

# *South* **Willamette** Concept Plan

## **Final Draft Concept Plan**

**Making a great place to live, work, walk, and shop!**

Eugene City Council Work Session  
June 19, 2013



## Presentation

Overview

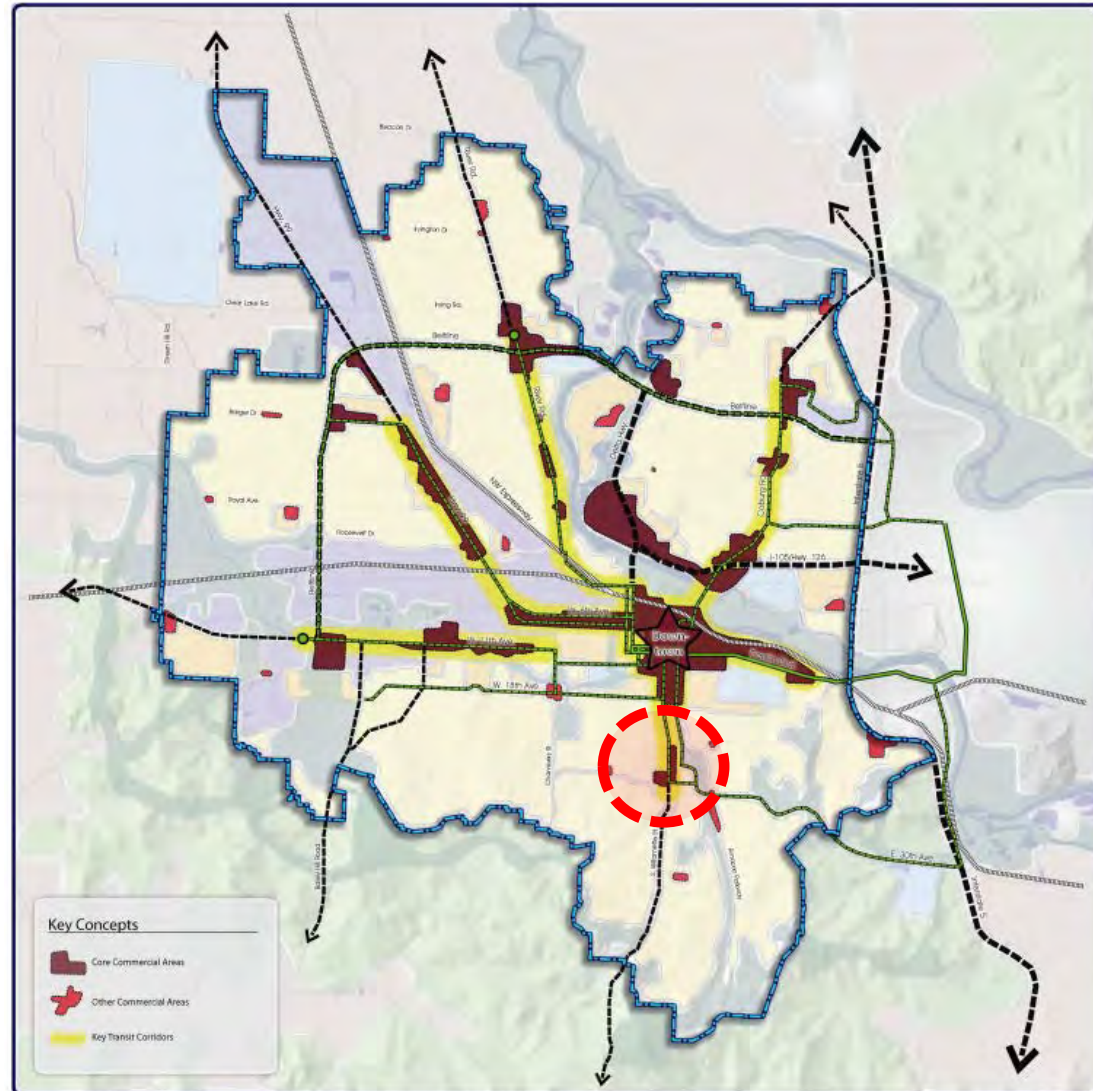
Public Engagement

The Vision

Next Steps



- Transform downtown, corridors and commercial areas into mixed-use neighborhoods
- Facilitate compact development
- Provide transitions from higher to lower intensity uses





