



EWEB RIVERFRONT MASTER PLAN

KICK-OFF SUMMARY

September 30, 2009

INTRODUCTION

The Eugene Water & Electric Board held a meeting on September 30, 2009 to kick-off public engagement in developing a new vision for its 27 acres of riverfront property to optimize the value of the land for EWEB customers and Eugene residents. EWEB will move about half of its staff and facilities to the new Operations Center in late 2010, making a large portion of the Willamette riverfront property available for redevelopment. On May 29, 2009, EWEB contracted Rowell Brokaw Architects as the design consultant for the project. The master plan is scheduled to be completed in June 2010.

The goal of the master planning process is to create a vibrant, active, multi-use “people place” along Eugene’s downtown riverfront. The master plan will develop the connection between downtown and the Willamette River, be sensitive to the environment, use sustainable design strategies, and propose ways to teach about our river, our history and our city.

To assist in the development of the master plan, EWEB’s Board and the Eugene City Council signed a memorandum of understanding in 2007 and created a nine-member Community Advisory Team (CAT) who bring different professional backgrounds and expertise to the project. The CAT will be assisting Rowell Brokaw Architects, which is based in downtown Eugene, in the development of this vital downtown riverfront plan. The public is encouraged to engage in the master planning process by attending the four public meetings or commenting via the project website (www.eugeneriverfront.com) at any time.

KICK-OFF MEETING OVERVIEW

The Kick-off Meeting was the first of four public events to give input to the Community Advisory Team, EWEB Board of Commissioners, and design consultants. Around 160 people gathered in the EWEB North Building (500 East 4th Avenue) from 6:00 to 8:30 p.m. on September 30, 2009. Childcare, refreshments, Spanish translation, and Assisted Listening Devices were provided for participants. Kick-off participants included a broad community mix, 80% of whom had not previously engaged with the project.

The agenda for the Kick-off Event was:

- Site Tours & Refreshments

- Small Group Discussion
 - What would make this an active vibrant, people place?”
 - What do you want to do here?
- Meet the Community Advisory Team
- Background presentation from Rowell Brokaw Architects
- Full Group Discussion:
 - How can this place balance community values, such as green space, people space, and ecological and economic sustainability?
- Next Steps

One purpose of the Kick-off Event was to share information about the site that Rowell Brokaw Architects had gathered through technical research, focus groups and extensive community interviews during the summer months. The meeting opened with the opportunity for all to “peek behind the EWEB fence” and take a guided walking tour of the EWEB property. Gathered in groups of twenty, project architects and EWEB staff showed participants inside buildings, pointed out river edge issues, and noted site infrastructure, such as power lines and underground pipes. Participants appreciated the tour because the opportunities and constraints particular to the EWEB riverfront property are most apparent when viewed first-hand.

After the site tour, participants gathered in small groups with refreshments and discussed what they would “want to do” at the downtown riverfront in the future. This information was collected and given to the Community Advisory Team and design consultants to help develop program possibilities. Attendees were also provided with feedback forms to answer the following questions about the property: “What would you like to see retained? What would you like to see changed?” (See Attachment A for all verbatim comments from the Kick-off meeting.)

Tom Hoyt, a member of the Community Advisory Team, welcomed participants to the event and introduced the other seven attending CAT members. Rowell Brokaw Architects then gave a PowerPoint presentation that connected Eugene’s historic urban fabric to the master planning process and the specific opportunities and constraints of the EWEB riverfront property. This presentation framed the EWEB property’s historic relationship to the heart of the city and the Willamette River, which once meandered in a channel that roughly corresponds to the location of the Canoe Channel in Alton Baker Park today. The presentation also articulated how the context surrounding the EWEB property has evolved during the past 120 years, though the city’s urban design (composed of 400’ square blocks with internal alleys) has essentially remained unchanged. Critical to the presentation by Rowell Brokaw Architects was the explanation that “a master

plan is a framework, within which uses may change and adjustments may occur, but the underlying structure remains intact.”

After grounding the evening’s discussion in the framework context, John Rowell and Kaarin Knudson of Rowell Brokaw Architects presented a series of diagrams illustrating key Project Assumptions and physical limitations of the site. Diagrams depicting site access, easements, historic connections, existing structures, restoration potential, and previous incarnations of the millrace were included. (This complete Powerpoint presentation is available on www.eugeneriverfront.com.)

To end the presentation, Rowell Brokaw Architects discussed the need to move beyond the polarization of urbanism and ecology. Newer models of urban redevelopment focus on sustainable urbanism—which is to say green cities, livable places, pedestrian-oriented environments and active open spaces, rather than hardened metropolises and the segregation of people and nature. Rowell Brokaw Architects noted that there are opportunities to make Eugene’s downtown a more livable place for both current and future residents, and that ecological restoration along the river could play an important educational role on the EWEB property. The presentation concluded with a question from the CAT to the audience: “How can this place balance community values such as green space, people space, and ecological and economic sustainability?”

An 80-minute full group discussion followed. Many participants acknowledged the EWEB property’s unique location on a beautiful bend in the Willamette River and its critical connection to downtown Eugene. There was strong sentiment in favor of retaining some of the existing buildings for their unique character and as a means of connecting to the site’s history and community identity. This property holds many layers of Eugene’s history from industrial, ecological and social perspectives—there is a strong sense for the “working character” and “energy generation” that many associate with this location. Participants wanted a pedestrian-friendly environment, though there was agreement that cars must be accommodated in the master plan for redevelopment to be successful. Another major theme of discussion was how the site should connect with the downtown, the University of Oregon, Alton Baker Park, and existing riverbank trail system.

