

# DOWNTOWN IMPROVEMENTS

## PROPOSED URBAN RENEWAL AMENDMENT REVIEW OF COMMENTS

City of Eugene  
May 25, 2016





## TODAY

### ❖ Background

- *Recent past*
- *Proposed Plan Amendment*

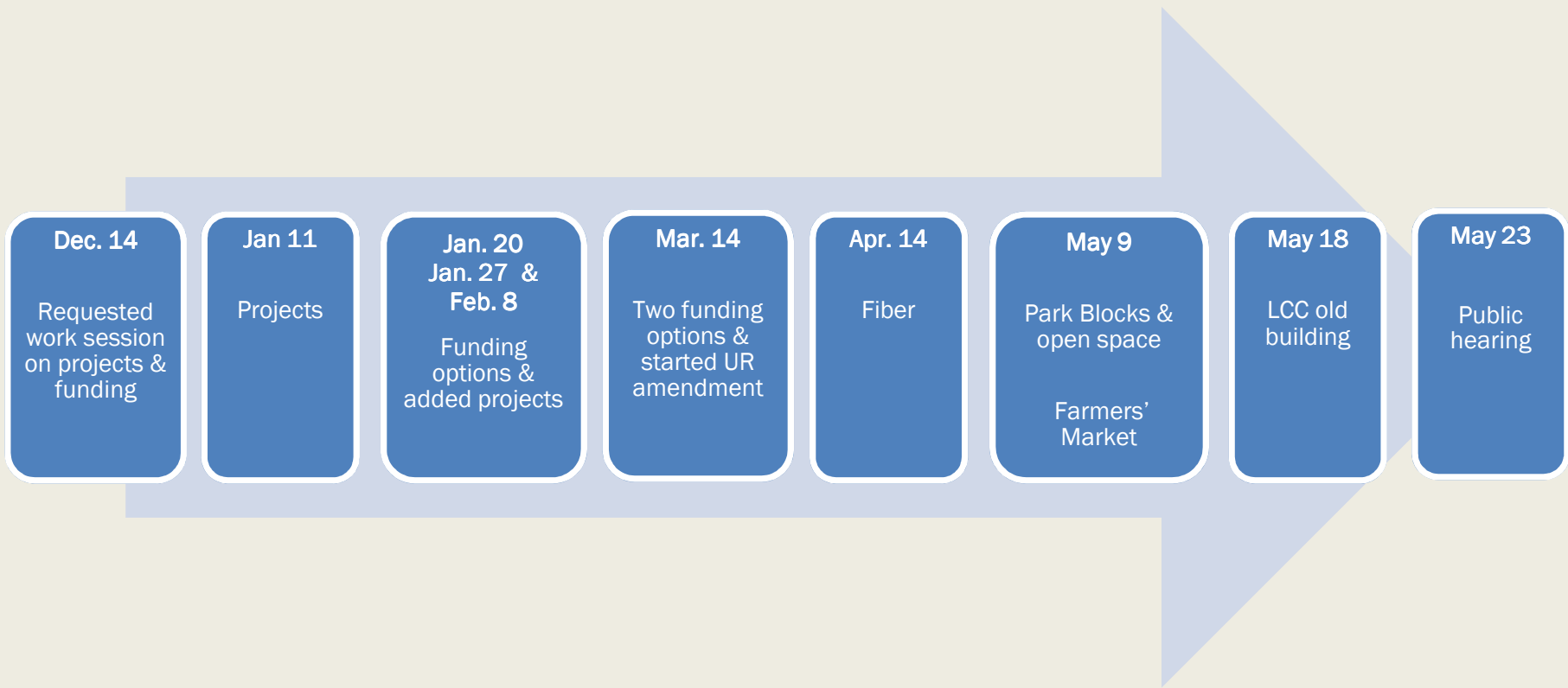
### ❖ Comments

- *Taxing Districts*
- *Planning Commission*
- *Public*

### ❖ Key Decisions Review

### ❖ Discussion

# Background: *Recent Past*



# Background: *Proposed Plan Amendment*

## 1. Refine project list

- *Fiber*
- *Farmers' Market*
- *Park Blocks & Open Space*
- *Old LCC Building*

## 2. Set spending limit

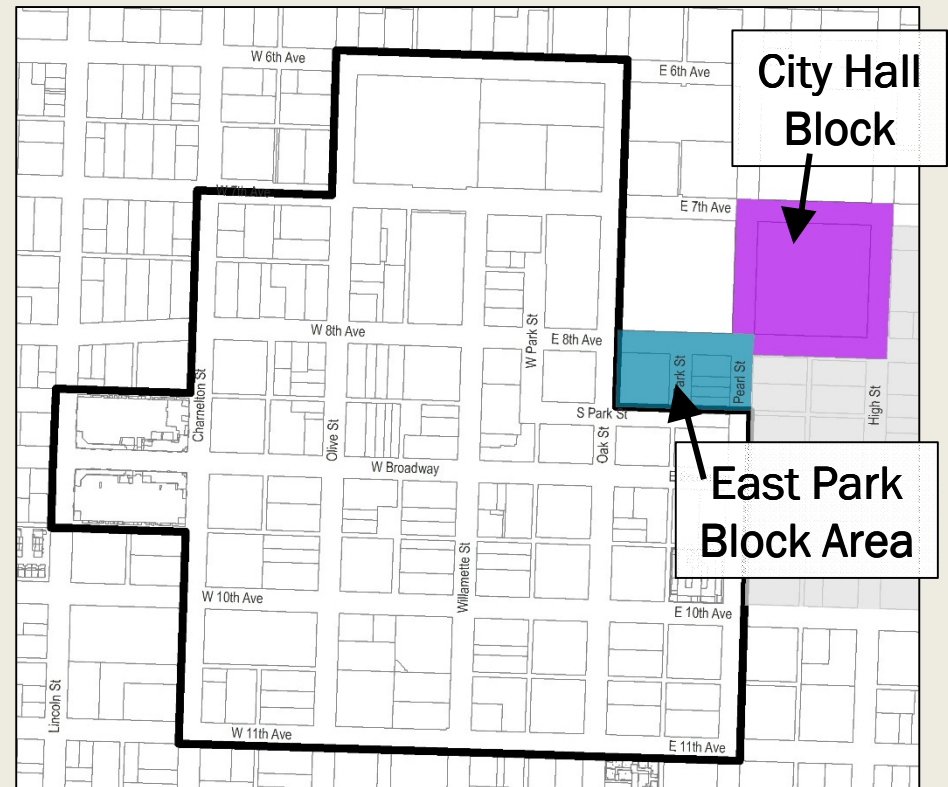
- Maximum indebtedness
- *\$0 to \$48M*



# Background: *Proposed Plan Amendment*

## 3. Boundary Expansion

- East Park Block Area
- City Hall Block
- 7 acres
- Some portion of those areas



# Comments on Proposed Plan Amendment

## Taxing Districts

- School District 4J
- Lane ESD
- LCC
- Lane County

## Planning Commission

## Public

# Taxing Districts Comments: *Schools*



Provided concurrence for amendment up to \$48M



No comment



Supports projects in amendment and TIF funding

# Taxing Districts Comments: *Lane County*



Support for amendment

Forgone revenue supports  
shared prosperity goals



# Planning Commission Comment

- Consistent with City planning policies
- Support for expansion along 8<sup>th</sup> Avenue for Willamette to Willamette Initiative



# Public Comments

**Notice of Public Hearing**  
Downtown Urban Renewal Plan Amendment  
May 23, 2016, 7:30 pm, Harris Hall, Public Services Building, 125 East 10<sup>th</sup> Avenue

On March 14, the Eugene City Council/Urban Renewal Agency Board began a process to consider a funding plan for high priority downtown improvements. The funding plan would amend the Downtown Urban Renewal District for four projects described below.

