

## Downtown Riverfront Frequently Asked Questions

Eugene’s Downtown Riverfront could undergo a major transformation, fulfilling the community’s long-held goal of turning a vacant, inaccessible and empty riverfront lot into a vibrant, active, and accessible riverfront neighborhood and community destination. The redevelopment of the Downtown Riverfront has been a part of the community’s vision for decades, reinforced through numerous public engagement opportunities over several years. The City’s Urban Renewal Agency now owns 16 acres of riverfront property that can become Eugene’s riverfront neighborhood - directly connecting our downtown and campus areas to the river and creating more access points for the community to enjoy. We have an opportunity to fulfill our community’s vision.

The City has been in negotiations with Williams/Dame & Associates (WDA), who have a tremendous amount of downtown and riverfront redevelopment experience. WDA has a commitment to and track record of developing high quality projects that create a unique sense of place and neighborhood.

On January 31, 2018, WDA presented their vision and initial concepts for the Downtown Riverfront site to City Council. On May 29, 2018, the Urban Renewal Agency Board reviewed proposed terms of an agreement with Williams/Dame & Associates that would set the stage for the future redevelopment of the site.

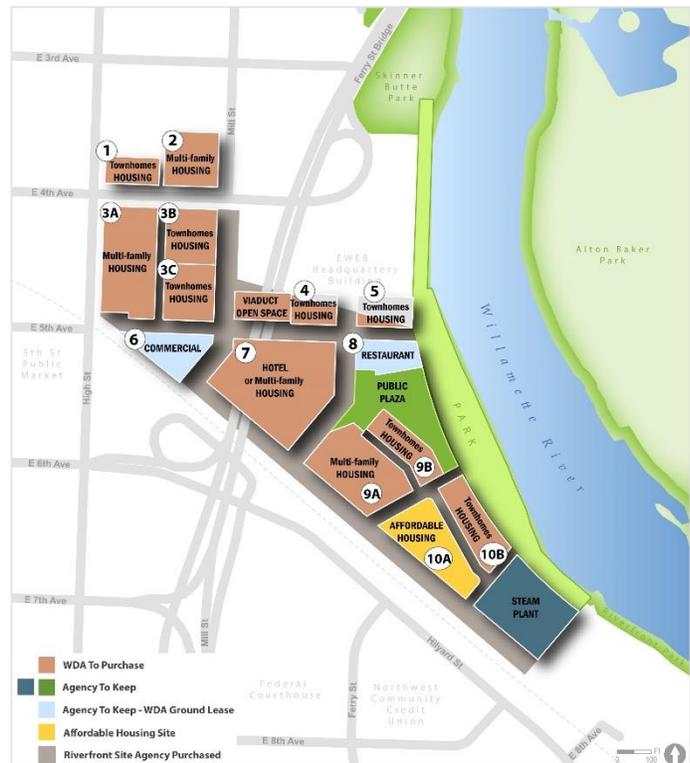
### Land

**1. What is being purchased by whom and for how much?**

WDA is offering to purchase 8 acres of the Downtown Riverfront property for redevelopment for \$2.7 million. In addition, WDA would lease the land for two parcels for future commercial and restaurant space. The Agency currently expects to sell the affordable housing parcel to a developer that specializes in affordable housing for \$1.

**2. What is the Agency (City) keeping?**

The Agency will keep about 5.1 acres for right-of-way, including the streets. In addition, the Agency will retain 3 acres which includes the park plaza, the Steam Plant, and the parcels that WDA will lease for commercial and restaurant uses. Next to the Downtown Riverfront property, the City will create a world class 3-acre Riverfront Park that will be seamlessly integrated into the plaza.



## Park & Open Space

### 3. What's happening with the park? How big will it be?

The Riverfront Park will consist of about 4 acres of property located along the Willamette River. The City will purchase 3 acres of property along the Willamette River from EWEB for \$1. In addition, the concept for the redevelopment area purchased by the Urban Renewal Agency includes a 1.1-acre public plaza which will be an extension of the Riverfront Park area.