CAT co-chair Pat Johnston concluded the meeting by thanking the attendees and inviting everyone to the next meeting on November 10, when Rowell Brokaw Architects will present preliminary design options for the master plan. Input gathered at the November 10 meeting will inform a revised rough draft of the master plan that will be presented to the public in late February 2010.

The Kick-off Event organizers and presenters included:

Julie Fischer, T'NT Consultants

Kaarin Knudson, Project Manager, Rowell Brokaw Architects

Mark Oberle, EWEB

Jeannine Parisi, EWEB

John Rowell, Principal, Rowell Brokaw Architects

Ellen Teninty, T'NT Consultants

The Community Advisory Team includes:

Dave Hauser (co-chair)

Tom Hoyt

Mark Johnson

Pat Johnston (co-chair)

Desiree Moore

Dean Pape

Mary Unruh

Anita VanAsperdt

Gary Wildish

Attachment A
EWEB Riverfront Master Plan
Kick Off Meeting Notes
September 30, 2009

The first three sections of Attachment A are unedited comments written by participants. The notes are divided into the responses to the following questions:

- *What would you like to change on this site?*
- *What would you want to retain on this site?*
- *What would make this an “active, vibrant people place?” What would you want to do here?*

The fourth section is notes taken during a full group dialogue in response to the question:

- *How can this place balance community values, such as green space, people space, and ecological and economic sustainability?*

1. *What would you like to change on this site?*

- More green space along the riverfront and connectivity to downtown (i.e., a railroad crossing linking to 5th Street Market area). Would like to see multi-story buildings tiered away from the river with “windows” onto the river from the courthouse area. Would like to see opportunities for a mix of uses—housing, office and possible retail. Opening the millrace should be focused only upon the mouth as it empties into the river—combined as an amenity, stormwater remediation area, etc.
- More access to the river. More public use, more diversity of use and development.
- Improve connection to 5th Street and downtown. Consider a mixed use development approach with dense housing. Improve connection to the river for future uses and connection to bike path. Construct tall vertical housing with some at 120’ and others stepped down.
- I would like to see the portion of the site next to the river with at least a 250’ buffer, converted and restored back to natural, native habitat to protect the health of the river. Other than steam plant, the rest of the land could be sold to developers under the stipulation that they build high-density mixed use buildings.
- Turn the big asphalt parking lot into a vibrant people place with food, shopping and housing. Create human scale design.
- Too much paved under-used space, too cut off from both downtown and the river.
- Lower the grade in some areas to get down to the river. Removal and restoration of much of the impervious surface. Bring some water up from the river to add a water feature to the site. Non-automobile zone along the river, parking at the edges. Economic feasibility has to be in the future—

not today. Local train through site from garages on the ends. Important site to Recycle Eugene. The site must work (housing, employment, etc.) for us as well as entertain.

- More trees. Community gathering/dance hall.
- Conference center and resort. Capitalize on the lovely view. People in LA would swoon over this site. I've been watching the Ken Burns parks program and they stress the people's pleasure and benefit. We keep screaming for downtown parks—now this is our chance. We shouldn't duplicate 5th Street Market. Don't over-commercialize it.
- Clean it up
- Museum in the great building with the sloped skylight roof, and other spaces as needed.
- Certain given features—asphalt cap, railroad, noisy overpass, high-tension electric wires—make the site unpleasant for people to live in, I think. But I could see it as an industrial park, a convention center, a recreation center, or an office building mecca. NOTE: Although the asphalt cap may keep trees from being planted directly in the ground, beautiful plantings can be contained in huge concrete pots. This can be seen on Broadway and at Broadway Place Apartments (on the second floor, where you can see large trees in containers).
- I'd like to see a variety of missions so people of all interests can enjoy it.
- A pedestrian-friendly, actually a pedestrian-dominant, atmosphere that provides for multi-use services, museum with electricity generation, minimal parking (disabled spots and emergency vehicles), bike parking, and a public train to transport pedestrians to central parking structures (already existing structures).
- Other than the viaduct, current Water Ops building is the largest barrier between downtown and the river. It should be opened up (walls perforated) or removed. The viaduct provides plenty of cover for outdoor activities. Overhead power lines are unfortunate unattractive nuisances. Open up the millrace. Preserve its location. Preserve anything else that commercial enterprises are willing (and capable) to develop.
- Biketown USA: Indoor Olympic bike track, apartments for bicyclists.
- Better reconnect to 5th Street, extend if possible. Provide parking to encourage accessibility for all.
- More greenery, access to water, unity throughout. A need for some interest to draw people from downtown and, possibly, away from the malls. Improve bike/walking path with a bike lane.
- Connections to downtown. Riverfront ped and bike paths. Residential for a variety of people. Brewery in Steam Plant. Grocery in warehouse. Green/parks addition. Parking available for residents who live further from center. Commercial shops. Restaurants.
- More green. Coffee on the river. Bridge to Alton Baker
- I would like to see this space have an equilibrium of vehicle and pedestrian use. Pedestrian streets, gathering nodes, passageways that bring you to the river.

