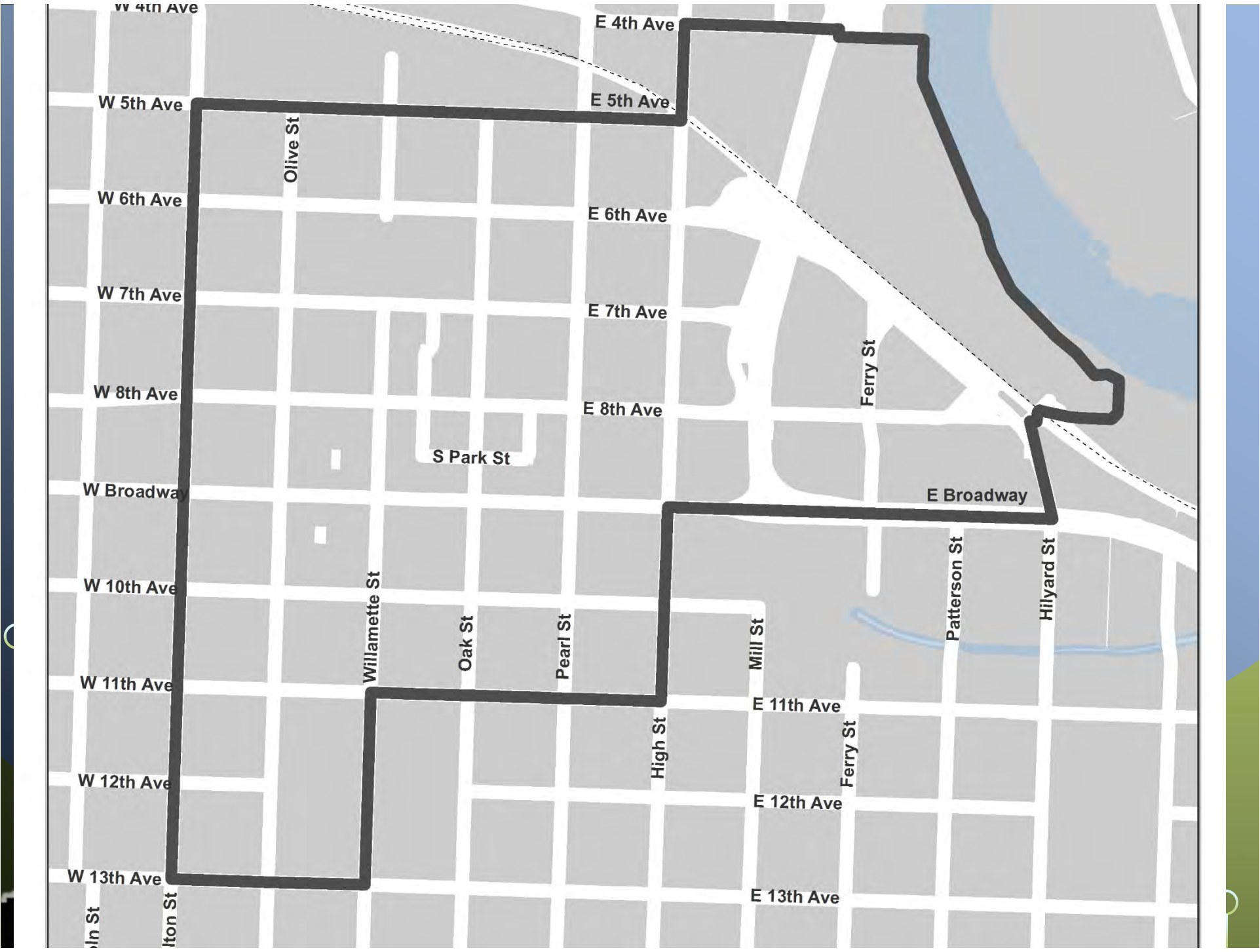

City Council January 20, 2016

TODAY

- Background Project Information

  – Follow-up Fiber Information

  – Example Park Blocks Scenarios

- Funding Options

- Questions

EMPLOYMENT DENSITY

Employee Density
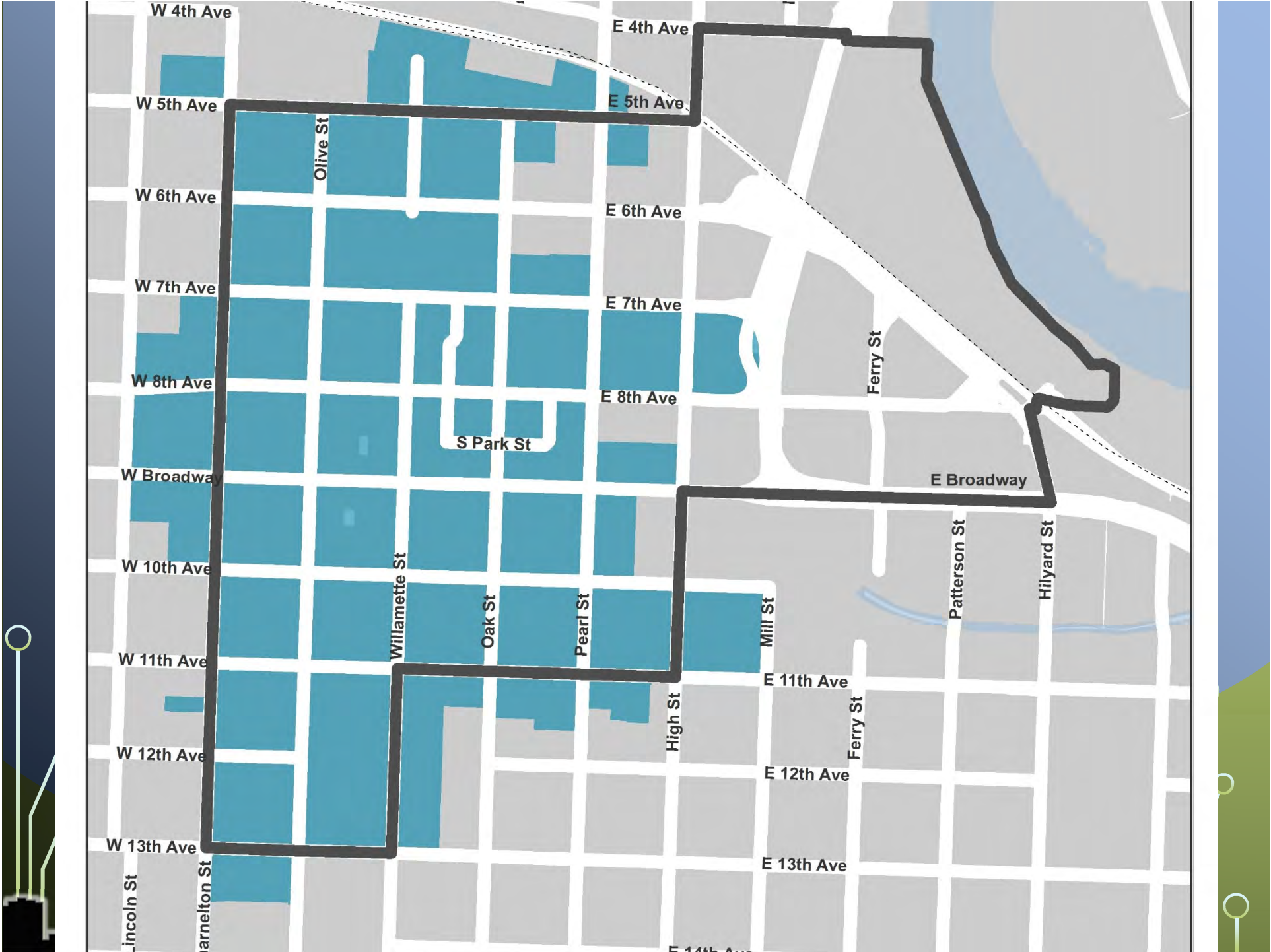
W 4th Ave

E 4th Ave

W 5th Ave

Olive St

E 5th Ave

W 6th Ave

E 6th Ave

W 7th Ave

E 7th Ave

Ferry St

W 8th Ave

E 8th Ave

S Park St

W Broadway

E Broadway

Patterson St

Hilyard St

W 10th Ave

Willamette St

Oak St

Pearl St

Mill St

W 11th Ave

E 11th Ave

High St

Ferry St

W 12th Ave

E 12th Ave

W 13th Ave

E 13th Ave

ln St

lton St

Park Blocks Improvement Options

Programming
and
Management

Community Engagement

Spruce Up

Blank Slate

Park Blocks Plus

?

Other

Programming & Management
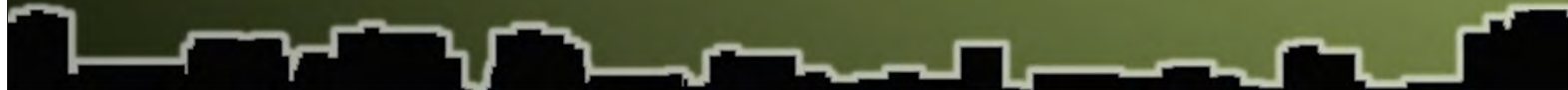
