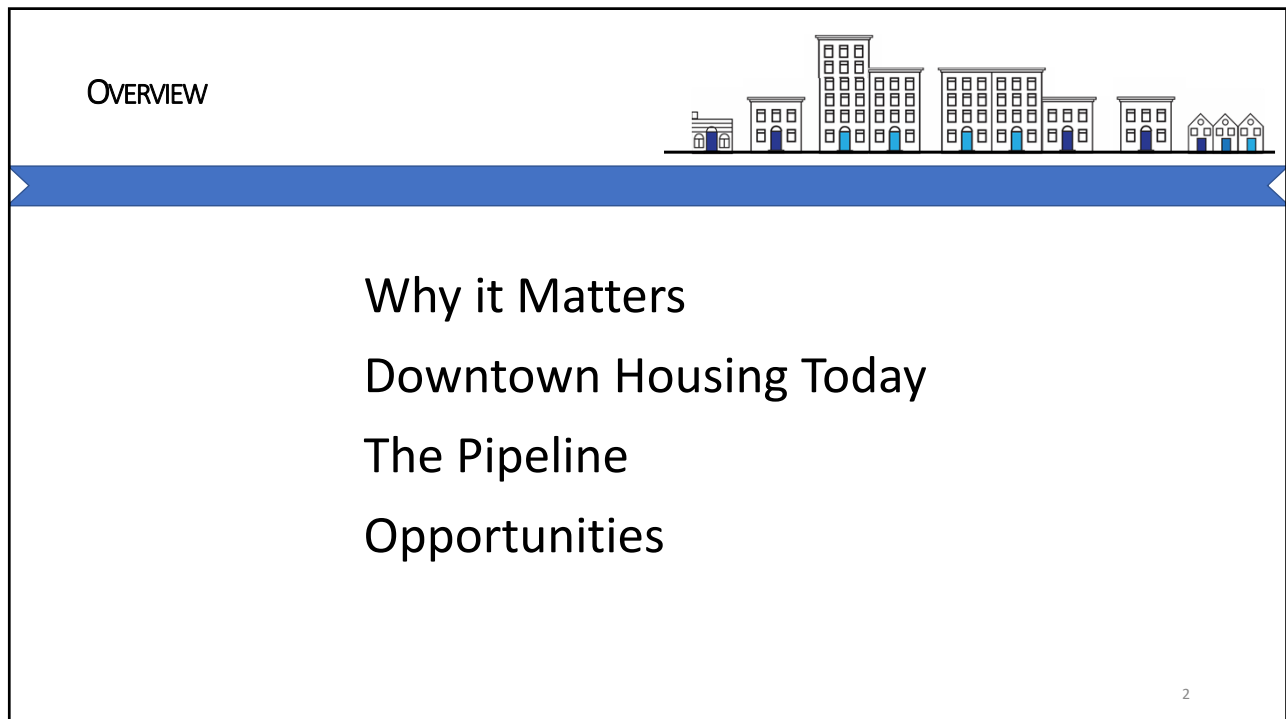


1

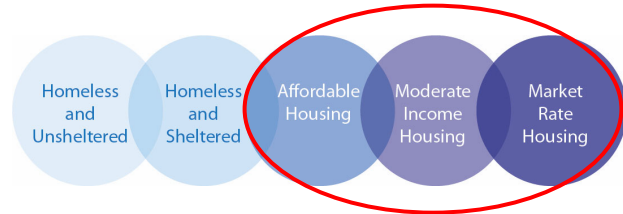


2

## DEFINITIONS



Downtown



Housing

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## WHY?



### Eugene

Climate  
Transportation  
Parking  
Municipal Finance  
Infrastructure Maintenance  
Farmland and Foothills  
Access to Services  
Economic Development

### Downtown

Supporting Local Business  
Active Public Space  
Public Safety  
Economic Resilience

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## INCENTIVES



- ✓ LAND
- ✓ ZONING
- ✓ MARKET
- MONEY

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## Development Challenges

- Limited property
- Construction costs
- Lease rates
- Parking
- Many owners
- Site constraints
- Clean up costs
- Pandemic



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## Eugene

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Climate  
Transportation  
Parking  
Municipal Finance  
Infrastructure Maintenance  
Farmland and Foothills  
Access to Services  
Economic Development

## Downtown

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Supporting Local Business  
Active Public Space  
Public Safety  
Economic Resilience

## Development Challenges

- Limited property
- Construction costs
- Lease rates
- Parking
- Many owners
- Site constraints
- Clean up costs
- Pandemic

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## TYPES OF INCENTIVES



### Capital

Providing Land

Supporting Projects Costs

Paying COE Fees

60% AMI

Mixed Income

Market Rate

### Operations

LIRHPTE

MUPTE

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## DECISIONS FOR TODAY



1. Direct the City Manager to return with information about opportunities to provide further incentives for the development of downtown housing.
2. Take no further action.

Does the HIP have the right goal of increasing downtown housing by 50%, or should it be amended (increased or decreased) or removed from the HIP?

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