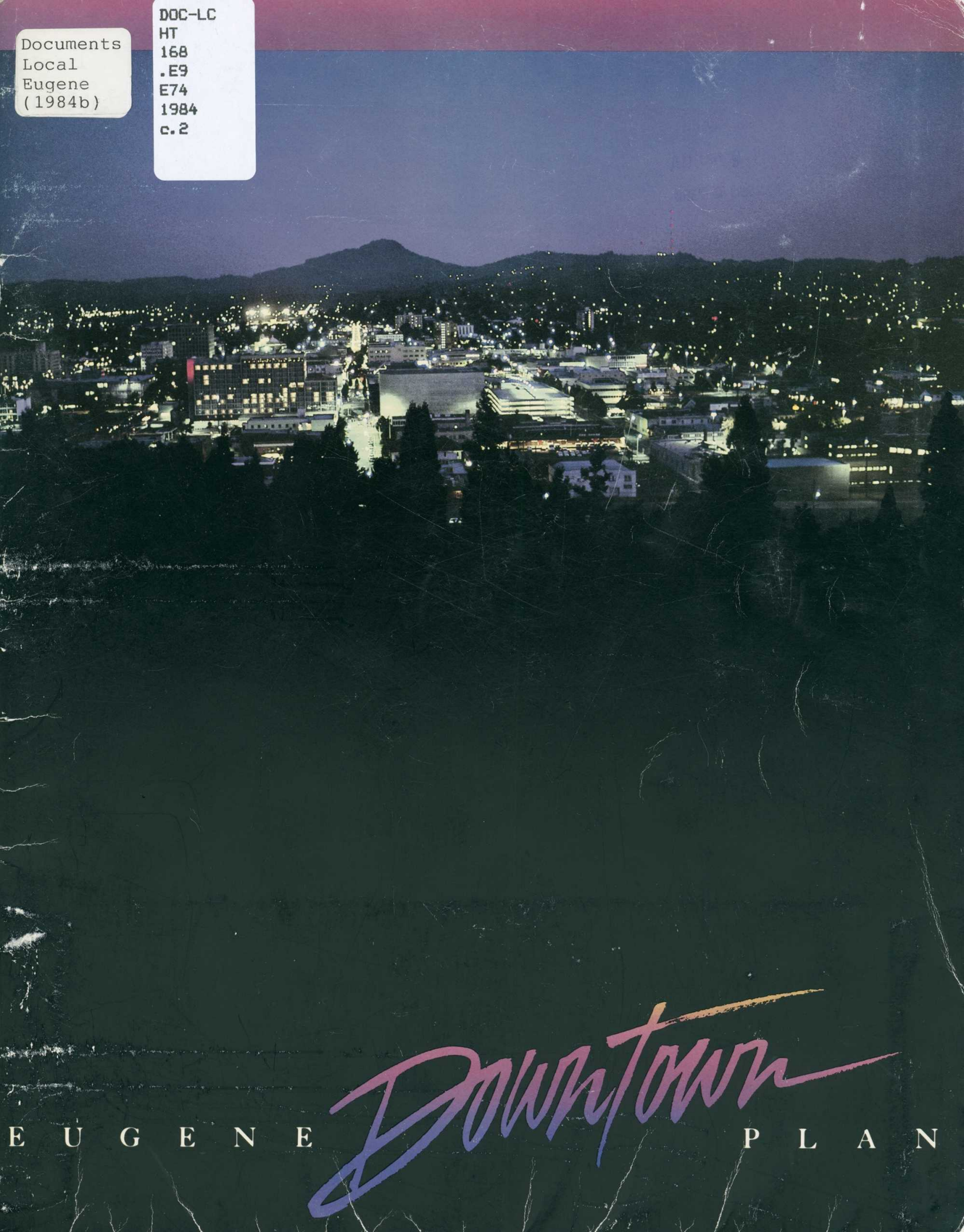


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Downtown

E U G E N E P L A N

Downtown Plan Implementation Priorities

The following list of implementation priorities was recognized by the City Council at the time of the Downtown Plan's adoption. The projects and programs are listed in order of priority with the first item given the highest priority. These priorities will provide direction for implementation activities, though project complexity and budget may change the ability of the City to implement projects in the order they are listed.

1. Parking Program redesign and implementation — Fiscal analysis, development of goals and objectives, publicity/ public relations.
2. Business Development Tool Kit — Public participation in office, retail, and residential development projects.
3. Conversion of Broadway to two-way traffic between Pearl and High streets.
4. Willamette Street improvements:
 - a. Design development — 10th and 11th avenues.
 - b. Removal of pedestrian cover at 10th and Willamette intersection.
 - c. Conversion of Willamette Street to two-way traffic between 11th and 20th avenues.
 - d. Willamette Street opening between 10th and 11th avenues — Implementation.
5. Central plaza development and landscaping in cooperation with private development.
6. Expansion of Downtown Manager program.
7. Downtown security — lighting, police visibility, and public relations.
8. Parking capital improvements — Marketing and signing of parking loop, major improvements to Overpark, lesser improvements to other parking facilities.
9. Unified landscaping program:
 - a. 6th to 8th avenues, Charnelton to High.
 - b. Sidewalk improvements, planting and lighting on 5th Avenue.
10. Parking facility major maintenance reserve.
11. Mall street signing and business directories.
12. Fourth Avenue river access.
13. Other mall improvements:
 - a. Removal of excess vegetation and alley fences.
 - b. Relocation of restrooms and removal of play structures.
14. Conversion of Lincoln/Lawrence couplet to two two-way streets between 5th and 13th avenues.
15. Conversion of Olive Street to two-way traffic between 5th and 8th avenues.
16. Pedestrian improvements on Willamette Street between 5th and 6th avenues.
17. Conversion of 8th Avenue east of High Street to one-way westbound.
18. Pedestrian improvements along 4th Avenue from High Street to Willamette River.
19. Skinner Butte stairs and plaza.

Oct. 22, 1984

(1984)

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The Eugene Downtown Plan was prepared by the Downtown Commission, reviewed by the Planning Commission and adopted by the City Council. Staff assistance was provided by the City of Eugene departments of Planning, Eugene Development, Administrative Services, Fire, Parks and Recreation, Police, and Public Works. Assistance was also provided by staff of various public agencies including the Lane Council of Governments, the Lane Transit District, and the Eugene Water and Electric Board.

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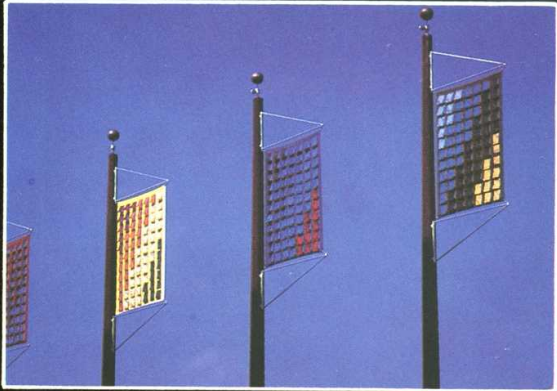


Table of Contents

Introduction	7
<i>Plan Highlights</i>	
<i>Plan Organization</i>	
<i>Relationship to Other Plans and Policies</i>	
<i>Plan Implementation</i>	
1. Downtown as Commercial Center, Destination Point and Neighborhood	13
<i>Goal, Policies, and Implementation Strategies</i>	
2. Downtown Development, Services, and Marketing	19
<i>Goals, Policies, and Implementation Strategies</i>	
3. Downtown Access, Circulation, and Parking	25
<i>Goal, Policies, and Implementation Strategies</i>	
4. Downtown Design	33
<i>Project Descriptions</i>	
<i>Area Descriptions</i>	
5. Downtown Plan Background Data	51
<i>Findings:</i>	
<i>Downtown as Commercial Center, Destination Point and Neighborhood</i>	
<i>Downtown Development, Services and Marketing</i>	
<i>Downtown Access, Circulation, and Parking</i>	
<i>Downtown Maps</i>	57
Adopting Resolution	64
<i>Downtown Plan Implementation Priorities</i>	<i>Inside Pocket</i>



Introduction



Eugene Downtown
Plan Area

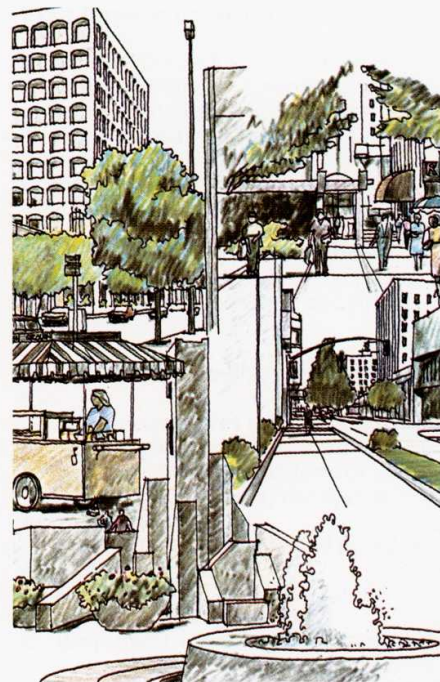


Downtown Eugene. What is it? Where is it? What can it become? These were the questions the Downtown Commission faced as it developed this Downtown Plan. Answers to these questions form the foundation for the plan.

What is downtown Eugene? As the City's central business district, downtown Eugene offers a variety of retail establishments, personal and professional offices, and is the center for many government agencies. Desiring to capitalize on these assets, the Downtown Plan proposes a new vision for downtown, one that will stimulate strong business interest and enhance cultural, recreational, residential, and natural features of the area. Downtown can become the place where people work, shop, live, socialize, and obtain services in a naturally beautiful environment.

Where is downtown Eugene? This plan defines downtown Eugene as a much larger area than the downtown mall. The plan integrates the government center, the Willamette River, the Hult Center for the Performing Arts, the Fifth Avenue area, Skinner Butte, and residential neighborhoods into the downtown area. The plan capitalizes on these nearby assets by linking them with each other as well as with the mall.

What can downtown Eugene become? An intense place, alive with an array of businesses and activities that beckon every Eugenean. A city's downtown is its personality. The Eugene Downtown Plan shows how to integrate business, social, and cultural activities in a way that reflects the energy and diversity of the people of Eugene. Underscoring the importance of public-private partnerships, the plan sets a framework to direct downtown's physical growth and development. A framework that challenges people to stretch their imaginations and envision everything that downtown could become.



Plan Highlights

Assuming that downtown is the focal point of the community, the plan suggests various ways to enhance that role. Here are some highlights of the plan found in each section.

Downtown as Commercial Center, Destination Point, and Neighborhood

The area's government center daily draws thousands of people downtown to work and do business. Professional and commercial firms choose this area because of its proximity to government offices and to downtown customers. Shoppers enjoy discovering boutiques, specialty shops, and major retail stores. The spectacular Performing Arts Center, the Eugene Conference Center, Skinner Butte Park, and an array of fine eating establishments beckon residents and visitors. Downtown is for everyone. It's an urban center alive with things to do. This section addresses downtown as a commercial center, destination point, and neighborhood.

Downtown Development, Services, and Marketing

As the business and commercial center for the region, downtown Eugene accounts for about 10 percent of Lane County's retail trade and employment. Within its confines lies Eugene's most concentrated residential area and the city's largest center of employment. Better economic conditions encourage an optimistic outlook for downtown. This section addresses how to strengthen downtown's economic vitality by improving marketing techniques, promoting development, and enhancing services and residential opportunities.

Downtown Access, Circulation, and Parking

First impressions last. Major entrances to downtown can invite visitors and residents to the area. As more people are attracted to downtown, congestion and parking pressures will increase. This section addresses how people move about by foot, bike, car, or bus.

Downtown Design

The first three sections of the plan establish a policy framework for downtown's future. Projects in this final section — Downtown Design — represent ideas for how those policies might be applied. This section should be viewed as a conceptual framework, to give form and substance to the policies presented in the first three sections.

The projects are visions — they may or may not occur. Hopefully, the descriptions will act as a catalyst to generate additional ideas of how policies in the plan can be translated into specific actions. This section attempts to establish a character for downtown, while underscoring a belief that development requires public and private efforts, as well as cooperation.

Plan Organization

The first three sections of the plan have an introduction, goal(s), policies and implementation strategies. Each of these terms is defined here to guide the readers through the document.

Introduction sets the stage for each element of the plan.

Goals are broad statements of philosophy and are adopted by the City Council. They may never be completely attainable, but they describe the hopes of the people and help to establish direction.

Policies provide the basis for consistent action to move a community toward its goals. Policies are adopted by the City Council. These policies will be used to evaluate actions relative to downtown such as zone changes, traffic pattern changes, and capital improvements.

Implementation Strategies are ideas on how to implement the policies but are not adopted by the City Council. They simply suggest ways the policies may be carried out. These strategies will be reviewed, studied, and revised over time. They may or may not be implemented in the form in which they appear. Strategies will be evaluated in light of their ability to address downtown and City goals and in consideration of community aspirations, spending options, and legal constraints.

The fourth section of the plan contains a set of proposed physical projects and areas identified for certain kinds of development.

The last section of the plan includes findings or statements resulting from data-gathering and analysis and/or community perceptions. The findings reflect issues addressed in the plan and provide support for policy.

An appendix contains additional information regarding the downtown. The appendix is a separate document, making the plan smaller and allowing it to be widely distributed and used.

Relationship to Other Plans and Policies

The Downtown Plan is a refinement of the Eugene-Springfield Metropolitan Area General Plan February 1982, a guiding document for public decisions affecting the metropolitan area. Refinement plans are consistent with other City and metropolitan policy documents, such as the Eugene-Springfield 2000 Transportation Plan (T-2000) and the Eugene Community Goals and Policies. Additionally, refinement plans must be consistent with direction established in the Metro Plan or initiate a process for its amendment. The Downtown Plan will also link plans that address areas adjacent to the downtown.

The Downtown Plan does not replace the Urban Renewal Plan adopted in 1968 for the "Central Eugene Project." That plan will continue to be an important tool in developing downtown. Amendments to the Urban Renewal Plan will be needed to reflect the direction of the Downtown Plan.

Plan Implementation

In the City Council's adoption of the Downtown Plan, they recognized a list of implementation priorities forwarded by the Downtown Commission. These priorities identified those activities the Commission will focus on during the first few years after Plan adoption.

Ongoing implementation of the Downtown Plan will occur over the years through both public and private actions.

The City is expected to use the plan in the:

- a. Administration of City programs and services impacting the downtown;
- b. Review of City regulations or ordinances identified in the plan as needing amendments;
- c. Review of other plans and policies that impact the downtown;
- d. Preparation of the City's Capital Improvement Program; and
- e. Response to development proposals.

Others interested or engaged in the use of the plan are expected to use the document in the:

- a. Assessment of the community's vision and hope for downtown;
- b. Design of projects so that they complement existing or planned improvements in the public right-of-way; and
- c. Initiation of projects or activities that impact downtown.

**Downtown as Commercial
Center, Destination Point
and Neighborhood**



What roles does downtown play for the community and in the community's efforts to become a business center and destination point for the surrounding region and beyond? What makes downtown an attractive commercial area and neighborhood?

Downtown as Commercial Center: Downtown is Eugene's major employment center, employing more than 9,600 people. It is also a regional commercial center, with more than 117 acres in commercial, industrial and government office uses. With ongoing efforts to strengthen its role as a commercial center, downtown is projected to add \$83 million in additional retail trade and 500,000 square feet in new office space within the next ten years.

Downtown as Destination Point: In its role as a destination point for the community and the region, downtown in some sense becomes everybody's neighborhood. It serves as the focal point for many city-wide events and is a preferred location for those facilities that serve the entire community.

Downtown as Neighborhood: Downtown boundaries were defined when the Downtown Commission was formed in 1982. Boundaries for neighborhood groups were adjusted at that time to distinguish downtown from surrounding neighborhoods. In some senses downtown is like other neighborhoods. Its 1300 residents identify with downtown as their neighborhood in the same way any Eugene resident identifies with the neighborhood they live in.

This element suggests ways downtown can become even more diverse and intense in its role as the center of a growing and changing community.



