

Downtown Priorities and Projects: Draft List

This attachment includes the draft list of Downtown Priorities and Projects. The list consists of six categories: Housing, Public Safety, Social Services, Commercial Activity & Development, Public Spaces & Mobility, and Events & Culture. There are priorities listed within each category, and possible projects and programs listed under each priority. The possible projects were pulled from ideas from the community, staff, and existing City policies and plans. See Attachment F for a list of all ideas submitted by the community.

The actions identified to address the six categories are a broad mix of operational activities and physical improvements. Many could fall into more than one category. To advance the most effective actions that emerged from the public engagement, City staff created an inter-departmental Downtown Action Team in January 2023. This team will assess the ideas on the list based on criteria such as: cost, potential funding sources, feasibility, effectiveness, and alignment with existing City policies. The team will also evaluate the timing and urgency of each and how a racial equity and accessibility lens could be applied. This list is intended to be a living document that will evolve as projects are evaluated or implemented.

Housing	Urban Renewal Eligible?
Priority: Support creation of a mix of new housing affordable across income levels	
Project examples:	
Incentivize market-rate and/owner-occupied housing in the downtown core (e.g. cover SDCs and permits, offer reduced-cost land, low-interest loans)	Yes
Bolster existing programs that support creation of housing for people with low and very-low incomes	Yes
Revamp MUPTTE or create new tax holiday program to incentivize housing	
Incentivize redevelopment of vacant office buildings into housing with ground-floor commercial (e.g. cover SDCs and permits, grants, loans)	Yes
Encourage rehabilitation of older multi-story rental housing south and east of the downtown core.	

Public Safety	Urban Renewal Eligible?
Priority: Increase and improve public safety presence downtown	
Project examples:	
Expand non-law enforcement public safety and outreach services (e.g. Downtown Ambassadors)	
Combine non-law enforcement public safety teams (e.g. Downtown Ambassadors and Red Hats)	
Expand law enforcement in downtown	
Establish gentle policing presence, set expectations about acceptable behaviors, and follow through	
Bring more diverse law enforcement representation downtown	
Priority: Improve physical environment to support public safety	
Project examples:	
Expand court program where minor infractions are worked off by cleaning up downtown	
Make physical improvements to discourage anti-social and criminal behavior (e.g. lighting, sidewalk infrastructure)	Yes

Social Services		Urban Renewal Eligible?
Priority: Identify needed social services in the downtown area, in coordination with ongoing community-wide efforts		
Project examples:		
Expand behavioral health crisis and addiction services in downtown (e.g. proactive outreach and create physical location)		Depends
Provide a facility with services such as showers, bathrooms, places to sit down, make phone calls		Yes
Create or support youth center that provides programming and activities as well as services		Yes
Increase coordination between providers (crisis and social services)		

Commercial Activity & Development		Urban Renewal Eligible?
Priority: Strengthen downtown's commercial environment		
Project examples:		
Activate vacant spaces with temporary activity (e.g. "pop-up shops")		
Incentivize positive commercial use and/or discourage vacancy		Depends
Promote active storefronts & activity on both sides of the street (recruit active uses, physical improvements)		Depends
Recruit businesses to serve downtown residents and workers (e.g. hardware store, pharmacy, etc.)		
Subsidize rent to support growing and new businesses		
Invest in improvements to vacant or underutilized commercial spaces to increase flexibility and marketability		Yes
Launch/expand marketing campaign to promote existing downtown businesses		
Support the creation of wet lab/incubator space		Yes
Expand the square footage of convention facilities downtown		Yes
Expand free parking options to support commercial activity		Depends
Priority: Encourage redevelopment in strategic locations		
Project examples:		
Invest in private development at strategic publicly owned locations (E.g. McAyels, Future City Hall, 8th/Pearl)		Yes
Incentivize redevelopment of vacant or underutilized privately-owned parcels (including surface parking lots)		Yes

Public Spaces & Mobility		Urban Renewal Eligible?
Priority: Improve the user, pedestrian, and multi-modal experience downtown		
Project examples:		
Repair and enhance sidewalks		Yes
Install more lighting features		Yes
Improve bicycle/non-motorized vehicular facilities		Yes
Clean the streets and sidewalks on a more regular basis		
Provide more trash cans		Yes
Build or provide more public restrooms		Yes
Improve connections between traditional downtown core and the Market District, the Riverfront, and the UO		Yes
Create a pedestrian connection across the railroad tracks between the end of Willamette Street and Skinner Butte.		Yes
Conduct a “walkability” assessment to determine needed pedestrian improvements in downtown.		Yes
Create more public spaces that attract families and youth; provide places to play, sit, and attend events (ex: Farmers Market Pavilion)		Yes
Priority: Upgrade/redevelop City-owned public spaces		
Project examples:		
Complete Park Blocks renovation		Yes
Improve Kesey Square		Yes
Redevelop public space at 10th/Olive intersection (LTD/Library/LCC/Atrium)		Yes
Complete Willamette Connection Phase 2		Yes
Locate a play structure for kids near the Park Blocks.		Yes
Priority: Create a sense of place when in downtown		
Project examples:		
Include signs, public art, and landscaping at the gateways to downtown along Broadway and Willamette.		Yes
Implement a historic plaque program and walking tour.		Yes
Provide a prominent entrance to downtown from East Broadway near Mill Street.		Yes

Events & Culture		Urban Renewal Eligible?
Priority: Strengthen downtown's role as Eugene's Cultural hub		
Project examples:		
Increase small-scale, regular programming that creates a positive atmosphere (e.g. banner program, busking program, concerts, windowfront installations)		Depends
Create more regular weekly events (i.e. Saturday and Farmers Markets)		
Host annual/seasonal community gatherings downtown (e.g. Eugene Celebration, Halloween, Fiesta Cultural)		
Host or support art and cultural activities that increase inclusion, diversity, and equity (e.g. events, public art, Multi-Cultural Center)		Depends
Support relocation and development of museum(s) Downtown (e.g. art, childrens', history, Eugene Science Center)		Yes