



Eugene City Council

125 E. 8th Ave., 2nd Floor
Eugene, OR 97401-2793
541-682-5010 • 541-682-5414 Fax
www.eugene-or.gov

EUGENE CITY COUNCIL AGENDA

June 12, 2013

12:00 PM **CITY COUNCIL WORK SESSION**
Harris Hall
125 East 8th Avenue
Eugene, Oregon 97401

**Meeting of June 12, 2013;
Her Honor Mayor Kitty Piercy Presiding**

Councilors

George Brown, President	Pat Farr, Vice President
Mike Clark	George Poling
Chris Pryor	Claire Syrett
Betty Taylor	Alan Zelenka

**CITY COUNCIL WORK SESSION
Harris Hall**

**12:00 p.m. A. WORK SESSION:
Eugene Water & Electric Board Riverfront Master Plan**

**time approximate*

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EUGENE CITY COUNCIL

AGENDA ITEM SUMMARY



Work Session: Eugene Water & Electric Board Riverfront Master Plan

Meeting Date: June 12, 2013
 Department: Planning and Development
www.eugene-or.gov

Agenda Item Number: A
 Staff Contact: Gabe Flock
 Contact Telephone Number: 541-682-5697

ISSUE STATEMENT

This work session will provide another opportunity for the council to learn more about Eugene Water & Electric Board's (EWEB) Riverfront Master Plan proposal, in advance of the upcoming public hearing. As a reminder, this is a quasi-judicial process which requires that the work session be limited to factual information and questions about the request. The council should avoid prematurely expressing opinions or deliberating on the merits of the proposal in advance of the public hearing, which is scheduled for June 17, 2013.

BACKGROUND

At the council's last work session on this topic, staff provided an overview of the proposal, including the regulatory actions proposed for implementation of the EWEB Riverfront Master Plan. As a reminder, the formal land use applications proposed by EWEB to implement the master plan, are briefly summarized below:

Metro Plan Amendment (MA 12-1): amends the Metro Plan diagram to reflect the master plan vision for mixed-use redevelopment; changes land use designation from primarily heavy industrial to mixed use.

Refinement Plan Adoption & Related Amendments (RA 12-1): adopts the EWEB Downtown Riverfront Specific Area Plan; also amends the Downtown Plan and Riverfront Park Study to remove obsolete sections and ensure consistency.

Code Amendments (CA 12-4): amends the Eugene Code to establish a new (S-DR) Downtown Riverfront Special Area Zone including form-based standards for future redevelopment; also includes related code amendments to integrate the new zoning with existing code sections.

Zone Change (Z 12-6): rezones the site from public land and industrial zoning to the new (S-DR) Downtown Riverfront Special Area Zone.

Willamette Greenway Permit (WG 12-4): approves a Willamette Greenway Permit for future development that is consistent with the new plan and zone.

Staff also responded to a number of questions and comments about the proposal at the work session. Additional responses and relevant materials are organized by topic and addressed below.

Public Access to, and within the EWEB Riverfront Site

The council asked how this master plan would promote access to the site both as a destination, and for casual use. The master plan and related code provisions ensure a new public street system that reconnects the site to downtown from 5th and 8th avenues. This will provide the critical connection linking downtown to the river.

The plan envisions this primary riverfront street as a “Great Loop” that provides pedestrian-friendly, bicycle, vehicular *and transit* access to the site from downtown. The concept also includes the ability to close sections of this riverfront street for festivals or other public events, but otherwise provide a convenient, pleasant streetscape environment for a wide variety of potential users, whether as residents, retail customers, or park users. The proposed bike path and boardwalk, adjacent to “Restaurant Row” and the new riverfront park, can accommodate a variety of users including bike commuters and more casual recreational users.

Transit service was closely considered in the master planning process with the involvement of a focus group that included Lane Transit District staff, City transportation staff and a variety of community members with interest in transportation issues. As a result, the primary street has been designed to ensure that it will accommodate future transit service, but with the realization that the specific type and location of service will depend on future build-out and a variety of details that naturally come later in the redevelopment process. Attachment A includes an excerpt from the master plan that shows the site’s relationship to regional, community and local transit service including rail, EmX, and the Breeze. It shows existing routes and how bus service could be routed to the site in the future.

The vision for the EWEB property is to expand the range of opportunities for commercial and residential development throughout the entire downtown and to create the desired mix of uses and high quality development within a compact urban core as called for in Envision Eugene. The proposal is intended to help realize the potential for this site to be a special destination downtown, where residents, visitors, downtown employees, and students come for activities that strengthen downtown, reinforce the identity of the community and its ties to the area’s most significant natural resource, the Willamette River.

Willamette Greenway and Water Resource Protections

There are two primary types of land use regulation that apply to natural resource/water resource protection on the EWEB Riverfront site:

- Willamette River Greenway (Goal 15)--The majority of the EWEB site is within the Willamette River Greenway Boundary. As such, a Willamette River Greenway permit is included in the adoption package. This permit and the proposed code include a new Willamette River Greenway setback to ensure protection of the expanded open space, riparian area and scenic values along the river.
- Water Resource Overlay Zoning (Goal 5)--While the typical setback for the Willamette River is 100 feet from the top-of-bank, the EWEB site is almost entirely developed up to the current bike path with either paving or buildings. As such, future development in the

“prior developed areas” is exempt from these setback and use restrictions. EWEB, however, is proposing extensive development setbacks, almost two acres more, than are required by current code.

