



## MEMORANDUM

EUGENE WATER & ELECTRIC BOARD  
PROPERTY MANAGEMENT SECTION

*Rely on us.*

TO: Commissioners Farmer, Brown, Cassidy, Cunningham and Ernst  
FROM: Mark Oberle and Jeannine Parisi  
DATE: January 5, 2010  
SUBJECT: Master Plan Design Options

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### **Issue Statement:**

Staff and representatives of the consultant team will meet with the Board to review the design options presented to the public in November, and share preliminary views of a single concept in response to community input and continuing research.

### **Background:**

Redevelopment of the EWEB property presents an extraordinary chance to reconnect downtown to the river with improved public access, uncover the many layers of industrial and cultural history on the site, and cultivate a vibrant, multi-use environment that is a destination spot we all can enjoy. The CAT and design team are working towards options that reflect these and other overarching social, environmental and economic goals. Striking a balance between articulating a vision for the future redevelopment of the property, while providing flexibility to capture unforeseen opportunities, is key to success.

The design team has held two of four major public events, plus a design charrette. These events, which have exceeded expectations in terms of publicity, participation and positive community response, are helping the CAT and project team identify preferred structural elements to include in a single design concept. A road map based on the City/EWEB MOU has been developed to guide the CAT through the decision points needed between now and the next public event, where a single draft will be presented (see Attachment 1). To further assist in the design phase of the project, the CAT recently visited the downtown riverfront area in Corvallis, and three riverfront redevelopments in Portland.

### **Discussion:**

On November 10, three preliminary designs were unveiled at a public meeting with over 200 people in attendance (summary report is available at [www.eugeneriverfront.com](http://www.eugeneriverfront.com)). The common themes of each option were explained to participants: 1) they seek to integrate urban activities with natural functions, and interweave desirable people places with healthy habitat for terrestrial and aquatic species; 2) they create new street and pedestrian connections between the downtown and the river, and enhanced public access along the riverfront; 3) they retain a continuous bike path through the site and publicly accessible open space. The designs enable,

but don't require, reuse of existing buildings to embrace the site's history and establish a sense of character in the redevelopment schemes. The designs also facilitate, but do not depend on, additional site amenities including a secondary bike/pedestrian bridge connecting to Alton Baker Park via 8<sup>th</sup> Avenue and/or a daylighted Millrace feature. The three options are described in more detail below (see attachments for site diagrams).

### **Option 1: City Green**

"City Green" includes a single large triangular wedge of open space in the middle of the site, that could have "pavilions in the park" to offer public amenities near the river. Regular, rectangular blocks are placed along the railroad corridor. 8<sup>th</sup> and 5<sup>th</sup> streets connect to the riverfront and to a new street that runs through the site. Riparian "benches" at the Ordinary High Water Level and native plantings help restore ecological connectivity along the river.

### **Option 2: Organic Plazas**

This creates an "organic" framework that responds to the locations of existing buildings and river-edge restoration opportunities. It includes a public plaza away from the river edge. "Green extensions" from the river into the city on axis with 5<sup>th</sup> Ave and Ferry Street could be areas of riparian restoration and provide on-site stormwater treatment. Building fronts are oriented toward an internal street that links 5<sup>th</sup> and 8<sup>th</sup> Avenues, and backs of buildings are oriented toward the river.

### **Option 3: River Bow**

The River Bow includes a linear riverfront park with layers of street, paths and green terraces along the bend in the river. Buildings face toward a multi-modal "festival street" and toward the river, creating a public, active and accessible edge to the river. Access is along a "green street" at 5<sup>th</sup>, and via a "green street" crossing at Ferry. A Millrace feature along the Ferry Street axis is integrated with the open space adjacent to the Steam Plant.

The CAT will spend its next several meetings selecting the strongest elements from the design options, incorporating new ideas, and refining them to arrive at a single redevelopment option. Public input will continue to be sought during this time, including tabling at several upcoming community events and presentations at two Rotary Club meetings.

### **Recommendation:**

This is an opportunity for the Board to review the requirements of the master plan per the MOU, and discuss the current design options and preliminary concepts for inclusion in a single framework. The project team welcomes any questions or feedback from the Board on the designs and other direction to the CAT in terms of master plan content or public engagement strategies.

### **Requested Action:**

None at this time. Another meeting has been scheduled with the Board on February 2<sup>nd</sup> for Commissioners' comments on the single draft design prior to the third major public event. Presentation of the master plan for board review and adoption is on target for the May/June timeframe.