- More beautiful foot paths. Commercial/residential mixed use. Parking underground. Tall buildings that don't block river view. Lots of riverfront restaurants/retail apartments (4+ stories). Respect riparian potential. Honor the past, don't re-create it.
- Make it possible to touch the river
- Community garden. Open up millrace on both ends—access to this property by canoe or boat. Bike and walk next to canal.
- Demolish old industrial buildings to deliver a gorgeous riverfront view. Underground the railroad. Really integrate this unique river in an exciting new public plaza, shopping, living, business, work, pleasure, food, arts, culture, drinks, complex, fun and family. Uses similar to European cities. Engage young people. Develop sustainability. Parking along perimeters. Create pedestrian area.
- Nothing would connect the site to the river as well as a large water presence on this property.
- Bring in pedestrians and ways to support them—restaurants, cafes, pubs, ice cream stands. Activities—museums, recreation supplies, art galleries. Connection to city.
- Honor history of area. Retail and residential combination. Daylight the millrace!
- Much more green. Please put in trees, plazas, spaces for people to sit, walk and linger. Include access to the river. Allow space for expression of art, painting, dance, etc.
- Please consider the health impact of all decisions. Thank you.
- Extra pedestrian bridge from Steam Plant to Alton Baker. Remove substation.
- Keep the space auto-free, park cars on the perimeter or underground. Live/work art studios. LEED-certified buildings for all new construction. Make waterfront accessible. Make it an activity place for world class art galleries, glass blowing tours in maintenance building, or bronze foundry tours. Brewery in Steam Plant building (and world class restaurant) and cafés throughout. Local growers' market in warehouse. Walking bridge connectors to Alton Baker Park and 5th Street Market. Canoe-navigable. Streams running through the property. Trolley access to university, downtown and 5th Street Market. Trees throughout the property. Waterfront patios for restaurants. Condominiums in upper levels of buildings/offices along railroad.
- Eliminate most asphalt. Create boardwalk along river's edge. Occupant-owned housing. "Hidden"/masked vehicle parking. Public art. Meditative – Japanese garden.
- Housing, housing, housing. Some of the buildings should go, others perhaps can stay (steam plant). But there should be lots of housing, especially ownership housing, as well as rentals.
- More landscaping, i.e., open stormwater swales and canopy trees, and more people places, both public and private, like restaurants, cafés, coffee houses and personal services (hair salons, etc.) next to park space and

playgrounds, like Jameson Park in Portland's Pearl District with its great water feature. Have housing above the retail and have offices located along the railroad tracks. The office buildings could be built to help muffle the railroad noise. I'd like to see walkways, bikeways and streets be aligned to provide views of Spencer Butte and views of the courthouse and river. I agree with the public comment that there should be a design standard for new development that parking be under the buildings to hide the parking vs. the huge surface lot that is on the site now. Enhance the existing bike path and make it a better experience, i.e., more of a meandering route vs. the straightaway it is now. I'd like to see lower buildings or terracing of buildings that are along the river and taller buildings behind.

- Commercial development with hotel/conference/restaurant/shops/education and public spaces for picnic/walking/group activities. Don't keep the existing buildings. Paris – Eiffel Tower; Seattle – Space Needle; St. Louis – Gateway Arch; San Fran - Golden Gate Bridge; Eugene – blimp rides.
- Better pedestrian access to the river.
- Open the site to the south bank of the river so that the north bank, i.e., Alton Baker Park, becomes the front yard. Remove as much asphalt as possible. Build a park on the “brown field.”
- Access without train delay. Pedestrian, bicycle, wheelchair access over or under the tracks.
- Remove all heavy industrial uses from the immediate riverfront, such as heavy vehicle traffic and parking. Do no more harm to the riparian edge of the river, but do not spend money and resources trying to “restore” this edge—do riparian restoration work upriver where it makes a bigger, positive difference.
- Add commercial space, hotel, restaurants, timber industry museum. Create a Master Plan that will serve as Eugene's identity.
- The relationship to the Willamette River must be changed. Pedestrian walkways, bike pathways, habitat restoration, plantings of native and ornamental plants, must be installed in order to beautify the landscape experience. The polluted areas reaching into the river must be mitigated and open spaces for grassy picnic areas need to be incorporated in order to echo Alton Baker Park. Vistas to the borrowed (?) landscape must be must be preserved while simultaneously elaborating on the urban geometry of the city grid.
- Open to public, a place to celebrate the river and its deep importance to Eugene's past, present and future. The Willamette River is the heart of this beautiful city, and the land around it should be cherished and preserved to encourage ecological diversity, economic growth, and a pedestrian connection to downtown and the university.
- Daylight the millrace, create better access, especially bicycle and pedestrian; develop a promenade by the river, remove toxic waste/brown fields, re-vegetate the riverbank with native landscape.