Improves the Park Blocks through use

Minimizes capital costs

Depends on ongoing costs

Programming & Management

Improves the Park Blocks through use

Minimizes capital costs

Depends on ongoing costs

$100,000-200,000 *capital*

$100,000 *annual*

Community Engagement

What do you want in your Town Square?

Reach out to the entire community

Assess needs of the Downtown Neighborhood

Community Engagement

What do you want in your Town Square?

Reach out to the entire community

Assess needs of the Downtown Neighborhood

$75,000-350,000

Spruce Up

Targeted investment to address easily solved problems

Does not include Butterfly Lot

Spruce Up

Targeted investment to address easily solved problems

Does not include Butterfly Lot

$1-2 million

Blank Slate

Comprehensive renovation

Reclaims Butterfly Lot

Includes permanent Farmers' Market

Integrates street design

Accessible

Kid feature

Blank Slate

Comprehensive renovation

Reclaims Butterfly Lot

Includes permanent Farmers' Market

Integrates street design

Accessible

Kid feature

$15-25 million

Park Blocks Plus

System: downtown open space

Contextual

Complementary

Spaces and pathways

Park Blocks Plus

System: downtown open space

Contextual

Complementary

Spaces and pathways

Cost depends on scope

?

Other

Types of use

Scale of improvements

Geographic scope

Approach to conservation

Cost

?
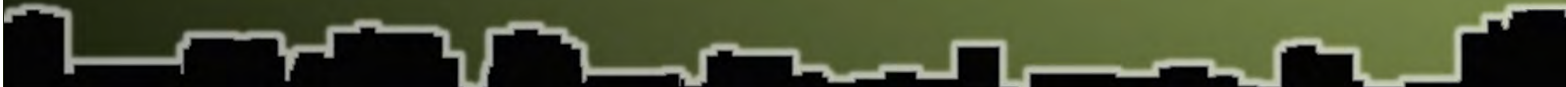
Other

Types of use

Scale of improvements

Geographic scope

Approach to conservation

Cost

Cost depends on scope
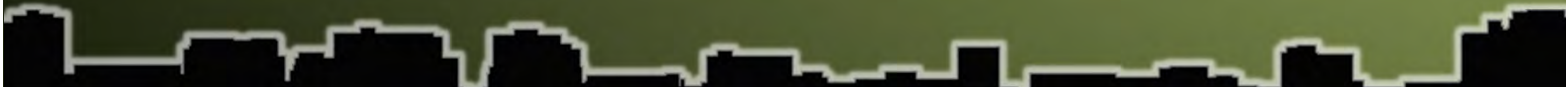
FUNDING OPTIONS – A STARTING POINT

New Taxes

Redirect City Funds

Urban Renewal

Other

??