## History



Aerial Photo c. 1950



Eugene Country Club, c. 1915

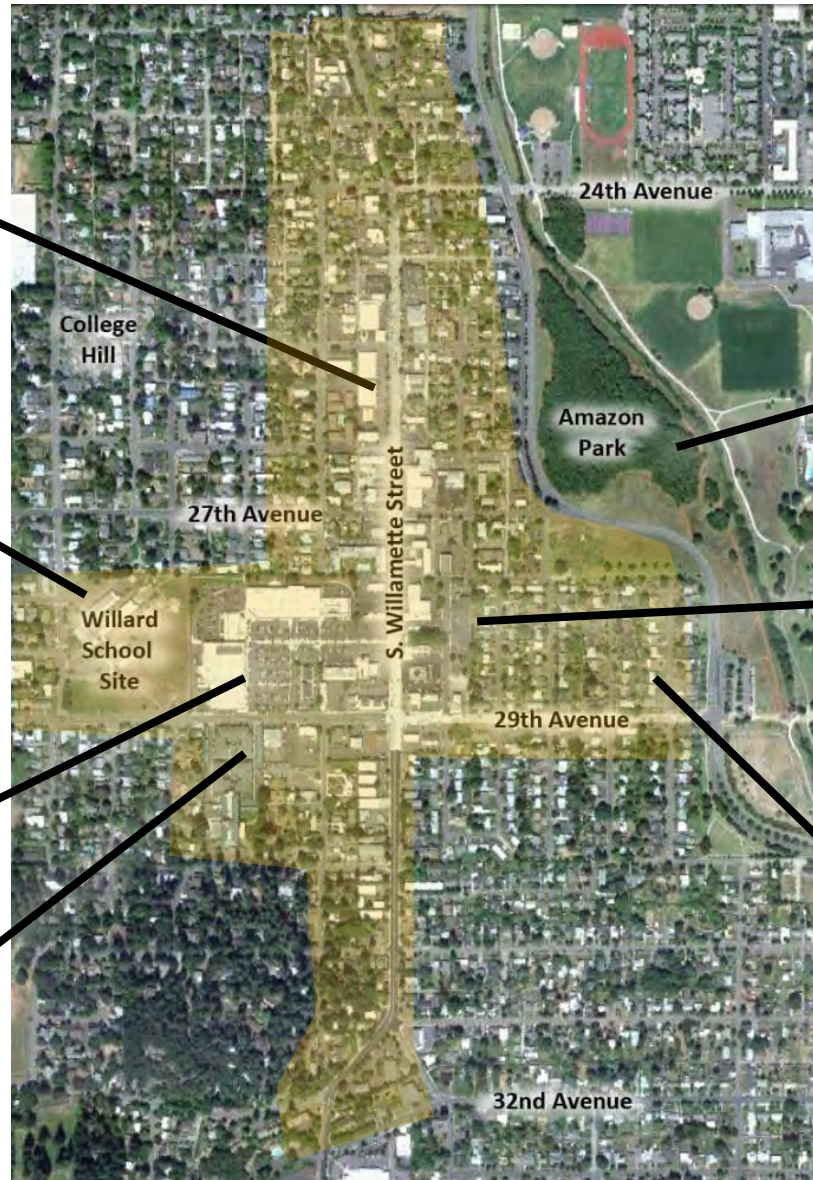
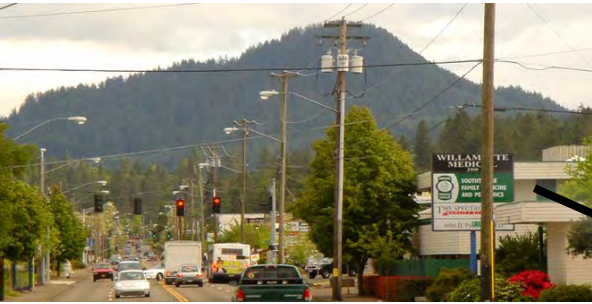