The Planning Commission reviewed this issue in detail during their deliberations and ultimately found that the proposal resulted in an overall expansion of the protected and enhanced area along the river.

Attachment B illustrates the proposed Willamette River Greenway setback, and the extent of areas that are otherwise exempt from the Water Resource overlay setbacks (currently paved or existing buildings).

Potential Funding Sources for Public Improvements

Implementing the master plan will require on-going collaboration and leveraging of funds from multiple sources. There are a variety of public and private funding sources that will likely be considered. Private sources primarily include developer investment, potentially from multiple developers. Public sources could include grants from state or federal sources, Riverfront urban renewal funds and other City-controlled sources, as well as participation from EWEB. As an example, Public Works staff is coordinating with EWEB to pursue federal grant funding to reconstruct and realign the section of riverfront path within the master plan area. Additional options such as the formation of a local improvement district and other public-private partnerships have also been discussed. Until a development entity and a timeline are secured, amounts and sources are difficult to estimate.

Options and future decisions regarding financial tools, incentives, and public-private partnerships will come back to the council for further discussion once the regulatory framework is in place.

Future Park Site/ Riverfront Open Space

The same is true of options that exist for future park ownership and maintenance, which will depend largely on the outcome of this process to first establish the park location and basic regulatory framework for redevelopment of the site. In the case of the EWEB property, an existing Memorandum of Understanding (MOU) identifies the City’s option to declare interest in all or a part of the site, once the proposed land use application package is adopted and EWEB indicates its intent to sell the property. A variety of options exist and have yet to be decided in terms of future ownership and management of the park site.

Based on the level of interest in the proposed riverfront open space, additional details are provided in Attachment C, including a set of design guidelines and a detailed open space diagram from the plan. These materials help to show the intended location for various park improvements, riparian enhancements, native habitat areas, interpretive sites and other park elements including areas that could be available for community gardens.

The proposal is based upon a “Riverfront Ecological Analysis and Design” report that was prepared during the master planning process, which includes an analysis and recommendations about the site’s ecological condition, riparian restoration, and balancing of these opportunities among economic, social, and environmental concerns. A specific native planting list developed as part of this analysis is included in the adoption package. These materials help to show the balanced

approach envisioned in the master plan for compact urban development, reconnecting downtown to the river, and maximizing natural resource values in context with a variety of policy goals for the site. (For access to this document, please refer to the materials at: <http://www.eugene-or.gov/index.aspx?NID=2358> beginning on page 630 of the record.)

Sustainability Principles (Triple Bottom Line)

A fundamental element of the master planning process from the beginning was to establish a vision statement and guiding principles that address the “triple bottom line” of sustainability (see Attachment D). This vision and the guiding principles were approved by the Community Advisory Team to help inform the process based on an understanding of the inter-dependence of the community’s social, economic, and environmental concerns. This framework also recognizes the unique opportunity to advance these interests and model sustainability principles in a tangible way for the entire community, through redevelopment of the EWEB riverfront site. As such, the proposed adoption package is intended as a reflection of that inter-dependence and balance, with numerous examples throughout the materials that implement sustainability principles.

New Mixed-Use Redevelopment Potential

The adoption package includes a variety of regulatory actions that, as intended, would create a substantial amount of new capacity for a mix of residential, office, commercial and employment uses on the site as compared to its current industrial designation and largely vacant character. This additional capacity can help to meet the needs identified in Envision Eugene for both multi-family housing and commercial jobs. Additional information was requested at the last work session about more specific estimates of that new capacity. Based on the applicant’s analysis of market feasibility and various redevelopment scenarios under the proposed zoning, estimated build-out would create:

- 250-400 new dwelling units,
- 22,000-28,000 square feet of new retail space,
- 14,000 square feet of restaurant use, and
- 40,000-315,000 square feet of additional office uses.

Form-Based and Traditional Zoning (“Hybrid”) Code Provisions

Additional information about the difference between form-based elements and traditional zoning provisions was also requested at the last work session. The proposed special area zone includes some of both, and is therefore considered a “hybrid” form-based code by integrating form-based elements with existing, traditional code provisions.

Staff believes that one of the advantages of the form-based approach is its focus on standards that try to articulate what the City wants to see built, rather than traditional codes which tend to focus on preventing what the City doesn’t want. A key means for accomplishing this is the focus on urban design standards. These standards are perhaps the most obvious form-based elements of the proposed zoning that are intended to ensure an active streetscape, appropriately scaled buildings, and pedestrian-friendly character. Maximum building envelopes, minimum building heights, step-backs for taller buildings, articulation and window transparency requirements, and main entrance orientation are examples of the form-based standards that have been tailored to the site in order to achieve the intended result.

One key difference as compared to traditional zoning is the inclusion of user-friendly graphics to

represent the standards and better reflect what is allowed and what is not in terms of building form and the public streetscape. Another key difference is that the allowed uses are organized in broad categories to encourage a more generous mixing of uses (e.g. retail on the ground floor, with offices and residential units above); in general, form-based codes are much less predicated on the separation of uses as compared to traditional zoning. In this case, careful consideration was still given to prohibit certain uses such as heavy industrial or suburban-style residential housing, and to require minimum residential density above the ground floor along key street frontages.