**Proposed Downtown Projects:**

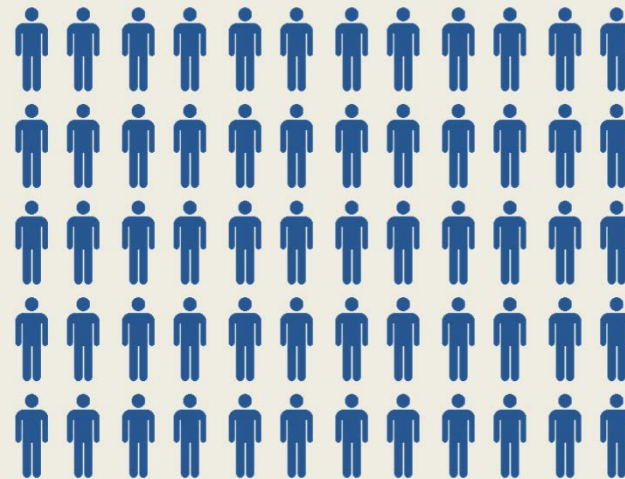
- High-Speed Fiber** - Creation of high speed fiber network downtown will reduce costs and increase telecommunications speed to support existing businesses and new businesses. High speed fiber supports employment growth and attracts new investments downtown. The service would also support City, Lane Community College, Lane County, Lane Council of Governments, and 4) and Bethel School Districts.
- Improved Space for Farmers' Market** - Improvements to the Park Blocks along 10<sup>th</sup> Avenue, or another downtown site, will make the location more attractive, functional, and permeable for a possible year-round Farmers' Market. The Lane County Farmers' Market is a cornerstone of downtown activity and one of the most significant public events in the city.
- Lane Community College (LCC) Old Building** - LCC is assessing interest and potential uses for its former education facility at 1050 Wilamette Street. Three downtowns included creating a multi-tenant facility that could house uses such as maker space, co-working space, wet labs, and affordable business startup and art incubation space. Redevelopment of the vacant 64,000 square foot building would require extensive renovations.
- Park Blocks & Open Space Improvements** - A broad public engagement effort would collect input from the community on their hopes and vision for the Park Blocks and other downtown open spaces (i.e. Hall Center Plaza, Broadway Plaza, and the new City Hall Plaza). Specific improvements could include more restrooms, lighting, seating, signage, security, paving, or landscaping.

**Why is the City Council Considering the Use of Urban Renewal?**  
The City's goal of building on downtown momentum support. Using downtown urban renewal is a form of support. Using downtown urban renewal is a form of support. Using downtown urban renewal is a form of support. Using downtown urban renewal is a form of support. Using downtown urban renewal is a form of support.

- Mailed notice
- Website
- Public hearing

The screenshot shows the Eugene City website with the following content:

- Government Departments Services Business I Want To... Explore Eugene**
- Urban Renewal in Eugene**
- How Does Urban Renewal Work?**  
Urban Renewal is a tool used by cities to finance improvements and redevelopment in specific areas of a city by reinvesting the increase in the area's property taxes. It is also called Tax Increment Financing. Learn more about:
  - How Urban Renewal works
  - Where does the money come from?
  - And more!
- Downtown Proposed Projects**  
The Eugene City Council/Urban Renewal Agency Board is currently considering a funding plan for high-priority downtown improvements including:
  - High-Speed Fiber
  - Farmers' Market Space Improvements
  - Lane Community College (LCC) Old Building Redevelopment
  - Park Blocks & Open Space ImprovementsUse the links above to learn more about the projects and estimated costs.
- What's Happening with Downtown Urban Renewal?**  
Learn more about what is currently happening with the Downtown Urban Renewal District. Including the:
  - Draft Plan Amendment
  - Draft Report on the Downtown Urban Renewal Plan
  - Facts about the Public Hearing Notice
- Community Review Panel**  
Learn more about projects approved by the Urban Renewal Agency Board and expenditures in the Downtown Urban Renewal District in the Expenditure
- Contact Us**  
Amanda Nobel  
Economic Property Programs Manager  
99 W 10th Ave  
Eugene, OR 97401  
Ph: 541-682-5335  
F: 541-682-5372  
Email