### **Attachments:**

- MOU Requirements and CAT Meeting Plan
- Design Option Diagrams

## Development of the EWEB Riverfront Master Plan – Per MOU

The master plan for the EWEB site is intended to be a comprehensive plan that describes the overall development concept for the EWEB waterfront properties. The master plan should contain both text and images to communicate the scale and character of development envisioned for the site, and to guide the long term physical development over time. At a minimum, the Master Plan will include the following information:

- a. A description and diagram of the overall development concept;
- b. A description of how the concept satisfies the criteria in the Downtown Plan;
- c. Any architectural, urban design or landscaping guidelines, principles or standards;
- d. A description and diagram of general uses on the site;
- e. Anticipated height and massing of the structures on the site;
- f. Location of roads, sidewalks, and other transportation and infrastructure elements;
- g. Location of landscaped areas, open space areas or protected riparian areas;
- h. A description of how the site connects with surrounding sites; and
- i. Any anticipated phasing of development or site improvements.

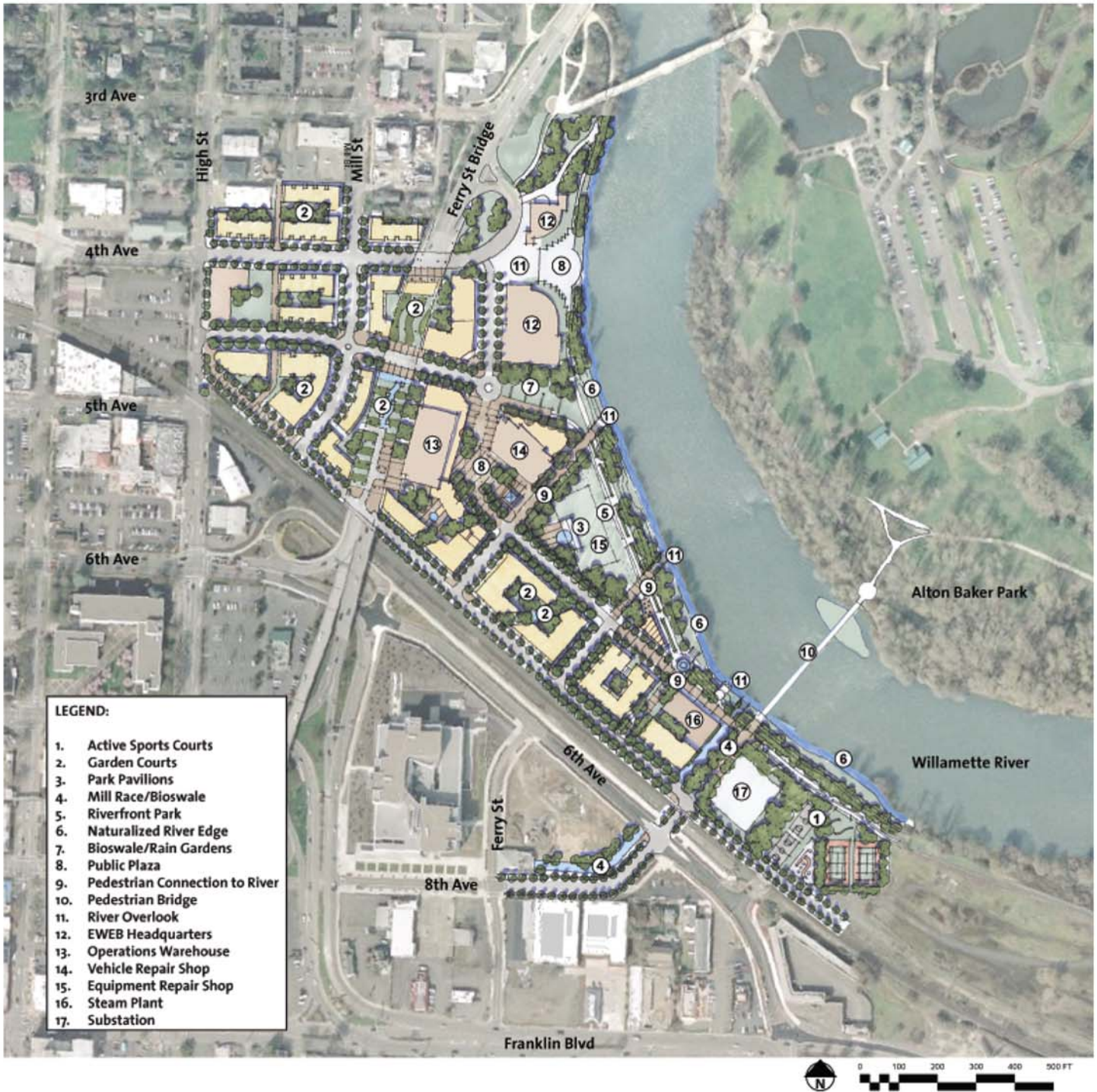
Highlighted sections above indicate criteria the design team would like general agreement on to create a single design concept for EWEB Board review on February 2. CAT discussions on these topics are planned as follows:

<b>December 9:</b>	Location and character of main street, connection to surrounding sites (items f and h) Location of open space/landscaped areas (item g)
<b>January 13:</b>	Discuss general uses (item d) and parking Discuss character of river's edge/protected riparian areas and bike path (items f and g)
<b>January 27:</b>	Review overall development concept (item a) Refine single design (items a, f, g, h) for presentation to Board
<b>February 10:</b>	Address Board comments and refine design concept Prepare for 3 <sup>rd</sup> public event (2/24)

The remaining MOU items and other critical issues identified by the Board/CAT for incorporation in the master plan will be fully considered and discussed in March – May 2010.

# EWEB Riverfront Master Plan

## Option 1: City Green



Concentrated public open space

“Pavilions in the park”

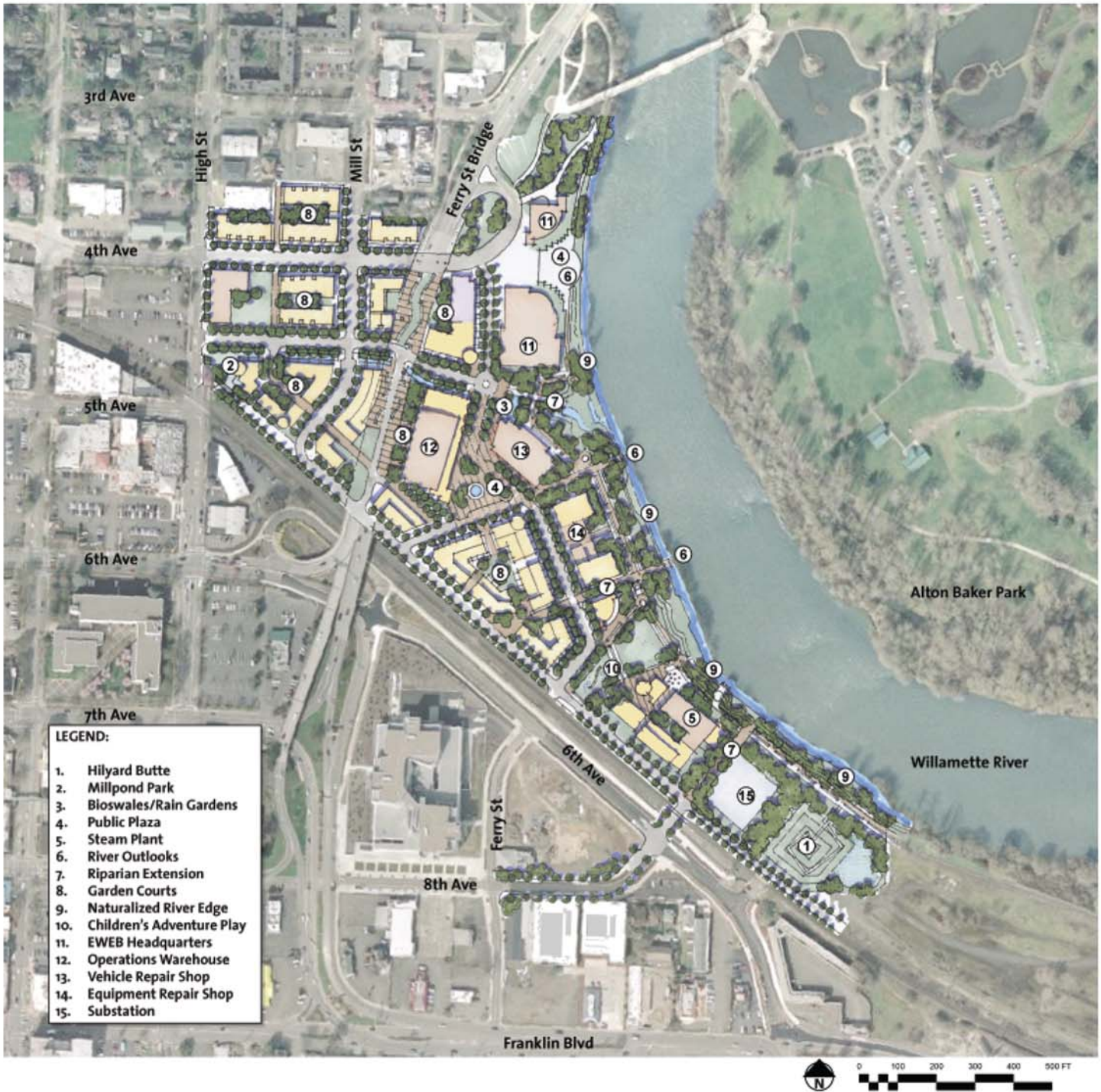
Internal public space away from river’s edge

