



UNIVERSITY OF OREGON
School of Architecture and Allied Arts

June 13, 2013

Dear Mayor Piercy and Members of the City Council,

This past year, I had the opportunity to guide seventeen students earning professional architecture degrees through their senior thesis/comprehensive studio projects. Each year, instructors select a site for a studio that is sufficiently complex in terms of architectural, programmatic, environmental and socio-political aspects to require students to demonstrate deep, integrative learning throughout the design process. We look for projects that allow students to be visionary and explore their personal design sensibilities while attending to public concerns, site constraints and other realities of making architecture.

The EWEB riverfront master plan and property met the criteria and had the added advantage of being in our backyard. There has been an incredible body of design and planning work and a regulatory framework to build from, as well as local expertise available to students. It represents a once in a century opportunity for the city to take an industrial condition and transform it into an urban/civic place next to the water. Its redevelopment encourages a project that is a "performance of an urban nature" where human and natural systems meet in a theatrical sort of way: design in this sense is a series of staged events that are the life of a river city.

This industrial property is ripe for retrofit, and there is an active and ongoing effort to realize this transition. The studio attempted to add value to the process in having seventeen very different design proposals demonstrate the inherent flexibility of the master plan. Attached are a few examples from the studio that I hope help express the enormous potential before us and inspire action to move forward.

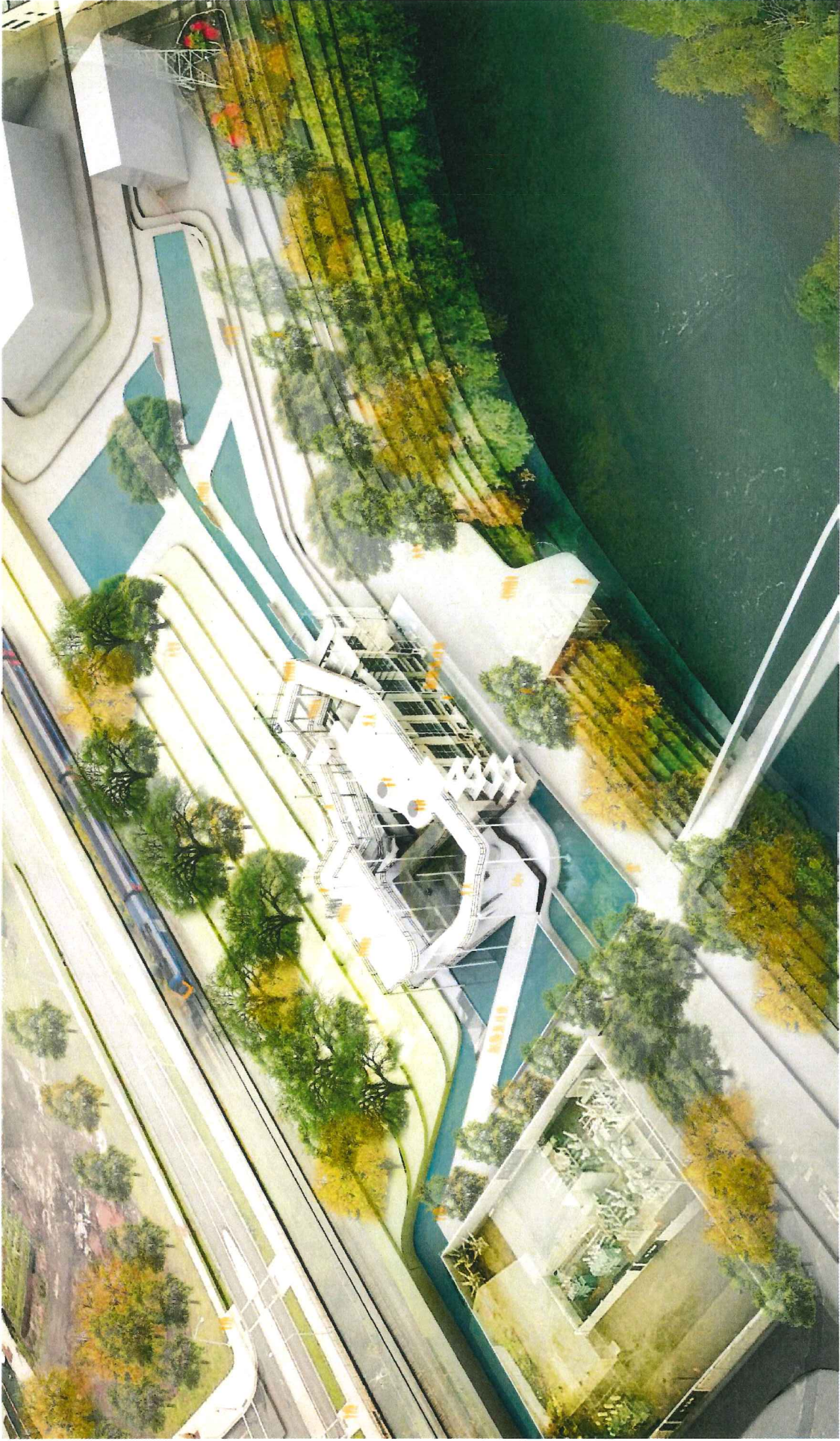
With respect and hope for a great future for the site and city!

