

**EWEB RIVERFRONT MASTER PLAN**  
**Summary Public Event #4 – May 12, 2010**  
**Open House Celebration**

## **INTRODUCTION**

The Eugene Water & Electric Board will move about half of its staff and facilities to the new Roosevelt Operations Center in late 2010, making a large portion of its downtown riverfront property available for redevelopment. EWEB is completing a master plan for the property, and on May 29, 2009, contracted Rowell Brokaw Architects as the design consultant for the project. The master planning process will be completed in June 2010.

The master planning process has included extensive public outreach and four large public meetings at critical points in the design process. The fourth public meeting was held on May 12, 2010 on the EWEB property that is normally closed to public access. The goal of this event was to take community members on site tours, orient them to the refined single design, receive additional feedback, and thank the community for partnering in the development of this vision for the downtown riverfront. Refreshments were provided in a festive atmosphere with marimba music by Zambuko, a local group from the Kutsinhira Cultural Arts Center. Design displays were arranged beneath a tent located on the Operations Yard, allowing participants to connect the proposal to the site.

At the Open House, Rowell Brokaw Architects, the Community Advisory Team, and EWEB staff met with members of the public in tents next to the river on the EWEB property. In addition to 30"x40" boards with renderings that represented what the riverfront redevelopment could look like, graphic displays of the master plan included:

- EWEB Riverfront Site Plan
  - A Community-Developed Design for the Downtown Riverfront
- Stormwater Management
  - Green Streets, Rain Gardens, Native Vegetation and Urban Wetlands
- Learning From A Landscape
  - Layers of Art and History in a Cultural Landscape Along the River
- A Native, Urban Landscape
  - An Opportunity to Educate, Enhance Habitat and Replant the Riverfront
- New Riverfront Open Space
  - Places to Play Along the Downtown Riverfront
- EWEB Riverfront History
  - Eugene's Historic Connection to the Willamette River
- Where the City Meets the River (*Downtown Context Aerial Photo with Plan*)
  - A Community-Developed Design for the EWEB Riverfront Property
- Design Process: Listen and Respond
  - How Community Input Informed the Design of the EWEB Riverfront Master Plan

Consistent with Eugene's Downtown Plan, 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 has developed the connection between downtown and the Willamette River, is sensitive to the environment, proposes sustainable design strategies, and includes 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) with different professional backgrounds and expertise. The CAT assisted Eugene-based Rowell Brokaw Architects in the development of this vital downtown riverfront plan. Images and documents from the master planning project are available online at the project website: [www.eugeneriverfront.com](http://www.eugeneriverfront.com).

## **OPEN HOUSE CELEBRATION OVERVIEW**

Approximately 175 people gathered outdoors on the EWEB riverfront site from 5:00-7:00 p.m. on May 12, 2010 for the final of four planned public events for the master plan. Meeting participants included a broad community mix, including 45 people new to the process. Refreshments, music and Assisted Listening Devices were provided for participants. Best of all, the weather cooperated for an outdoor celebration!

The public was welcomed to discuss the proposal with the design team, Community Advisory Team members, and EWEB staff. Members of the community could ask specific questions and engage directly with the architects and project staff, while looking at drawings and site plans.

John Rowell, principal at Rowell Brokaw Architects, led participants on tours of the site stopping to explain the master plan at the following specific points:

- New Public Plaza
- Restaurant Row/Boardwalk
- Millpond Swale/Potential Connection to a Daylighted Millrace
- Historic Steam Plant
- 8<sup>th</sup> Avenue/Riverfront Street
- Operations Warehouse

Comment cards were available to capture feedback not directly spoken to a project team member. One participant wrote: "All the presentation material together with the tour really brought things to life for me. Many of your visions of the imagined places I could easily picture!"

Mark Oberle, EWEB Property Manager, opened a short presentation during which EWEB Commissioner, Ron Farmer, recognized the hard work that had been invested by the Community Advisory Team, the consultants, and the EWEB staff. Mr. Oberle thanked the community for the generous contribution of time and ideas that were given over the past year to allow a truly “community-developed and supported” vision to emerge.

To continue to encourage the public to provide input on the design, participants had the opportunity to place a dot on the area of the plan that they were most excited about. They could also suggest names for the proposed neighborhood and sub-districts of the plan. It was made clear that the ‘name game’ was a fun brainstorming exercise, and that the suggestions will be captured for future reference. However, the project team has no authority to assign future names of parks, streets or other design elements. See Attachment A for a photo of the dots and Attachment B for the name suggestions. Comment cards are included as Attachment C.