Root Beer stand 1956



Old Dunne Place 1954





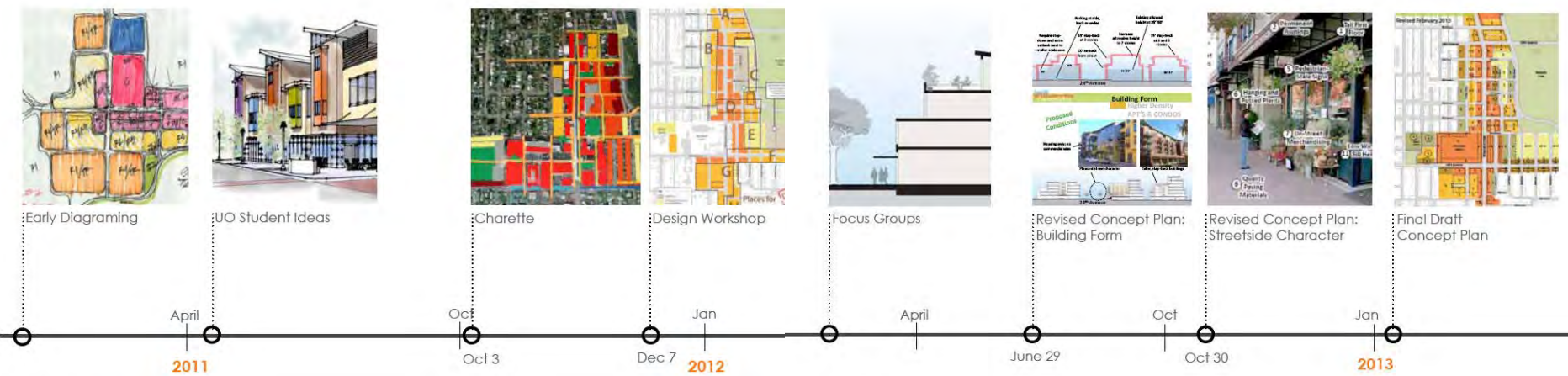


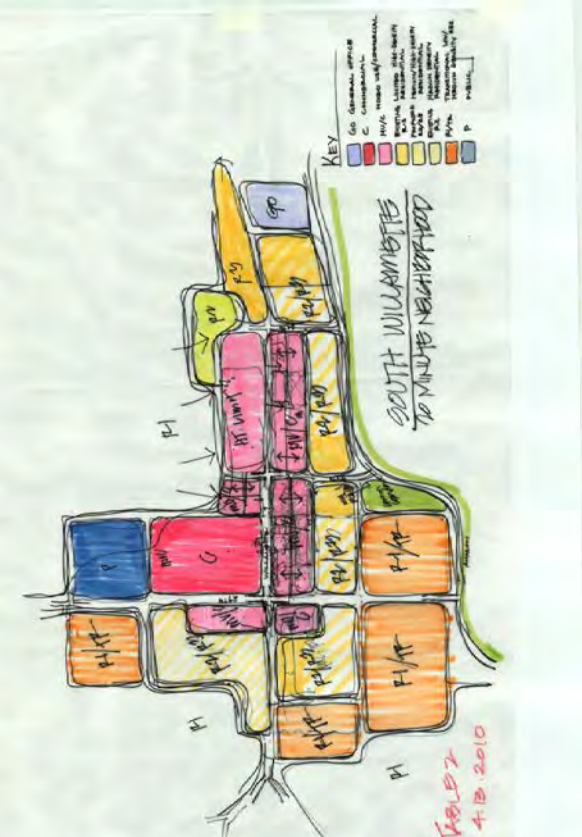


## To meet Envision Eugene Goals:

- **Enhance the area's best qualities!**
- **Support business success**
- **Guide future development**
  - Building types and locations
  - Compact, efficient housing opportunities
- **Set the stage for improvements in the area** (i.e. S. Willamette street project)

## Plan built gradually with a rich community process





## Robust Outreach & Input

- **Ongoing extensive conversations:**
  - Residents
  - Property Owners
  - Business People
- UO Architecture Design Studio
- **4 Public Design Workshops**
- 3 Online Presentations & Surveys
- **450 questionnaire responses**
- 3 Postcard mailings
- **email updates to 600**
- **Planning Commission participation**





## Community Vision

- Open Space & Connections
- Building form
- Implementation

## Connections & Open Space Map

### Major Features

- Future BRT route
- “Heart of the Walkable District”
- Pedestrian Connections
- Public or semi-public open spaces





## Connected Community

### Willamette Street Improvement Plan

- Close collaboration with SW
- Overlapping extensive public engagement
- First step toward long term vision
- Concept Plan provides a context for the street improvement plan

