

Shoppers rate downtown 'most attractive'

By LARRY MAGDER
Of the Emerald

Valley River Center first in safety, parking ease

Question: Which shopping area do you think is the most attractive: Valley River, downtown or the University district?

Last spring, 503 members of the University community answered that and other specific questions for a survey funded jointly by the Department of Urban Planning and the City of Eugene. The preliminary results are in and a University urban planning class is making a detailed analysis of

the results of the survey.

The purpose of the survey was to get a "general idea about what the University community felt about the downtown as compared to other shopping areas," said Sherry Nesbitt.

Nesbitt and Jeff Ross designed the survey as part of a seminar led by David Povey of the Department of Urban Planning.

The survey was mailed to 1,500 randomly selected University stu-

dents, faculty and staff members out of which 503 responded. Seventy-five percent of the respondents were students.

Of those surveyed:

- 44 per cent felt the downtown area was the most attractive, while 41 per cent chose Valley River Center (VRC) and only 8.9 per cent chose the University district.

- 57 per cent felt VRC was the safest, while only 12 per cent felt

the downtown area was most safe.

- 66 per cent felt parking was easiest at VRC.

- When asked where they spend \$25 or more, more than twice as many students selected VRC over downtown.

- Downtown was the favored place to buy stereos and accessories, (40 per cent), records (40 per cent) and athletic supplies (49 per cent), while VRC was most often chosen for buying clothes (59 per cent) and the University district was by far the most popular area in which to buy books (73 per cent).

Nesbitt believes the most informative part of the survey was a section that solicited opinions about various proposed improvements to the downtown

area.

She pointed out most of the respondents said the downtown area could be improved with the addition of a civic auditorium, a sidewalk cafe, a new major department store and longer shopping hours.

Proposals which would have no affect, or "negative impact" on those surveyed, include the addition of a penny arcade, a fastfood restaurant, a health club and a frequent shuttle bus between the University and downtown.

The respondents were evenly divided on a proposal to provide continuous weather protection over the mall.

Nesbitt noted the data would be more meaningful if it was broken down by the types of respondents. This fall, an Urban Planning class in "Planning Analysis" will take on that task.

Alumni contribute major portion of monetary gifts

Private monetary contributions to the University last year increased by 33 per cent according to Clifford Cole, director of the Office of Development, which controls private funds for the University.

He says during 1975 and 1976, the University received \$1,295,832. Last year that figure grew to \$1,717,016.

Private gifts from alumni constitute the majority of the development fund, with business and corporations donating the rest, Cole said.

"There are two types of donations that can be made to the University," explains Cole. "Unrestricted accounts are those in which a person or corporation will give us an amount of money, and we use it as we see fit. A restricted account, on the other hand, has to be utilized for specific programs."

The donor has to follow certain guidelines, such as nondiscrimination, in deciding where to direct donations, Cole added.

Since its inception in 1957, the

development fund as grown steadily. In 1960 the fund had assets totaling \$111,474. Last year the assets were \$4,265,188 a growth of almost 98 per cent over 17 years.

The development fund disperses its monies in a variety of ways. Included in a recent "Second Century of Service" brochure were goals and priorities of the office of development for the next 100 years.

The biggest portion of money was allotted toward "enhanced

campus facilities," with an "increasingly dynamic faculty" falling into second place. "Expanded educational opportunities," which includes scholarships and fellowships, came in third place.

Although the development fund is an important source of private funding for their public institution, dollar-wise it is miniscule compared with the total operating budget of the University. Cole estimates less than two per cent of total University funding comes from the development fund.



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