



MEMORANDUM

EUGENE WATER & ELECTRIC BOARD
PROPERTY MANAGEMENT SECTION

Rely on us.

TO: Commissioners Brown, Cunningham, Cassidy, Ernst and Farmer
FROM: Mark Oberle and Jeannine Parisi
DATE: February 16, 2010
SUBJECT: Riverfront Master Plan Project Update

Issue Statement:

Staff and members of the design team will present the single design concept for Board feedback in advance of the March 3 public event.

Background:

The three design options, along with a summary of feedback received at the November 10th public meeting, were presented to the Board on January 5, 2010. The basic road network and open space plan for a single framework was also previewed at that time. The design team has been working with the CAT to merge the favored elements of the three designs, and new ideas, into one overall design concept. In addition to the tours of other downtown riverfronts, the CAT recently walked the EWEB site to 'ground truth' the latest design. At this meeting, the resulting design concept that was approved by a majority of the CAT, will be shared. This version contains several revisions based on continuing public input and more focused research.

Discussion:

Extensive community expertise and input has been sought throughout this project, including interviews, focus groups, a design charrette, site tours, speaking engagements, tabling at other events, and two significant public meetings. Utilizing this research, active community engagement, and an iterative and dynamic design process, a single master plan concept has emerged. While not unanimous, the design reflects what was heard from an overwhelming majority of participants in this process: create an urban experience that brings people to an enhanced riverfront environment. We have retained the services of U of O Professor Bart Johnson to evaluate the ecological opportunities and impacts of this single design and to make recommendations for any additional changes given the project's constraints and CAT Guiding Principles. Professor Johnson's initial report will be shared with the CAT at their February 10 meeting.

While the design does not call for specific uses, the CAT has had a preliminary conversation on whether any use restrictions should be included as part of the overall design concept. Any recommended restrictions to protect the site's value and appeal would be balanced against the desire to ensure development flexibility and adaptability to market conditions. The MOU also requires recommendations on building massing and height. These are areas the CAT has just begun to explore and preliminary recommendations will be tested at the March 3 public event.

The project team continues to seek public input in a variety of ways. Two rotary presentations, tabling at the Martin Luther King, Jr. celebration and Sheldon Community Center Bike/Pedestrian summit, and a meeting with members of the Human Rights/Accessibility community are some recent examples. A presentation to members of the Chamber of Commerce government affairs and economic development committees is planned for Friday, February 12th. This is a prime example of looping back with constituencies that we engaged early in the process to share the single framework and show how the designs have evolved to reflect community input. The Public Affairs department is planning a small contract for additional strategic outreach that will include a public meeting in the North Eugene area as suggested by Commissioner Cunningham, another meeting for neighborhood stakeholders (Skinner's Butte historic district, 5th Street Market, etc.) and a series of site tours to allow key stakeholders to walk the site with the design in hand.

The third major public event, Design Option Review, will be held on Wednesday, March 3 at the Eugene Hilton, as participation at our last event exceeded EWEB meeting space capacity. The project team plans to meet with the Board in April to present the first full draft of the master plan, and then again in May for plan approval. An open house celebration is tentatively scheduled for May 12. Please see the attached schedule of upcoming meeting dates.

Requested Action:

The project team requests Board input on the single design so that adjustments can be made in advance of the next public event.

Staff Contact:

For more information, please contact Mark Oberle at 685-7121.

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 (items a, f, g and h) indicate criteria that influenced the approved single design concept that will be presented for EWEB Board review on February 16. Upcoming CAT meetings and project events are planned as follows:

January 27:	Approved single design concept (items a, f, g, h)
February 10:	Discuss ecological analysis, building massing and heights (item e) Prepare for Public Event #3
February 16:	Board Meeting - Present single design concept (items a, f, g, h)
February 24:	Review guiding principles
March 3:	Public Event #3 - Design Review @ Hilton
March 4 <u>or</u> 10:	Debrief Public Event #3 with Design Team Review Master Plan document outline and template (item b)
March 24:	TBD
April 14:	Discuss recommended design guidelines (item c and e) Discuss recommended phasing and uses (item i and d)
April 20:	Board reviews "Final Concept" and master plan outline in work session (tentative)
April 28:	CAT approval of all MOU requirements (items a-i) Prepare for presentation to Board for approval
May 2010:	Presentation of "Final Concept" to Board for approval (tentative: May 4?) Public Event #4 - Master Plan Open House (tentative date: May 12)
June 2010:	Presentation of master plan to Board for approval (early June)