- Public spaces such as restaurants. Possibly some housing, but private property not allowed to cut off access to river. Various sized public spaces if they were public. Benches to enjoy the river.
- Opportunity for multi-use path to “meander” near and away from river. Do not cap polluted soil, but clean it up. Support “open green space” on both sides of river or at least some portion of the EWEB site. Connect downtown to river along an “8th Street Great Street” as discussed in Eugene’s Downtown Plan. Heavy planting of willow, big leaf maple, black walnut, Oregon ash, and native shrubs. Integrated public, commercial or residential buildings. Not private industry.
- Concrete gone, more trees and plantings too.
- Farmers Market (year-round), restaurants/coffee shops/outdoor seating to rest and sit. Park, shops.
- The Steam Plant could be converted into lots of shops, Farmers Market type booths, year-round. Fish markets, partly open air in summer months, possibly a boardwalk idea that cantilevers out over the river for restaurants and tables over the river. Lots of flower gardens, trees planted. Well-insulated housing (train noise). Get rid of the pavement and plant grass. Make a big park in the middle with a water feature.
- Mixed use – public and private (commercial below/residential above – European model). Residential and commercial. Need a cultural magnet. Arts and heritage. Need green areas (vegetation) and open space. Water features would be great – millpond and millrace.
- Develop a health-oriented center, possibly in conjunction with the University of Oregon.
- Too much asphalt. More connection, physical, to the river. Can there be different levels of approaching the river?
- Open millrace, add park space.
- Open millrace if possible. Economics important—hotel, meeting space with river views. Restaurants with river views and decks. Fountains, artwork, museum/art center.
- Hard surfaces. Take care of runoff, celebrate millrace, add swales, ponds, wetland plants and permeables. Use paving when pavery is necessary. Change obstructions to river view
- The riverfront is an irreplaceable resource that should remain in public hands to ensure full public access. Land should become a park. Existing buildings could be used for performing arts, Farmers Market, and indoor sports. Any new building should be set back further from river. As Eugene grows, the need for a large central park will grow, and become increasingly expensive to acquire.
- Riparian edge (soften, vegetate, but also install access points). Pedestrian-friendly infrastructure (yes, cars are still allowed). Worry less about setbacks and Willamette “restoration” and focus on building construction/landscaping details.
- Follow the vision and principles of the Riparianistas!
- River and historical not necessarily in that order.

- Any possibility to reroute some of the transmission lines? I realize it would be an enormous undertaking, but it would be nice as the character of the site changes.
- Isolated feel and impervious surface.
- Daylight the millrace. Give us man-made waterfront.
- I would like to see the old millrace reestablished with a mill next to it that would become a museum for the “lumber capitol of the world.”
- The old steam plant should be maintained as the center of a steam power museum. Otherwise the final disposition of the remaining buildings should be left to the new owners. A great addition to the steam plant would be a railroad siding so that steam engines could be brought onto the site for special events.
- The urban waterfront (not natural) is worth retaining, as it provides an alternative way for people to interface with the river.
- The properties located on 4th Avenue should be broken up into residential size lots and then put up for bid. Zone as R2 or R3.
- Connections between university and downtown, retail, Springfield. Beauty/accessibility in architecture - light/views/indoor/outdoor/river connections. Open, accessible space for all/restoration. Recognition of history. Structures/art.
- Open more access to the river. Clean up all environmental opportunities. Access in and out of the property and onto Coburg Road. Develop lifestyle center
- Would like to have access and, more importantly, a vibrant destination along the bank of the river. This site is arguably the “sweet spot” with regard to views, nearness to downtown, alignment with existing axis of travel, and is begging to become a better place. Power lines go away. Use overpass for multiple uses. Use historic railroad trestle as reason to reintroduce trestle for ped/bike access. Evoke “feel” of millrace in form, at least. NO McDonald’s, Starbucks, 7-11, Dutch Bros., etc.
- I can definitely see mixed use development, most likely a residential/commercial mix. Apartments that, when filled, would house people with disposable incomes who could shop at businesses that could/would emerge on-site or that are already nearby. This site provides enough space that it could almost be its own neighborhood, but that should be connected to downtown. A skybridge or tunnel over/under the train tracks and the raised street leading up to Ferry Street Bridge would probably work fine. Also, let’s commandeer one of the 20 thermal wells on-site to create a public bath house. At the very least, we could pipe it to the Hilton, and charge them for it. Those rich folks love a good steam bath.
- Better access from downtown core.
- Connect the bike path to the existing site. Bring activity to the site—living, retail, dining. Strengthen connection to 8th Avenue.
- Add residential and mixed commercial, nice restaurants/brew pub. Change most things, make it “pop,” retain minimum.

- Asphalt gone. Biggest draw – dining with river view.
- More public access to the riverfront. Celebration of points of entry to the parcel.
- I would love to see a central plaza centered on the river and a riverside bike path with a sculpted, man-made kayak run at this focal point of “Track Town” (and its athletic reputation). I was recently in Salida, Colorado, where they had done that in front of their former power plant. It drew people like a magnet, both to kayak (from young kids to fit elders) and to watch the colorful boats, playing on the water feature from adjacent coffee shop, restaurants, sport shops, etc. It provides a steady stream of customers to adjacent shops. Also, investigate the feasibility of putting the railroad underground where it borders the property. That would eliminate the need and cost of multiple, and more dangerous, pedestrian crossings. It would also eliminate some of the train horn noise around the popular 5th Street Market shopping area. Recover the millrace as a canoeable route through town. Integrate the river with the city.
- I’d like all the civic buildings and community service to move down here with restful park space between and several restaurants, and use some buildings as museum and children’s park. No residential. Possible full-time Farmers Market.
- In some respects, just about anything would make the property as a whole more of a people place. But the river as a feature, as a source of recreation and relaxation, as potential inspiration, should be enhanced, probably by as wide a corridor as possible. I have too many questions—what would be the relationship of this area to the existing downtown? Would it supplant the current downtown? If so, at what cost overall? Can it better be an extension of downtown?
- Connections, “all of the above,” as far as additions of activities/uses/spaces that go toward generating vibrant public activity. Some green space, a plaza, right along river...a “generation” of activity to complement Eugene’s center. Connecting patterns.
- It would be nice to have a park in this space. A place to come and spend an afternoon to look at the river from there with lots of plants, trees, and games or a playground for kids, swings and slides. Perhaps a basketball court or a mini soccer field. You come to pay the electricity bill and then make a day out of it, bring your kids and hang out by the river.
- It may be appropriate to take into consideration the life of the people in Eugene when it comes to designing the best and safest environment to live in. A thought may be to extend facilities which people can be a part of and mainly come together to celebrate our city. Our hope for the future is to remain a calm and safe city. Hopefully facilities can be constructed that emphasize that idea.
- Expanded pedestrian and bicycle access, expanded riverfront park space, reduced asphalt surface, a restaurant and/or cafes, and/or brew pub. Minimal vehicle connection between Mill Street and 8th Avenue. Retention of 1930s and 1940s portions of powerhouse with potential to reactive