Goal	Policies	Implementation Strategies
<i>To encourage development of downtown as an urban center with unique qualities, character, vitality, intensity, and a diversity of uses.</i>	<ol style="list-style-type: none"><li data-bbox="581 451 1039 514">1. <i>Recognize and reinforce diverse functions in the downtown.</i><li data-bbox="581 714 1039 777">2. <i>Promote intensity of development and use.</i><li data-bbox="581 840 1039 997">3. <i>Maintain and improve the downtown's ability to serve as a major employment center, including attention to maintaining downtown as a high-quality work environment for employers and employees.</i><li data-bbox="581 1060 1039 1186">4. <i>Strengthen downtown's role as a destination point for cultural and tourist activities and assist local businesses in capturing possible economic spin-offs.</i><li data-bbox="581 1323 1039 1396">5. <i>Encourage production and conservation of facilities affordable to new small-scale businesses.</i><li data-bbox="581 1417 1039 1522">6. <i>Recognize the need for the mall to remain a people-oriented place while providing an attractive environment for business.</i>	<ol style="list-style-type: none"><li data-bbox="1071 451 1531 556">1.1 Encourage developments that allow work places, residences, shops, and recreational facilities to be intermingled.<li data-bbox="1071 577 1531 630">1.2 Continue zoning that allows a variety of uses and greater intensity.<li data-bbox="1071 651 1531 703">1.3 Support Broadway and Willamette as a central information point.<li data-bbox="1071 724 1531 829">2.1 Develop an incentive program to encourage taller buildings downtown and discourage one-story structures, especially on City-owned parcels.<li data-bbox="1071 850 1531 913">3.1 Pursue marketing strategies that will attract services needed by downtown employees.<li data-bbox="1071 934 1531 1039">3.2 Work with public and/or private developers to establish daycare facilities to serve children of customers, residents, and employers/employees.<li data-bbox="1071 1060 1531 1134">4.1 Establish downtown as a focal point for major annual events such as the Eugene Celebration.<li data-bbox="1071 1155 1531 1207">4.2 Maintain a roster of events and potential participants.<li data-bbox="1071 1228 1531 1281">4.3 Promote use of the Hult Center and Eugene Conference Center.<li data-bbox="1071 1302 1531 1396">4.4 Establish additional ticket outlets downtown for community events held at locations such as the Hult Center and Autzen Stadium.<li data-bbox="1071 1417 1531 1617">6.1 Investigate alterations that will enhance or encourage user safety and comfort through such actions as:<ol style="list-style-type: none"><li data-bbox="1071 1491 1531 1522">a. the installation of awnings;<li data-bbox="1071 1522 1531 1554">b. night lighting;<li data-bbox="1071 1554 1531 1585">c. removal of sight-obscuring structures; and<li data-bbox="1071 1585 1531 1617">d. planting trees with high canopies.<li data-bbox="1071 1638 1531 1707">6.2 Promote development and use of public space on the mall so that it complements business activities.

Policies

7. *Enhance and maintain public facilities and services to promote a positive image and increased use of downtown.*

8. *Provide the highest possible degree of physical security for the downtown area, recognizing its multi-use character. Security measures must address urban design, police resource deployment, and public education and awareness.*

9. *Explore possible locations for library expansion and support its continued operation downtown.*

10. *Provide space downtown for public gatherings.*

11. *Encourage developments with visually stimulating activity on the ground floor.*

12. *Encourage street activities that occur daily, weekly, monthly, or seasonally.*

Implementation Strategies

7.1 Celebrate the completion of new public facilities downtown as they occur.

7.2 Create new recreational opportunities such as:
a. providing a covered play area for children near downtown's center; and
b. developing racquetball or other court sports on the third level of the Parade.

7.3 Work with LCC to expand its downtown classes, especially those related to downtown job-training.

7.4 Bring shows and displays of the Natural History Museum and Lane County Museum into downtown.

7.5 Promote quality, easily accessible, and permanent visual arts areas.

9.1 If relocation of the library to a more central downtown location is feasible, consider locating it separately or in conjunction with other new public facilities.

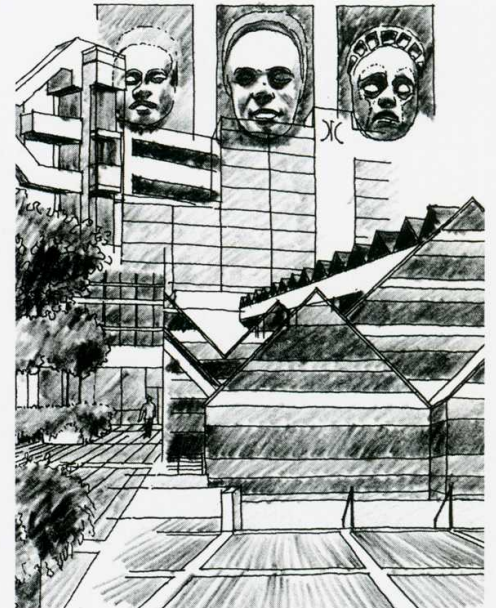
10.1 Develop a permanent place where multiple activities could occur in the open air, including a shelter from inclement weather.

10.2 Designate a "speaker's corner" for political, social, and religious dialogues such as the proposed Wayne Morse Memorial Terrace.

11.1 Provide opportunities for activities or amenities in new public or private developments, including such things as galleries, restaurants, retail uses, varied setbacks with public spaces, and sidewalk cafes.

12.1 Continue to support the pushcart program and encourage its involvement in sectors other than food.

12.2 Encourage the use of outdoor public spaces for entertainment and public events, and continue the management of those activities by organizations such as the Lane Regional Arts Council and the Eugene Downtown Association.



Policies

13. *Enhance existing nodes of night-time activity and improve the pedestrian routes used between such centers.*

14. *Encourage the production and conservation of housing and residential support services in the downtown that are attractive and affordable to a diverse population.*

15. *Enhance and support buildings, landmarks, or events that have distinct historical value or special assets that contribute to the character of the downtown and the sense of place.*

16. *Strengthen ties between downtown and the surrounding park system.*

17. *Promote the Willamette River as an important element of downtown.*

Implementation Strategies

13.1 Install pedestrian-level lighting at selected locations.

13.2 Amend the Sign Code to create an entertainment sign district for application to selected areas.

13.3 Use the downtown mall and the area between the Hult Center and the Hilton Hotel for evening activities sponsored by businesses, organizations, and the City.

14.1 Maintain zoning in the downtown westside area that will support the substantial housing resources located there.

14.2 Continue residential rehabilitation programs for a range of housing types serving both renters and owners in the downtown.

14.3 Encourage developments offering a full range of grocery items in the downtown.

15.1 Target commercial rehab loans to structures with historic value or other special features.

15.2 Publish an inventory and conduct tours of downtown's unique and historic buildings, trees, and other special features.

15.3 Remove the structure covering the intersection at 10th Avenue and Willamette Street to improve visibility of the historic buildings.

15.4 Provide all historic buildings with plaques that can be easily seen by visitors.

15.5 Continue the historic preservation loan program and the process of designating structures of historic importance.

16.1 Identify corridors to park and recreation resources and provide public improvements to make those corridors more visible and accessible.

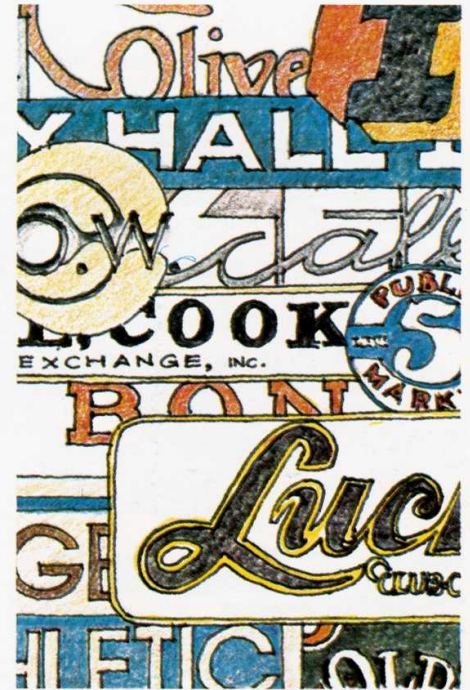
17.1 Identify corridors to the Willamette River from downtown and require future developments to maintain or restore public access to the river.

**Downtown
Development, Services
and Marketing**



What is downtown's economic health and share of the regional market? What prospects are there for additional retail, services, offices, and housing? What role will public facilities and services play in downtown development?

Downtown Development, Services and Marketing: Downtown Eugene is the business and commercial center for the region. It accounts for about 10% of Lane County's retail trade and employment. Within a mile of downtown is Eugene's most concentrated residential area and the City's largest employment center. With better economic conditions in Lane County the outlook for downtown is encouraging. This section proposes improving downtown's economic importance by centralizing downtown marketing and promotion; amending the sign code; supporting regional retail, office, governmental, and cultural uses; and creating more opportunities for people to live downtown.



Goals

1. *To improve downtown's economic importance in the city and region by strengthening its economic base.*
2. *To enhance its role as a central location for public and private resources serving the entire city and region.*

Policies

1. *Continue to support an aggressive program to coordinate downtown marketing including business retention and recruitment.*
2. *Support the initiative and efforts of the private sector in marketing downtown.*
3. *Seek regional retail development and its integration in the downtown area.*
4. *Support and revitalize existing retail activity downtown.*
5. *Promote the concentration of retail activities for identity and marketability.*

Implementation Strategies

- 1.1 Support employment of a downtown manager to accomplish the following:
 - a. implement a downtown marketing plan;
 - b. implement a plan to retain, expand, and recruit business; and
 - c. communicate and work with various downtown business interests, including the Eugene Downtown Association, downtown businesses, commercial leasing agents, and property managers.
- 2.1 Encourage and assist in developing a program including customer surveys, solicitation of businesses and vendors for downtown space, feasibility studies, and market analyses.
- 2.2 Amend the Sign Code to develop special sign districts for downtown that provide for use and maintenance of flags, banners, and awnings in private advertising efforts; and use of neon and other night lighting features.
- 3.1 Aggressively pursue additional major retail activity to complement existing retail development downtown.
- 3.2 Formulate design guidelines for regional retail development considering the relationship of the project to the surrounding area and mall, including such factors as: scale of the project; pedestrian and vehicular access; parking and its relationship to the project; pedestrian circulation; multiple use; and concentration of activity.
- 4.1 Promote special events that draw people downtown during the normal workday, weekends, and evenings.
- 4.2 Establish a mechanism for funding exterior improvements for local retail establishments. Examples might include group purchases of awnings, benches, or lighting.

Policies

6. Support existing and potential office development and employment-generating uses.

7. Facilitate development downtown that is consistent with the community's goals for the city center.

Implementation Strategies

6.1 Structure marketing programs to encourage the location of new office development downtown.

6.2 Structure marketing efforts to inform downtown employees about available goods and services.

7.1 Enter into public-private partnerships where public policies are served and public resources are available, using techniques such as:

- a.** leveraging or matching private market financing through land write downs, and commercial redevelopment loan programs;
- b.** providing technical assistance in applications for other programs;
- c.** coordinating public and private marketing efforts;
- d.** continuing to make improvements to the development process; and
- e.** acting as a development partner.

7.2 Encourage government offices to locate and expand in the downtown area, and, when feasible, near the existing government center area.

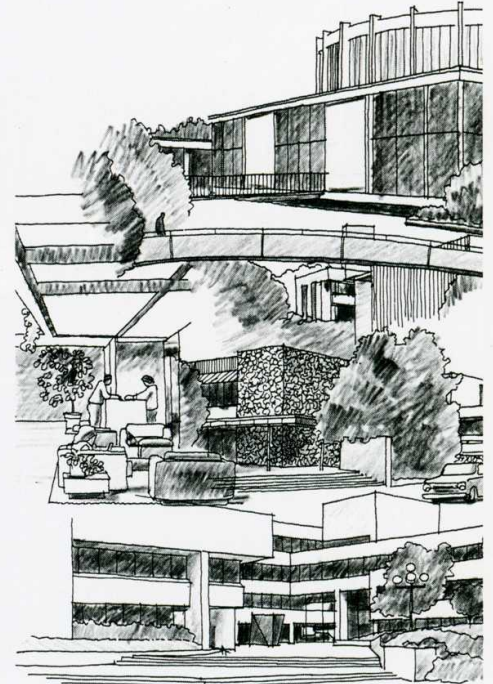
7.3 Encourage development in the Lincoln Street transition area that is compatible with housing development to the west and the core commercial area to the east.

7.4 Establish a Mixed-Use District along the east side of High Street allowing and encouraging the following uses: light industrial, retail, office, and housing.

7.5 In the Zoning Code Update, amend the City Code to:

- a.** require conditional use permit processes for facilities serving transients, including blood plasma centers, missions, and casual labor employment centers; and
- b.** require them to address location and adequacy of the site for clients and associated traffic.

7.6 Participate in designing and implementing a unified landscaping plan for downtown focusing initially in the area between High and Charnelton Streets and 5th and 8th Avenues.



Policies

8. *Conserve viable residential resources, especially on the edges of the downtown area.*

9. *Identify ways additional housing can be brought into the downtown.*

10. *Improve services to meet the needs of downtown's elderly population.*

11. *Expand the ability of the disabled to use and enjoy the downtown area.*

Implementation Strategies

8.1 Continue the residential rehabilitation loan program.

8.2 Maintain and improve downtown park and recreation facilities.

9.1 Encourage adequate residential support services by making information available on the demographic makeup of residents living in or near the downtown.

9.2 Maintain zoning that promotes the conservation and development of housing with provisions for mixed-use activities.

9.3 Provide financial incentives for mixed-use residential development.

9.4 Make revisions to the Urban Renewal Plan to more clearly provide for housing.

9.5 Expand urban renewal powers to significant housing opportunity sites.

10.1 Encourage the development of the commercial space in the Olive Plaza with services that support the building's population.

10.2 Improve access from the downtown to existing elderly services such as the Kaufman and Celeste Campbell Senior Centers.

11.1 Create promotional materials that enumerate the accessibility features of the downtown area.

**Downtown Access,
Circulation
and Parking**



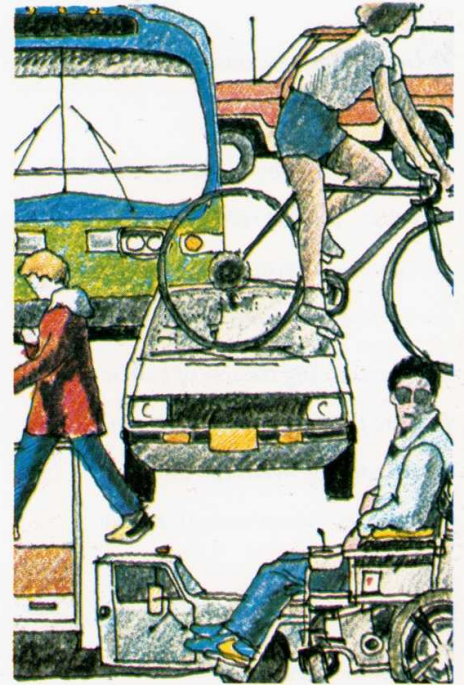
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Downtown access, circulation and parking. How do people get into downtown? How do they move about within downtown? What are their parking needs and how are they served?

Downtown Access: Most people develop an initial image of downtown by the way it looks when they first arrive. This section proposes improving the major entrances into downtown and access to the core.

Downtown Circulation: Part of the excitement of downtown is the concentration of people and activities; people moving about by foot, bike, car and bus. Getting from place to place, however, can be difficult and confusing. This section proposes improving circulation within downtown by use of a shuttle, pedestrian routes between activity centers, and fewer one-way streets.

Downtown Parking: Ease of parking influences the choices people make about where to work, shop, play, or live. It also affects whether they drive a car, bike, walk, take a bus, or carpool. As downtown becomes more developed, the demand for parking will increase. People's decision about how to get downtown also may shift. This section suggests that as downtown changes, so will the availability of parking for different people using it. The framework is set to begin the challenge of exploring how parking can be handled for the entire downtown area.



Goal

To improve access and circulation in the downtown area by:

- 1. Addressing the needs of pedestrians, bicyclists, transit riders, and those using autos coming into downtown and going to specific destinations; and*
- 2. Maximizing the use of public and private parking facilities while balancing the needs of residents, businesses, customers, and other downtown users.*

Policies

1. *Improve access and entrances into downtown from the regional transportation system.*

2. *Provide better access within downtown and links between downtown and other major activity centers.*

3. *Continue efforts to aggressively promote access to and circulation within the downtown by bicycles, mass transit, walking, carpooling, and other alternative modes of transportation.*

Implementation Strategies

1.1 Improve 6th and 7th Avenues between Washington and High Streets. As part of the improvement, address the appearance and function of the corridor with street tree planting and improved pedestrian crossings, especially at Willamette Street.