### 4. Who will be designing the park?

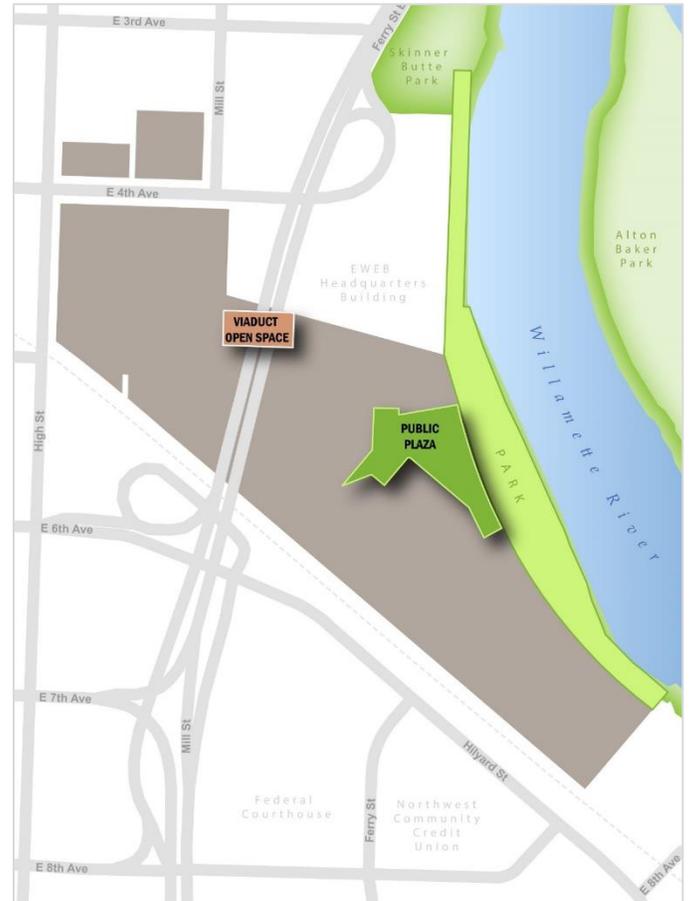
The City has retained [Walker Macy](#) as the design consultant. Walker Macy has been providing landscape architecture, urban design, and planning services since 1976. They specialize in providing creative solutions that transform public and private spaces into successful urban plazas, parks, and waterfront revitalization projects. They have received 31 awards from the Oregon chapter of the American Society of Landscape Architects (ASLA) and 2 National ASLA Merit Awards. Notable projects include the [Ankeny Plaza](#), [Pioneer Courthouse Square](#), and the [South Waterfront Park in Portland](#).

### 5. What is the timeline for the Riverfront Park?

The design phase is underway right now, with a concept plan being produced by September 2018. It is expected that construction of the new park will be completed in 2021.

### 6. What is the cost of design/development of park and plaza?

We are currently in the public engagement phase of design for the park and plaza so we do not have cost projections yet. Community input will influence total cost. While actual costs are not currently known, we are anticipating that the park and plaza may be in the \$10 million range. The Council/Agency Board will decide funding later this year



**7. What are the park public involvement summer steps?**

The design team had their kickoff meeting in May. The next meetings are July 19 and September 27. For up-to-date information on the Riverfront Park, please visit [www.eugene-or.gov/RiverfrontPark](http://www.eugene-or.gov/RiverfrontPark).



**8. What will the plaza be like?**

The Riverfront Master Plan envisions a smaller-scale hardscape plaza. The current concept proposes a significantly expanded area (1.1 acre) that would be designed to be seamlessly integrated into the 3-acre park to support events, allow food cart access, and be programmed as an active public space. For scale, the plaza is roughly the size of a football field (although not a rectangular shape). More information on the design of the space will be determined as the Riverfront Park planning process moves forward.