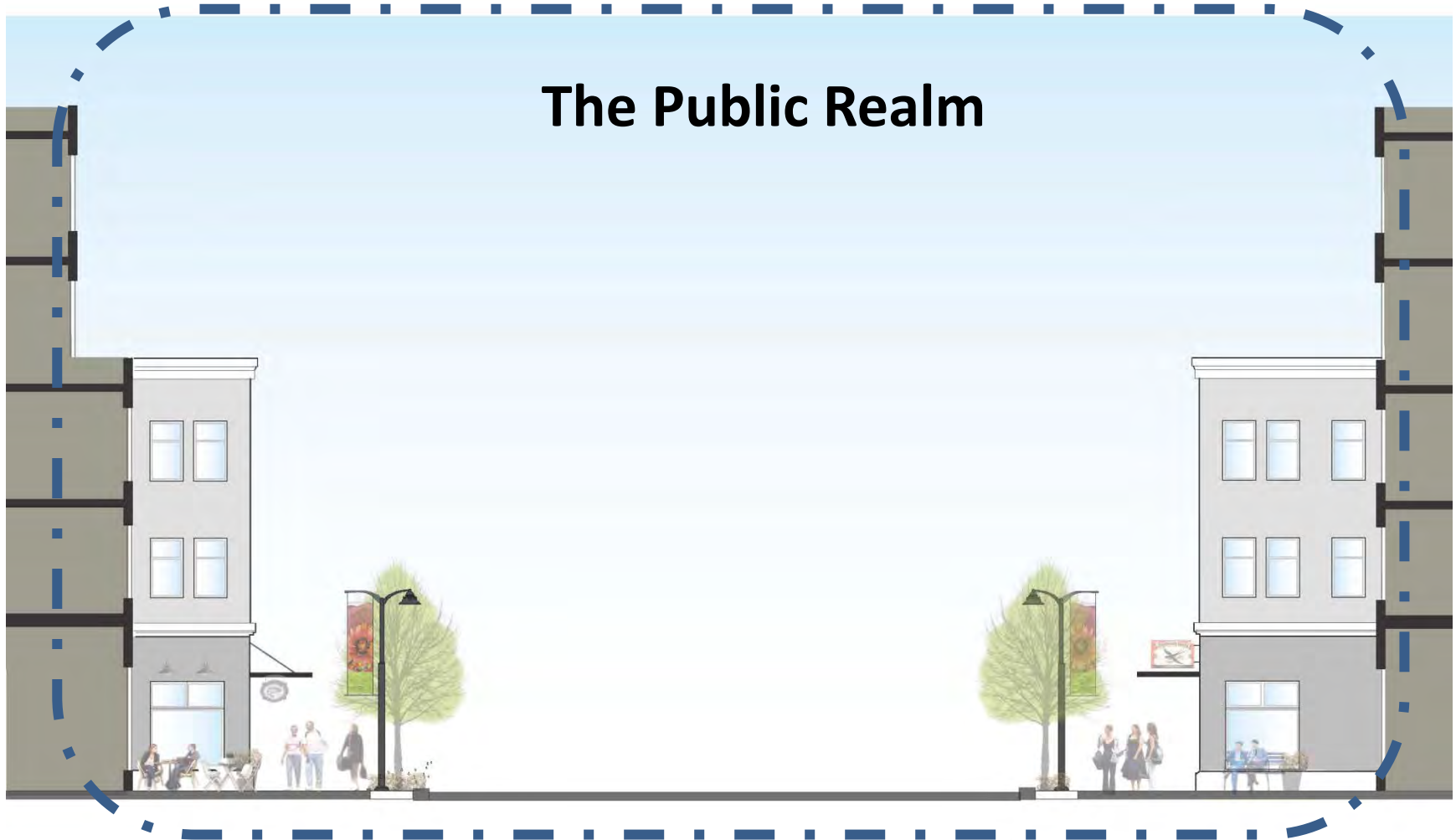


**SOUTH WILLAMETTE**  
Street Improvement Plan



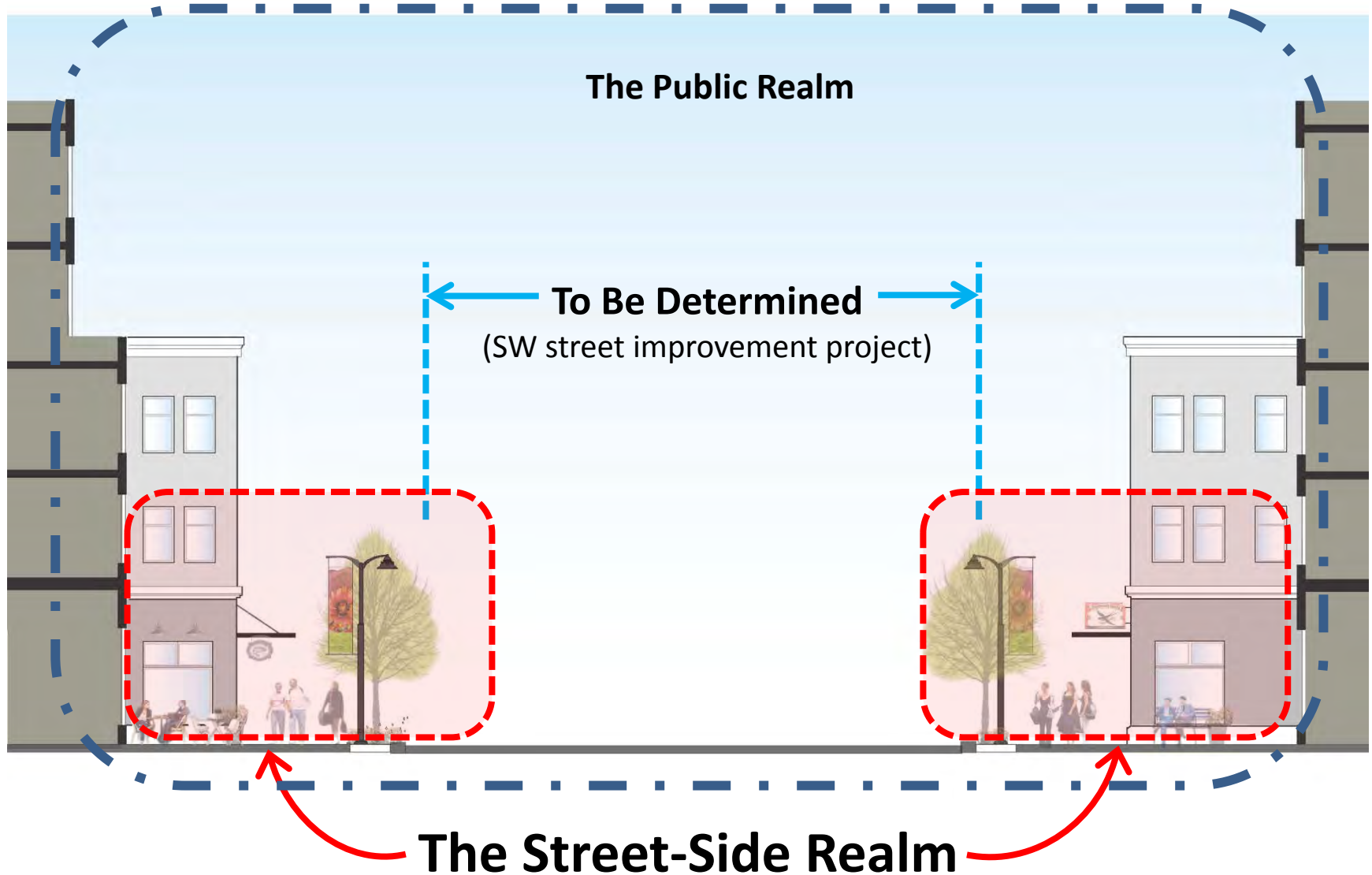
## Long Term Vision

The Public Realm