A handwritten signature in black ink, appearing to read 'BM' followed by a horizontal line.

Brook Muller
Associate Dean for Academic Affairs, School of Architecture and Allied Arts
Associate Professor, Architecture
Director, Graduate Certificate Program in Ecological Design
University of Oregon, Eugene, OR 97403

DEPARTMENT OF ARCHITECTURE

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Bird's Eye View of the Steam Plant

Courtesy of Dylan Woock



River Plaza and Steam Plant

Courtesy of Dylan Woock



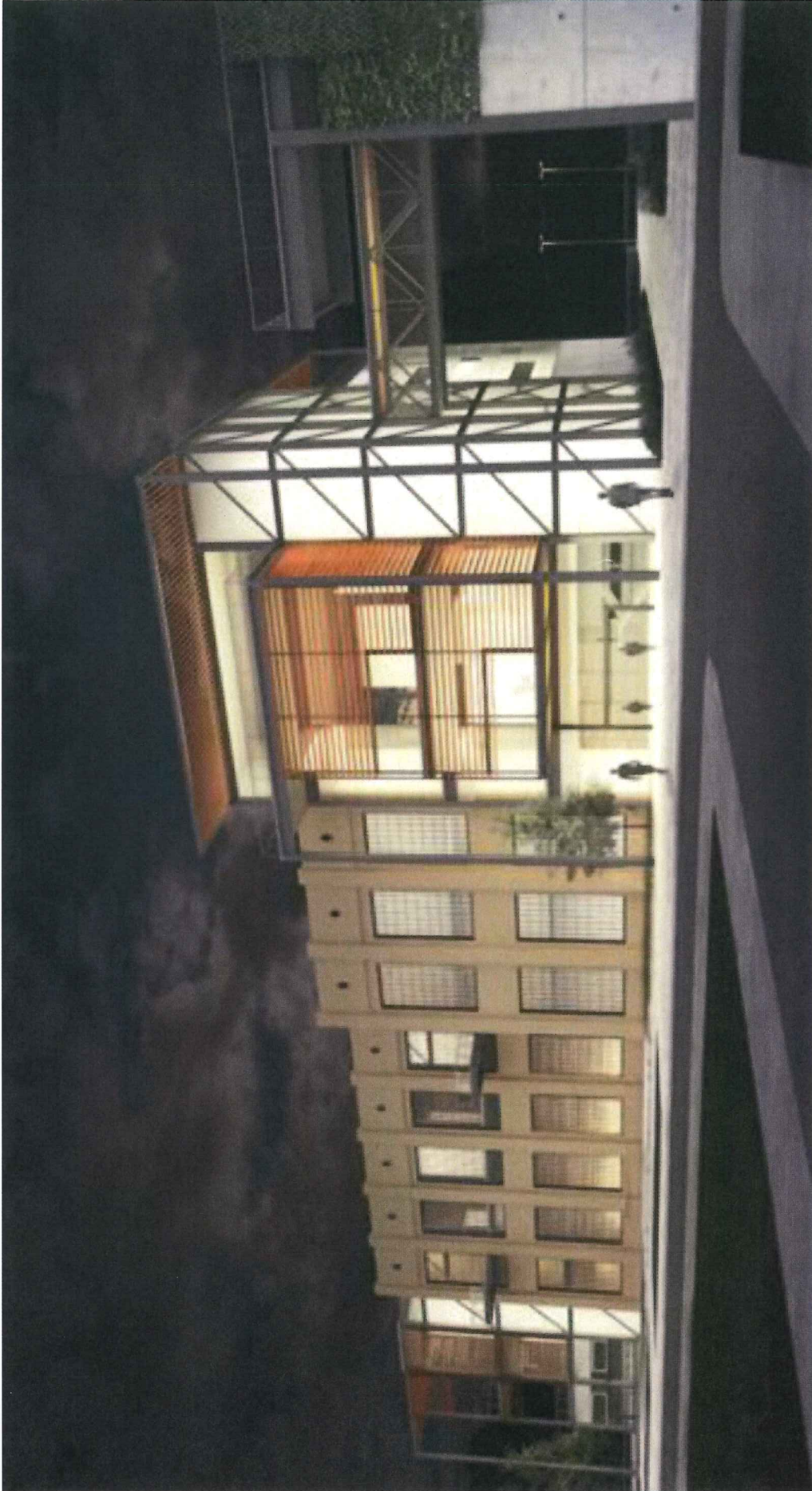
Operations Warehouse Business Incubator

Courtesy of Shannon Dore



Operations Warehouse/Business Incubator Corner Shot

Courtesy of Shannon Dore



New Entrance to Steam Plant

Courtesy of Daniel Rosenthal



Aerial View of Steam Plant

Courtesy of Daniel Rosenthal



View from Steam Plant

Courtesy of Daniel Rosenthal



North Addition to Steam Plant

Courtesy of McCall Wood

From the Pironi House

built in 1911
235 East Third Avenue
Eugene, Oregon
97401

Public testimony presented by Sherrill Necessary on June 17, 2013

Mayor and City Council Members,

Thank you for the opportunity to tell you why I am in favor of the proposed ordinance for the land use code changes for the EWEB property.

My husband and I live downtown in the neighborhood that Eugene Skinner platted for Skinner City – the East Skinner Butte Historic District. Some of the first residents of our neighborhood worked in the woolen, flouring and excelsior mills right near the EWEB property. For them the river provided power so that they could earn a living.

Times have changed. The few industrial buildings that remain in the area have changed with the times through adaptive reuse and are now thriving restaurants and retail.

Those buildings near High Street and 5th Avenue are hiding one of the best kept secrets in Eugene – access to the most scenic view of the Willamette River! The River Front Master Plan links that part of the river (and the amazing view) with the rest of downtown again. The plan includes areas to recreate, shop, eat and live.

But this plan cannot be realized without changes to the current zoning. Zone changes would allow for mixed use housing and retail. For us, it increases the overall downtown population to get closer to that magic number that will attract more retail – we are hoping for a grocery store and a neighborhood-type hardware store. For you, it balances the demographics and adds middle income residents to downtown's existing student and senior populations. Development also means more revenue dollars.

I urge you to approve the land use code ordinance so that the Willamette River can be made a part of Downtown Eugene – a great city for the arts and outdoors.

June 21, 2013

To: Eugene City Council
From: Anita Van Asperdt, Landscape Architect and Master Plan Community Advisory Team Member

Re: Support for EWEB Riverfront Master Plan and Code Amendments.

I highly support the adaptation of the Master Plan for the EWEB Riverfront. There are two key reasons for my support and my recommendation that City Council moves to support the Master Plan and needed Code Amendments. First, the plan represents what the majority of the population of Eugene likes to see happening at the riverfront. Second, the plan recommends sound and globally recognized sustainable solutions thus bringing Eugene closer to being a sustainable city.