**9. How will the plaza and park be managed to keep it clean, welcoming, and safe?**

The plaza and park will be maintained as a part of the City’s system of public parks. Trash, landscape, and other maintenance will be the responsibility of City Parks and Open Space staff. Design principles that discourage inappropriate behavior and enhance safety such as good lighting and clear sight lines are being applied. It is envisioned that the plaza would be actively programmed and host events, food carts, and other activity that would attract the positive behavior that is welcoming and safe to everyone. The proposed residential uses nearby will help keep eyes on the public spaces and encourage respectful, safe behavior. A district association is planned and it is anticipated that the group will be strong advocates for keeping these spaces clean, welcoming and safe.

**10. What amenities are being planned for the park?**

The public design phase will help shape the amenities that are included in the park. Some uses that were envisioned in the Riverfront Master Plan and are being considered during the planning process including moving and reconstructing the bike path, play areas, habitat restoration, hardscape areas, natural areas, water features, and public art.

**11. Who will fund the maintenance of the park?**

The Riverfront Park will be maintained by the City and supported by \$750,000 provided by EWEB for park maintenance and security.

**12. What is planned for the open space under the Coburg Road viaduct?**

The viaduct open space is part of the redevelopment property that WDA is seeking to purchase from the Agency. WDA will be responsible for construction costs (estimated at \$870,000) of developing the

space. The space will be open to the public but privately managed. WDA is considering the construction of some type of sport courts or a dog park in this space.

**13. What kind of precedent or examples do we have of privately held public open space like the area proposed under the Coburg Road viaduct?**

Privately held and publicly accessible open space is a common feature in many larger cities throughout the world and is required as a part of development in some metropolitan downtown areas in the United States. Frequently referred to as POPS (Privately Owned Public Space) or POPOS (Privately Owned Public Open Space), these areas are most often some type of public plaza, urban lunch spot, contemplative garden or rooftop space. These spaces are required in land use code in San Francisco, New York and other cities to assure relief and pleasant outdoor experiences within highly urbanized areas. You can see examples of these spaces and POPS programs on the web here:

- <https://www1.nyc.gov/site/planning/plans/pops/pops-history.page>
- <https://sf.curbed.com/maps/sf-parks-private-popos-public-owned>
- <http://www.seattle.gov/dpd/toolsresources/pops/default.htm>

Locally, Eugene’s privately held public open space is less obvious, but still present. The courtyard at Oakway Center is a good example of an outdoor seating and plaza area where many children also play on the grass and seat walls. Other less urban examples include local cemeteries (Masonic, Pioneer, or Gillespie Butte), Willow Creek Natural Area (owned by the Nature Conservancy), and some private land that adjoins or provides access to public park property or trails. The Bethesda Lutheran Church on Royal Avenue owns and operates a baseball field directly adjacent to the church. The six acre community park is open to the public, used for church programming, and serves as a Little League practice area. In addition, under City Code, Planned Unit Developments must also dedicate common open space that isn’t operated by Parks and Open Space. These spaces are often developed as picnic areas, small playgrounds, or trail connections between neighborhoods and are usually maintained by the local Home Owners’ Associations.

**14. How does the Master Plan open space compare to WDA’s concept plan?**

While some of the spaces are configured differently the amount of open space between plans is essentially unchanged with the exception of the pollinator knoll. The WDA plan has consolidated areas of open space to provide a significantly larger plaza area and extend the park into the core area of the neighborhood. The park’s landscape is being designed to allow community members to visually and physically access the river. The design will afford multiple viewing opportunities throughout the park. The recreation of a Millrace Pond water feature contained in the master plan has been removed. Consideration is being given to establishing a water feature in the vicinity of the plaza where there is more natural stormwater drainage that could serve a similar function and education opportunity. The vision of the pollinator knoll as proposed in the Master Plan is not feasible for several reasons. It is on property south of the redevelopment site that EWEB will retain ownership of. The property is highly contaminated and needs to be capped. It is also where the needed roundabout will go for the railroad quiet zone at the 8<sup>th</sup> Avenue and Hilyard crossing. Native plantings will be extensively used in the park, along vegetated swales and rights of way to create pollinator habitat with native plantings within the roundabout or other areas of the site.