Public Testimony Overview from Planning Commission Hearing

At the Planning Commission's initial public hearing held on February 5, 2013, following a presentation from EWEB's staff and consultant team, testimony was received from 18 individuals in support of the request. There were two individuals who had questions or otherwise indicated a neutral position, and two individuals with testimony in opposition to the request.

Several themes emerged in that testimony including appreciation for extensive public input opportunities in the master planning process, the balanced and careful consideration of various stakeholder interests, the vision for compact but sensitive and well-designed mixed-use redevelopment, and based upon the proposal for a new riverfront park with ample public access, river-oriented amenities, and enhancement of the riparian area along the river's edge. Opposing testimony mainly expressed concern about the perceived shortcomings of the plan's ecological analysis and protections along the river's edge.

RELATED CITY POLICIES

The Eugene Code and Downtown Plan require the City's approval of a master plan for redevelopment of the EWEB riverfront property. The adopted policy reads as follows:

A master plan for the EWEB riverfront property must be approved by the City before any redevelopment, land use application, rezoning, Metro Plan or refinement plan diagram amendments are approved for uses not associated with EWEB functions. The master plan shall be evaluated based on the master plan's consistency with principles (1) through (4) below:

- (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 the riverfront improvements teach the community about its river, history and city.

EWEB's proposed land use application package is intended to fulfill this policy and to implement the regulations needed to ensure that redevelopment of the site remains consistent with the conceptual master plan. Findings addressing the applicable approval criteria, including Statewide Planning Goals and other adopted City policies for this request, are included in the applicant's written statement for the land use application package.

COUNCIL OPTIONS

This is an informational work session; no action is necessary at this time.

CITY MANAGER'S RECOMMENDATION

As noted above, this is an informational work session; no action is necessary at this time.

SUGGESTED MOTION

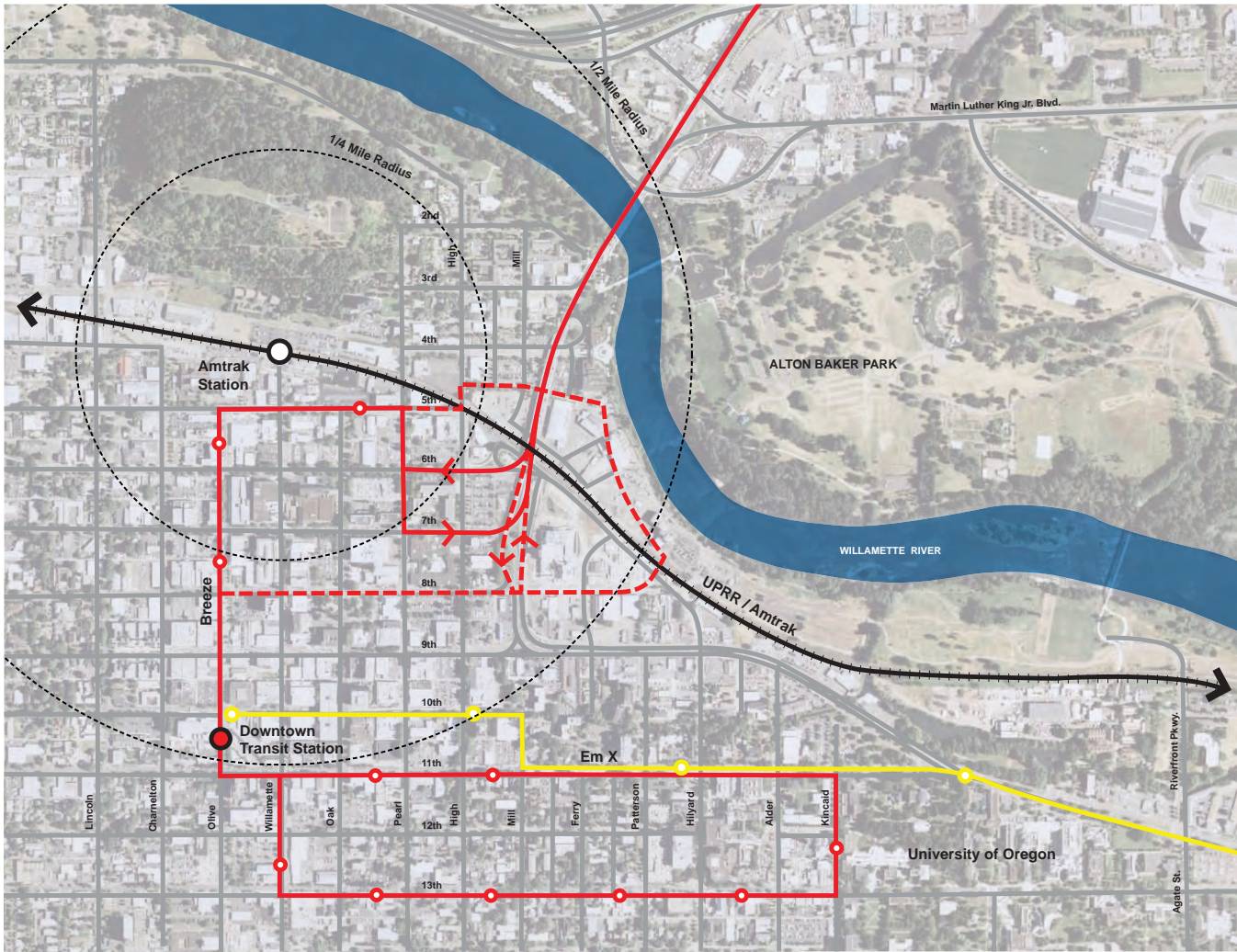
None.