The Master Plan was developed over the course of two years during which a Community Advisory Team (CAT) –of which I was a member- met every two weeks to give feedback to the designers we helped select. The CAT was comprised of a very diverse group of people so that they could reasonably represent a broad segment of the Eugene population. Some of the members were selected by EWEB and some, including myself, by the Eugene City Council. As one of the members selected by the Eugene City Council I can vouch that the involvement of the CAT has been very important to ensure that the Master Plan represents what a majority of the people of Eugene want to see happening at our riverfront.

Furthermore, an AIA-sponsored design charrette, interviews with stakeholder groups and hundreds of individuals, community presentations, and four, well-attended workshops helped gain critical insights and public feedback on multiple design concepts to ultimately achieve a Downtown Riverfront Master Plan with broad-based community support. As a professional landscape architect and urban designer as well as a private citizen I have never witnessed a better and more involved public input process. This leads me to believe that the Master Plan truly represents the wishes of the Eugene Community.

To me the sustainable aspects of the plan are of enormous importance. What is proposed is a mix-used area and green open spaces where now there is only asphalt, concrete and steep riverbanks that are dominated with invasive plants (Himalayan Black Berry). The conversion of so called brown fields (former industrial lands) into a sustainable neighborhood is a move that is well recognized around the globe as an important step towards sustainable living; a way of living that will ensure that future generations can enjoy at minimum the same quality of life as we are able to enjoy today. The plan proposes integration of urban and natural systems using

sustainable building, green infrastructure, and bike/pedestrian- friendly strategies. When implemented correctly a sustainable neighborhood for living and working adjacent to downtown and the University will result in decreased dependency for car travel and give future residents of the area an opportunity to live more sustainable by reducing energy needs, clean water needs and reducing CO2 emissions.

In addition the plan calls for a less steep riverbank with native vegetation and extension of the river vegetation as long finger-like parks into the neighborhood. Designed well these green areas can contribute to the public's understanding of the importance of the river ecology. It is fitting and apt that this type of nature restoration that is aimed toward nature education is situated on a portion of the riverbank that is currently very much compromised in its ecological function. Allowing people to access such an area means that areas that are of high ecological value can be better protected from damage by humans This strategy is recognized globally, for example Costa Rica allows the general public and tourist into natural areas that were formerly agricultural lands (ecologically compromised areas) thus achieving better protection for its more pristine natural habitats.

