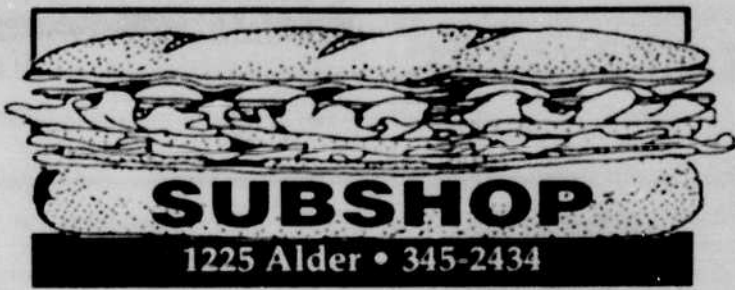


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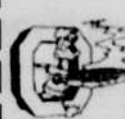
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OLIVE

Continued from Page 1A

recently opened on Olive Street, were already planning to move into their current space, said Brink, but the owners also thought the opening of Olive Street was critical.

Brink said two new leases had been signed in the reopening vicinity, and Tolman's Jewelers, another store on the mall, also moved so it could face Olive Street.

Some of the existing merchants on the mall are positive about the reopening as well.

Connie Malone, the general manager of Eugene Athletic, said she favored opening Olive Street because it put her store on a corner with better access and visibility.

Malone said it is too early to tell if business has improved as a result of the reopening, but people coming into her store are enthusiastic about it.

"They like parking at the meters," Malone said. "It's added parking spaces and that helps, because people are frustrated with the parking system."

Karen West, the manager of Book Mark, near the West Bros. Barbeque, said she believes reopening the street has probably helped her business.

"It's real hard to tell whether it's because they opened Olive Street or because they took the fences down," she said, referring to the fences that blocked the sidewalk in front of her store during the construction process.

"Most people like it," West said. "I don't think I've heard anyone say anything bad about it."

"I haven't had anyone say to me, 'Boy, that was a dumb idea,'" Brink said, adding that the comments he has received have been almost unanimously positive.

Brink said Olive Street is now the only two-way street that allows motorists to drive from south Eugene through downtown to Fifth Street. He said he believes that the reopening will make navigating the downtown area easier.

Brink's only concern about the reopening was the crosswalk in the middle of the block.

"There's no light at Broadway and Olive," Brink said, "meaning there's no light with the pedestrian crossing, so both the driver and the pedestrian need to take responsibility."

The biggest opposition to the reopening of Olive Street came in the form of money concerns. Many people had said they believed \$700,000 was a lot of money to spend for two blocks of a street. Brink said the final project was finished within the budget limit.

The overall benefit Brink mentioned was a different "feel" to the area.

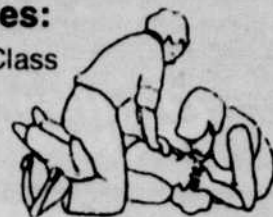
"There's just a feel down there of vitality, life, that you didn't get before," he said. "It's intangible, but businesses look for that."

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