ATTACHMENTS

- A. Transit Service Study Materials
- B. Willamette Greenway and Water Resource Setbacks
- C. Open Space Diagram and Design Guidelines
- D. Master Plan Guiding Principles

FOR MORE INFORMATION






Staff Contact: Gabe Flock
Telephone: 541-682-5697
Staff E-Mail: gabriel.flock@ci.eugene.or.us

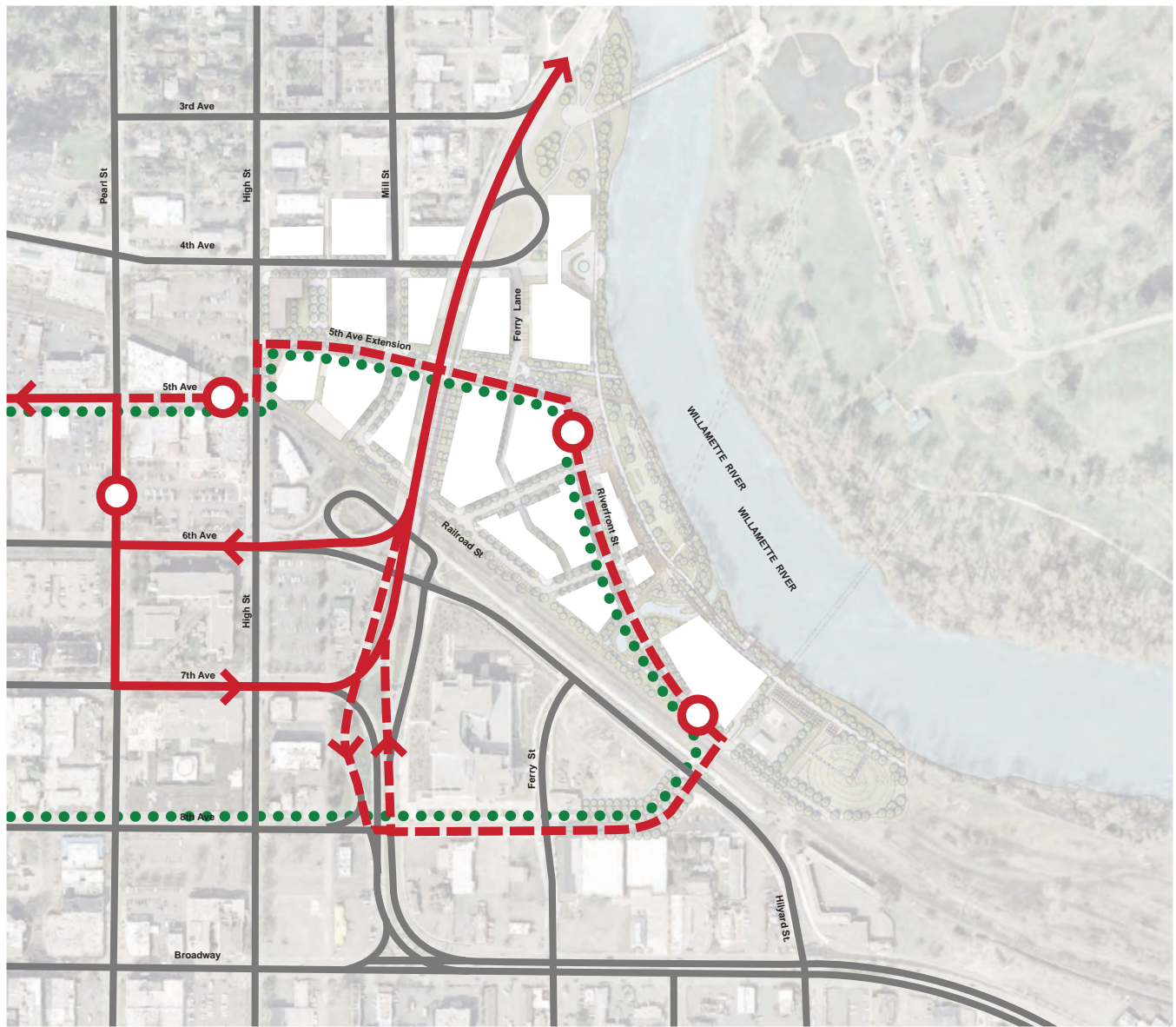





Regional & Community Transit

Most of the EWEB property is within a 10-minute walking distance (equivalent to about a 1/2-mile) of the Eugene/Springfield Amtrak Station, which is a candidate for the improved Cascadia high-speed rail service.

The property is also within reach of Lane Transit District's EmX Bus Rapid Transit service as well as the Breeze line serving the University, Downtown and areas north of the river.

-  EmX Bus Rapid Transit line to Springfield with Stops
-  Local Breeze line
-  Existing and Proposed Streets
-  UPRR / Amtrak Stop
-  Additional Public Transit Connections



-  Recommended Bus Service
-  Existing Bus Route with Stop
-  Proposed 'Great Loop' Transit, Service to Downtown and River

Local Transit

Connect to Existing Service: This diagram shows how existing bus service might be rerouted to serve the site. Currently the Breeze turns down Pearl Street from 5th Avenue before turning along 7th Avenue to the viaduct. It would be possible to serve the site by looping the bus along 5th and 8th Avenues. The Breeze offers valuable connections with Downtown and the University and to the Coburg Road corridor.