generating capacity, daylight of millrace and storm drain culvert. Could the Lane County Farmers Market be relocated to the arch-roofed warehouse?

- A complete redesign of the property to create a living space that would serve as a portal connecting the university and downtown. Build millrace walk under railroad line!
- Utilize bike path, strengthen connection with river, daylight the millrace, let bike path descend to meet millrace. Remove large areas of asphalt and many of the existing buildings. Don't let existing buildings dominate or preclude design possibilities. I'd like to see housing – lots of it! Consider vehicular access only from 4th and 5th; let access to east be for bikes and pedestrians to connect with university neighborhoods – they can more easily get below the railroad.
- Dense integration of natural context and mixed use. Enough people day and night to make for a real living space. Deep connections to river, riparian trails, dense housing, commercial, research, culture. Grab vitality of university students and alumni who stay. San Antonio Riverwalk, Montreal Old Town, Toronto: The Beaches, Venice Canals (LA), Gazometro Testacio, Rome—please show examples to get a sense of the whole—ideas often were vignettes. Gasometer turned into museum.
- Extremely important to have greater connectivity to rest of city (preferably alternative transport/bus, trolley). More bike/pedestrian access (perhaps extend Mill Street).
- Emphasize the property's connection to the river. Enhance the natural features in conjunction with using the property for housing, commerce and/or governmental purposes. A dense development here is inappropriate; large intact swaths of naturalized flora extending and radiating inland from an expanded riparian edge should define the site.
- 5th Street connect (possibly through existing warehouse building) to river.
- Increase access from downtown, extend 5th Street and Hilyard to site. Restore millrace connection. Restore steam plant to art gallery or live/work. Emphasize “unborn” quality of the site. Excellent site for staging public events.
- Re-integration with urban core – connect to 5th Street and downtown. Create a place for people to live, shop and visit.
- Create better access to the river. Remove all visual and physical barriers. Create easy linkage and access to U of O riverfront property and existing park property downriver. Eliminate the sense of isolation and impermeable boundaries that surround the site.
- Connect to rest of city. Provide more opportunities to connect to river – living, working, eating. Create a place where people live, work and play. Don't daylight the millrace – we have the river, isn't that enough?
- Art/history emphasis
- I'd like to see more natural features incorporated, especially in proximity to the river. Any connections back to downtown that could be enhanced, or new ones created, would be great. I think some housing oriented toward

the river with support services (market, shops, etc.) would be a great addition

- Affordable housing (with solar)
- Bring water (millrace?) through the site. Focus on widening riparian zone—make waterway, kayak, canoe-accessible—maybe even a place to watch people playing in kayak play shoots. Rentals of bikes and kayaks.
- Permanent Farmers Market
- This site needs major environmental remediation—a public/private partnership will be essential for the property to be properly developed and realize its potential
- I would like to see a well-planned master plan development which would include condos, apartments, retail, office, open space, and possibly some light industrial.

2. *What would you want to retain on this site?*

- Greenway, bike path, plaza
- Must preserve bike path/beautify/widen
- Maintain public gathering space for sharing ideas like tonight.
- It would be nice to retain the maintenance building and the steam plant and remodel as offices or condos, but I question the feasibility.
- Retaining the existing buildings should be driven by what the market dictates. Remediation of asbestos, removal of equipment/demolition costs will likely preclude ability to re-use the steam plant building.
- If a cost-effective use could be developed for the steam plant, that would be wonderful. Otherwise, tear it all down and start over.
- Retain the EWEB steam plant for a lively retail use. Evaluate retention of the repair shop and key elements of the 1951 building for re-use. Some semblance of open space or create intimate human scaled gathering places.
- I would decommission and retain the steam plant, as they have done with Gas Works Park in Seattle.
- Steam Plant, warehouse, truck shop, modern white building, main modern building
- Bike/ped access to river and downtown, and historical structures of interest.
- While some private ownership is certainly okay, I've always liked the idea that the site belongs to the public (i.e., EWEB). It should remain a community place. Obviously the river is a tremendous amenity and should be the focus of all development on the site.
- Headquarters building, Steam Plant (re-use for brew pub/restaurant, etc.), consider re-use of substantial buildings.
- Keep steam plant and storage "warehouse."
- Steam Plant building with big beams.
- Historic steam plant.