## Affordable Housing

### 15. What are the plans for building affordable housing?

The Agency has retained a parcel to partner with an affordable housing developer to construct 75 -100 units of housing for low income persons. It is anticipated that the Agency will sell the property for \$1 as a contribution to the project. The Agency is committed to providing housing on the riverfront available to a mix of income levels, including members of our community that struggle to affordable housing.

## MUPTE

### 16. Are parts of this project eligible for MUPTE?

WDA expects to apply for a [Multi-Unit Property Tax Exemption](#) (MUPTE) for the market rate rental units being proposed. If approved by City Council, a portion of the project would be eligible to receive up to a 10-year property tax exemption on the new improvement value. Throughout the exemption period, the land would be taxed. The proposed apartments are eligible for MUPTE. The proposed hotel, restaurants, commercial space, and townhomes are not eligible for MUPTE.

The MUPTE program was revised in 2015 to include criteria that makes student housing ineligible, and requires increased energy efficiency, higher quality design standards, expanded neighborhood involvement, and an extensive community review process. More information about MUPTE can be found at [www.eugene-or.gov/MUPTE](http://www.eugene-or.gov/MUPTE). WDA anticipates that if the proposed terms are approved by the Agency Board, they would submit MUPTE applications this fall. There would be a 30-day written comment period and the MUPTE Review Panel and a third party financial consultant would review the applications. Council would then consider action on the applications, which under this scenario would be estimated to occur in December or January.

### 17. What is the affordable housing requirement in the MUPTE program and how would it apply to this project?

Council modified and reinstated the MUPTE program in 2015 adding the moderate-income housing contribution requirement: MUPTE projects pay a fee of 10% of the total exemption or include at least 30% of the units with rents affordable to households at the area median income, which means rents equal to or less than 30% of the area median income. At that time, Council contemplated the potential of affordable and market rate housing on the Downtown Riverfront site. The ordinance defines a “project” to be all new development that occurs after the approval of the application on one or more contiguous lots all covered by a City-approved master plan. The Downtown Riverfront site meets this definition. In this situation, affordable housing on lot 10A could be used to meet the moderate-income housing contribution for MUPTE eligible housing on parcels 2, 3A, and 9A. WDA could alternatively opt to pay a fee equal to 10% of the total MUPTE benefit.

## Infrastructure

### 18. How is infrastructure getting built and paid for?

The City will build the infrastructure (demolish existing buildings, move/install utilities and construct streets). Under the proposed terms, WDA will pay for 50% of the infrastructure cost. The streets will

become part of the City's network of public streets and provide access to community assets like the park as well as the private development.

**19. Will there be consistent sidewalks throughout the site?**

Yes- each owner will be responsible for constructing the sidewalks in front of their lots. Under the proposed terms, the Agency will cover any added costs to upgrade all sidewalks from a standard design to one that meets the vision of the Master Plan and Special Area Plan. A significant portion of the sidewalks will need to be constructed because these sidewalks serve not only the site, but also the community regardless of the site's development.

**20. What's happening with the railroad quiet zone?**

On February 26, 2018, the Agency Board approved the use of \$3.7M of urban renewal funds for the quiet zone improvements at the three railroad crossings located within the Riverfront Urban Renewal District (8<sup>th</sup> & Hilyard, 5<sup>th</sup> & High, and 5<sup>th</sup> & Pearl). For more information on the Quiet Zone please visit: <https://www.eugene-or.gov/2920/Railroad-Quiet-Zone>.

**21. Will the roundabout be bike and pedestrian friendly?**

Reconstructing the 8th Avenue crossing to improve the connection of the Downtown Riverfront site to the existing street system will greatly improve access for bicycles and pedestrians to the Willamette River and the proposed Riverfront Park. The reconstructed crossing will include a roundabout that will allow access to both the Downtown Riverfront property and the University of Oregon property and will enhance the connectivity of the riverfront to downtown for bicyclists and pedestrians. The 8th Avenue crossing is one part of an expanded road system, and it will create new connection to the River in the urban core. All members of the community will experience improved access to the whole site, the new public park, and the river.