The May 12 meeting organizers and presenters included:

- Ron Farmer, EWEB Commissioner
- Julie Fischer, Cogito
- Kaarin Knudson, Project Manager, Rowell Brokaw Architects
- Mark Oberle, EWEB
- Jeannine Parisi, EWEB
- John Rowell, Principal, Rowell Brokaw Architects
- Ellen Teninty, Cogito

The Community Advisory Team includes:

- Dave Hauser (co-chair)
- Tom Hoyt
- Mark Johnson
- Pat Johnston (co-chair)
- Desiree Moore
- Dean Pape
- Mary Unruh
- Anita Van Asperdt
- Gary Wildish

## Attachment A: Photo of dots marking favorite aspects of the master plan



# EWEB RIVERFRONT MASTER PLAN

## A Community-Developed Design for the Downtown Riverfront

The EWEB Riverfront Master Plan creates the unique opportunity for people to experience a beautiful stretch of the Willamette River while enjoying the vibrancy of an active, thriving neighborhood in Downtown Eugene. This plan represents how our community can plan for a future that is economically, socially and ecologically sustainable.

An integrated design team led by Rowell Brokaw Architects completed the master plan design proposal in the summer of 2010, after a year of collaborative work with a nine-member Community Advisory Team and the public at large.

This master plan renews the connection between Downtown Eugene and the Willamette River. The design is sensitive to the environment, employs sustainable design strategies, creates new public open space, improves the bike path, and proposes numerous ways to teach about our river, our history and our city. It includes a framework of new open space, public streets, city blocks, and design standards that guide redevelopment.

For more information about this project, please visit [www.eugeneriverfront.com](http://www.eugeneriverfront.com).



## **Attachment B: Name Game Results / Full Text Written on Handouts**

This exercise is for fun and the suggestions will be forwarded. However, this process has no authority to assign names.

If it were up to you, what names would you give this site? Finish these sentences with your creative ideas.

### **The whole EWEB site (district, neighborhood)**

*Let's go on a bike ride and stop by the...*

- People's Plaza
- Skinner's Hollow
- Spot
- Sssssssteam Heat Park
- Mud District
- Frog Hollow
- Foggy Bottom
- River Bow
- Great Connection

### **New Public Plaza**

*There's a great free concert tonight down at...*

- The Eugene Plaza
- Riverfront Plaza
- Blow Hole
- The Pool
- Webfoot Plaza
- River Bow
- River Plank
- River Center
- Pearl Plaza
- Power Plant Plaza
- Bow's Beginning

### **Restaurant Row**

*Afterwards, let's go for a beer over at...*

- Power Row
- Eagle's Nest
- Nosh Row
- Pub Alley
- Eat Street
- A River Runs Under
- Mmmmmm Row
- The Power Bar
- A Room of One's Ohm

- The Watering Hole
- Willamette Way
- Gastronomy Complex

### **The Millpond Swale / Future Millrace**

*I saw an osprey and a great blue heron today near the...*

- Green Grotto
- The Rapids
- Millrace Mile
- Water Side
- Millrace
- Phoenix Echo

### **Riverfront Street**

*It's easy to get to the concert, just take 8<sup>th</sup> Avenue until it turns into...*

- Rio Ave
- Skinner Promenade
- Riverfront Street
- Electric Ave
- Heat Street
- Cannery Row
- Flood Lane
- Riverfront Row
- Birds Nest
- Riverfront Lane
- City Bend's Sweep

## Attachment C: Public Comments

These are written verbatim comments collected at the Open House.

- Please do not call it 5th Avenue Plaza. It will get confused with 5th Street market area. Where the water is 17 feet below, can you prop it up and make a cascading waterfall leading to the river? Or a kayak play spot?
- The tour was very interesting and informative! I love the idea of having a great place to come and hang out by the river!! Great plan!!
- Great job! Collaboration!
- WD = WOODY DEBRIS. OK?
- I like the idea of keeping the flat green spots to a minimum.
- Thanks for keeping the Steam Plant! And the tor-rific hill! And the beautiful connectors with a loop through the site.
- This is public land, we need more public areas, picnic areas, steam plant and other buildings for community uses. Art studios, meeting spaces near public areas. All buildings should have passive solar heating and cooling, natural ventilation. Low cost-low tech demonstration projects. Energy projects (EWEB). Energy from the river, the sun and energy from the rain, rain fountains, energy from the train tracks. I'm not the only person with ideas, let's get this community together and build a future. Public property, a resource, should stay in public ownership. Developed as a public resource. If the public lands are sold the money will be gone in a short time. No more money. As a public resource, EWEB, the public would have income from leased condos, restaurants every month, FOREVER. Lower utility rates? Other money making projects? Endless possibilities. A resource for the community into the future.