Create a “Great Loop” with Public Transit: The creation of a new public transit service that connects Downtown with the riverfront was popular during conversations with the community and would provide additional access and visibility to the riverfront site.

Key Context: Willamette Greenway

Two existing regulations protect the Willamette River from incompatible redevelopment on the EWEB site: the existing property includes a Water Resources (WR) zoning overlay on areas east of the Ferry Street Viaduct, and redevelopment proposals on the site will also need to receive a Willamette Greenway permit.

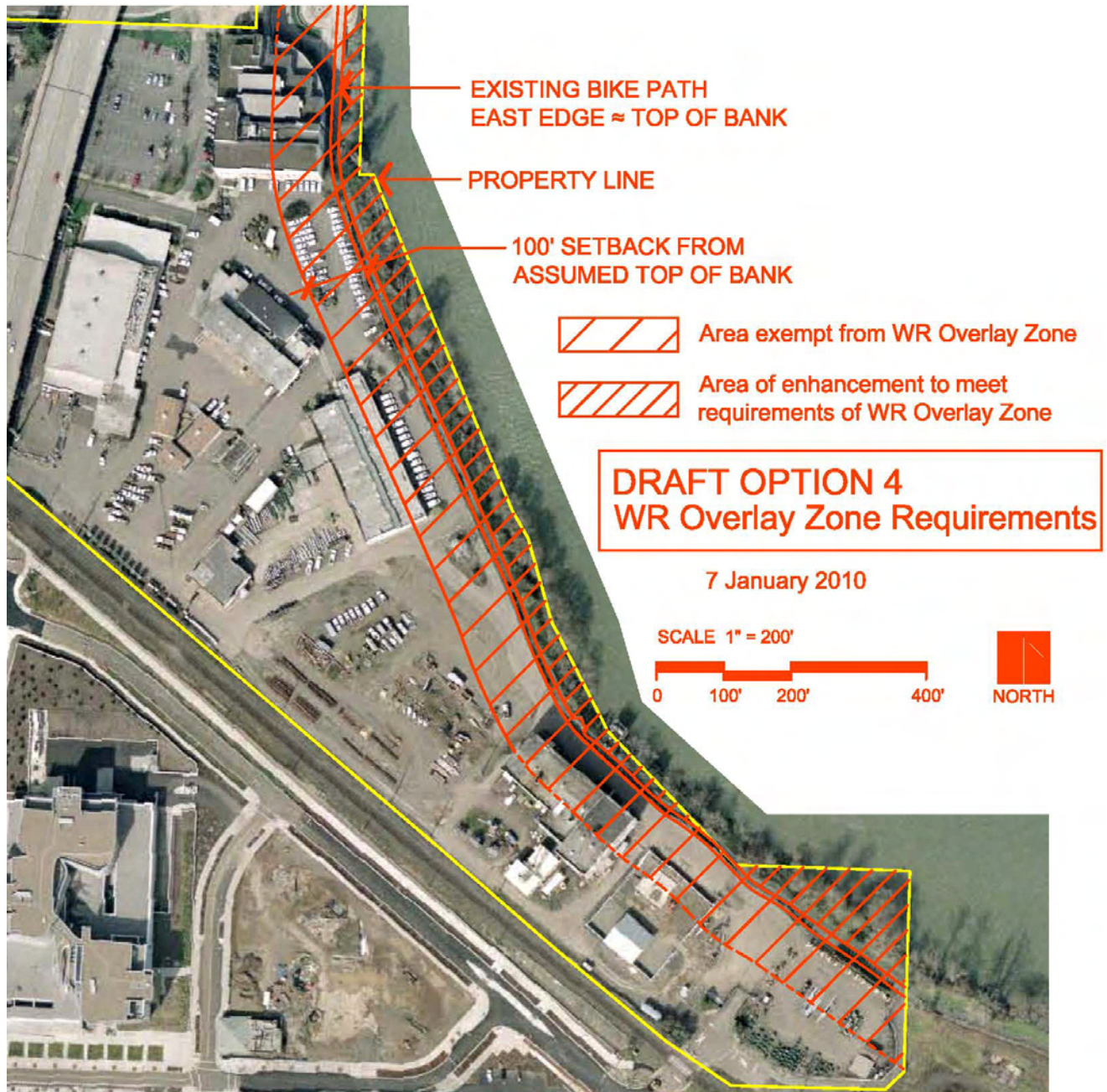
The goal of the Willamette Greenway is “to protect, conserve, restore, enhance and maintain the ecological, natural, scenic, historical, agricultural, economic, cultural and recreational qualities and resources along the Willamette River.” It is a permitting process that outlines specific criteria and standards for changes in use, intensifications of use, or development within the boundaries of the Greenway (EC 9.8815). In accordance with the Greenway’s criteria, a 100’ distance has been adopted as the adequate setback along this reach of the Willamette River.

Redevelopment will need to meet the applicable regulations of the Water Resources (WR) overlay. A WR overlay generally addresses the conservation of significant riparian and water-resource habitat, and is considered more stringent than the Willamette Greenway. WR regulations implement the Statewide Goal 5 Water Resources Conservation Plan (EC 9.4900). In the case of the EWEB property, the WR overlay is triggered because the property is adjacent to the Willamette River, a Category A water resource that has a standard conservation setback of 100’ from top of bank. However, the existing EWEB property is also a previously developed site, and approximately 94% impervious surface in its current state.