Extension of city grid at site’s urban edges

Double- and single-loaded primary street

# EWEB Riverfront Master Plan

## Option 2: Organic Plaza



Internal public plaza at heart

“Green extensions” into city

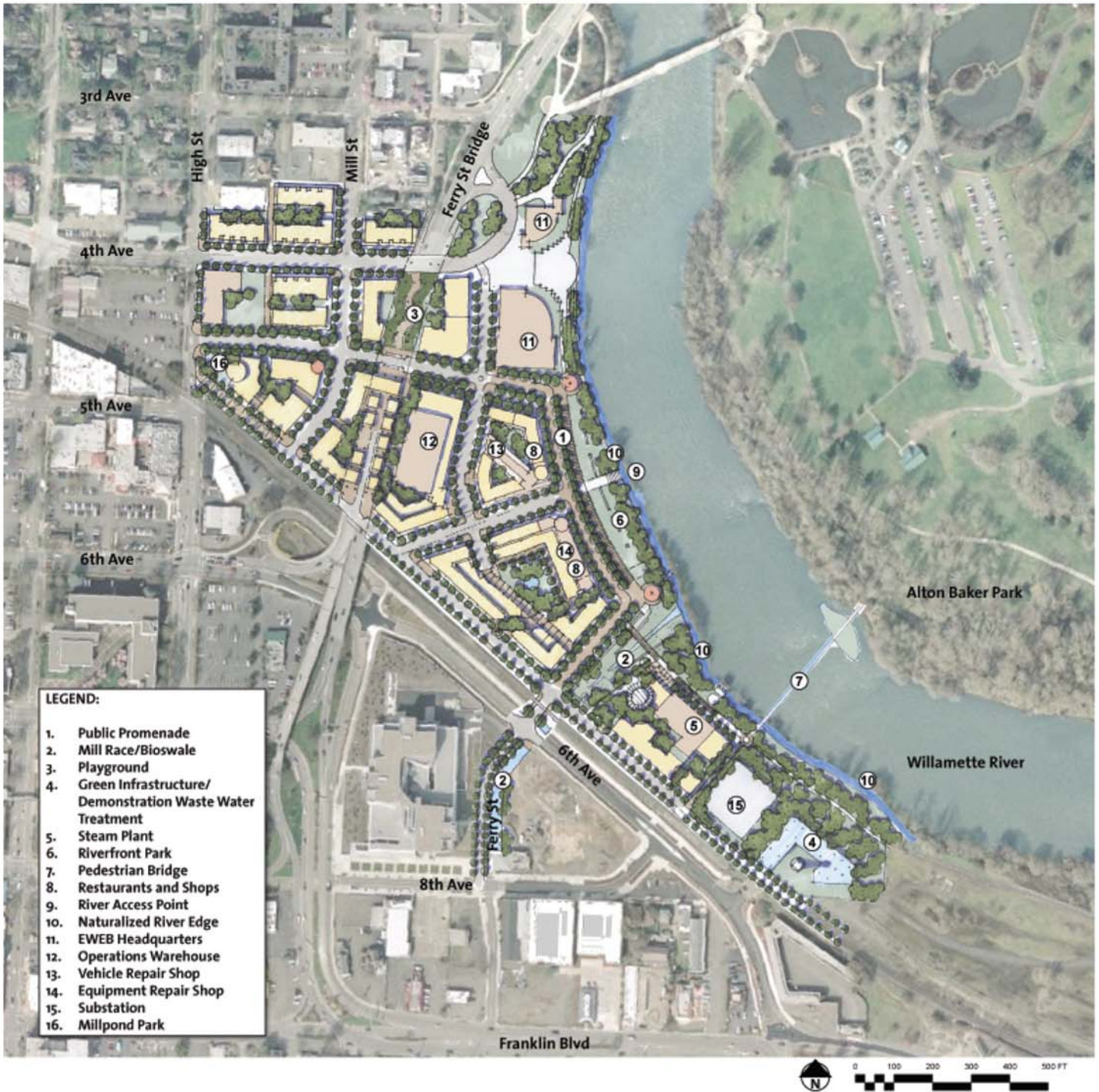
Character developed around existing buildings

Backs of buildings on river

Internal double-loaded primary street

# EWEB Riverfront Master Plan

## Option 3: River Bow



Layers of open space and paths at river edge

Fronts of buildings on river

Most publicly accessible riverfront

Green reaches into city on 5th and Ferry

Multi-modal festival street along river