1. GENERAL OBLIGATION BOND

What
- Voter approved
- Repaid with property taxes

–PRO
- New revenue source
- Community familiarity

–CON
- Unknown outcome; potential delays
- Other priority needs
- Increased tax

2. LOCAL OPTION LEVIES

What

- Voter approved

- Operations or capital

- 5 to 10 year period

PRO

- New revenue source
- Community familiarity

CON

- Not ideal for long-term or capital expenses
- Unknown outcome; Potential delays
- Other priority needs
- Increased tax

3. GENERAL FUND

What

– General city revenue

– Applicable for ALL kinds of projects

PRO

– No increase in taxes

CON

– Insufficient funds available for new items

4. TELECOM REGISTRATION/LICENSING FUND

What

- Fees and taxes from service providers

- Policies, programs and projects

PRO

- Existing program

CON

- Other priority needs

5. PARKS SDCS

What

- Fees from new development

- Park construction and rehab based on
  approved project list

PRO

- Park Blocks expansion and children's playground on
  project list

CON

- No funds available based on priority ranking
- Other park improvements would need to be added to
  the SDC project list

6. INCREASE TRANSIENT ROOM TAX

What

– Fees from overnight stays in the city

– Promotion & development of tourism/visitor

programs

PRO

– Existing program

CON

– Coordinated with Springfield for competitive balance
– Adds lodging costs impact other downtown goals
– State considering doing this already for 2021

7. DOWNTOWN URBAN RENEWAL

What

– Capital for Park Blocks improvements to benefit Farmers' Market

PRO

– No increase in taxes

– Funds available

CON

– Limited funds for permanent home solution

8. EXTEND DOWNTOWN DISTRICT

What

- Capital & program administration
- Core area of downtown

PRO

- No increase in taxes

CON

- Requires plan amendment
- Only for projects within the boundary
- Continues redistribution of taxes