# Projects & Costs

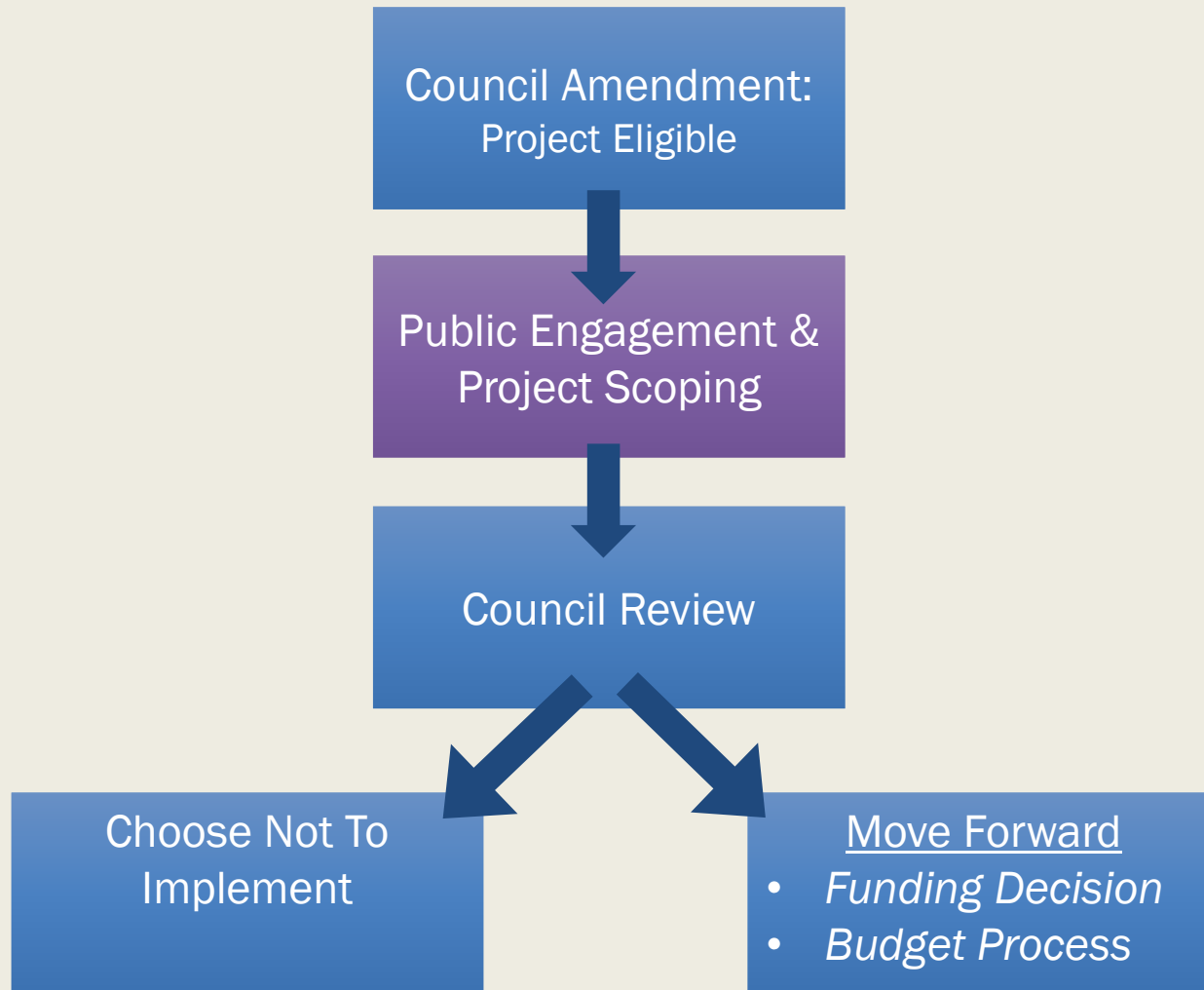
## Yet-to-occur elements

- Public engagement
- Design engineering
- Property negotiations
- Project scoping



Range of potential total cost: \$0 – \$48M

# Projects & Costs



# Oversight

City Council

Budget Process w/  
Public Hearings

Downtown Urban  
Renewal District

Expenditure Review  
Panel  
(community members)

Loan Advisory  
Committee  
(community members)