1.2 Improve Ferry Street bridge and connector ramps.

1.3 During the T-2000 Plan update, remove the proposal to relocate the I-105 ramp from the Washington/Jefferson couplet to the Lincoln/Charnelton couplet.

1.4 Work with the County and State to provide well-located directional signing for the downtown area — for example, sign the 8th Avenue exit from the Ferry Street bridge for downtown mall access.

2.1 Open East Broadway to two-way traffic to better link downtown with the University and the hotel/motel development along Franklin Boulevard.

2.2 Develop a pedestrian entrance to Skinner's Butte Park at the north end of Willamette Street.

2.3 Improve the connection between the core of downtown, 5th and Willamette, 5th and Pearl, 4th and High, and the river by improving public rights-of-way, signing, lighting, and landscaping.

2.4 Establish a year-round shuttle between the University of Oregon, downtown, and Valley River Center.

3.1 Continue to support the central transit facility downtown and work with Lane Transit District to encourage downtown employees to use mass transit. This might include employers providing incentives for employees to use mass transit such as subsidized monthly passes or LTD providing monthly passes at reduced rates.

3.2 Support incentives which encourage carpooling including the Paratransit program and its provision of parking for those who carpool or rideshare.

3.3 Provide a north-south bicycle route to the west side of the plan area.

Policies

4. *Encourage actions that will recognize the role of various streets and maximize their use for access to downtown and circulation and parking within downtown.*

5. *Improve access to specific points on the mall by people using a variety of transportation modes and take steps to reduce the size of the mall.*

Implementation Strategies

3.4 Provide an east-west bicycle route through the central part of downtown.

3.5 Encourage the installation of secure, covered bike facilities.

3.6 Explore use of mall right-of-way for a novelty shuttle within the downtown area.

4.1 Review and evaluate the following street direction changes:

- a.** convert Lawrence Street from one-way to two-way between 6th and 13th Avenues;
- b.** convert Lincoln Street from one-way to two-way between 5th and 11th Avenues; (note: Actions a. and b. will require an amendment to the metropolitan transportation plan.)
- c.** convert Broadway between Pearl and High Streets from one-way to two-way;
- d.** convert Willamette Street between 11th and 20th Avenues from one-way to two-way;
- e.** convert 8th Avenue east of High Street to one-way westbound to improve capacity of traffic lanes coming from the Ferry Street bridge; and
- f.** convert Olive Street from one-way to two-way between 5th and 8th Avenues.

5.1 Improve and increase the amount of vehicular circulation in portions of the present mall area. Consider actions to:

- a.** open Willamette Street to traffic between 10th and 11th Avenues;
- b.** design the reopened street for two-way traffic;
- c.** involve representatives from Lane Transit District, Lane Community College, area businesses, and interested citizens in evaluating timing, operational, and financial impacts of alternative designs for the Willamette Street right-of-way between 10th and 11th Avenues;
- d.** evaluate the effects of opening Willamette Street between 10th and 11th Avenues;
- e.** remove the structure over the intersection at 10th and Willamette;
- f.** provide a turnout for traffic on the north side of 10th Avenue at Willamette Street or at alternative locations between Olive and Oak streets on the south side of the mall; and
- g.** allow further penetration of the mall by a shuttle bus or other transit vehicles.

Policies

6. *Recognize that downtown's ability to meet the parking needs of retail, office, and residential development will change over time. Implement parking programs and other techniques to address the needs of employees, residents, and other downtown customers and users.*

Implementation Strategies

5.2 Improve bicycle access around, into, and through the downtown mall. Consider use of the Olive Street corridor for north-south through movements.

5.3 Provide more evident street and address signing on the mall.

5.4 Establish pick-up and drop-off points around the mall.

6.1 In the short term, effectively market the downtown parking structures by:

- a.** offering downtown employers a discount rate for group purchases of employee parking spaces in structures;
- b.** encouraging LTD, employers, and other groups to promote discounted bus passes for group purchases; and
- c.** improving the attractiveness and perceived security of the structures.

6.2 Within one year from the date of adoption of the Eugene Downtown Plan, evaluate the effect, on existing uses and future development, of gross revenue, ad valorem, and professional taxes that support the "Free Parking Program" and identify changes to the tax structure that should be implemented during the following budget year.

6.3 Evaluate parking in the downtown area including:

- a.** the DDD's "Free Parking Program" — its use, revenues, and costs; and
- b.** parking in the 5th Street Special Development District.

6.4 Restructure the "Free Parking Program" to reflect changes in intensity of land use and parking patterns considering:

- a.** phasing in use of two-hour meters on high-demand free surface parking lots;
- b.** signing on-street parking for two-hour limits and considering eventual conversion to meters;
- c.** allowing some free parking on weekends and holidays, for all downtown users;
- d.** phasing in a pay system with attendants for downtown parking structures; and
- e.** expanding the district to include a larger portion or all of the Downtown Plan area with special consideration of the 5th Street Special Development District.

Policies

7. Recognize the purpose of City-owned and -leased surface parking lots as interim uses on property that will be redeveloped.

8. Encourage new parking structures to accommodate other uses at the first floor either at the outset or in the design of the building.

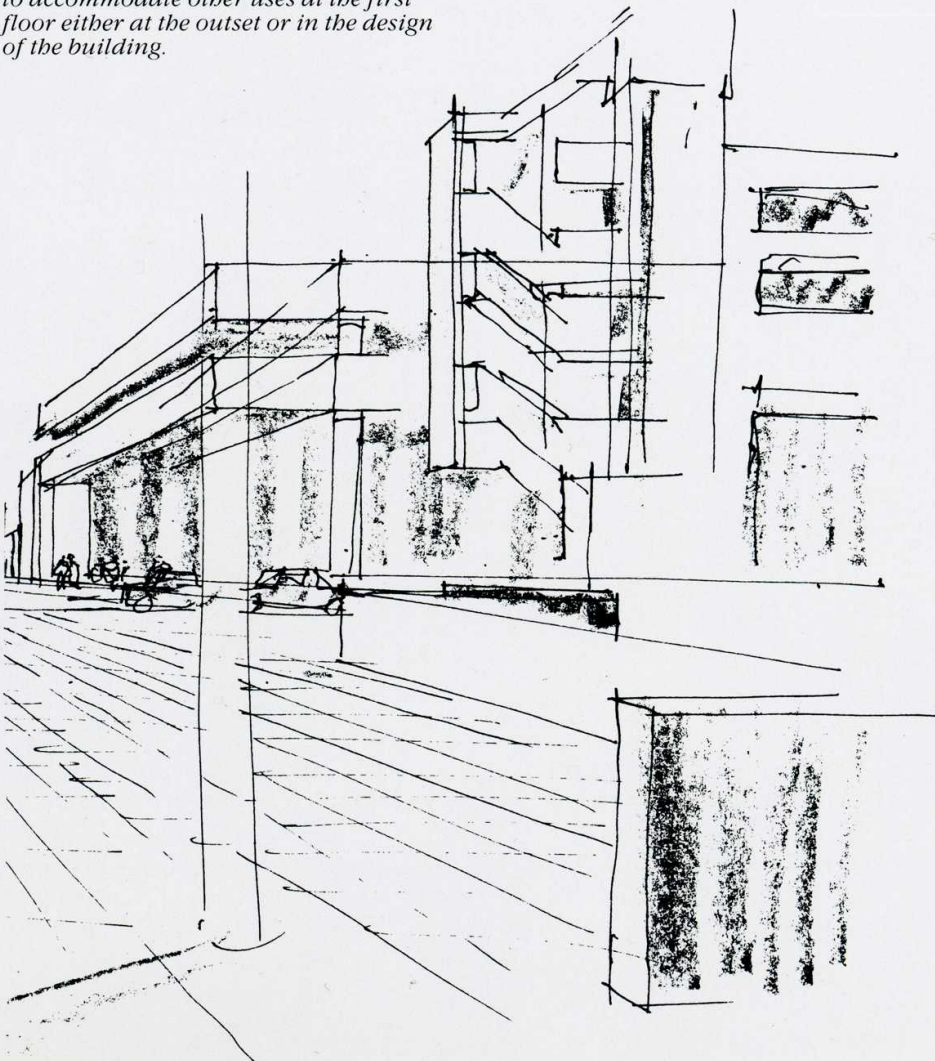
Implementation Strategies

6.5 Review the parking requirements established in the zoning ordinance pertaining to the number and siting of parking spaces with new office developments.

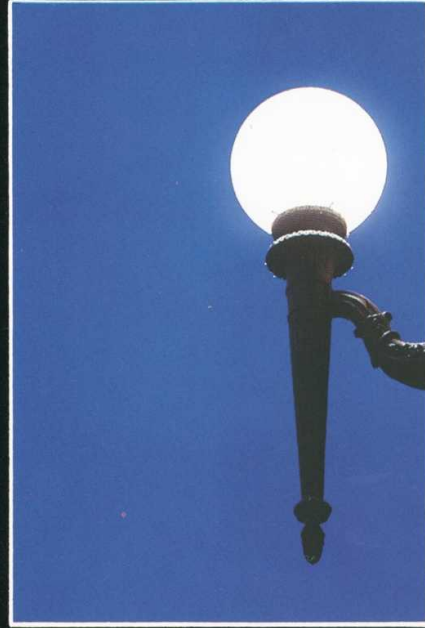
6.6 During the Zoning Ordinance update, consider eliminating the parking requirements for downtown housing.

6.7 Investigate allowing long-term leases in parking structures for downtown housing.

7.1 When surface parking lots are redeveloped, consider adding new on-street parking spaces in the vicinity and encourage private development of short-term parking spaces.



Downtown Design



4

Downtown Plan Design Area

- 1. Downtown Mall
- 2. Willamette Street, 10th to 11th Avenues
- 3. South Willamette Street Pedestrian Improvements (11th to 13th Avenues)
- 4. Central Market and Plaza Area
- 5. North Willamette Street Pedestrian Improvements
- 6. Skinner Butte Stair and Plaza Improvements

- 7. Fifth Avenue Pedestrian Improvements
- 8. Ferry Street Bridge Access Improvements
- 9. River Access
- High Street and Fourth Avenue Pedestrian Improvements
- Fourth Avenue River Access
- Eighth Avenue River Access

- 10. East Broadway Pedestrian Improvements
- 11. Mill Race Restoration

Downtown Design Area Descriptions:

- A. High Street Light Industrial Area
- B. Lincoln Street Transition Area
- C. Government Center Area



How can downtown achieve a character and image that fits its role as the City's center? What actions can the City take to influence the look of downtown, recognizing its influence on people's impression of the City as a whole?

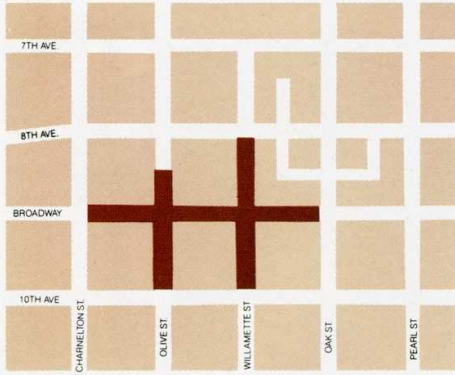
This element describes a series of projects that should be implemented to strengthen downtown's image. These projects attempt to:

- Establish the Willamette River and Skinner Butte as assets for downtown, by improving their visibility and accessibility;
- Enhance walkways and traffic corridors between parts of downtown to make it easy and pleasant to get around;
- Establish identifiable and attractive areas to encourage additional employment downtown; and
- Provide public places to serve as gathering places for downtown events and activities.

These projects reflect the policy framework established in the first three elements of the plan. They represent ideas for how those policies can be implemented to improve downtown's image. Some of the ideas may be realized through public action, some through private action and some through joint effort and cooperation. Many projects will take some time to be realized. Future development of these projects is expected to reflect the concepts put forward here, though specific designs are likely to be different.



1. Downtown Mall



The downtown pedestrian mall was developed in the late 60s and early 70s to create an auto-free pedestrian precinct and encourage pedestrian access and circulation to the core of the downtown area. The center of that area is defined by the intersection of Broadway and Willamette.

Improvements to the downtown mall envisioned by this project include projects that will strengthen the mall's image as the core of the city's central business district while retaining accommodations for the pedestrian. Improvements may include:

- a. providing street signs on the mall of sufficient scale and quality to direct the pedestrian to specific destinations;
- b. removing the large structure spanning 10th Avenue at Willamette Street to open up views of the three historic buildings located there and improve visual access to nearby businesses; and

- c. removing excessive vegetation and unneeded structures that inhibit pedestrian movement and block views to buildings and entrances.



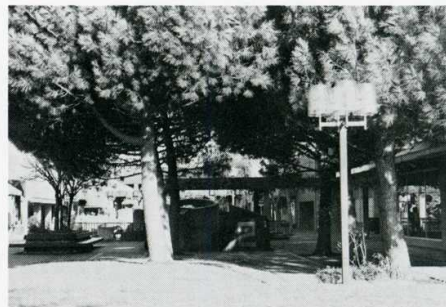
Two projects have been proposed for this section of Willamette Street:

- a. improving access to businesses north of 10th Avenue by providing a turnout for traffic on the north side of 10th Avenue at Willamette Street or at alternative locations between Olive and Oak Streets on the south side of the mall; and
- b. opening Willamette Street to vehicular traffic.

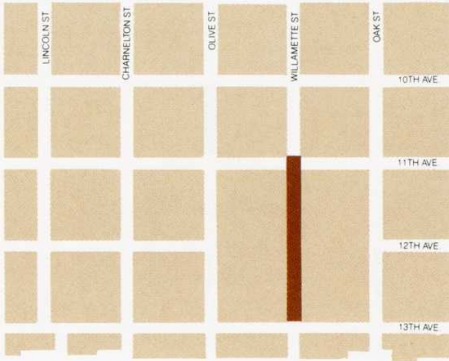
The removal of the structure at 10th and Willamette described in Project No. 1, and the pedestrian improvements and traffic changes for South Willamette Street, described in Project No. 3, complement the design process and improved access anticipated by this project. These proposed projects are also designed to improve Willamette Street's role as a major entrance to downtown, and strengthen its image as Eugene's "main street".

The design and implementation of this project will evolve from a process that will involve participation by representatives from LTD, LCC, downtown businesses, and the City of Eugene. Design alternatives will need to address circulation and loitering issues in the area as well as operational, timing, and financial implications for the City and other affected groups.

One design for the reopening of the street calls for accommodating two-way traffic and parking, perhaps in a design similar to that on Willamette Street between 7th and 8th Avenues. Under that design proposal, development of a median would be avoided in order to improve the street's role as a visual corridor between Skinner Butte at the north end of Willamette Street and Spencer Butte at the south end. While the street would accommodate vehicular traffic, the design would still provide generously for pedestrians through a variety of features, including but not limited to, wider sidewalks and alternating street trees and pedestrian scale lights along the curb. A pull-out for vehicles on the north side of 10th Avenue would also be included in the design, to provide a drop-off point.



3. South Willamette Street Pedestrian Improvements (11th to 13th Avenues)



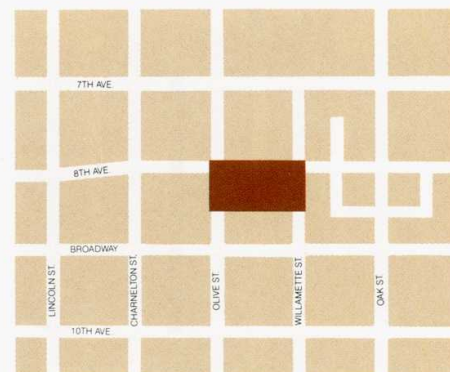
Development of wider sidewalks, pedestrian scale lighting, and street tree planting are proposed to re-establish the role of Willamette Street as a major entrance to the downtown area. This project complements a proposal returning Willamette to a two-way street between 11th and 20th Avenues, recognizing its former vitality and role as downtown's "main street". It responds to policy direction supporting pedestrian connections and corridors throughout downtown and recognizes the important contribution pedestrians make to a lively downtown area.