**22. What will happen to existing buildings on site?**

Three buildings that support EWEB operations will be demolished. The Steam Plant will be retained. Demolition will be conducted to get the site ready for vertical development. While the Master Plan proposed reuse of the Bow Truss building, its size and location present a conflict with the proposed 5<sup>th</sup> Street extension and the planned hotel. Deliberation will be given to salvaging the bow trusses for reuse elsewhere.

**23. What is an SDC Credit?**

System Development Charges (SDC) credits are based on prior uses on a site. For the Downtown Riverfront site, the proposal is to distribute the existing credits based on the percentage of developable acreage owned by WDA and others.

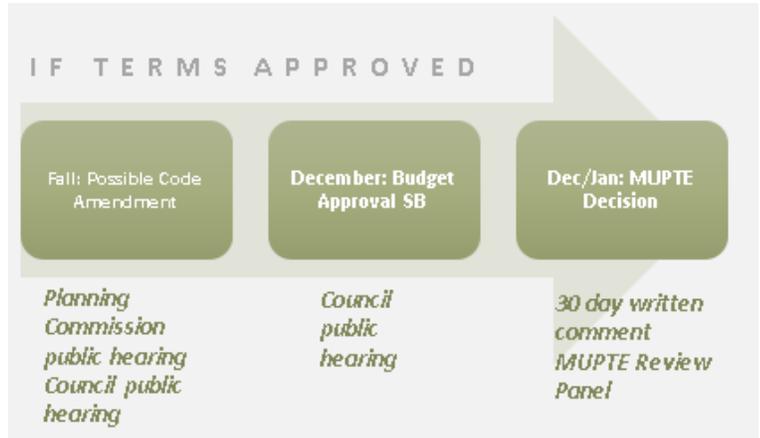
**Timeline for Construction**

**24. What is the timeframe for construction?**

The proposed timeline has infrastructure beginning in 2019 and construction following soon after on the northern parcels. Infrastructure would be completed by 2021 as would some of the first buildings by WDA and our world class Riverfront Park and plaza.

**25. Is there a due diligence period for the City and WDA to decide if this will work?**

Yes. If the Agency Board approves the proposed terms, the Agency and WDA will enter a due diligence period where a number of actions will be necessary to happen in order for WDA to be obligated to purchase the property. Some of these actions include Agency Board budget authorization, code amendments, and MUPTE approval.



**26. What can the City do if WDA doesn't meet the contracted terms for the site's development?**

The Agency will have the right to repurchase the site from WDA if they fail to commence construction within periods of time stated in the disposition and development agreement.

**Environmental**

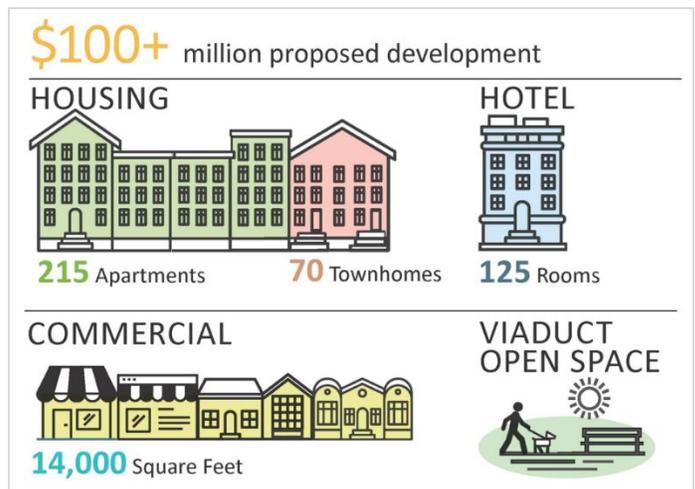
**27. Does the site have any environmental issues? Has it been cleaned up?**

A No Further Action letter was provided by the State Department of Environmental Quality (DEQ) in December that says no additional remediation is necessary for known contaminants on the site. In addition, DEQ put a Prospective Purchaser Agreement in place in April that runs with the property and provides liability protection to current and future owners if any currently unknown contamination is discovered. EWEB is responsible for additional cleanup costs for any DEQ required remediation on property owned by the Agency, which is why the City is constructing the infrastructure. The most contaminated site that has been located, east of the steam plant and power substation, will remain in EWEB ownership and will be capped. The roundabout is slated at this location at the southern end of the site.