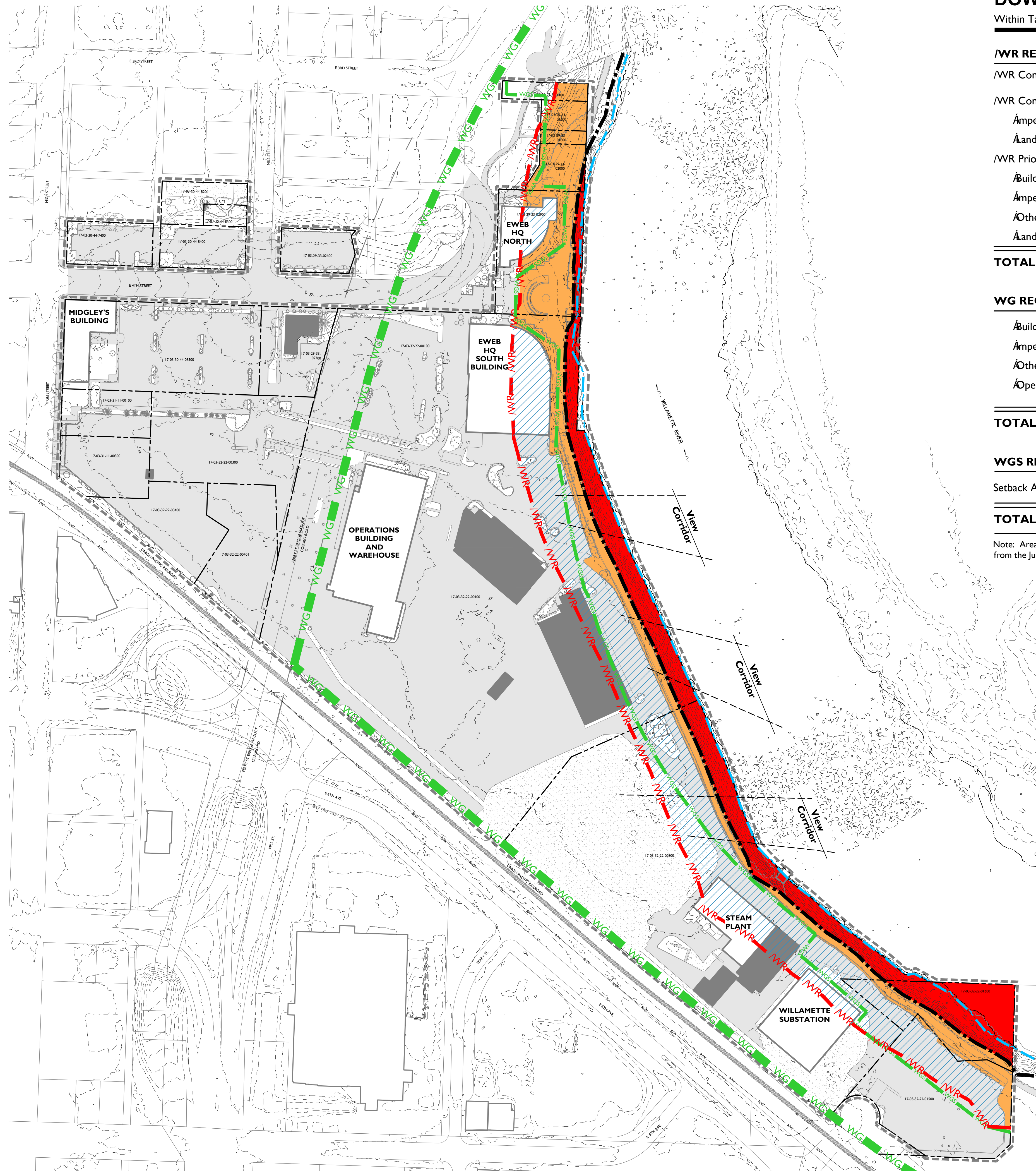
Areas above top of bank that were developed prior to November 2005 are exempt from the WR conservation setback standard, but despite the property’s exemption, the design proposal honors the intent of the WR regulation. Below top of bank, any planned riparian enhancement will need to comply with the WR zone.

Given existing conditions, applicable criteria and the location of proposed construction, the master plan expects to be in compliance with the Greenway and WR overlay regulations. The design proposes that all new buildings are more than 100’ from top of bank. Several acres of vegetated public open space will be created along the riverfront. This naturalized landscape is extended into the site approximately 450’ at Millpond Swale and 250’ at the SE end of the site. At the Millpond Swale, open space extends the full depth of the property.

The Downtown Plan’s four Riverfront Criteria include the expectation that the riverfront master plan will “provide appropriate setbacks, deeper where environmental or habitat issues are more critical, shallower in other areas.” The term “appropriate” is language that relates to the standards applied by the WR overlay, which the design honors and exceeds. The proposal’s “undulating green edge” also allows for the creation of new habitat and ecological value where little to none currently exists. In this sense, the design proposal far exceeds regulatory requirements that structure the relationship between development and waterways.