- Accessibility, historic buildings, steam plant, etc. to remain and be used.
- EWEB headquarters building and steam plant (turn it into a huge brewery).
- Steam Plant (turn into museum).
- Retain some existing buildings.
- Keep the large old storage building. Remodel to destination retail (large market). Keep steam plant.
- Retain Willamette River water right for future municipal drinking water. Historic 1930s steam plant (use for an industrial steam museum, for example). Keep the bike path.
- Keep public ownership of land, and buildings, only if they are of value.
- Keep the large old storage building. Remodel to destination retail (large market). Keep steam plant.
- Keep parts of EWEB, particularly the steam plant. Possibly storefront with housing.
- Steam Plant. Farmers Market/shops/restaurants with outdoor seating in summer. Bike access/boat landing.
- Re-use warehouse structure and steam plant.
- Save the cool steam plant and the bow spring/truss buildings.
- Steam Plant.
- Steam plant
- Keep recreational path connection somewhere.
- Great arched Quonset building.
- Retain useable buildings – do not tear down in a fit of “redevelopment.”
- Retain the buildings and recycle, provided that all environmental opportunities can be addressed.
- Storage facility. Steam distribution building.
- Steam Plant for renovation. Some of the other buildings are also well worth keeping.
- Some of the historic architecture and some of the historic industrial equipment.
- All buildings saved
- Steam plant if possible, as a candidate for adaptive re-use.
- Some existing buildings can and probably should be kept, though retrofit and modernization (and cleanup) costs could be quite high.
- Definitely hang on to the steam plant and the big timber-trussed warehouse. They are great assets to make use of.
- Admin building (north and south), steam plant, and maybe the bow truss warehouse

3. *What would make this an “active, vibrant people place?” What would you want to do here?*

- Commercial/retail
- Mixed use—live, dine, shop, walk

- Work – offices and businesses
- Commute through
- Own a condo with a view – residential
- Enjoy an evening out with family—shopping, ice cream, movie (outdoors!), restaurant, watch people.
- Safe place for teens – skateboard park
- A recreation center – skateboard park, river/bike connections
- Sidewalk cafés and restaurants (on waterfront)
- Hang out at a park that is the center of all the other buildings. Full public access.
- Playground (indoors?) Skate park (indoors?) Theatre
- Shops, coffee shops, restaurants, public restrooms
- Housing
- Conference center/resort – “I want to see this view”
- Gathering place
- Restaurants and shops – public space beneath
- A riverwalk – promenade
- An industrial park – a place for work
- Public plaza (Corvallis riverfront)
- Outdoor concerts – EWEB plaza tied in
- A magnet – pleasant, shops, plaza
- The old 5th Street Market – local, community focus
- Dance hall/tango center model
- Night life venues
- Community orchard – urban agriculture
- Housing opportunities – ownership housing in downtown
- Condominiums
- Public restrooms
- Bars, restaurant – tourism
- Park
- Riverfront with active use – balance of uses
- Gathering place
- Blend of open space
- Places to live, work and play.
- Civic Center Plaza, area between buildings is open space surrounded by small restaurants facing the water.
- Multiple uses, a reason to come to waterfront with kids and stay with connection to river, playground.
- Lifestyle center, retail shopping.
- Whitewater park on river.
- In all other “urban” projects like this, the creative people come first. See the example set by Portland in Old Town and The Pearl. The first projects were City projects re: money (Everett Station Lofts). The money people

- will follow into residential units eventually (see Pearl District, Portland; see San Pedro Old Town development in California, Port of LA).
- Utilize buildings for studio/loft space; see Fort Mason in San Francisco, Angels Gate in LA, and Alexandria, Virginia torpedo factory.
 - Check out San Antonio, Texas Riverwalk, historic district and arts district, King William area.
 - Commercial around FSB and power substation. I like the architecture of the operations building. Should be remodeled as retail/business.
 - Miniature golf course.
 - Science factory.
 - Make it like San Antonio Riverwalk.
 - Make it like Granville Island in Vancouver, B.C.
 - Cut dog park.
 - Playground for kids.
 - Something similar to the Boulder Pearl Street Mall.
 - NO Walmart, K-Mart, Staples, IKEA, Target or cars.
 - Live here, housing (own)
 - Stay in a hotel (small)
 - Haircuts
 - Restaurants
 - Bike shop – rentals
 - Places to sit
 - Band shell – performances
 - Night life – lights
 - Brewery
 - Playground
 - Office building along the railroad tracks to muffle sound.
 - Night life
 - Drink
 - Busk
 - Housing
 - Restaurant access
 - Shopping
 - Grocery store with organic food – “local”
 - To eat with views of river
 - Senior, Parkview Terrace, low-cost
 - New bicycle shops
 - Bicycle manufacture
 - Biketown condos
 - Olympic bike track
 - Residential to keep people present
 - Downtown riverfront – Corvallis model
 - Mixed use – public/private
 - Small shops

- Small shops
- Hotel
- Restaurant
- Concerts
- Dwelling units – condos, students
- Brew pub
- Theater
- Education
- Retail component with grocery
- “Significant” living component – condos, apartments
- Open space to river
- Café’s and music venues
- Seriously—a Ferris wheel
- Brew pub, restaurants
- Condos/housing
- Would like to see vibrant loft, gallery, restaurant and living area in the area – mix of shops, restaurants and living space.
- Daylight the millrace to the river. Would like to canoe along the river, could launch from the bank. I think the river should have its edges really green and open park, but the millrace can be the waterway that can be integrated with living and shopping, and can be built close, really close, to the millrace.
- Kayak a restored millrace
- Creation of condos, apartments, retail and open space
- Visit bars and restaurants
- An aquarium with different kinds of exotic fish or a small petting zoo with small animals and family attractions.
- A park with a play area for kids, basketball court, and lots of greenery— trees, shrubs, grass and flowers.
- Access to the river and an intake for boats
- Amenities along the river
- Retail, recreation, resources for recreation, walk, bike path
- Activities along the river
- A place to take our families to show off our community – authentic Eugene.
- Amenities along the river – coffee, tea
- Housing, eateries; I like the museum idea.
- Natural/history/children’s museum, science and industry museum, museum of the Willamette.
- Outdoor temporary art installations.
- Art gallery with artists’ and writers’ apartments/studios.
- Permanent sculpture garden.
- Art museum
- Art - glass blowing, clay, tours (like Santa Fe)

