

## Guiding Principles

Before the design phase began, the Community Advisory Team worked to describe a set of shared values that elaborated on the four Riverfront Criteria in the Downtown Plan. The intent was to give further clarity and direction to the design team, and to account for the full context of the project. These shared values are expressed in seven Guiding Principles that the CAT approved by consensus in September 2009. The specific representation of these principles was developed during the course of the public design process, but the underlying values were strong and consistent throughout the project.

### Sustainable Urbanism

The redevelopment of the EWEB riverfront site transforms a vacated utility yard into a pedestrian-oriented, balanced, green community. Urban design principles that promote livability, walkability, connections to open space, and the integration of urban and natural systems provide the basis for this plan's framework. By laying the groundwork for a people-oriented, multi-use redevelopment that meets LEED standards, this master plan has the potential to model sustainable urbanism, reduce our reliance on fossil fuels, and demonstrate Eugene's commitment to being a sustainable city.

### Balance of Uses

This plan includes a diverse mix of public and private spaces, with a variety of uses and opportunities layered within each. The opportunity to generate vitality and variety is the result of "rich edges" where the public and private realms overlap. The plan also accommodates numerous redevelopment and use scenarios. Multiple scales of redevelopment and building types are accommodated by the framework; this creates the opportunity for diversity in building

types, target markets and architectural character. Through the overlapping of public open space and private uses like cafes and restaurants, public amenities offer cultural, educational, recreational, artistic and community benefits.

### Connection

The master plan reconnects the city with the river, and extends the riverine landscape into the city. It improves bike and pedestrian access to the riverfront path system and creates a dramatic sequence of open spaces. The design provides terraced, separated paths that safely accommodate multiple modes of transportation. A public riverfront is maintained, and view corridors are created or enhanced. The proposal makes the downtown riverfront accessible to all ages and abilities, and gives preference to the pedestrian and bicyclist while providing adequate vehicular access as well.

### Ecology

The master plan's ecological objectives should focus on education and habitat enhancement. New riverfront open space, river-edge connectivity, and a variety of open space types are proposed by the design. Green streets and an integrated stormwater system slow and cleanse runoff before it enters the Willamette, and native plant communities are planned throughout the 27-acre site. Urban agriculture and habitat roofs are incorporated to add diversity to the site's urban ecology. A 70-page ecological assessment of the design was completed (see Appendix), and offers key recommendations that are consistent with the design proposal. The assessment also includes specific recommendations for plant species, habitat design and maintenance to be carried forward by this plan.



### Identity

The riverfront master plan proposes a 9-acre Cultural Landscape that teaches about the many layers of history, ecology, art and industry imbedded in this site. Multiple interpretive sites with specific stories to tell are identified by the plan. The property is recognized as our shared, downtown riverfront and includes design guidelines to create a pedestrian-oriented, lively public realm. Above all, the riverfront plan directs the development of a place that is accessible and welcoming to all.

### Economics

The master plan proposal was tested for its ability to contribute to the economic vitality of Eugene. Sale of riverfront property will generate a financial return for EWEB to benefit ratepayers, and redevelopment will contribute to the tax base and riverfront urban renewal district. Infrastructure enhancements also contribute community value in a variety of ways.

### Feasibility

Feasibility is often tied to existing conditions, standard practices, political climate, and community support for a project. Multiple use scenarios were tested to access the flexibility of the design framework, and to ensure that the proposal would not preclude positive adaptations and unforeseen opportunities. A preliminary development program and implementation options research were completed as part of the project's development. Extensive public outreach ensured that the design developed in a way that was consistent with community desires and values, and that input to the design was identifiable and accurately reflected.



## EWEB RIVERFRONT MASTER PLAN GUIDING PRINCIPLES

The following is a draft, working document that has been reviewed by the Community Advisory Team (CAT). It is expected that this document will continue to evolve with additional input from the CAT, EWEB Board of Commissioners and public.

### 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.*

### 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