A diagram of the WR overlay shows the existing top of bank and a 100' setback distance on the EWEB riverfront property. The narrow red hatch pattern between top of bank and the yellow property line indicate the area where enhancements needs to comply with the Water Resources (WR) overlay. The wider red hatch pattern marks the area within the 100' setback distance that are previously developed and exempt. The master plan proposes that all new buildings or additions to existing structures are more than 100' from top of bank.



Regulatory Plan

DOWNTOWN RIVERFRONT REGULATORY COVERAGE

Within Tax Lot & Conservation Boundaries

WWR REGULATED AREA	EXISTING CONDITIONS	PERCENT OF REGULATED AREA
WWR Conservation Area	71,335 sf (1.63 ac)	25%
WWR Conservation Setback Area	79,854 sf (1.83 ac)	27%
Impermeable Surface (Pavement)	43,883 sf (1.00 ac)	inc.
Landscape & Open Space	35,971 sf (0.82 ac)	inc.
WWR Prior Developed Area	141,327 sf (3.24 ac)	48%
Buildings / Structures	35,759 sf (0.82 ac)	inc.
Impermeable Surface (Pavement)	87,094 sf (1.99 ac)	inc.
Other Surface (Gravel)	13,768 sf (0.31 ac)	inc.
Landscape & Open Space	4,706 sf (0.10 ac)	inc.
TOTAL	292,516 sf (6.71 ac)	100%

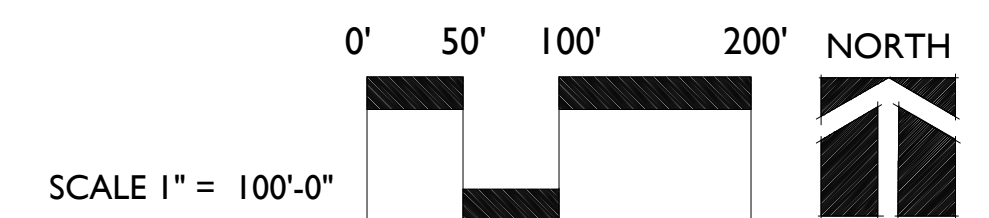
WG REGULATED AREA	EXISTING CONDITIONS	PERCENT OF REGULATED AREA
Buildings / Structures	257,875 sf (5.92 ac)	30%
Impermeable Surface (Pavement)	393,249 sf (9.03 ac)	46%
Other Surface (Gravel)	134,814 sf (3.09 ac)	16%
Open Space	74,494 sf (1.71 ac)	8%
TOTAL	860,432 sf (19.75 ac)	100%

WGS REGULATED AREA	EXISTING CONDITIONS	PERCENT OF REGULATED AREA
Setback Area	139,259 sf (3.19 ac)	100%
TOTAL	139,259 sf (3.19 ac)	100%

Note: Area calculations derived from Digitized Aerial Photography provided by EWEB, Surveyed Conditions from the June 13, 2011 survey prepared by OBEC Consulting Engineers, and GIS data provided by LCOG.

LEGEND

- PROJECT BOUNDARY
- 2' CONTOUR INTERVAL
- TAX LOT BOUNDARY
- RIGHT-OF-WAY BOUNDARY
- TOP OF BANK (TOB)
- ORDINARY HIGH WATER LINE (OHW)
- ORDINARY LOW WATER LINE (OLW)
- WILLAMETTE GREENWAY BOUNDARY
- WWR CONSERVATION SETBACK BOUNDARY
- PROPOSED WILLAMETTE GREENWAY SETBACK BOUNDARY
- PROPOSED VIEW CORRIDOR
- WWR CONSERVATION AREA
- WWR CONSERVATION SETBACK AREA
- WWR PRIOR DEVELOPED AREAS
- IMPERVIOUS PAVEMENT
Concrete or Asphalt
- GRAVEL SURFACE
- EXISTING BUILDING
To Remain
- EXISTING BUILDING
To Be Removed
- EXISTING DECIDUOUS TREE
- EXISTING CONIFEROUS TREE
- EXISTING SHRUB CLUSTER



CAMERON MCCARTHY
LANDSCAPE ARCHITECTURE & PLANNING
180 East Broadway • Eugene Oregon 97401 • P 541.485.7285
www.cameronmccarthy.com • F 541.485.7288

Rowell Brokaw Architects

Rowell Brokaw Architects, P.C.
One East Broadway, Suite 300
Eugene, Oregon 97401
Voice (541) 485-1003
Fax (541) 485-7344
www.rowellbrokaw.com

**EWEB RIVERFRONT
LAND USE COMPONENTS**
EUGENE WATER & ELECTRIC BOARD
500 East 4th Avenue Eugene, OR 97401

STAMP

**NOT FOR
CONSTRUCTION**

Drawn By: ZWR
Checked: CGM
Project #: 1045 M
Date: Dec. 5, 2012

Rev. #: _____ Date: _____

SHEET TITLE
**REGULATORY
PLAN**

SHEET #

RI

Item A.





FIGURE 4-26: DESIGN GUIDELINES - CULTURAL LANDSCAPE & OPEN SPACE

CULTURAL LANDSCAPE & OPEN SPACE

Eugene’s downtown riverfront is a place that we share, making it an ideal landscape for community education and lessons from history. The overarching open space proposal is for a Cultural Landscape along the river—a community trove of green space, interpretive sites, public art, vistas and historic structures that teach about the history and culture embedded along the riverfront site. The intent is to use the riverfront landscape to teach and inspire inquiry into our community’s history, in a variety of ways and at a variety of scales.