- Galleries
- Museum (power, art history)
- Art that celebrates history – like Gas Works Park in Seattle.
- To shop at small artisan spaces (the way 5th Street Market used to be, or on a Granville Island, Vancouver, B.C. model).
- Small artisan center
- Art galleries
- Museums
- Art in the steam plant
- Museum – steam plant
- I would want to come to the river and enjoy walking along the river's edge. I could imagine stopping for coffee, small shops. I could imagine living here, but wonder about the noise from the overpass and train tracks. Lots of green wide open space. Connect to the downtown, bring 5th Street through. Use the older buildings--once cleaned up and landscaped, could provide rental space.
- Watch birds/wildlife from plaza
- Green open space – continue the green park belt along both sides of the river.
- Flexible year-round Farmers Market
- Farmers Market (steam plant) all year
- Farmers Market – active use
- Saturday Market.
- Outdoor marketplace, fresh veggies, etc.
- Big, covered year-round Farmer's Market.
- Growers Market, open air market
- Saturday Market
- Green grocer Saturday Market
- Covered area for Saturday Market/local food and crafts
- Farmers Market
- Farmers Market
- I really like the idea of a photovoltaic area atop the capped toxic site.
- Bike path – too constraining. Wider setbacks. Not a place for automobiles. Auto minimizes 500' for minimal private development.
- A waterfront village for bicyclists – only invite green architects to build apartment buildings for people who want to abandon cars for cycles.
- EMX along river to old Springfield train station, cross bridge to Chase Village Apartments.
- Housing for campus – not market rate – not traditional with parking
- Expanded pedestrian and bicycle access
- Mixed use facility that de-emphasizes use and/or need for vehicular traffic. It's okay to walk a block or two.
- Add inviting entries/make inviting entries to site
- River access

- Connect to UO
- Coordinate effort with UO – “a master plan for riverfront” – part of a whole
- Downtown redevelopment – “must complement”
- Hard to realize how close to downtown – “better link”
- Needs good access
- Reconnect to 5th Street, at least bike and ped access.
- Shorten the physical distance between campus and downtown (halfway point).
- A living space that serves as a portal to link the university and downtown.
- Connect with the river and the millrace.
- Walking tunnel crossing under railroad.
- Lots of peds, get out of car – easy access by foot/car
- Connection to courthouse area.
- Pedestrian bridge to the area over the tracks, with murals and art.
- Work with U of O
- Explore extension of park blocks from downtown to property.
- Maximum connectivity
- Underground the railroad!
- Connect the site to 5th Street Market area and courthouse district
- Connect the river greenway beneath Ferry Street viaduct to the Riverfront Research Park and soccer fields with green open space.
- Now to get life into downtown/Alton Baker/riverfront – connect with full activity, bring life to the river.
- Pedestrian bridge from steam plant to Alton Baker
- Old trolley along river to U of O
- Extend 5th Street district into property, creating new loft district. Service with geothermal wells on EWEB property and extend Mill Street as well.
- Extend 5th Avenue to meet Mill Street. Develop intense commercial under residential uses in this block (4th/Mill/5th/High), heated (cooled?) by geothermal wells.
- Connect to downtown (via trolley) to save parking space
- Downtown bike connectivity issue
- Toxins need to be cleaned up
- Rehabilitate the waterfront.
- Restore a more natural riverbank where possible
- 150-200 feet from the river
- Stair-stepped or sloped landscape to portion of river to allow direct access to water at any river flow level (riparian expansion).
- Keep parking away from the river
- Expanded riparian edge.
- River view
- Large water feature – interactive
- Landscaped pedestrian amenities
- “Need 24-hour people” for safety/energy

- Varied setbacks
- River determines the place – use the river to create a vibrant place.
- Public access needs to be considered in a way that engages the entire community.
- Fountain like children’s fountain in Olympia, Washington.
- Well-designed outdoor space, parks for people, like Jamison Square.
- History honored and celebrated – work history
- Open space – energy park
- Wind turbine as sculpture
- Daylight millrace – put it where you want it.
- Daylight the millrace
- Reestablish millrace for power – re-create 1850s
- Structures to shield the tracks, courthouse buffers the noise.
- Cultural element
- Waterfront, Bohemian night life – warm nights, lights of DeFazio Bridge.
- Biketown USA
- Gathering spaces, perpendicular to river (X)
- A Coney Island!
- Historical element – Lane County Museum, energy museum, lumber museum.
- Showcase for power
- Timber capital of the world – history and legacy
- Consider varying building heights with two-story at river
- Retain “windows” for views from courthouse district to river
- No new structures
- Celebrating our City
- Connect to river
- Pedestrians only.
- No parking, no cars – paths/alt modes but need amenities along bike trail
- Not too much space for motor vehicles (including parking garage)
- Not an ideal car-free environment
- Keep buildings – HQ for City Hall, EWEB, U of O or large employer. Bow truss for Farmers Market. Steam Plant for a museum to energy. Cons: Capacity for City staff, location not close enough to center of downtown.
- Old industrial area transformed to history with shops. A place you want to go to. The feel of Riverwalk in San Antonio.
- Young people
- Emphasize passive solar design
- Density and lush landscape at same time
- Keep green space.
- Green areas.
- Bars, restaurants and cafés that compost/recycle.
- All construction green/sustainable.
- Non-carbon-emitting.