**Concept Plan**

**28. What is included in the WDA concept plan?**

The concept plan proposes a mix of market rate and affordable housing, commercial businesses, a restaurant(s), open space, and a hotel all of which would complement the new Downtown Riverfront Park and plaza. The concept plan would add upwards of 300 units of housing to the downtown core and create a 20-minute neighborhood for community members.



**29. What is the plan for parking?**

All of the proposed residential uses have surface and tuck under parking that exceeds code minimums. Underground parking is not considered economically feasible due to the high water table and contamination concerns. On street parking of over 200 spaces would provide access to the Park and other businesses. WDA is pursuing a shared use agreement with EWEB for use of the headquarters parking lot for nights and weekends.



**30. How is non-vehicular access to the site being facilitated?**

The existing bike path will be reconstructed through the site to make it safer for both bikes and pedestrians. The extension of 5th Street prioritizes bikes and pedestrians by restricting vehicles on portions of it. Bus service will also be important to the site and opportunities to enhance bus connections are being explored with LTD. In addition, UO is working on improving the bike path on their property to the south and Public Works is exploring bike facility improvements between the University and the Downtown Riverfront along Franklin Blvd.

**31. What happened to restaurant row?**

Among the top community priorities for the Downtown Riverfront is a riverfront restaurant. The 2010 Master Plan envisioned this as a “restaurant row,” which stretched food and beverage uses along the edge of the park. Looking forward, WDA and local real estate experts have vetted a range of options and found that a single building at the transition point of 5<sup>th</sup> Avenue to the Riverfront Park with one or more restaurants is the most economically viable option. Additionally, accommodations for food carts or other seasonal food could be made on the public plaza. With a number of food and beverage options available close by (5<sup>th</sup> Street Market, Rye restaurant, Coldfire Brewing, Courthouse District, downtown core), the Downtown Riverfront would complement other uses, not necessarily compete with them.

**32. What kind of restaurant(s) is planned?**

We are interested in food and beverage options that are representative of Eugene and appeal to a broad cross section of our community. Of course, this means different things to different people, but one way to achieve this is with a menu that offers variety and different price points. We have some good examples of this in successful restaurants around the city, and would love to have a local operator if one

comes forward. In addition to a sit down restaurant, we see the plaza as potential to support other food vendors that would diversify options for food and drink.

## Steam Plant

### 33. What are the plans for the Steam Plant?

The Steam Plant is not part of the WDA proposed concept. The Agency is currently working to identify a team that has a vision and capability of leading the re-use of the Steam Plant. The Agency released a Request for Qualifications in May 2018. Responses were due June 11.

The Riverfront Urban Renewal District advisory committee (River Guides) will review submissions and make a recommendation to the Agency Director on a process for soliciting proposals. Proposals will be vetted through the River Guides with public input and a recommendation for Agency Board direction. More information about the Steam Plant re-use can be found at [www.eugene-or.gov/SteamPlant](http://www.eugene-or.gov/SteamPlant).



## Funding

### 34. How much will the private and public cost be for the proposed concept?

Total costs for WDA are estimated to be \$113 million. This includes cost of the land they will purchase (\$2.7 million), half of the infrastructure (\$7.725 million), sidewalks (\$1.5 million), viaduct park (\$.9 million) and \$100 million for constructing townhomes, apartments and a hotel.

City/Agency share of the costs associated with the private investment in new construction are estimated at \$12.2 million. This includes cost of the land that will be retained (\$3.1 million), half of the infrastructure (\$7.725 million) and sidewalks (\$1.4 million).

In addition, City/Agency will be investing in two community assets, Riverfront Park (\$10 million) and Quiet Zone crossings (\$3.7 million).