The ecological design of the open space was influenced by the Riverfront Ecological Analysis and Design Report as well as extensive input from the public meetings, numerous stakeholder interviews, relevant precedents throughout the Pacific Northwest, and the professional experience of the design team. Through this work and additional research, environmental education and habitat enhancement were identified as two primary ecological objectives of the open space design.

The Appendix includes a preliminary list of recommended interpretive site topics for the Cultural Landscape. The design guidelines on the pages that follow direct the design and construction of Cultural Landscape and Open Space areas.

DESIGN GUIDELINES

The design guidelines specified on the page that follows shall be used to direct the design and construction of Cultural Landscape and Open Space areas conceptually shown in the Downtown Riverfront Special Area Zone (S-DR) and in Figures 4-23, 4-24, and 4-26. For the purposes of these guidelines, the phrase “to the extent practicable” means that the guideline as described will be met to the extent possible while also allowing the design to: meet safety requirements, ensure compatibility between adjacent park and open space features, meet state and federal regulatory requirements including ADA accessibility requirements, stay within the construction and maintenance budget of the land managing agency, and ensure that the facilities can be sustainably maintained over their lifetime. This will require, in some cases, that the guidelines below will be met to a lesser degree in order to meet other requirements including those listed above.

Designs for development of any land that will be owned or managed by the City shall be reviewed and approved by the Eugene Parks and Open Space division prior to application for land use approvals and building permits.

CULTURAL LANDSCAPE & OPEN SPACE DESIGN GUIDELINES

PARKS + TRAILS + AREAS

Riverfront Park. To the extent practicable:

- The riverfront park surface shall be graded to slope downward from the relocated Riverbank Trail towards the Willamette River while retaining required coverage over existing buried infrastructure.
- The riverfront park shall include multiple clusters of trees. Trees may not be planted within view corridors shown in Figure 4-26.
- The riverfront park shall include accessible path connections from the relocated Riverbank Trail to the nature trail located near the top of bank.
- The riverfront park shall include one or more informal seating areas.
- The riverfront park shall include interpretive facilities that feature educational information related to the river, natural systems, cultural history, public art, or similar content.

Pollinator Park. To the extent practicable:

- Plantings within the pollinator park shall be comprised of a diversity of native grasses and wildflowers that provide pollen and nectar for adult insect pollinators, as well as larval host plants that provide food for caterpillars. The number and variety of species, their relative abundance, and their spatial organization shall be developed in conjunction with local native plant and pollinator experts and reviewed by City of Eugene Parks and Open Space staff.

Riverbank Trail. To the extent practicable:

- The Riverbank Trail shall be relocated and constructed as conceptually shown in Figure 4-26.
- The Riverbank Trail shall be about the proposed pedestrian boardwalk but at a lower elevation than the boardwalk. Grades for both trails shall be adjusted to provide functional separation appropriate to the site.

Adventure Landscape Area. To the extent practicable:

- The adventure landscape area shall include natural elements related to the river landscape or green infrastructure, such as rocks, boulders, logs, or recovered industrial artifacts.
- The adventure landscape area shall be located adjacent to green infrastructure.
- The adventure landscape area shall be designed to be compatible with adjacent uses.

GREEN INFRASTRUCTURE

Green Infrastructure

- Green infrastructure may include, but is not limited to, vegetated stormwater facilities that are designed to treat stormwater from adjacent streets and development.

- Green infrastructure may incorporate walking paths, accessible seating, and viewing boardwalks.

PUBLIC PLAZAS

5th Avenue Plaza. To the extent practicable:

- The plaza shall be designed to function as a public gathering space and/or event location.
- The plaza shall include a surface-grade kinetic water feature, interpretive display, or art feature.
- The plaza must be constructed of a hard surface material.
- Asphalt surfacing is prohibited.

OVERLOOKS + INTERPRETIVE SITES

Interpretive Sites and Overlooks. To the extent practicable:

- Two overlooks shall be provided in locations conceptually shown in Figure 4-23. River overlooks shall be designed to provide views upriver and downriver.
- Interpretive sites shall include: educational displays and materials related to the river, natural systems, cultural history, public art, or similar content; and seating.

Suggested interpretive facility locations include:

- At the east end of the green infrastructure system north of the Great Street/Festival Street.
- Near the Wiley Griffin historic home site near the intersection of 5th Avenue and Mill Street.
- Near the proposed recreational landscape area and green infrastructure systems.
- Near the existing water intake structure.

Additional optional guidelines for the construction and location of river overlooks and interpretive sites are included in Appendix B of the Downtown Riverfront Specific Area Plan.

HABITAT ZONES + NATIVE PLANT COMMUNITIES MANAGEMENT Management Guidelines

- To ensure long-term fulfillment of cultural landscape and open space areas, management plans for public park and green infrastructure areas must be approved by the City of Eugene Parks and Open Space Division, and implemented as specified in the approved plans.
- Standards for the evaluation of management plans shall be based on reasonable, sustainable and cost-effective methods to maintain habitat values of the different zones per current best management practices, taking into account the impacts of planned human uses of these areas. Management plans shall include suggested performance targets for the control of invasive plant species and for native species diversity and cover, as well as sustainable and cost-effective management practices consistent with maintaining important habitat elements and structure.

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