- Lots of trees.
- Trees
- Safety at night
- Views of the river – balconies, boardwalks, terraces. Views of Spencer Butte.
- Buildings that engage the river – riverfront restaurants
- Water flowing through the property
- Juxtaposed with solar field arrays on brown field, educational site about energy and river - cost offset.
- Prettier, wider bike path.
- Extend river path and enhance
- Bike cages and parking
- Bike lane and pedestrian path
- Enhance the bike path
- Curvy paths – green fingers transferring from river to site
- Underground parking
- Urban mixed use pedestrian village
- Question: Does development here hurt downtown?
- “The river is an under-utilized resource”
- Address easements
- Privatize vs. community good
- Value vs. value public use
- Form-based code, not a zoned land map, so that there is great flexibility for what gets built.
- Flexible land use allowances
- Thinking about Safety
- Remove substation
- Flexible durable vision

4. How can this place balance community values, such as green space, people space, and ecological and economic sustainability?

- Special quality – window to river. Look down river toward Three Sisters. Hope plan embraces that connection.
- Value – the property represents a sizable chunk of money. Every dollar you don’t get for that site is a dollar that comes from the ratepayers to pay for the Roosevelt site.
- Delivered to City Council for approval? Will Master Plan show museum, restaurant and open space?
- Development of I-5 bridge still in progress. They have a CAT as well. Can the two advisory groups be combined?
- Economics of this are very important. Portland Pearl District is not working. Other areas are too committed to one idea. Need diversity of ideas for this space.

- Historical observation about millrace not always industrial – was a canal. Students canoed up the millrace. Think of the millrace as a canal and it could be several things.
- It would be nice to reconnect Alton Baker Park with EWEB property.
- There should be underground parking and inside parking buildings along with commercial/residential mixed use.
- Has two associates who (1st associate) could build a wellness center. It's a history of Eugene. 2nd associate wants to locate a world class restaurant somewhere in Eugene. This would be a good spot for it.
- Wants to extend 5th Street into the property. Make it a service district by tapping into existing geothermal wells. Also extending Mill Street would be beneficial.
- Does a Master Plan have to be economically viable or self-supportive? We want to include it in the thinking. What kinds of things bring money? Have enough flexibility to include creativity. We can plan for it but not guarantee the development for it. We need great vision. The opportunity is tremendous and participation from the public is important.
- There isn't a place to get close to the river. Bring the millrace up and build shops near it. Re-create a water living/shopping area. Add 5th & Mill Street to the land and daylight the millrace.
- Make it a pedestrian-dominated place. No parking except for emergencies and the disabled. Continue mission of energy efficiency of EWEB. Bring renewable energy to it. Railroad is part of it. Have more pedestrian crossings. Stretch canvases across for shade for keeping people dry when they are there for walks. Focus on ways to get people out.
- Back in 1850s was industrial area of Eugene. Took power from millrace. Lumber capitol of the world. Museum related to lumber is needed. Millrace reestablished. Replica of millrace with water wheel can be associated with Lane County Historical Museum. Museum totally dedicated to lumber.
- Open up town to have access to river. Mill museum with trolley car. Parents of UO students have no access to river—need to open up the access. Trolley car could run through downtown and to restaurants and river.
- Works with Habitat for Humanity installing solar panels. Diversify energy portfolio. Place a raise of solar panels in a solar panel park next to the steam plant. Past (steam) and future (solar). Would be cool to have next to each other.
- Millrace rediscovered. Reconnect millrace to University. Catalyst for creativity. Eugene is full of creativity and artistic people. Riverfront is the ideal place to connect and bring out Eugene's creativity.
- River is under-utilized resource. We have the opportunity to increase livability by building restaurants, plaza – would attract people to this community. Create economy from tourism.

- Combination of Farmers Market, a park, a historical theme park. Involve the young. Having a place we can go to celebrate Eugene and Oregon. Expand on "Oregon's theme" to let visitors and tourists see what we are about.
- Site similar to this in Colorado. Build kayak run for people of all ages. Have train run underground and park over the top.
- Remind everyone of the context of this property. Don't want site to take away from bike path and park. Likes idea of museum for steam plant. Want maximum exposure for public.
- Quality of experience of path; emphasize path. Experience on each side of the river since along one side is not appealing.
- Been waving flag for steam plant for nine years. Honor historic background. Millrace generated for mills. Millrace can be regenerated. Steam plant south end can be removed. Turn into pub. Turn 4th floor into a restaurant. River, railroad and lumber could be talked about. All buildings be turned into museums. Put hotel in middle of property with fishing museum on first floor. Community needs this space to celebrate its history.
- Has anyone considered putting railroad underground? Put in temp line while hole is dug. Start at current station.
- Eugene has reputation as an art city. Would like to see something like that in this area.