The history of the Saturday Market and experience with the recent Eugene Celebration have emphasized the supportive relationships that can be created between public events and retail business. Policy direction in the plan supports creation of a public gathering place or plaza in a central downtown location, such as the City-owned parcel at 8th Avenue and Willamette Street.

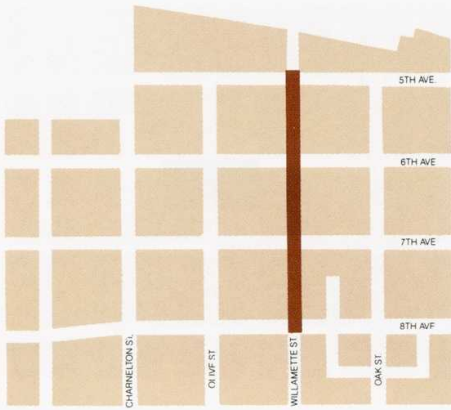
Development of a plaza could include above- or below-ground parking and be integrated into surrounding commercial development.

This concept suggests a multi-purpose development, and one which could be developed wholly by the private sector, or cooperatively, in a joint venture between the City and a private developer. The public space should be in the immediate vicinity of the downtown retail area and events in the square would draw customers to the downtown.



5. North Willamette Street Pedestrian Improvements

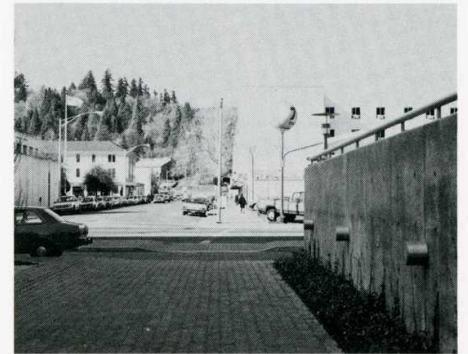
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Continuing the wider sidewalks that characterize Willamette Street in the mall area is suggested at the northern end of downtown, as well as south of the mall. Using a different paving texture across 6th and 7th Avenues will help emphasize the importance and continuity of Willamette Street where it crosses those major east-west streets. Along Willamette Street itself, wide sidewalks and alternating street trees and pedestrian scale street lights will identify Willamette as the major north-south pedestrian corridor downtown and will help link the downtown core area, the Hult Center area and the 5th Avenue area.

This project supports policy direction to link various parts of the downtown area, particularly tying the 5th Avenue area to the downtown core. At the same time, this project addresses the need to improve pedestrian corridors that serve areas with an active night life. The termination of the pedestrian improvements on Willamette Street in

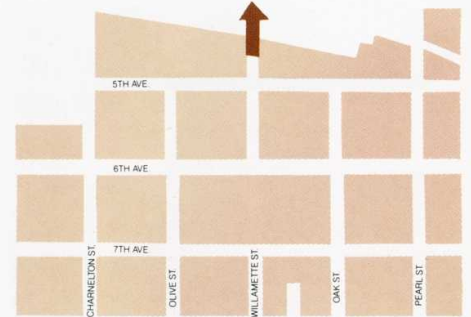
a semi-circular drive at the train station could provide a focal point at the north end of Willamette with a view of Skinner Butte and eventually a pedestrian connection to a plaza at 4th Avenue at the base of Skinner Butte, north of the railroad tracks.



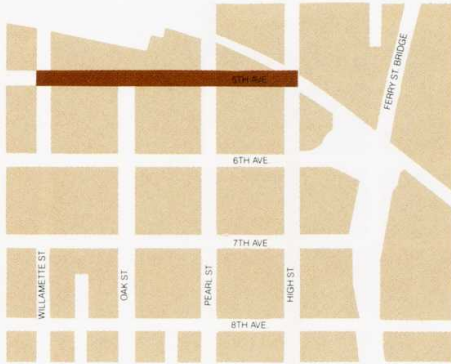
This proposed project would include a plaza at the foot of the butte on 4th Avenue and a stairway up the south face of the butte. The stairway would be of sufficient scale to be seen from some distance, while still fitting in with the landscape of the butte. Relandscaping the butte with more trees and plants that change with the seasons would also serve to improve the visibility of the butte and respond to its role as an historical element and focal point for the city.

These improvements would be accomplished over some period of time and could be carried out with the help of volunteers as part of a community beautification project. In addition, improvements to the 3rd/4th connector

would call for planting street trees and providing for "high tech" industry along the connector, similar to that considered for High Street. Future development along the 3rd/4th connector may help form the edges of the proposed plaza at the base of the butte.



7. Fifth Avenue Pedestrian Improvements

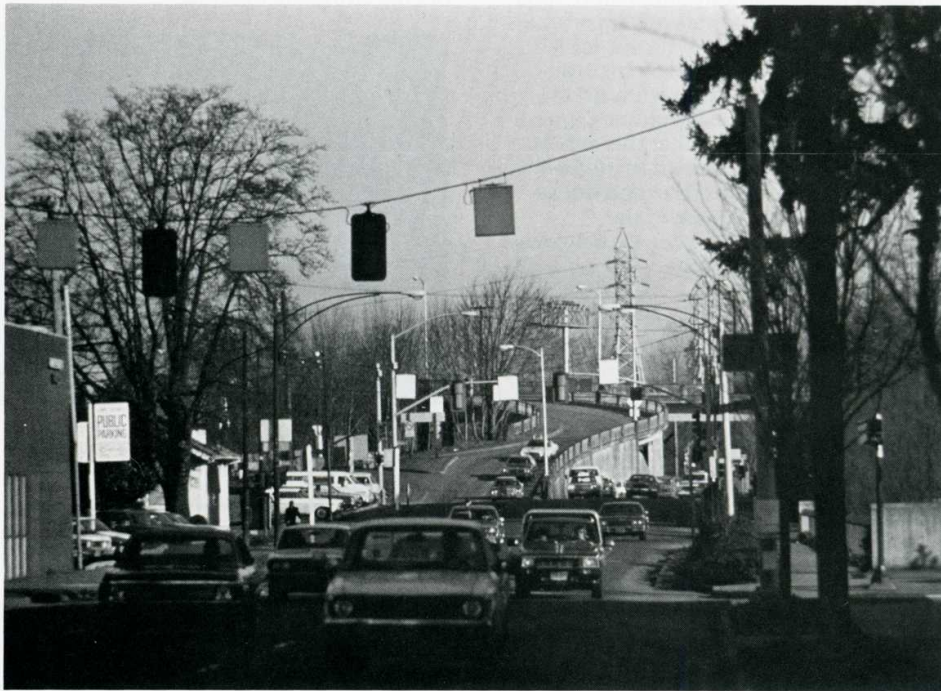
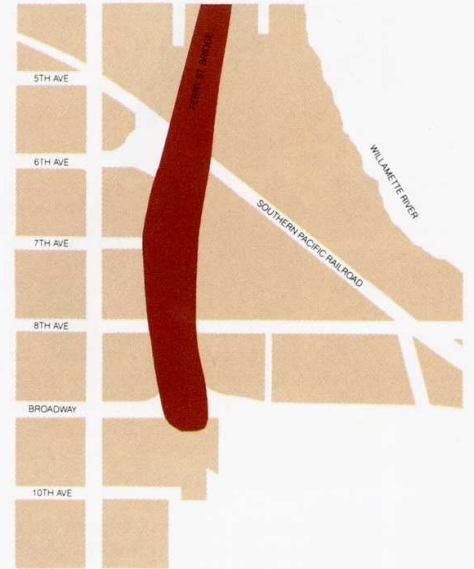


Pursuing efforts to tie together various parts of downtown, this project continues the wider sidewalks and setbacks on the north side of Fifth Avenue that presently exist in front of the Oregon Electric Station. Parallel rows of street trees along the curb and street lights between the property line and the sidewalk would be used to improve this as a major east-west pedestrian corridor in the downtown area.

Maintaining the deeper building setback already established by the Oregon Electric Station, would encourage sidewalk cafes and other street-level development along the north (south-facing) side of the street. It responds to policy directions to improve connections between the mall, the Hult Center and the 5th Street Market area, provides an improved pedestrian corridor in an area with increasing night life, and provides a link in a longer connection between the center of the downtown area and the riverfront park system.



The Ferry Street Bridge connections and ramps provide a major entrance to downtown. Any redesign will need to address improving access between downtown and the 8th Avenue/East Broadway/Franklin Boulevard area for both pedestrians and vehicles. Improvements would also address the bridge's relationship with the Mill Race project. Since the Ferry Street Bridge and Franklin Boulevard are major entrances into the downtown area, these access improvements respond to policies aimed at making entrances into downtown attractive, safe and dramatic, and improving connections from developments along Franklin Boulevard into downtown.



9. River Access



Improving access to the river from the downtown area would involve:

- improvements along the west side of High Street from 5th Avenue north to 4th Avenue, continuing east along 4th Avenue to the point where it turns onto the Ferry Street Bridge;
- a connection from the east end of 4th Avenue to the river; and
- a connection at the intersection of 8th Avenue and Hilyard Street, just north of Franklin Boulevard.

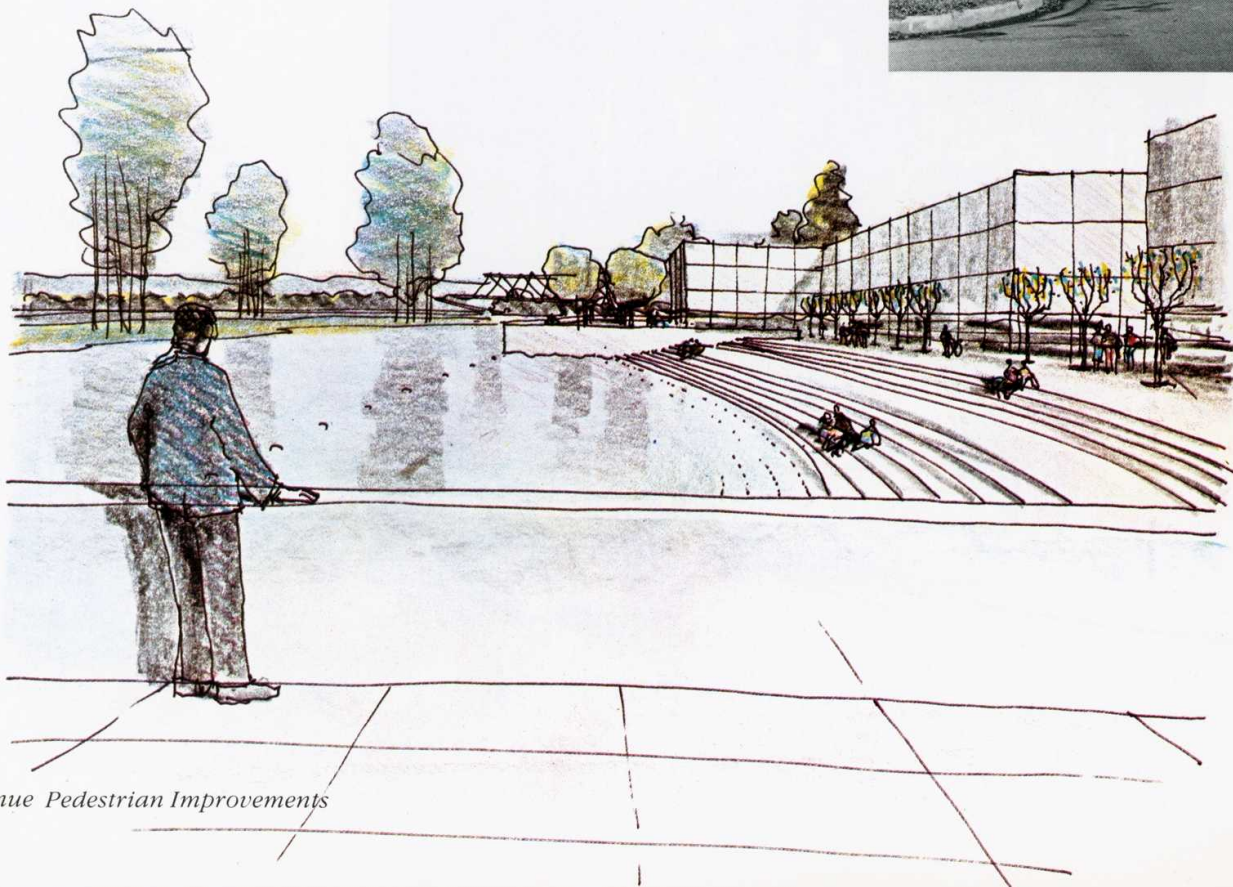
River access improvements involve public rights-of-way along 4th Avenue and an access from 8th Avenue.

It is assumed that EWEB will continue its presence in this area, including its steam plant and the Willamette substation, into the foreseeable future.

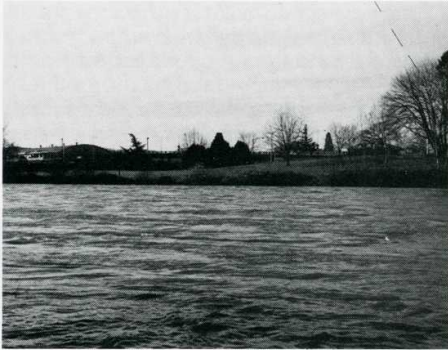
Wider sidewalks and parallel rows of street trees and pedestrian scale street lights as on 5th Avenue would be continued to emphasize that this area is part of an area characterized by night-life and increased pedestrian activity as well as an important piece of the pedestrian network between downtown and riverfront park system.

A. High Street and Fourth Avenue Pedestrian Improvements

These improvements assume that at some point in the future additional development will occur along the west side of High Street between 4th and 5th Avenues and that this development can be influenced to improve pedestrian connections between the 5th Avenue area and the Willamette River. A system of arcades may be considered in future development in the downtown area to provide for pedestrian cover in inclement weather and to provide a unique design element for the downtown area. If so, this block provides an opportunity to incorporate an arcade into any development that occurs along the blockface.



Fourth Avenue Pedestrian Improvements



B. Fourth Avenue River Access

This project would provide a major link in the pedestrian network connecting various parts of the downtown and the riverfront park system. Its development would recognize and enhance the river as a major asset for the city and the downtown area.

At this point along the river, riverfront development will become more urban, with a major plaza, a broad set of stairs down to the river and a broad, paved promenade or walkway between 4th and 8th Avenues along the Willamette River. This project proposes to create that access, provide a plaza where Fourth Avenue meets the river and improve the existing pedestrian and bicycle path system. Several options exist for improving the bike system. It could complement a one-acre park at the 4th Avenue river access presently maintained by EWEB.

C. Eighth Avenue River Access

The second area where a connection can be provided between the downtown area and the Willamette River exists where Hilyard Street and 8th Avenue intersect. This project proposes to create that access, provide a plaza where the connection meets the river, and improve the existing pedestrian and bicycle path system. Several options exist for improving the bike system.

When linked with a similar connection at 4th Avenue, this portion of the riverfront area could become one of the few sections that brings the city to the river in a major way, with walkers, bicyclists and even, at some point in the future, housing and employment.

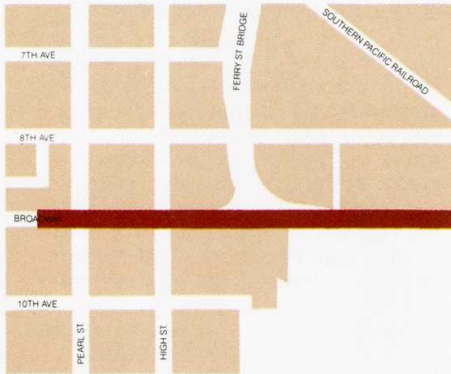
This area also offers a potential site for research-related development and housing, suggesting the need for limited auto as well as pedestrian access extending east from Hilyard Street, between Franklin Boulevard and the river. This proposal addresses policies aimed at improving connections to the park system from the downtown area and the University and recognizes housing, diversified employment, and the river as important resources for the downtown area.



Eighth Avenue River Access

10. East Broadway Pedestrian Improvements

44



In recent years, the linkage between the motel and restaurant facilities on East Broadway (Franklin Boulevard) and the downtown area has been virtually non-existent. The high traffic volume on Franklin Boulevard and the lack of integration of that traffic into the downtown one-way grid system form a virtual barrier to pedestrian movement and inhibit the potential role of East Broadway as an entrance into downtown.