# Incremental Example

\$17M spending limit increase; 9 years

**Fiber** in District

**Farmers' Market** Medium project

**Park Blocks & Open Space** Determined after public engagement

- Park Blocks
- Broadway Plaza
- Willamette 2 Willamette Initiative
- Hult Plaza

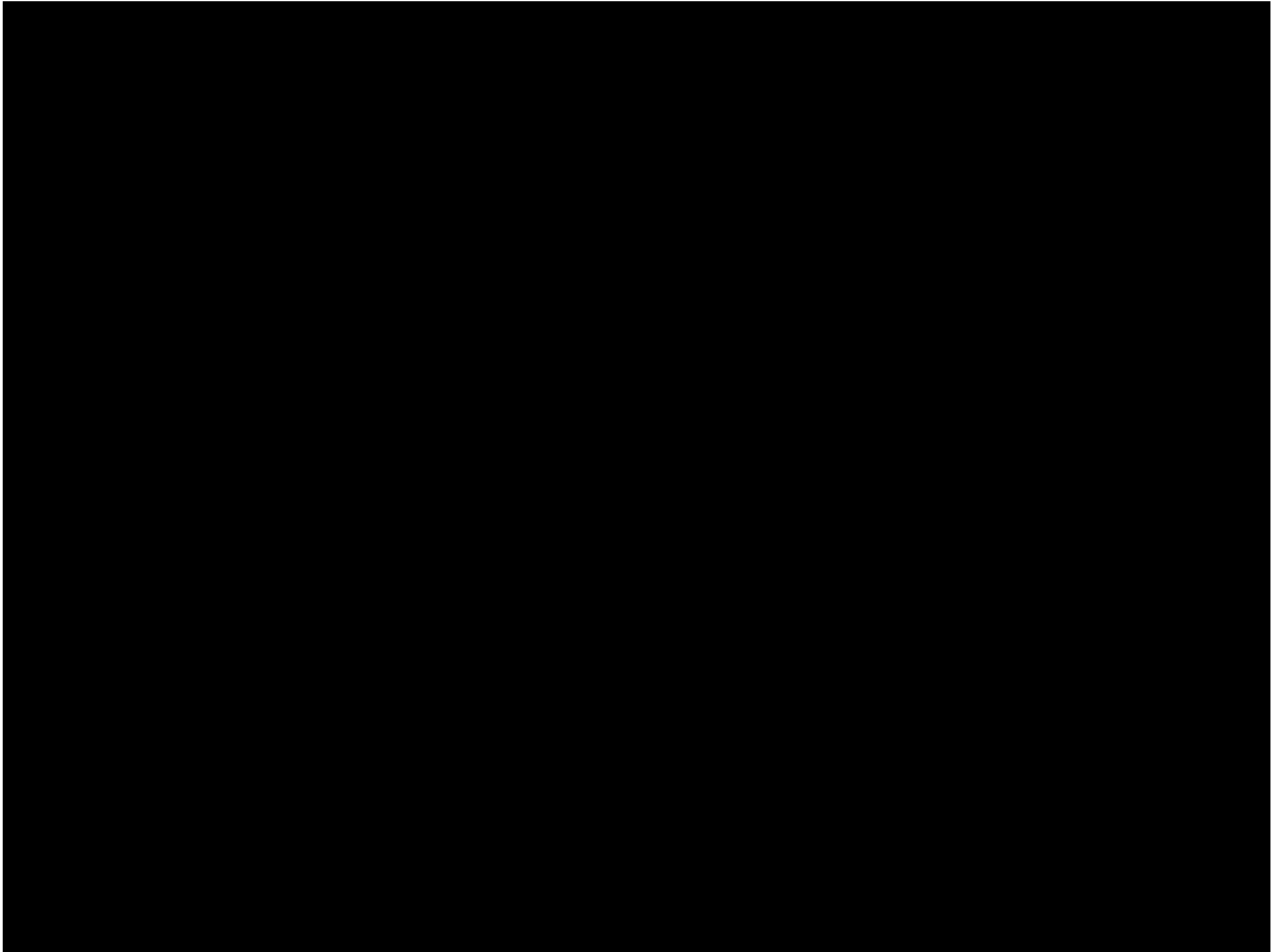
**LCC Old Building** Moderate participation

**Project Delivery Administration** Project management, public engagement, legal, debt issuance, oversight

A photograph of a busy city street scene. In the foreground, a brick-paved sidewalk is populated with pedestrians. A man in a blue plaid shirt stands on the left, while a man in a dark jacket pushes a bicycle in the center. To the right, a woman in a blue shirt and another in a white shirt are looking at a public art display. The display consists of several large, colorful panels mounted on a metal frame. In the background, a brick building with arched windows and doorways is visible. A sign for 'Famous Pizza' with 'DELIVERY' and the phone number '541-683-PIES' is prominent. A checkered pillar stands near the entrance. The sun is shining brightly from behind trees, creating a lens flare effect. The entire image is framed by a blue L-shaped border.

