



EWEB RIVERFRONT MASTER PLAN GUIDING PRINCIPLES

These principles outline a set of shared values that the Community Advisory Team (CAT) will use to guide the development of the Riverfront Master Plan. This is a draft, working document. The principles, listed in no priority order, will continue to be refined with additional community input. They are not meant to evolve into requirements or mandates, but towards a shared vision for the redevelopment of the riverfront property.

DRAFT VISION STATEMENT:

This Master Plan is based upon the understanding that our community's social, ecological, economic and sustainable concerns are interdependent. The redevelopment of the EWEB riverfront property offers the unique opportunity to advance these interests simultaneously for the benefit of all Eugene, and to revision our downtown riverfront as a place that participates actively and graciously with the community that surrounds it.

CONSISTENCY WITH DOWNTOWN PLAN RIVERFRONT PRINCIPLES:

1. Create a "people place" that is active, vibrant, accessible and multi-use.
2. Provide appropriate setbacks, deeper where environmental or habitat issues are more critical, shallower in other areas.
3. Incorporate appropriate building and site design techniques that address environmental concerns.
4. Incorporate an educational aspect, so that our riverfront improvements teach us about our river, our history and our city.

SUSTAINABLE URBANISM

- Demonstrates Eugene's commitment to sustainability
- Applies urban design principles to promote a pedestrian-oriented, livable downtown
- Integrates urban, ecological and architectural considerations
- Incorporates "green" building and design principles
- Increases density near the heart of the city
- Provides shared infrastructure that advances the potential for sustainable development (e.g., renewable energy, landscaped stormwater treatment, water conservation, waste mitigation, accommodation of urban agriculture)
- Creates a place that is socially and economically diverse

BALANCE OF USES

- Includes a diverse mix of public and private spaces
- Balances and integrates the natural and built environments
- Incorporates a diversity of housing options that bring vitality to the site



- Contributes to a resurgence of Downtown living opportunities
- Develops public amenities that offer cultural, educational, recreational, artistic and social benefits

ECOLOGY

- Protects and enhances complex river ecology
- Aligns riparian restoration with river and site hydrology
- Enhances the community's ecological awareness
- Protects habitat for aquatic and terrestrial species on and near the site
- Recognizes this property as part of the Willamette River watershed

IDENTITY

- Captures Eugene's unique identity
- Recognizes this place as Eugene's Downtown Riverfront
- Redevelops a multi-use, active, livable community
- Honors Eugene's industrial history and EWEB's history of providing and conserving energy and water
- Integrates the layers of Eugene's history imbedded in the site
- Seeks a distinctive, beautiful aesthetic
- Creates a welcoming place for all

CONNECTION

- Connects the river to the city and the city to the river
- Maintains a public river edge and continuous riverbank trail
- Seeks collaboration and compatibility with neighbors
- Creates view corridors to the river
- Improves access to and from the site for all modes of transportation
- Is pedestrian- and bicycle-oriented
- Is accessible and safe for everyone

ECONOMICS

- Is economically viable, vibrant and resilient
- Generates a financial return to EWEB to benefit ratepayers
- Contributes to economic vitality through taxes and employment
- Contributes to community value through infrastructure enhancements

FEASIBILITY

- Generates political and community support for the redevelopment of the downtown riverfront
- Is flexible to allow for adaptation and unforeseen opportunities
- Cultivates local capacities and expertise
- Delivers tangible, immediate benefits for long-term investments
- Contributes to the vitality of Eugene
- Creates a master plan framework that is economically feasible