The potential for Broadway to serve as an entrance to downtown from Franklin Boulevard will be significantly improved by the proposed conversion of the only one-way section of that street (between Pearl and High Streets) to two-way traffic. This change will allow traffic from Franklin Boulevard to penetrate to the eastern edge of the mall at the intersection of Broadway and Oak.

Short-term pedestrian improvements may include installing barriers at the curb edge to make existing sidewalks safer. Other improvements could be used to make the directional link to downtown clearer, including new street signing.

Long-term pedestrian improvements include: a) requiring larger setbacks for new construction to provide more adequate sidewalks; and b) addressing pedestrian access on East Broadway in the eventual redesign of the Ferry Street Bridge and its access ramps.



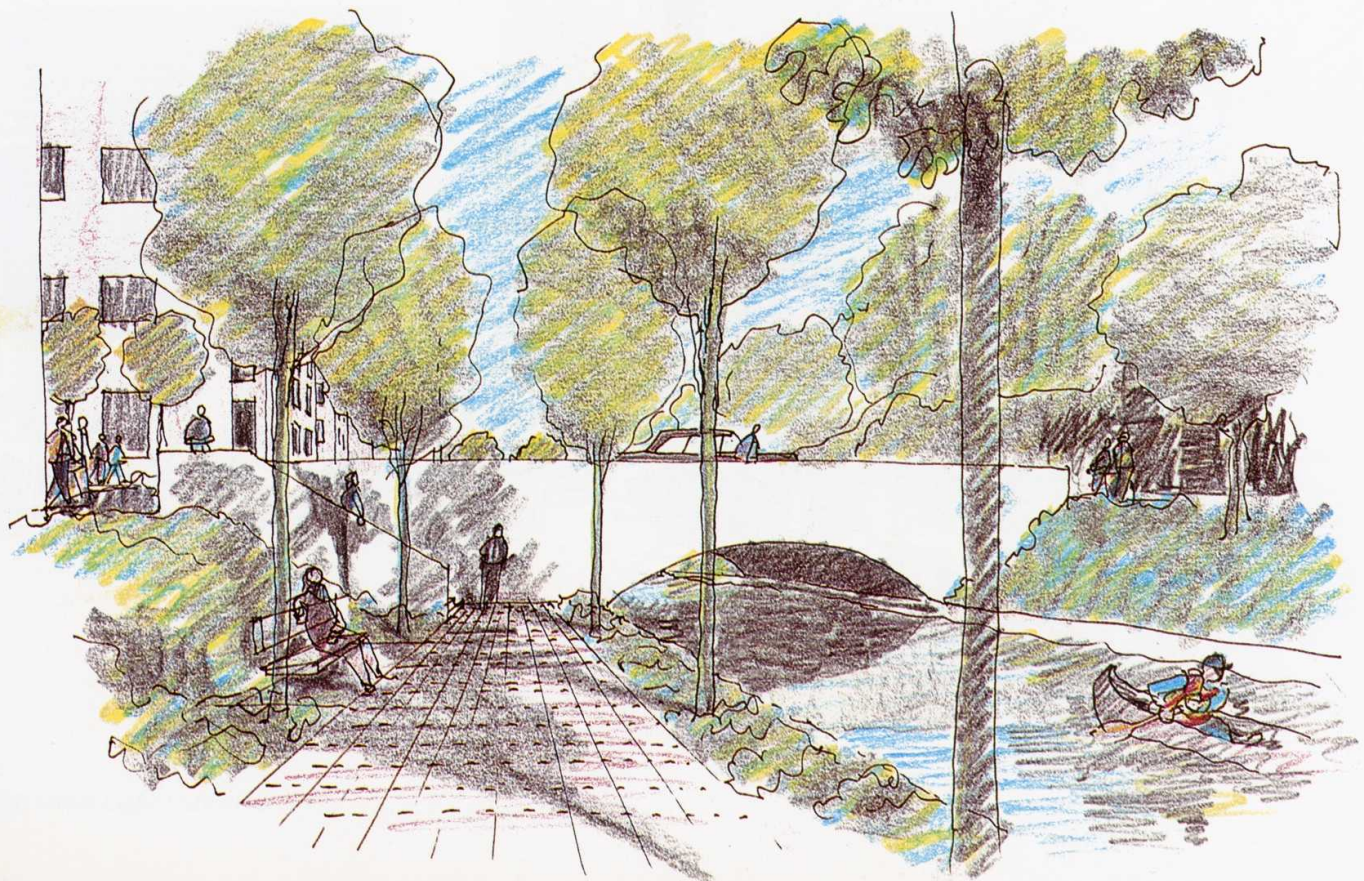
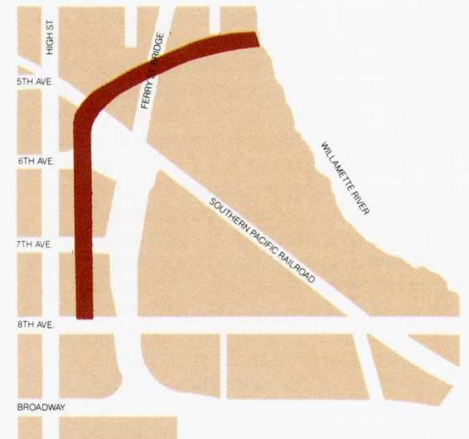
Reconstructing the Mill Race as it once existed in the downtown area will involve opening up those sections of the Mill Race that are now channeled through pipe and recreating a waterway and pedestrian system similar to sections of the Mill Race that presently exist between Franklin Boulevard and 11th Avenue, where the Mill Race is an amenity enjoyed by the residents and businesses along its borders.

Pedestrian movement would likely be interrupted by major streets, with access provided back up to and across streets at grade level. A number of design possibilities could be considered for how the reconstructed Mill Race would cross East Broadway/Franklin Boulevard. For instance, a small park could be created at the south side of East Broadway and the Mill Race could be bridged by the street or pass under it through a pipe.

Restoration of the former Mill Race Pond near the landmark Mill and Elevator Building at the east end of 5th Avenue would be considered as part of this project. This proposal responds to policy directions to preserve and restore landmarks and features that lend

distinctive and unique qualities to downtown. It will also complement efforts to improve the ability of the Willamette River to become an asset and element of downtown.

This project will require further study concerning the location of the Mill Race once restored and possible funding sources. At such time the Mill Race Restoration is identified as a project for further implementation work, the City will establish a process for working with affected property owners, tenants, and businesses in developing design alternatives.

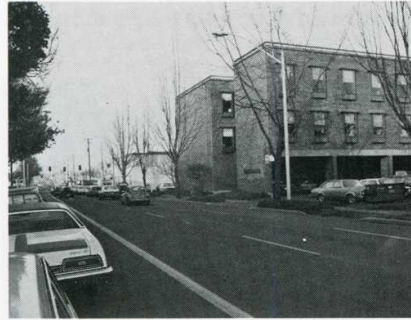


In addition to the twelve projects described, there are four areas within downtown where particular forms of development will be encouraged.

A. High Street Light Industrial Area

To provide opportunities for light industrial firms that want to locate downtown, the High Street Light Industrial Area has been identified as an area that may be appropriate for a Mixed-Use District. This area would provide an alternative to the campus industrial sites that are provided elsewhere in the community. The nearby restoration of the Mill Race, the government center, and the area's proximity to the Willamette River provide the potential for creating a work environment within an urban setting that could offer easy access to government offices, recreational resources and the range of restaurants and shops available in the downtown area.

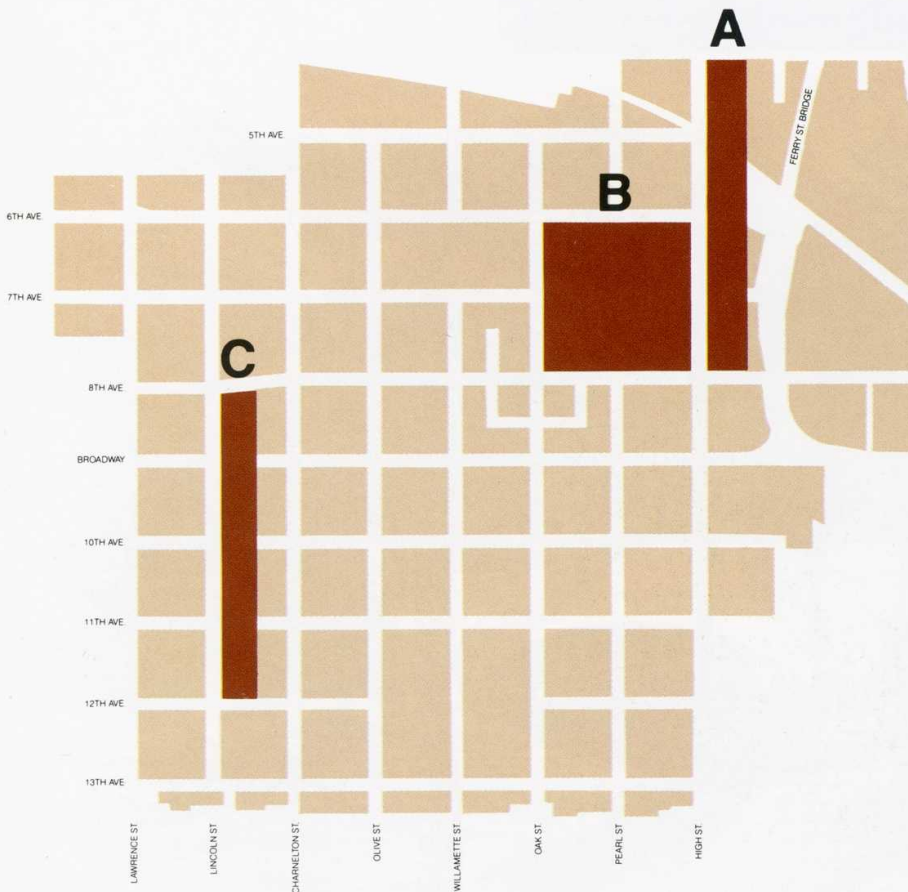
This area will help create a strong edge on the east side of the downtown core while at the same time providing additional employment opportunities downtown. The area would provide space for high technology firms and related businesses as well as incorporating space for supportive retail, commercial uses, and provision for residential development. Implementation of this concept may require some legislative action to expand the range of uses in the area.



B. Government Center Area

As the result of previous planning efforts downtown, government office buildings have been clustered in the area between 6th and 8th Avenues on the north and south, and between Oak and High Streets on the east and west. This area includes Eugene's City Hall, the Lane County Public Service Building, the State Office Building and the Federal Office Building. While the Federal and County buildings have been developed in recent years and designed to accommodate the needs of both employees and members of the public, State and City offices cannot be accommodated in their present buildings and they are located in scattered sites throughout the community.

If new government office buildings are to be developed in the future, there are sites in public ownership that are immediately adjacent to the government center area. These sites would respond well to policies aimed at improving public access to government services and centralized development processing by locating related services provided by public agencies near one another.



C. Lincoln Street Transition Area

The half block on the east side of Lincoln Street between 8th and 12th Avenues has been identified as a place to provide a transition between the scale of development in the downtown core and the predominantly residential area west of Lincoln Street. The range of uses allowed in the transition area would not be changed, but a height limitation would need to be applied legislatively to address the issue of development scale. The height limitation employed in the Downtown Westside Mixed Use District on the west side of Lincoln Street is suggested here. It uses the sun exposure plane, except that each parcel may be developed to at least two and one-half stories.

Both commercial and residential uses will be encouraged in this area, providing a transition between the predominantly commercial development on the east and the predominantly residential development to the west.



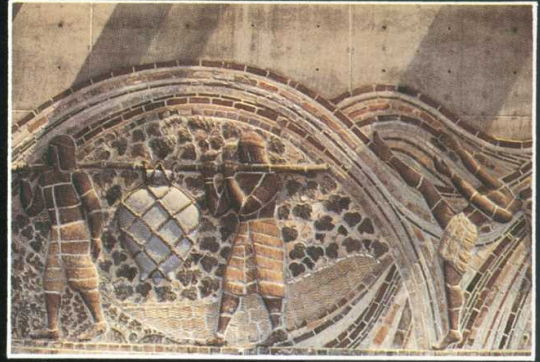
D. Unified Landscape Plan

In response to interest by downtown businesses and other community leaders, this project envisions a landscaping plan to unify downtown. A preliminary area has been identified between High and Charnelton Streets and 5th and 8th Avenues. Implementation of the landscape plan may include a combination of public improvement projects and private sector initiatives.



High Street Light Industrial Area

**Downtown Plan
Background
Data**



Findings: Downtown as Commercial Center, Destination Point and Neighborhood

Overview

1. The downtown serves as a residential neighborhood; workplace and major employment center in the metropolitan area; and a destination point for the community, region, and beyond.

2. Specific functions downtown include: a center for retail, office, and cultural, recreational, and entertainment activities; an incubator area for crafts and other businesses just starting out; an information center with educational resources and information on available social services; and an environment that is diverse enough to accommodate both the intense urban experience that these functions require and places for solitude and the range of services and housing resources needed by downtown residents.

3. Downtown contains a variety of land uses that provide a range of housing, employment, recreational, and educational opportunities.

Table I—General Land Use Patterns January 1981

	Gross Acres	Percent of Total
Residential	21	6
Commercial	86	25
Industrial	13	4
Government	18	5
Education	1	*
Trans/Comm/Utilities 1	30	9
Parks & Recreation 2	5	1
Parking	48	14
Roads	111	32
Vacant	9	3
Total	342	100

*Less than one percent.

1. Includes Eugene Water & Electric Board

2. Includes Eugene Public Library

Source: Lane Council of Governments Research Division

4. In 1948, the City established 13 districts or zones to promote different uses of land throughout the community. Zones applied downtown primarily reflected a desire to maintain its role as a commercial center. Most of the area was zoned Central Business District. Refer to the 1948 Zoning Map in the Appendix.

5. Zoning since 1948 has changed to reflect the evolving needs of a growing city and shifts in community aspirations. Existing zoning continues to reinforce the importance of commercial activities in the downtown and yet also recognizes the role of other land uses. (Refer to the January 1983 Zoning Map.) Table II provides information regarding overall zoning patterns.

Table II—Zoning Patterns January 1981

Zoning	Net Acres	Percent of Total
R-3 Multiple-Family	.2	*
MU Westside Mixed Use	8.6	4
C-2 Community Commercial	74.8	36
C-3 Central Business	63.7	31
I-2 Light-Medium Industrial	15.8	8
I-3 Heavy Industrial	11.7	6
PL Public Land	27.0	13
SD Special Development	3.0	2
H Historic	.4	*
Total	205.2	100

*Less than one percent.

Source: Lane Council of Governments Research Division

6. Approximately one-third of the Downtown Plan area is zoned C-3 Central Business. The district is intended to preserve and enhance areas within which the greatest possible concentration of retail sales and businesses will occur.

7. Approximately one-third of the Downtown Plan area is zoned C-2 Community Commercial. The district is intended to create, preserve, and enhance retail sales and service establishments in compact locations typically appropriate to commercial clusters near intersections of major thoroughfares.

8. The Fifth Avenue Special Development District was approved in 1973. The district is intended to allow preservation of the existing substantial buildings, allow redevelopment with a variety of commercial and industrial uses, encourage redevelopment which is primarily pedestrian-oriented with only limited provision for automobile use, and ensure that new development conforms with the character of the existing development.

9. In 1976 approximately 3 1/2 blocks of the Downtown Plan area was zoned MU Westside Mixed Use. The district is intended to maintain the residential use and character of the area, provide for existing and some additional limited office and small commercial development, and retain major landscape features which enhance the character of the area.

10. In general, existing zoning is consistent with the Eugene-Springfield Metropolitan Area General Plan, February-March 1982.

11. The Central Eugene Project is an urban renewal plan that was adopted in 1968 for a portion of the Downtown Plan area. It will need to be extensively revised to reflect conditions in the 1980's and strategies for the future. (Refer to Special Purpose Districts map.)

Downtown as a Destination Point

Commerce and Trade

1. Excluding streets, approximately 37 percent of the downtown is in commercial use and approximately 6 percent is in industrial use.

2. The intensity of commercial uses varies greatly throughout the downtown. A number of underused parcels exist, including one-story buildings and surface parking lots.

3. Within the downtown, approximately 13 percent of the commercial and industrial structures are substandard. For the entire city, approximately 10 percent are substandard.