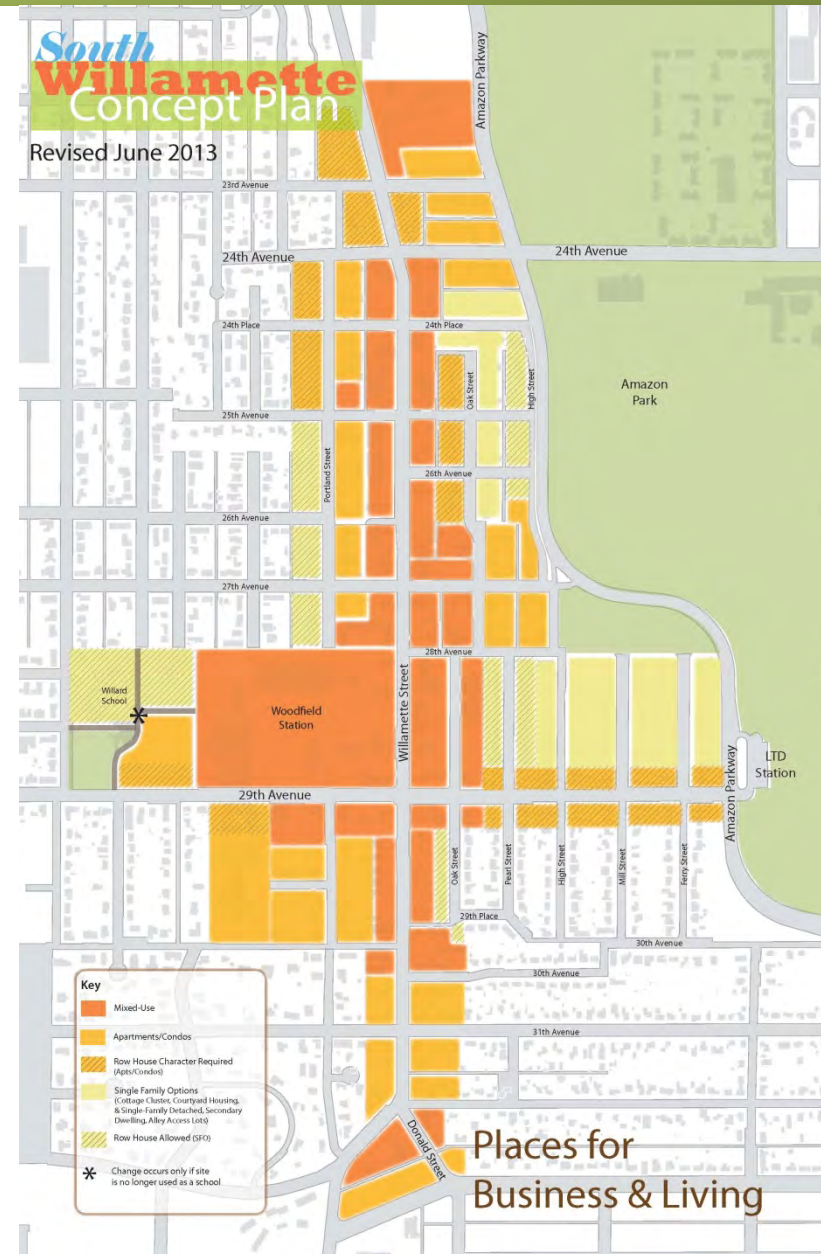
## Long Term Vision for Willamette Street



## Places for Business & Living Map

### Key Concepts

- Reinforces existing patterns
- Moderate level of change
- Addresses affordability and smaller dwellings
- Considers transitions and building types