9. RIVERFRONT URBAN RENEWAL

What

– Capital & program administration
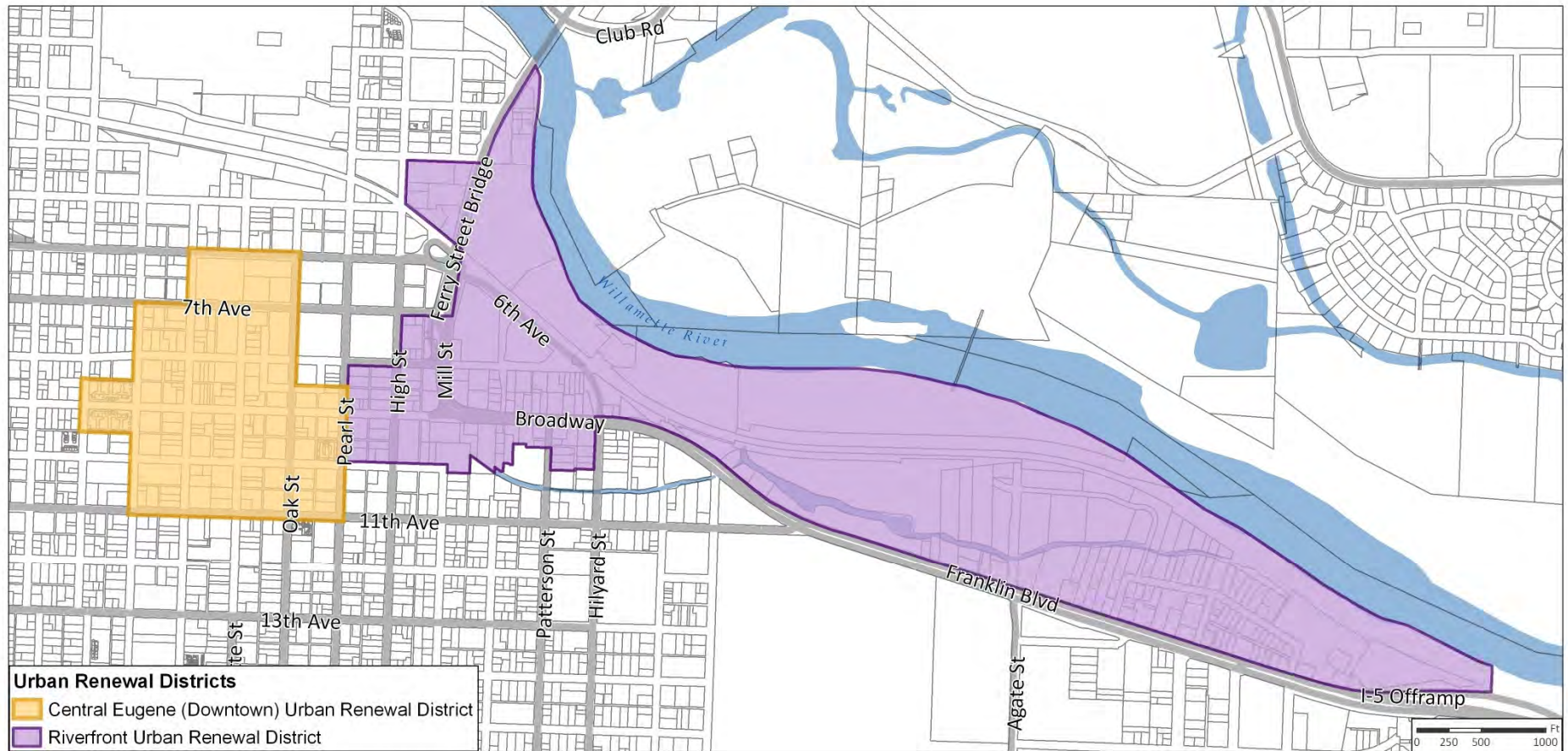– Riverfront area

PRO

– No increase in taxes

CON

– Only for projects within the boundary
– Other priority needs (EWEB redevelopment)
– Continues redistribution of taxes

URBAN RENEWAL DISTRICTS

Club Rd

Ferry Street Bridge

7th Ave

6th Ave

Willamette River

High St

Mill St

Pearl St

Broadway

Oak St

11th Ave

Patterson St

Hilyard St

13th Ave

Franklin Blvd

Agate St

I-5 Offramp

Urban Renewal Districts

Central Eugene (Downtown) Urban Renewal District

Riverfront Urban Renewal District

0   250   500   1000   Ft

Caution: This map is based on imprecise source data, subject to change, and for general reference only.

City of Eugene
Planning and Development Department
Community Development Division
March 8, 2010

EUGENE

10. GRANTS & DONATIONS

What

- Federal, state, private grants

- Donations

PRO

- Non-City funds

CON

- Unknown outcome

- Limited eligible uses

11. ADJUST DOWNTOWN SERVICE DISTRICT

What

- Fees from property owners

PRO

- Existing program

CON

- Adds costs passed on to tenants as higher rent

12. PRIVATE FUNDS

What

- Contributions from property owners
- Required, optional, or voluntary payment

PRO

- Non-City funds

CON

- Adds costs for property owners and tenants

	High-Speed Fiber	Park Block Improvements
City		
GO Bond	X	X
Local Option Levy *(operating or capital)*	X	X
General Fund	X	X
Telecom Registration/Licensing Fund	X	
Parks SDCs		X
Increased Transient Room Tax		X
Urban Renewal Agency		
Existing Downtown Urban Renewal *(Farmers' Mkt only)*		X
Extend Downtown Urban Renewal	X	X
Riverfront Urban Renewal	X	"park blocks plus"
Other		
Grants & Donations (*e.g. Road Capital Fund; Fiber grant*)	X	X
Adjustments to Downtown Service District		X
Private Funds	X	
New Ideas from Work Session		