4. Downtown is a transportation hub adjoining the City's railroad depot, two bus line stations and metro transit station.

□ *Cultural and Recreational Activities*

1. There are a variety of uses that attract people to the downtown because of cultural and recreational pursuits and special activities such as the Butte to Butte Run, rodeo parade, National Historic Preservation Week functions, Eugene Downtown Association Imagination Celebration, Christmas Train, Theater on the Mall, and additional mall events such as noontime performances.

2. Examples of arts' services and facilities located in the Downtown Plan area include:

Performance spaces—Hult Center for the Performing Arts, Community Center for the Performing Arts, Downtown Mall—central plaza;
Instructional locations—LCC Downtown Center, public library;
Arts Information and Services Offices—Lane Regional Arts Council, Eugene Arts Foundation;
Visual arts displays, galleries, and sales locations—public library, Saturday Market, and various private galleries.

3. There is a mix of nighttime activities in the Downtown Plan area, including film theaters, the library, Lane Community College, the Hult Center for the Performing Arts, hotels and motels, and eating, drinking, and entertainment enterprises.

4. Public open spaces in the Downtown Plan area include park blocks, mall, and Willamette Arcade. These and other public open spaces provide an incentive to private development.

5. There is a reservoir of park and recreational facilities adjacent to the Downtown Plan area, yet access to them is poor. These include the Washington-Jefferson Street Park, the Willamette River Greenway, and Alton Baker Park.

6. There are 14 structures designated as historic landmarks within the Downtown Plan area. Clusters of designated historic landmarks exist at 5th Avenue and Willamette Street, 8th Avenue and Willamette Street, and 10th Avenue and Willamette Street. Just north of the downtown and east of Skinner Butte lies the City's only designated historic landmark district. (Refer to Points of Interest Map.)

□ *Government, Educational, and Social Services*

1. There is a concentration of governmental agencies located in the downtown. (Refer to Public Facilities and Services map.)

2. Major educational facilities downtown include Lane Community College Downtown Center and the Public Library. Training Centers include the City CETA program and private operations such as the Eugene Business College and Creative Institute of Dance.

3. There are no plans to expand the Lane Community College Downtown Center beyond its present site.

4. The Eugene Public Library is exploring potential expansion plans within their existing site and at various locations in the downtown. In a survey of patrons conducted in March 1983, approximately 27 percent traveled by bus, bicycle, or foot to the library. Approximately 63 percent usually combine a trip to the library with shopping or errands. If the library were closer to the center of downtown, approximately 83 percent would use it about the same, 4 percent would use it more, and 13 percent would use it less.

5. The Eugene Clinic plans continued use of its structure and parking lots in the foreseeable future. Needs to renovate the hospital can be handled internally within the existing structure. The Eugene Clinic would like the ability to expand if community needs warrant. Expansion would most likely occur south of 12th Avenue between Willamette and Olive Streets and/or with the development of new smaller satellite clinics.

6. There are 56 public social service agencies in or near the downtown. Services in the area include: medical facilities, employment training and placement agencies, adult education programs, information centers, senior community centers, legal aid groups, veterans assistance organizations, and the city library. Several organizations provide counseling services for senior citizens, youth, families, and minority groups.

7. There are four churches in the Downtown Plan area that contribute to activity downtown especially during the evening and weekend.

8. Eugene Police Department statistics indicate that criminal incidents and other calls for police service in downtown Eugene are not significantly high. However, many people have the perception that many criminal incidents occur in downtown Eugene, influencing downtown Eugene's ability to serve as a viable destination point.

Downtown as a Workplace

1. Employment downtown increased during the decade 1970-1980 from approximately 8,500 to 11,000 workers, primarily office-based. In 1982, however, the number of employees was about 9,700 indicating a decrease of about 12 percent for 1980 to 1982.

Source: State Employment Division data for Census Tract 39, compiled by ECO Northwest.

2. The downtown parking program makes a distinction between downtown "customers" and "employees". Employees express a desire to be recognized as customers of downtown's goods and services.

3. Employee shopping provides a significant source of income for downtown firms. Projections from a survey of employees within the Downtown Development District indicate monthly employee expenditures downtown range between \$240,000 to \$600,000. During the weekdays, 81 percent of the employees shop downtown with 62 percent considering their lunch period as the most likely time for purchasing.

Source: Employee Survey: June 1983, "Free Parking in Eugene Downtown Perspective of Employees"; conducted by University of Oregon students in conjunction with the Eugene Downtown Association and the City of Eugene.

NOTE: There is more information regarding downtown employment in the Downtown Services and Markets findings and in a series of papers prepared by LeBlanc and Company, and ECO Northwest.

Downtown as a Place to Live

1. In 1980, there were 1,336 people living in the downtown. Approximately 22 percent of the residents were elderly compared to a City-wide percent of approximately 10. Residents less than 18 years old accounted for approximately 4 percent of those living downtown compared to approximately 22 percent of the City's residents in the same age group. Approximately 70 percent of the households in downtown are one-person households.

2. Downtown housing in January 1983 consisted of approximately 844 dwelling units. Approximately 34 percent, or 305 housing units, are in high-rise structures and serve particular segments of the community, typically the elderly or handicapped. (Refer to the Housing Map.)

Source: Field survey conducted by the City of Eugene Planning Department.

3. From 1960 to 1970, population declined from 1,921 to 1,229. In the decade from 1970 to 1980, this trend reversed, with the downtown population increasing to 1,336. The total number of housing units in the plan area has shown a similar pattern; declining from 1,109 units in 1960 to 769 units in 1970, and then increasing to 829 units in 1980.

Source: General population shifts in the plan area are based on block statistics gathered by the US Census Bureau. Although figures cover most of the plan area; some peripheral areas within the boundaries could not be included in the totals.

4. Within the downtown, single-family and duplex structures are in greater need of improvement than generally newer multi-family structures. In the City the percent of substandard single-family and duplex units is significantly lower than in the downtown, while the percent of substandard multi-family units is approximately the same.

5. About six percent of the residential units downtown are owner-occupied, compared to almost 50 percent City-wide.

Source: LCOG Research Division based on 1980 Census data, Tract 39.

6. The median rent downtown is approximately 24 percent less than the median rent City-wide. The vacancy rate downtown is generally higher than the vacancy rate City-wide. This is partially due to the high percent of multi-family units. In general, multi-family units have a higher vacancy rate than single-family structures.

7. The support services for people living downtown include three cleaners, a laundromat, eight retail food stores, and three drug stores. There is no full service grocery store or supermarket. The nearest supermarkets are approximately 11 blocks to the west, 11 blocks to the south, and 15 blocks to the northeast from the center of downtown. (Refer to the Residential Support Services Map.)



Findings: Downtown Development, Services and Marketing

Downtown's Economic Vitality and Functions

1. Downtown retail business has declined since 1970, due to competition from outlying commercial and business centers and the recent weak regional economic conditions. This decline affects the economic vitality of downtown.

2. Downtown retailing reflects a shift from sales of household goods generally found in large outlets to specialty goods generally found in smaller shops. This shift is likely to promote the greatest increase in commercial activity through the eighties.

3. Assuming stabilization and eventual upturn in general economic conditions, downtown can reasonably expect to experience:

- a. An increase in retailing and personal service sales of 50 percent by 1995 with a corresponding floor area increase of at least 30 percent. The floor area increase will be affected by the degree to which new development will make use of existing vacant retail space.
- b. An increase in office-based employment of 50 to 100 percent by 1995, depending on regional employment and downtown's position as a business and commercial center.

4. If downtown could capture a 10 percent share of the additional \$800 million projected for regional retailing and services spending through 1995, estimated current downtown sales of roughly \$90 million could increase to about \$170 million. Without a new major department store, growth would be about \$120 million.

5. Retail uses are expected to use land more efficiently and with greater intensity in the future. Consolidation of parcels and development of underused space such as surface parking lots, is assumed. There is sufficient land area in the downtown to accommodate expected economic growth both in retail and office use downtown in the next decade though some distributional problems (on a block-to-block basis) exist.

6. The strength of public employment concentrated downtown (municipal, state, federal, and public utilities) has been critical to downtown's ability to function as a major commercial center. These and other downtown employees provide an important consumer base and tend to stabilize the downtown day population for the health of retail and other commercial activities. Overall, employment downtown has declined though there have been gains in the number of employees working in business services and personal services.

7. The location of cultural facilities downtown continues to provide an opportunity to improve the base for commercial goods and services. Strengthening downtown's cultural and recreational functions will help increase nighttime and weekend activity and interest.

8. Housing in the downtown has been the subject of numerous formal studies and an ongoing element of Eugene's planning program for many years. These studies indicate:

- a. Increases in the residential population downtown could make a significant contribution to its activity and vitality, particularly on evenings and weekends.
- b. A projected downtown "capture rate" for housing through 1995 is estimated to be 4 percent for rental housing and 6 percent of housing for sale. This results in a potential of 60 to 80 units each year through the period of 1980-1995, with roughly 64 percent of that allocated to sales housing and 36 percent to rental housing.

c. Increased housing downtown, if sufficiently diversified, will produce, for each housing unit added, new buying power that can be channeled to support downtown establishments of all types and sizes.

Roughly \$5,000-\$10,000 annually in retailing and services spending could well be captured in downtown establishments from each housing unit added (in current dollars). Thus, each 100 units might produce up to \$1.0 million in spending power, supporting (at current overall sales ratio of \$100) 10,000 square feet of retail and personal services floor area.

9. The Urban Renewal Plan for the "Central Eugene Project," adopted in 1968, did not call for housing redevelopment activity, but focused rather on commercial, civic, and cultural uses.

10. To stimulate rental housing construction in the central area, the City Council established a Multi-Unit Property Tax Exemption Program. Since its adoption in 1977 over 200 units have been developed in three projects. (Refer to the Special Purpose Districts map.)

11. Most of the Downtown Plan area is exempt from the City's Development Charge. The charge, assessed to nearly all new buildings and development, is intended to help defray the public costs of extending and increasing the capacity of the public thoroughfares and the sanitary sewer and storm drainage system. (Refer to the Special Purpose Districts map.)

Downtown Marketing and Promotion

1. Historically, downtown has been primarily promoted as a retail center. At the present time, a number of organizations promote downtown as a destination point, including the Eugene-Springfield Convention and Visitor's Bureau, Eugene Downtown Association, Eugene Chamber of Commerce, and City of Eugene. Groups also market specific products and services, including the Eugene Downtown Association, Hult Center for the Performing Arts, WOW Hall, Eugene Hilton, Eugene Conference Center, Lane Transit District, Fifth Street Public Market, Lane Regional Arts Council, Fifth Pearl Building, Center Court, Atrium, Saturday Market, and Lane Building.

2. The Eugene Downtown Association plays a significant role in downtown retail and special event promotion.

3. There is a positive economic effect associated with those attending and participating in downtown events. However, there is insufficient coordination of marketing for events.

4. There is a central location for information, scheduling, and use of the mall for activities such as push carts and street performers. There is no central location for obtaining information about events occurring in the downtown or permits needed to sponsor events such as road runs and parades.

5. Property management and maintenance is a significant factor in the successful marketing and promotion of the downtown.

6. There is a need to identify the downtown customer.

Downtown Public Facilities and Services

1. The overall condition of the sanitary and storm sewer systems is good. Construction downtown occurred primarily in the 1910s, 1930s, 1960s, and 1970s. During the 1960-1980 period, separation of the combined sanitary/storm sewer system occurred. Potential maintenance problem areas are primarily associated with age and materials of certain system components; i.e., sanitary lines built in the 1910's and brick manholes.

2. Of the four sets of public restrooms downtown, three are located in parking garages and one is located on the mall. Additional restroom facilities are needed.

3. Utility services in the downtown, including water, electricity, and in some areas steam for heating and cooling, are provided by the Eugene Water & Electric Board (EWEB). EWEB has upgraded facilities in the downtown area to accommodate increases in density and intensification of uses.

4. The Eugene Fire Department provides fire and emergency medical services to the area primarily with the station at 7th Avenue and Pearl Street. Emergency response time (from dispatch until unit arrives) averages 90 seconds, compared to between 1 and 6 minutes in other parts of the City.

5. The downtown area falls almost entirely within one of the Police Department's six fixed beat areas. Average emergency response time (from dispatch until officer arrival) in this area was 2.2 minutes in 1982, while it was 4.1 minutes in the city as a whole. One of the reasons for that low average figure is the existence of periodic officer foot patrols in the area of the downtown mall.

6. There are no schools operated by the 4-J School District in the downtown. The area is in the Edison and Whiteaker Elementary, Roosevelt Junior, and South Eugene High School attendance areas.

NOTE: Refer to Downtown as Commercial Center, Destination Point and Neighborhood findings for general information regarding government, educational, and social services.

Findings: Downtown Access, Circulation, and Parking

Access

1. Vehicular access to the mall is confusing due to the one-way streets.
2. Major auto access facilities serving the downtown include: Ferry Street Bridge; 6th, 7th, 11th, and 13th Avenues; High, Pearl, and Oak Streets; and Franklin Boulevard.
3. In the past, Willamette Street and Broadway served as main streets providing access to and from downtown. Presently both streets have sections closed to vehicular traffic and sections that are one-way; neither act as main streets. Impeded access contributes to the decline of commercial activity downtown.
4. Bicycle access into downtown is via 5th and 12th Avenues; High, Pearl, and Olive Streets; West Broadway, Coburg Road, and the riverbank bike path.
5. The downtown is a major transportation hub of the City served by taxis, the LTD central transit transfer facility, the Amtrak station, and the Greyhound and Trailways terminals.
6. There are major regional facilities near downtown, such as Lane County Fairgrounds, Skinner Butte Park, and the University of Oregon, and access to and from these is important.

Circulation

1. The downtown street system is primarily a one-way grid. In general, one-way streets have almost twice the capacity of two-way streets and between 20 to 50 percent fewer accidents. (See Traffic Flow map.)

2. Streets within the downtown serve different purposes as described below. (See Traffic Flow map.)

a. Some streets serve the entire City and region with the capacity to move large volumes of traffic, for example, 6th and 7th Avenues function primarily to move traffic into, out of and through the downtown.

b. Some streets serve as access routes to move traffic to and through downtown efficiently. Examples include 6th and 7th Avenues, 11th and 13th Avenues, and Pearl and Oak Streets.

c. Some streets serve as vehicular circulation facilities within downtown. Examples include High, Charnelton, and Oak Streets, and 8th, 10th, and 5th Avenues.

d. Some streets primarily function to provide vehicular access to specific destinations within downtown. Examples include 12th Avenue, Lincoln and Lawrence Streets, and West Broadway and 5th Avenue.

3. Designated bike routes provide bicycle access to and through downtown; however, there are no north-south routes in the west end of the plan area.

Note: The Bikeways Master Plan proposes designation of Lincoln and Lawrence Streets as signed bike routes.

4. The central transit station for the metropolitan area is on 10th Avenue between Oak and Charnelton Streets, and on Olive Street between 10th and 11th Avenues.

5. The Eugene mall was established by the 1968 Urban Renewal Plan to create traffic-free pedestrian precincts with landscaping, open space, rest areas, and other shopper amenities and conveniences.

6. The mall affects downtown circulation in the following ways. (See Traffic Flow map.)

a. Four full blocks, four half-blocks, and several alleys are closed to vehicular traffic creating a pedestrian precinct. The lack of street signs within the mall, however, causes confusion for pedestrians.

b. Riding bicycles is prohibited on the mall, which eliminates through bicycle movements.

c. As a result of the 1968 Urban Renewal Plan governing downtown, a one-way circulation loop was designed for access to parking structures. The streets included in this loop are 8th Avenue, Charnelton Street, 10th Avenue, and Oak Street.

d. Access by service vehicles to businesses that front on the mall is provided from service courts located on alleys.

Parking

1. There are 11,538 parking spaces in the downtown area.

2. Excluding streets, parking areas constitute approximately 19 percent of the downtown. Within the Downtown Development District excluding streets, parking areas account for approximately 33 percent of the DDD area.

3. There is a total of 10,313 off-street parking spaces in the downtown plan area. Of those spaces, 15.7 percent are in the Downtown Development District's free parking program; 20.1 percent are publicly-owned rented spaces; 17.1 percent are privately-owned rented spaces; and 46.6 percent are dedicated (required for an individual business).