This plan when implemented will make Eugene a more sustainable city. Green cities are not only important for future generations they are also very attractive to a young educated population. My only concern is that the Master Plan will never be implemented due to economic uncertainty, however it is my hope that if Eugene becomes one of the nations recognized green cities it attracts a new population that is eager to live green.

Please support the EWEB Riverfront Master Plan and needed code amendments.

Sincerely,

Anita Van Asperdt

1754 Moonshadow Lane

Eugene Oregon 97405

541-343-4286

FLOCK Gabriel

From: HAMMOND Laura A
Sent: Thursday, June 20, 2013 10:07 AM
To: FLOCK Gabriel
Subject: FW: Public Comment - EWEB Riverfront Master Plan

FYI

From: Andrew Fisher [mailto:ajf541@yahoo.com]
Sent: Wednesday, June 19, 2013 5:22 PM
To: *Eugene Mayor, City Council, and City Manager
Subject: Public Comment - EWEB Riverfront Master Plan

Honorable Mayor, Eugene City Councilors, and City Manager:

My name is Andrew Fisher. I have served as a volunteer member of the Friendly Area Neighbors (FAN) Board since 2007 and a member of the City of Eugene's Historic Review Board (HRB) since 2008. I would like to share with you my support for the Eugene Water and Electric Board (EWEB) Riverfront Master Plan; in particular historic considerations for both the former Steam Plant (1931) and the former Operations Warehouse.

In February of 2012, EWEB representatives Jeannine Parisi and Kevin Biersdorff presented the Riverfront Master Plan to the members of the HRB at our regular meeting. I was pleased to learn how committed EWEB is to not only the future of our community but also its past. I found it exciting to consider all the possibilities that a future development of the EWEB properties might include. I also appreciated the attention that was afforded to potentially better connect Downtown Eugene with the Willamette River and our community's industrial history.

Should EWEB decide to pursue registry of the identified resources (either locally or nationally) I hope our community's leaders may choose to draw upon the experience and expertise of the Historic Review Board members in providing assistance or feedback.

Although the ultimate disposition of the historic resources on the EWEB properties are unknown at this time, I support the effort to provide allowances for the potential, adaptive reuse of these structures one day. They contribute to the identity of the property and our community... and may well serve as an inspiration and/or historic context for future development of the property.

Thank you for your ongoing service to our community.

Sincerely,

-Andrew J. Fisher

Vice-Chair, Friendly Area Neighbors
Chair, Historic Review Board

2450 Jackson
Eugene, OR 97405

FLOCK Gabriel

From: Ward Beck <wbeckjr@msn.com>
Sent: Friday, June 21, 2013 12:28 PM
To: FLOCK Gabriel
Cc: *Eugene Mayor, City Council, and City Manager; RUIZ Jon R
Subject: In opposition to River Front Master Plan

Gabe:

Please see that these thoughts are included in the Riverfront Master Plan submissions.

I am a Eugene commercial real estate broker and developer. I live on Spyglass Drive in the Ferry Street neighborhood. I have the additional advantage of having worked closely with a large international developer who expressed interest in developing the EWEB river front property.

First, I support the full development of the property and all of the restrictions that are/will be required to protect the Willamette River. This was equally true of the developer I worked with.

Now for the problems.

1. The plan is very prescriptive. Keep the public/Willamette River protection portion of the plan but let the rest of the plan be a recommendation, not a detailed "this is the only way" plan. This is especially true of road locations.
2. I know that no economic analysis was done as part of the plan. There is now plenty of information for the current plan to be scoped out in terms of cost and then compared to what rents would be required. We have spent much time and money, the extra 6 months it might take to see if there is any financial viability in how this plan is presently written would be worth the delay.
3. The memorandum of understanding with its 5 year city option must be gone if developers are to be attracted. I agree with former EWEB commissioner Bishop on this point.
4. The height restrictions presently in effect for the EWEB property West of the viaduct need to be removed. Downtown should flow to the river. Allowing no high rise/high density development in that area due to the Skinner Butte view protection will result in a poor transition between the present downtown and the developments that occurs East of the viaduct.

As you know I have brought up these concerns before but have had no success in anyone listening. One last try. The current version of the plan will either result in no development or even worse, EWEB selling off a few parcels that will insure that no major developer will be interested in doing a world class project.

The City Council should send this back to EWEB for a full financial feasibility analysis.

Thank you

Ward Beck

Ward Beck, Broker, Windermere Real Estate Lane County
541 915 4544