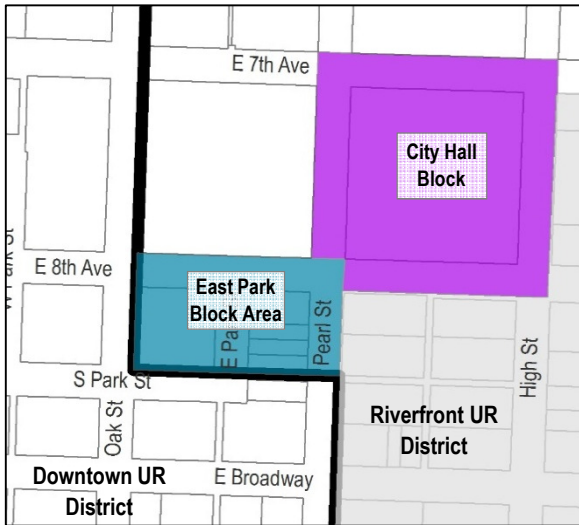
If Plan amendment:

- What projects?
- What boundary?
- What spending limit?



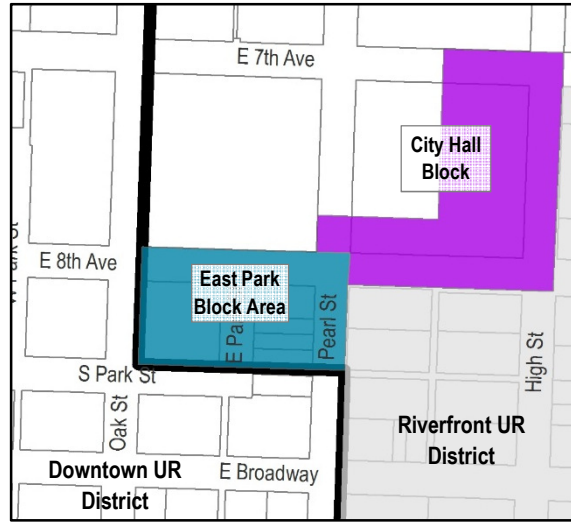


# Boundary Options



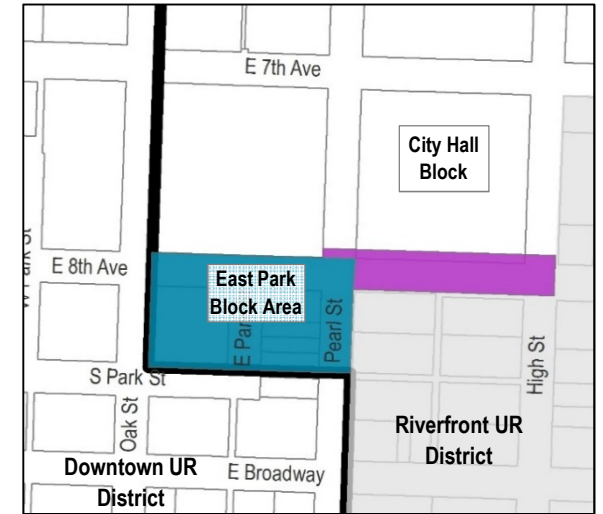
## Option A: *(proposed amendment)*

- Willamette to Willamette Initiative
- City Hall plaza
- Farmers' Market back-up plan on eastern half of City Hall Block



## Option B:

- Willamette to Willamette Initiative
- City Hall plaza
- Farmers' Market back-up plan on eastern half of City Hall Block



## Option C:

- Willamette to Willamette Initiative