## Mixed- use Building Types

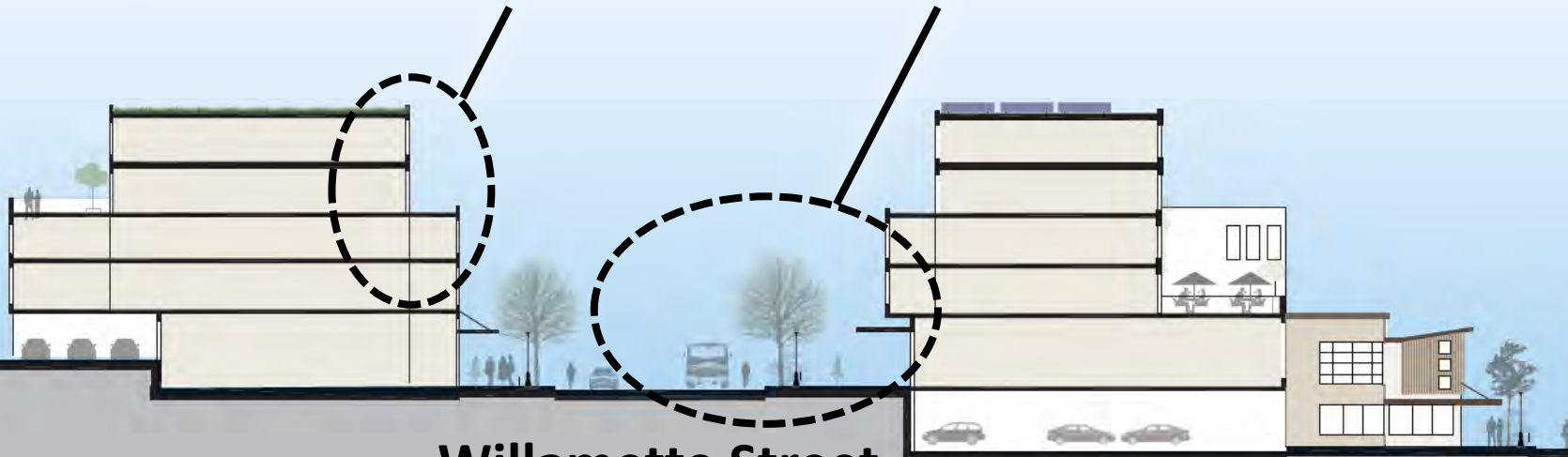
Housing or  
offices above

Retail shops below  
(where possible)



Step-back buildings

Active Street Character



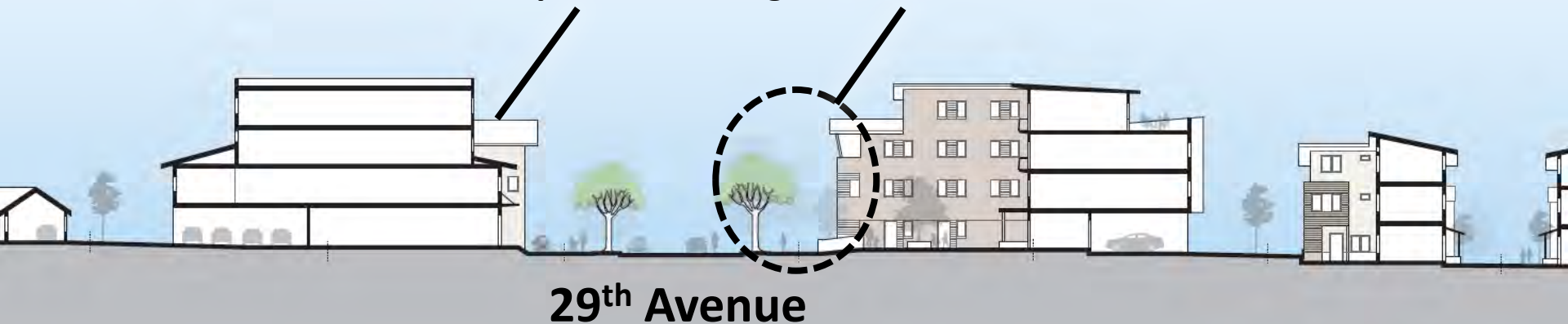
Willamette Street

## Apartments and Condos



**Step-back buildings**

**Pleasant neighborhood character**





# The Vision

## Apartments/Condos with Row House Character





# The Vision

## Row Houses





# The Vision

## Single Family Options



Eventide homes, Stawell Inc.





Mix of Single Family Options

## Transitions & Compatibility



Transitions by Building Type



## Design Features



9 Step-Back

Horizontal &  
2 Vertical  
Elements

1 Height  
Limits

Blend of High-  
4 Quality  
Materials

3 Balconies and  
Windows on  
Street

8 Lighting

6 Permanent  
Awnings

7 Large  
Windows

5 Well-  
Defined  
Entrance

9 Building  
relationship  
to Street



## Illustrative Plan

**Willard School Site Options**

- Remains as a school
- A smaller school with open space and housing options

If no longer used as a school:  
Single and multiple family housing options and open space (shown)

Establish a public plaza, network of green streets and public spaces as opportunities arise along the "walkable heart" of the district.

Building scale transitions between mixed use and residential areas defined by design guidelines and form-based codes.

Design for the human scale with detailed design at street level and thoughtful building scale transitions.

Find opportunities for public-private open space within the walkable business district.

Shared parking areas, alley parking and "fuck-under" parking support walking and reduce driving between businesses.

Improved Willamette Street for all users.

Transform Willamette Street into a positive and defining feature of the district through incremental changes to street, sidewalk, trees, building fronts, and safe crossings.

