



RIVER DISTRICTS 2021

THE UNITED FRONT PARTNERS OF LANE COUNTY, OREGON, have created a comprehensive vision to build upon our regional strengths, complement our economic drivers, leverage existing resources, and establish a lasting legacy for our community.

RIVER DISTRICTS 2021 will prepare our area to host the **2021 World Track and Field Championships** and foster a growing population and business community for generations to come.

EXISTING INFRASTRUCTURE

CITY OF EUGENE

FRANKLIN BLVD



UPSCALE DINING, MARCHÉ RESTAURANT



HAYWARD FIELD

University of Oregon

At 295 acres, the UO is home to more than 24,000 students, a sizeable percentage of Lane County's population. It's also home to historic Hayward Field, which has successfully played host to dozens of collegiate and Olympic-level competitions and is the venue for the 2021 IAAF World Championships.

RIVERFRONT MULTI-USE PATH
EWEB PROPERTY



EWEB PROPERTY & RIVERFRONT PATHS

ALTON BAKER PARK

HAYWARD FIELD

THE WILLAMETTE RIVER

Connecting Downtowns

The River Districts follow the Willamette River, connecting downtown Eugene to downtown Springfield. Our downtowns offer something for everyone: economically strong businesses; a booming tech industry; and restaurants, breweries, and shops. They also feature a world-class network of pedestrian, bicycle, and transit infrastructure that connect both cities, the University of Oregon, Hayward Field, and surrounding neighborhoods.



LANE TRANSIT DISTRICT'S EMX

Public Transportation

Lane Transit District, the public transportation system for Lane County, is an award-winning agency that operates a cutting edge Bus Rapid Transit (BRT) System. The EmX BRT system is fast, frequent, and easy to use for all. Carrying nearly 3 million passengers each year, the EmX traverses the River Districts between Eugene, the University of Oregon, and the City of Springfield on Franklin Boulevard.



GLENWOOD RIVERFRONT RESTAURANT, ROARING RAPIDS PIZZA



WILLAMETTE RIVER

Nature & Recreation

The Pacific Northwest's beautiful natural landscape serves as the foundation for our tourism and natural resource industries. The Willamette River is the core of the River Districts, featuring multi-use trail systems and regional parks, critical natural habitats, and open spaces.

I-5

TURTLE FLATS

CITY OF SPRINGFIELD

FRANKLIN BLVD

GLENWOOD AREA



HAYWARD FIELD, 2008

RIVER DISTRICTS 2021

An opportunity for investment in preparation for the 2021 World Track and Field Championships

The Lane County region and the State of Oregon will play host to the world at the 2021 International Association of Athletics Federations (IAAF) World Track and Field Championships. The event is a defining opportunity for our region and is expected to bring in more than 45,000 people who will spend a week and a half traveling, eating, shopping, and staying in our community. In order to successfully host the world, the United Front partners have developed a vision to invest in our community's untapped resources, building upon the existing infrastructure and capitalizing on the 2021 Championships.

Using a US Department of Housing and Urban Development (HUD) Sustainable Communities Planning Grant, the United Front partners adopted a vision called the River Districts to build upon our existing infrastructure. Together, we've identified several key projects within the River Districts to accelerate and complete in advance of the 2021 Championships. Those projects, referred to as **RIVER DISTRICTS 2021**, will be legacy projects and pay economic, cultural, and environmental dividends for generations to come.

We seek your support for these projects as we move forward in completing RIVER DISTRICTS 2021.

UNITED FRONT PARTNERS of Lane County, Oregon



UNTAPPED OPPORTUNITIES

RIVERFRONT PROPERTY DEVELOPMENT

Thousands of additional people will be spending money visiting the region's restaurants, shops, hotels, and attractions in 2021. We have come a long way in developing thriving downtowns in both Springfield and Eugene, but there remain several gaps in our economic fabric. Vacant and underutilized land stands ready for redevelopment and improvement along the Willamette River. These opportunity areas are key to the economic development and future of community housing, commercial spaces, restaurants, and access to the river.

The Riverfront Master Plan has been developed for the vacant Eugene Water and Electric Board (EWEB) property; it envisions a vibrant, mixed-use development tied to downtown Eugene and the University Of Oregon. To fulfill that vision, the region seeks funding to develop brownfield properties and a high-speed internet district, create a railroad quiet zone, and build workforce housing.

Investments in Franklin Boulevard and redevelopment in Glenwood will foster riverfront revitalization guided by a nationally recognized vision (APA, 2015). This vision includes market rate and affordable housing, jobs, an iconic cross-laminated timber parking structure, and a tourism destination unique to the region.

TRANSPORTATION NETWORK GROWTH

The large influx of people in 2021 will stress our transportation system and expose existing deficiencies along Franklin Boulevard near the University of Oregon. The United Front partners seek to address these issues by redesigning Franklin Boulevard to include dual Lane Transit District EmX BRT lanes, protected bike lanes, safer pedestrian facilities, and roundabouts through Glenwood.

The United Front partners also seek to extend the Glenwood Riverfront multi-use path, providing complete connectivity between Eugene and Springfield.

Additionally, the region is working in new and collaborative ways to expand the entire EmX network along major travel corridors throughout the community.

By 2018, our community will be seeking Federal Transportation Administration Small Starts funding to help our transportation network host the 2021 games and accommodate future growth.



WILLAMETTE RIVER RESTORATION

The Pacific Northwest's natural spaces are our greatest asset and leave a lasting impression on visitors.

The United Front partners seek a state appropriation to support restoration of the Turtle Flats area, including recontouring and reconnecting former gravel pits to the Middle and Coast Forks of the Willamette River.

Continuing northwest along the Willamette, work is underway to design and construct improvements for habitat and recreation along the historic Canoe Canal in Alton Baker Park.

Enhanced access to the Willamette River will strengthen the connection between the community and river.