### 35. How will the City pay for its share of the cost?

Should the Agency Board approve the proposed terms, the Agency Board/Council would have the opportunity to discuss funding options in the fall and take action on a supplemental budget in December. As a reminder, should urban renewal funds be considered, Section 700 of the Riverfront Urban Renewal Plan requires that the Agency Board approve all projects, other than loans, in excess of \$250,000. This is in addition to the Agency Board's budget review and approval process.

## Cost-Benefit Analysis

### 36. What are the key takeaways from the Cost-Benefit Analysis

The analysis organizes development costs into categories-

- City and the Agency's direct costs associated with the private investment in new construction, are estimated to be \$12.2 million. These investments fund the purchase of property (Steam Plant, commercial parcels, land for infrastructure, and plaza) and basic infrastructure (roads and utilities) to serve the Downtown Riverfront neighborhood. (Note: City and the Agency's direct costs for community assets, investments that will be made independent of the proposed WDA redevelopment, are estimated to be \$13.7 million. These investments include cost of constructing the 4-acre park/plaza and the Quiet Zone.)
- Direct costs borne by WDA, are estimated to be \$112.8 million. The investments include the construction of new buildings, the land for private development, and a proportional share (50%) of basic infrastructure to serve the redevelopment

The analysis estimates the following development benefits-

- The District will have cumulatively collected about \$2.8 million from the new redevelopment by the time the District sunsets in 2024.
- In 2025, the redevelopment will generate \$390,000 to the City of Eugene and \$72,000 to Lane County.
- In 2049, 30 years after redevelopment begins, the new redevelopment will have generated a cumulative total of about \$19.8 million in property taxes to the City of Eugene.

If no private development occurs, the property will continue to generate no tax revenue.

The non-fiscal impacts of the WDA concept plan have limited consequences and many positive elements. The development will establish a new neighborhood with greater connectivity and opportunities for auto-free travel and lifestyle. It will not displace any existing residents and will contribute jobs and housing for a variety of income levels, including affordable housing for low-income households. It creates an inviting, accessible shared space along the Willamette River, with improved riparian habitat.

## Process Steps/Future Actions

### 37. What opportunities are there for the public to weigh in?

A number of opportunities are planned for the public to learn more about the WDA concept plan prior to the Agency Board taking action on the proposed terms. We have a Downtown Riverfront website that people can access to get the latest information on the project and provide input. We will have static displays during June and into July at the Atrium, 99 W. 10<sup>th</sup> Avenue, Eugene, and in the downtown library. Two River Guides meetings were held in June and were open to the public. The River Guides reviewed and provided input into the proposed terms.

An open house was held on the evening of June 20 from 4:00-7:00pm at the EWEB headquarters building. Staff and WDA team members were available to answer questions and take comment. Community members were also able to take a site tour to get an on the ground sense of location and scale for the proposed park and plaza and other planned improvements. Staff have presented at the Young Professionals Summit and to members of the Downtown Neighborhood Association board. Staff are also available to make presentations upon request to community groups.

A public hearing is scheduled for June 25 at Harris Hall, 125 E. 8<sup>th</sup> Avenue, Eugene, at 7:30pm. Input received from the public at public information events will be summarized and provided to Council for consideration at the June 25 public hearing or the July 9 work session.

A work session for the Agency Board is scheduled for July 9 to discuss the public input and possibly take action on the proposed terms.

Additional public involvement opportunities include the riverfront park design process and the Steam plant request for proposal process. The community will be asked about their ideas for the park concept plan and for their perspective on the proposals that are submitted for adaptive reuse of the Steam plant.

**38. What are future decision points and what role is there for the Agency Board/City Council?**

The Agency Board is tentatively scheduled to have a work session on July 9 for discussion and possible direction on the proposed WDA terms. If the terms are approved, the Agency and WDA would sign a development and disposition agreement and enter into a due diligence period in which a number of actions would be necessary to happen in order for WDA to be obligated to purchase the property. Several of these – code amendments, budget authorization, MUPTE approval, and Local Improvement District (LID) provide additional opportunities for public input prior to action by Council.