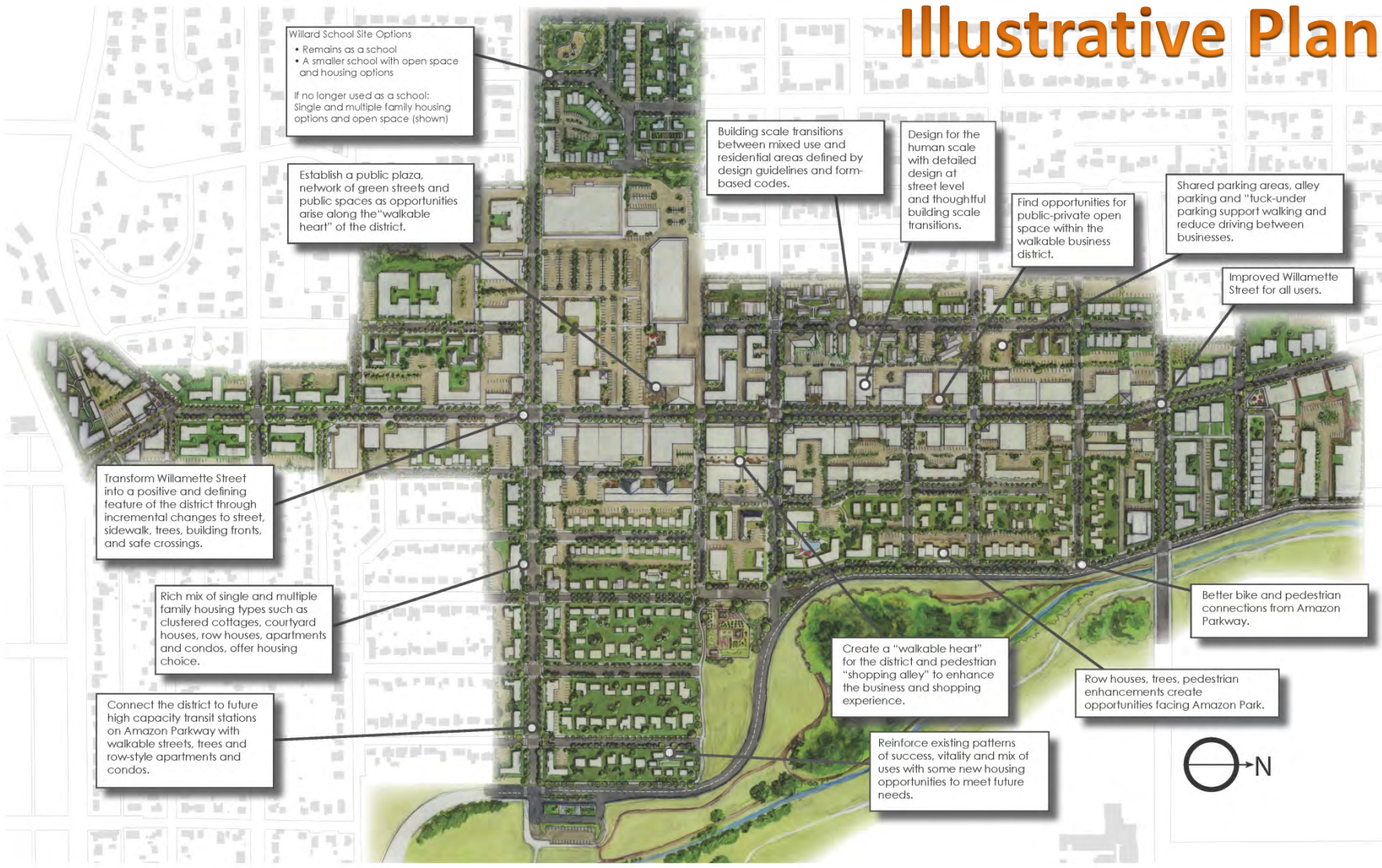
Rich mix of single and multiple family housing types such as clustered cottages, courtyard houses, row houses, apartments and condos, offer housing choice.

Connect the district to future high capacity transit stations on Amazon Parkway with walkable streets, trees and row-style apartments and condos.

Create a "walkable heart" for the district and pedestrian "shopping alley" to enhance the business and shopping experience.

Row houses, trees, pedestrian enhancements create opportunities facing Amazon Park.

Reinforce existing patterns of success, vitality and mix of uses with some new housing opportunities to meet future needs.







- Work with Planning Commission to prepare draft Plan and Code Amendments
  - PC Recommendation to move forward
- Come back to City Council for more discussion:
  - Plan and Code Amendments
  - Collaboration with South Willamette Street long term concept to fulfill vision
  - Ongoing Envision Eugene discussion on Community Investments