Table 1: Off-Street Parking in the Downtown Plan Area

	Within DDD	Outside DDD	Total
<i>Free Parking Areas:</i>			
Publicly-owned	1,390	-0-	1,390
Privately-owned	231	-0-	231
Totals	1,621	-0-	1,621
<i>Pay Parking Areas:</i>			
Publicly-owned	460	1,668	2,128
Privately-owned	330	1,430	1,760
Totals	790	3,098	3,888
<i>Dedicated Parking accompanies a business:</i>			
Totals	410	4,394	4,804
Total All Parking	2,821	7,492	10,313

Source: Field work conducted by the City of Eugene in the spring of 1983.

4. There are 1,225 on-street parking spaces in the downtown plan area. Of those spaces, 21.7 percent are free for unlimited time; 41.1 percent are free for limited time; 4.2 percent have meters of 24 minutes or less; and 30.0 percent have meters of more than 24 minutes.

Table 2: On-Street Parking in the Downtown Plan Area

	Within DDD	Outside DDD	Total
Free (no time limit)	136	130*	266
Free (with time limit)	104	436	540
Metered (24 minutes or less)	0	51	51
Metered (more than 24 minutes)	0	368	368
Total	240	985	1,225

*Figures include some free spaces outside the Downtown Development District that are considered part of the "Free Parking Program."

5. There are four City-owned parking structures in downtown: the Overpark (610 spaces) built in 1969; the Parcade (438 spaces) built in 1976; the Eugene Conference Center garage (299 spaces) built in 1981, and the Performing Arts Center garage (515 spaces) built in 1982. Both the Overpark and Parcade are in the Downtown Development District. They provide spaces for downtown employees and ridesharers to rent and free parking for carpoolers and other downtown patrons. Of the 610 spaces in the Overpark, 350 are free and 260 are for permit parking; of the 438 spaces in the Parcade, 250 are free and 188 are for permit parking. The Performing Arts Center garage rents spaces to downtown employees and patrons of the Hult Center. The Eugene Conference Center garage provides free spaces to patrons of the center and hotel and paid parking on an hourly or daily basis.

6. Parking requirements within the downtown vary according to the zoning district and type of use.

7. The City owns land for future development that is currently used as surface parking lots in the Free Parking Program. As of spring 1983, lots provided 790 parking spaces.

8. The parking structures and some surface lots are underused and provide opportunities for long-term free and paid parking.

9. The City formed the Downtown Development District (DDD) in 1973 to provide free parking for the district's patrons and for financing and administering a program of economic promotion and development. The property and business owners are taxed to provide income for the district's operation.

10. Downtown employees and businesses cite parking as a major issue. Below are some of the problems associated with the Downtown Development District:

- a. The taxes are a detriment to development.
- b. Downtown Development District free parking is not available to employees who work in the DDD.
- c. The "professional" tax is difficult to administer and understand because of the definition of a "professional."
- d. Businesses on the eastern portion of the Downtown Development District do not feel like they are receiving the same service regarding the number of free surface lot parking spaces as businesses on the west end.
- e. Downtown Development District free parking is not available to residents in the DDD; however, the City Code requires residential developments to pay the assessment and also to provide their own parking in the district.

11. A survey of the employees working within the Downtown Development District indicates:

- a. Of the employees in the district, approximately 77 percent regularly commute to their workplace via the automobile. Of those driving, 32 percent park their cars in parking structures while at work.
- b. On an annual basis, the percent of employees commuting by bicycle varies from 4 to 8 percent, by bus from 8 to 12 percent, and by foot from 3 to 4 percent.
- c. As customers in downtown, 89 percent of the employees surveyed agree that the free parking program is necessary for downtown's economic success.

Source: Employee survey conducted in June 1983 by University of Oregon students with aid from the Eugene Downtown Association and City of Eugene.

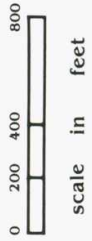
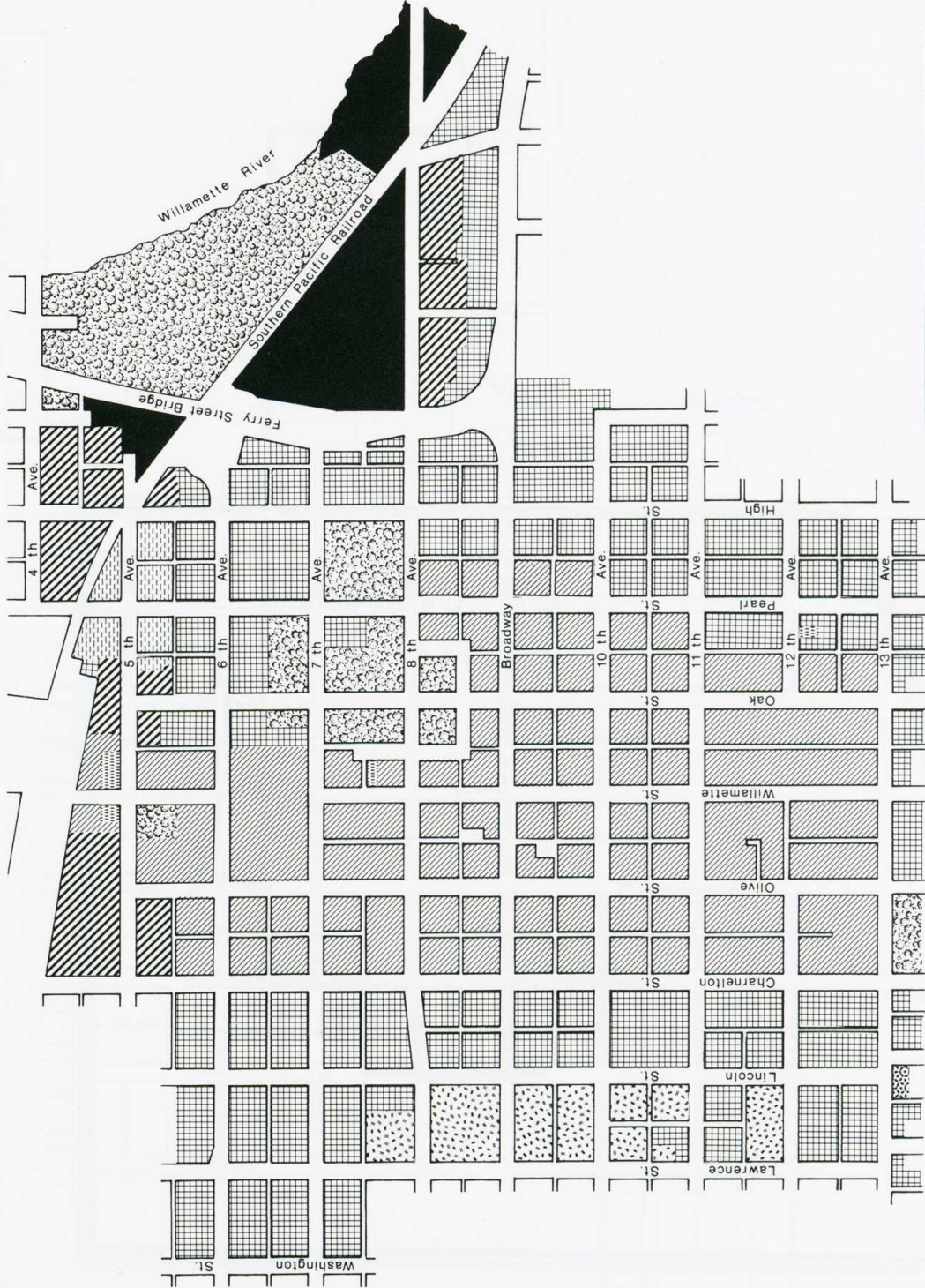
12. Businesses in the 5th Street Special Development District, a private business association, indicate that there are insufficient parking spaces, and patrons use spaces of one business while visiting another. All vacant land in the 5th Street Special Development District is used for surface parking.

Zoning

as of April 1984

- R-3 Multiple Family Residential
- MU Westside Mixed Use
- C-2 Community Commercial
- C-3 Central Business
- SD Special Development
- I-2 Light-Medium Industrial
- I-3 Heavy Industrial
- H Historic
- PL Public Land


Eugene Downtown Plan



EUGENE CITY

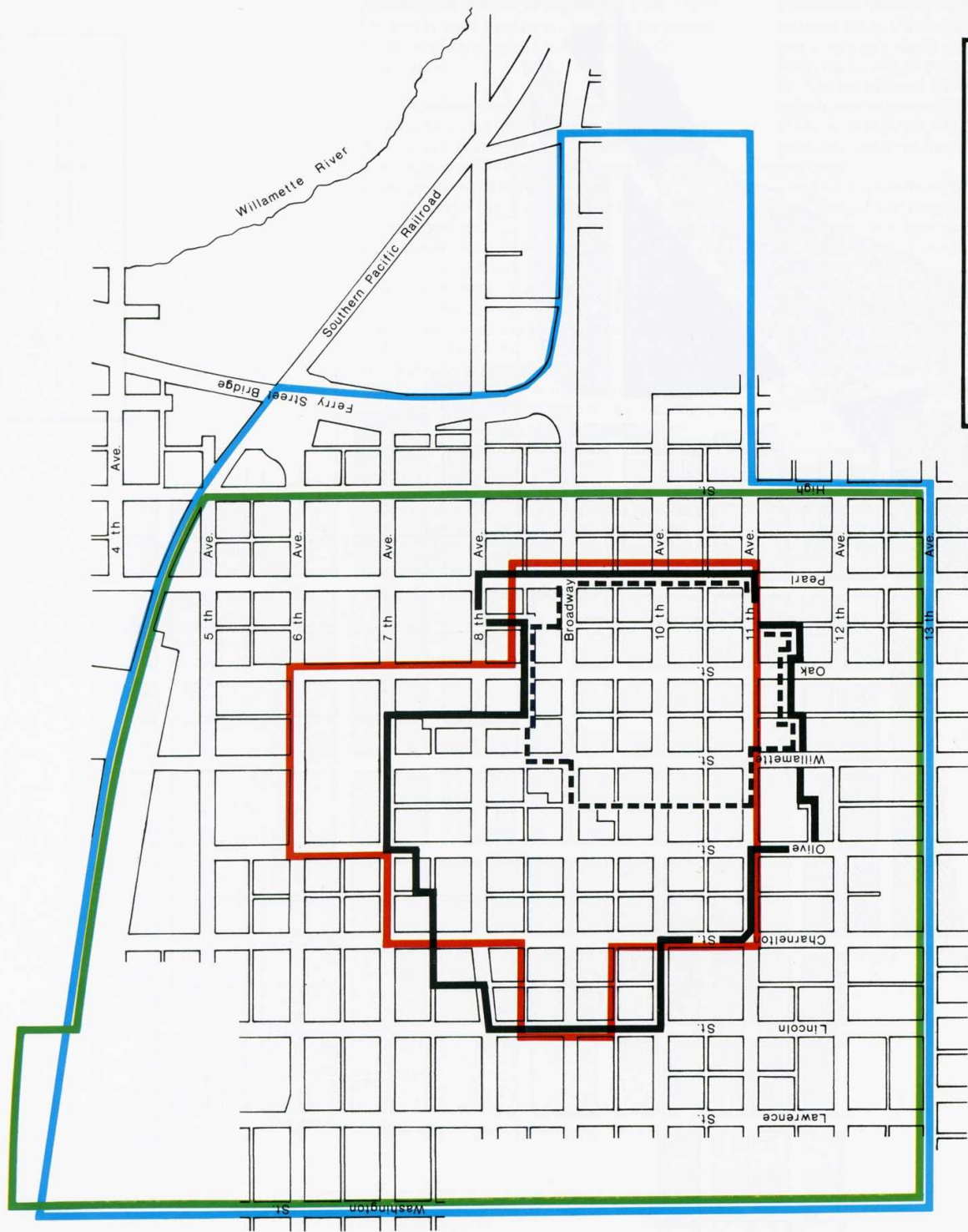
Parking Assessment and Special Purpose Districts

as of August 1983

-  Downtown Development District
-  10th & Oak Overpark Assessment District
-  Multi-Unit Property Tax Exemption Area
-  Area Exempt from Systems Development Charge
-  Urban Renewal Plan Boundary

In March, 1984 the Eugene City Council approved dissolving the 10th and Oak Assessment District during fiscal year 1985.

Eugene Downtown Plan



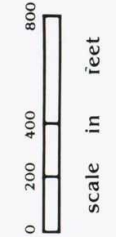
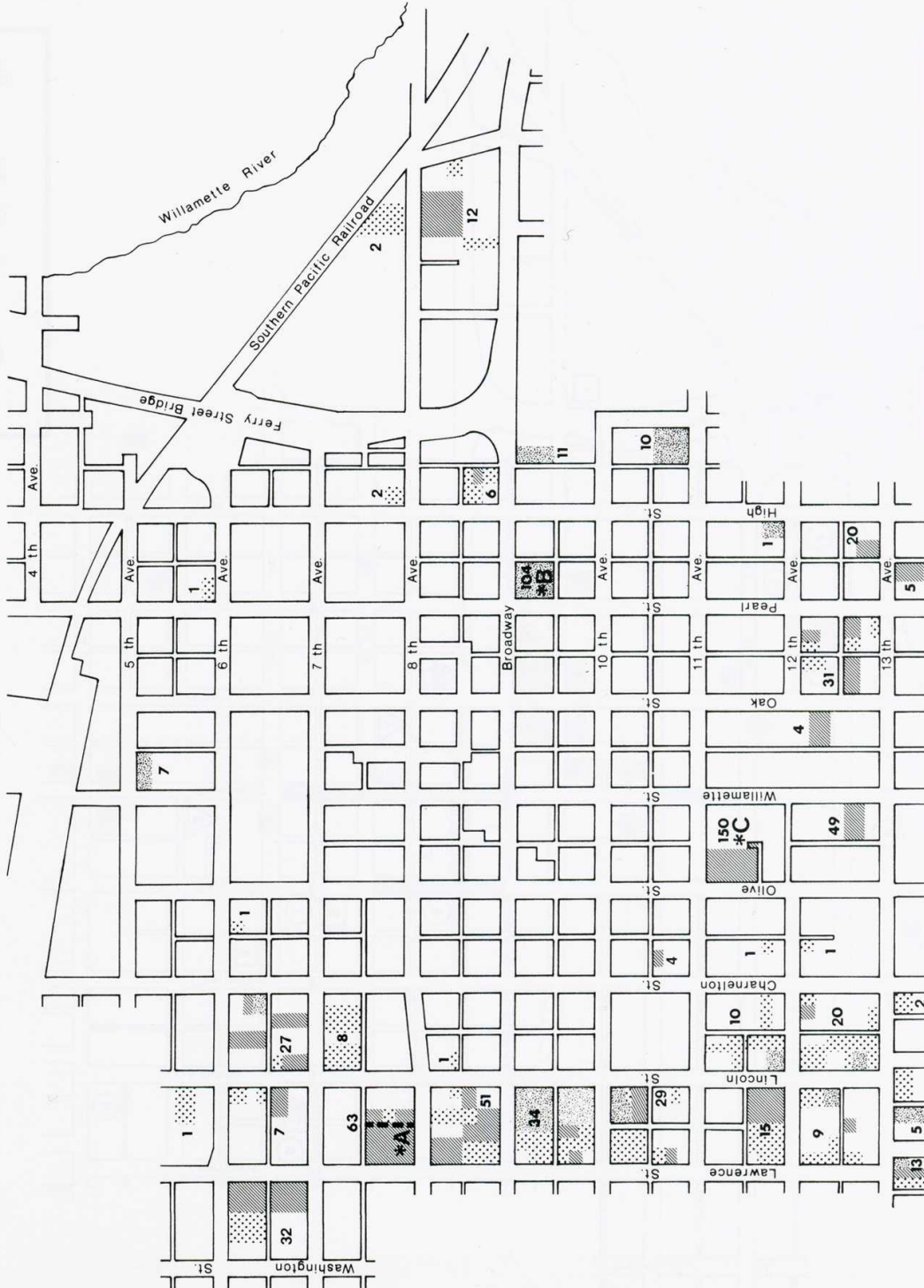
Housing as of January 1983

Type of Structure:

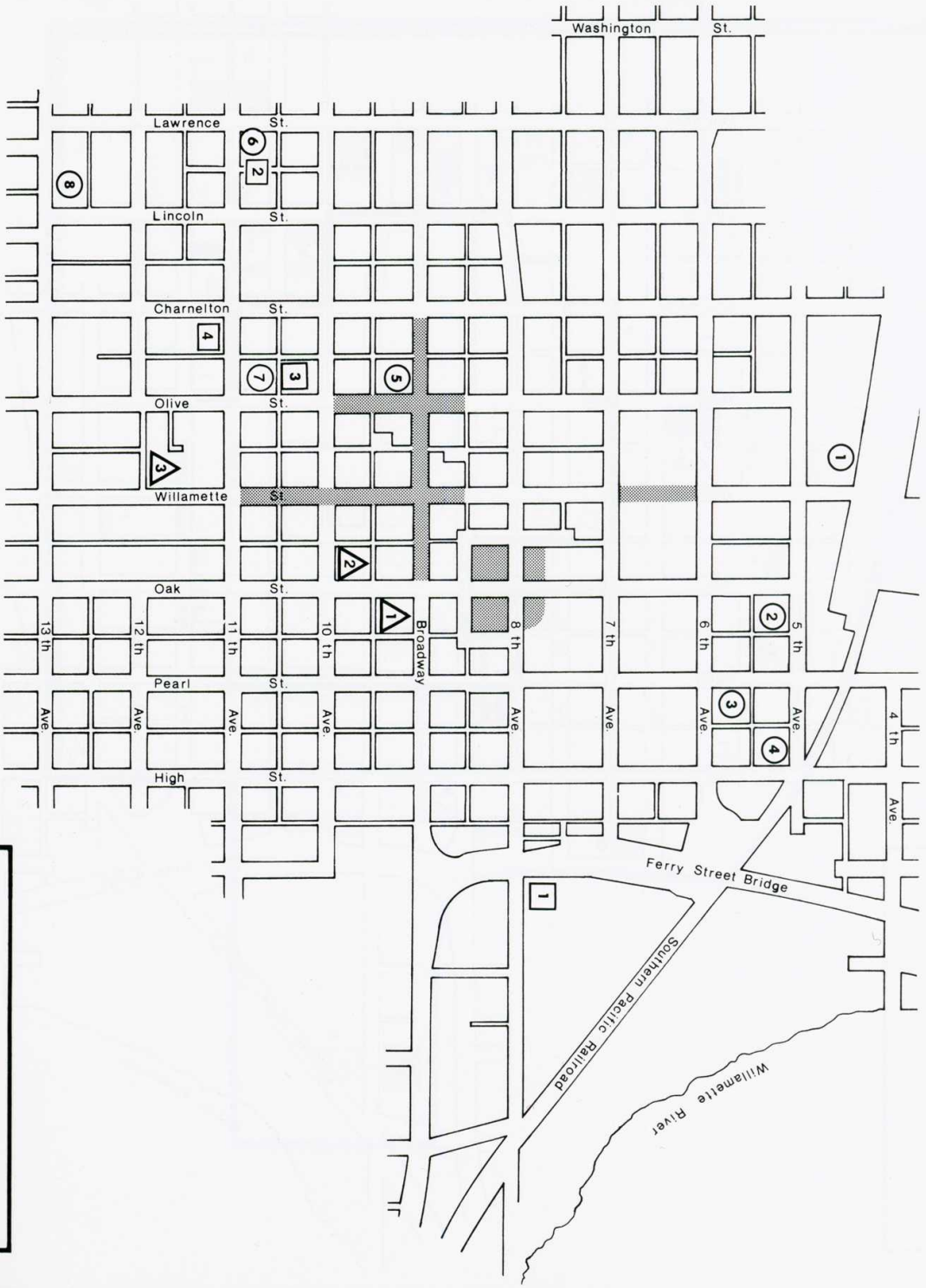
- Single Family / Duplex
- Multiple Family
- Mixed Use
- 34 Dwelling Units per Block

*Specialized Housing

- A. Lawrence Court (elderly & disabled subsidized housing)
- B. Eugene Hotel Retirement Center (elderly market rate with some low income units)
- C. Olive Plaza (elderly & disabled subsidized housing)

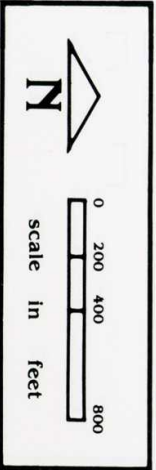


Eugene Downtown Plan



Residential Support Services as of April 1984

- Retail Food Store
 - 1. Grover's Market
 - 2. Natural Community Foods
 - 3. Custom Meats
 - 4. Fifth Street Public Market Groceries
 - 5. General Nutrition
 - 6. Lawrence Street Market
 - 7. KIVA
 - 8. John & Jill's Market
- △ Pharmacy
 - 1. Baker's Pharmacy
 - 2. Gold Cross Discount Drugs
 - 3. Eugene Clinic Pharmacy
- Laundry/Cleaner
 - 1. Ultra Tone Drapery Cleaning
 - 2. Wash-Dri-Ette
 - 3. McAyeal's Cleaners
 - 4. Valley Superior Cleaners
- Developed Open Space



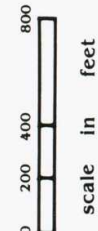
Eugene Downtown Plan

Points of Interest

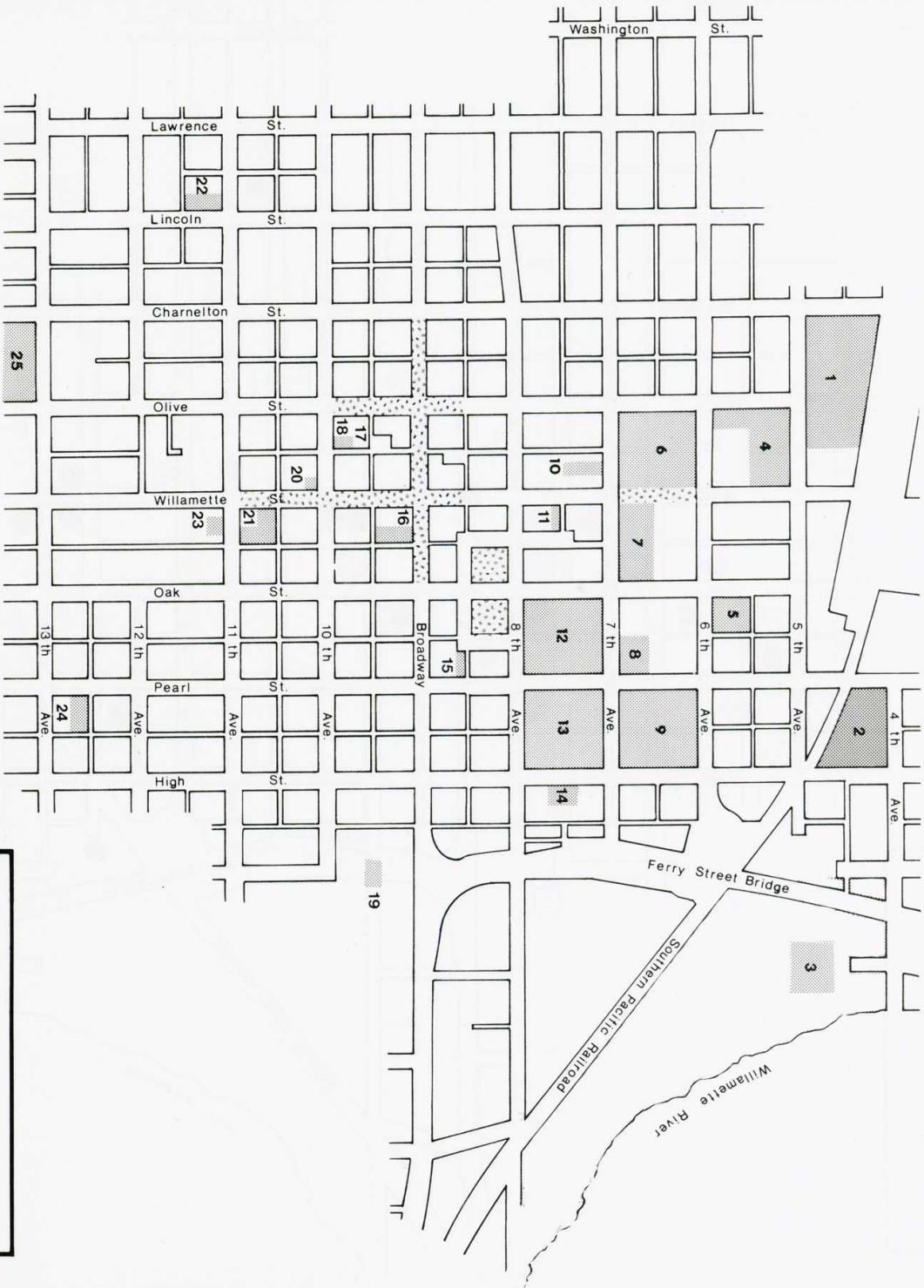
- A. Eugene-Springfield Convention and Visitor's Bureau
- B. 5th St. Public Market
- C. Eugene City Hall
- D. Performing Arts Center/Eugene Conference Center
- E. Greyhound/Trailways
- F. Eugene Downtown Mall
- G. Eugene Public Library
- H. Saturday Market
- I. Eugene Hilton

Historic Landmarks City and/or Federal Registry as of April 1984

- 1. Eugene Mill and Elevator Company
- 2. Oregon Electric Depot
- 3. Southern Pacific Depot and Outbuildings
- 4. Palace Hotel (Lane Building)
- 5. Smeede Hotel
- 6. Tiffany Building
- 7. Quackenbush Hardware Store
- 8. Ax-Billy Department Store
- 9. Schaefer's Building
- 10. McDonald Theater
- 11. Alpha Tau Omega House
- 12. First Christian Church
- 13. Christian House




Eugene Downtown Plan




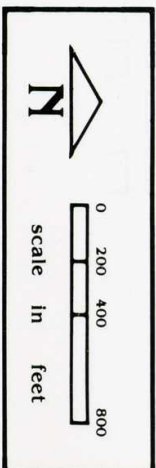
Public Facilities & Services

as of April 1984

1. Lane County Jail
2. State Motor Pool Parking
3. Eugene Water and Electric Board
4. U.S. Post Office
5. Lane County Annex
6. Hull Center for the Performing Arts
7. Eugene Conference Center
8. State of Oregon
9. Federal Building
10. City Data Processing
11. City Facilities Development
12. Lane County Public Service Building
13. City Hall
14. City Purchasing Division
15. City Hall II
16. City Development Department
17. City Job Training Center
18. Social Security Office of Hearings and Appeals
19. EWEB Energy Conservation Center
20. Lane Transit District
21. Lane Community College Downtown
22. State Children Services Division
23. Military Recruiting Offices
24. Bureau of Land Management
25. Library

 Public Open Space

 Indicates location of various agencies and not property ownership.



Eugene Downtown Plan

Traffic Flow

Average Daily Traffic Counts

- Less than 5,000
- 5,000 - 9,999
- 10,000 - 14,999
- 15,000 - Plus

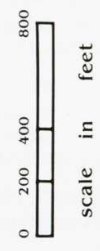


Street direction when other than two-way

Auto-free pedestrian precinct



Note: 24 hour traffic counts were taken during various months in 1983.



Eugene Downtown Plan

RESOLUTION NO. 3882

A Resolution Adopting the Eugene Downtown Plan

The City Council of the City of Eugene finds that:

A. In May of 1982, the Eugene City Council adopted Ordinance No. 18969 creating a Downtown Commission and included in its powers and duties the development of a Downtown Plan within boundaries established for the Downtown Commission by the City Council.

B. In October of 1982, the Eugene Downtown Commission began the process of developing a refinement plan for that portion of the Eugene-Springfield Metropolitan Area General Plan covered by the Downtown Commission boundaries. Those boundaries can be generally described by the half block south of 13th Avenue on the south, Lawrence and Washington Streets on the west, the half block north of 6th Avenue, the Southern Pacific Railroad line and 4th Avenue on the north, and the Willamette River and High Street on the east.

C. In December of 1982, the Downtown Commission held a public meeting, after notifying residents, property owners, businesses and organizations in the plan area, to obtain citizen input on issues and ideas the Downtown Plan should address. In January of 1983, the Downtown Commission held a Community event to share information with the public on the plan area and to solicit further citizen input on assets and problems in the plan area.

D. From February, 1983 through April, 1984, the Downtown Commission worked on the development of a draft plan, incorporating information from several joint meetings with the Eugene Planning Commission and direction from the 1984 Eugene Community Goals Conference concerning the downtown area.

E. In April of 1984, a marketing publication previewing the draft plan was sent to residents, property owners, businesses and organizations in the plan area and other interested parties. In May of 1984, the Eugene Downtown Plan draft was mailed to residents, property owners, businesses and organizations in the Plan area and the Downtown Commission began a process of making presentations on the plan to over 30 community groups.

F. In June of 1984, the Downtown Commission held an informational meeting to discuss the plan and on June 19th held a public hearing to receive public testimony on the plan. Following their public hearing, the Downtown Commission held numerous work sessions on the plan draft. On July 31, 1984 the Downtown Commission recommended the plan on for review by the Planning Commission and adoption by the City Council, including recommendations for specific additions and deletions in the form of Revisions and Errata.

G. On August 7, 1984 the Downtown Commission recommended a list of Downtown Plan Implementation Priorities to the Planning Commission for their review and comment prior to its consideration by the City Council.

H. On September 6, 1984 the Department of Land Conservation and Development was forwarded a copy of the Eugene Downtown Plan Draft and the Downtown Commission's recommendation. On September 11, 1984 the material was also forwarded to the Planning Directors of Lane County and Springfield with a finding that the document was consistent with the Eugene-Springfield Metropolitan Area General Plan.

I. The Eugene Planning Commission held a public hearing on August 21, 1984 on the Eugene Downtown Plan Draft with plan text revisions recommended by the Downtown Commission. Taking into account the public testimony and input from joint meetings with the Downtown Commission and the Eugene City Council, the Planning Commission took action on October 1, 1984 and recommended adoption of the Eugene Downtown Plan by the Eugene City Council, including incorporation of a series of Revisions and Errata. The Planning Commission also forwarded comments on the Downtown Plan Implementation Priorities for consideration by the City Council.

J. On October 15, 1984 the Eugene City Council held a joint meeting with the Planning Commission and Downtown Commission to discuss the Eugene Downtown Plan Draft, the revisions recommended by the two commissions, and the implementation priorities. The City Council held a public hearing on the Eugene Downtown Plan Draft on October 22, 1984 and considered public testimony and recommendations forwarded by the Planning Commission and the Downtown Commission.

K. The Downtown Commission, Planning Commission and City Council have reviewed the Eugene Downtown Plan and, based on the findings therein and the public testimony before the Downtown Commission, Planning Commission and Council, and staff notes and memoranda, the City Council finds that the Eugene Downtown Plan is consistent with the Eugene-Springfield Metropolitan Area General Plan, the 1984 Eugene Community Goals and Policies and the Statewide Planning Goals.

NOW, THEREFORE,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EUGENE, a Municipal Corporation of the State of Oregon, as follows:

Section 1. Based on the above findings which are incorporated herein, the Goals and Policies set forth in the Eugene Downtown Plan are hereby adopted as a refinement of the Eugene-Springfield Metropolitan Area General Plan for the downtown plan area.

Section 2. The implementation strategies, design projects, and area descriptions in the Eugene Downtown Plan are recognized as ideas on how to implement the goals and policies, but they are not adopted as City policy.


Section 3. The Revisions and Errata of October 22, 1984 and the Revised Introduction of September 24, 1984 are adopted as revisions to be incorporated in the final version of the Eugene Downtown Plan.

Section 4. The list of Implementation Priorities of October 22, 1984 is further recognized as providing direction for implementation activities, though it is also recognized that project complexity and budget may affect the city's ability to implement projects in the order they are listed.

Section 5. The City Council hereby adopts as additional findings the supporting text, maps, graphs and tables contained in the Eugene Downtown Plan and the Eugene Downtown Plan Appendix.

Section 6. The City Recorder is requested to attach to this resolution a copy of the final version of the Eugene Downtown Plan as adopted herein.

The foregoing Resolution adopted the 31st day of October, 1984.



Karen Goldman
Asst. City Recorder



*Photographs courtesy of Rosanne Olson
Jerry Gill
The Register-Guard
Sergio Juan Ortiz*

*Typesetting: Rhyne Graphic Communications
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