The EWEB Riverfront Site

This studio will focus on the creation of a Master Plan for the Eugene Water and Electric Board Riverfront site, and the development of an individual building of each student’s choice within the plan.

EWEB and the City of Eugene envision dense development at the Riverfront based on the following goals:

- Create a “people place” that is active, vibrant, accessible and multi-use.
- Provide appropriate setbacks, deeper where environmental or habitat issues are more critical, shallower in other areas.
- Incorporate appropriate building and site design techniques that address environmental concerns.
- Incorporate an educational aspect, so that the riverfront improvements teach us about our river, our history and our city.

The proximity to the river, the potential connection to downtown and the adjacency to the Federal Courthouse district make this property valuable for re-development, and important to the future of Eugene. The site has constraints and challenges, including the adjacent rail line, limited access, a required setback from the river, three major utility lines and the existing EWEB administrative building.

Studio Opportunities

The actual Master Plan process with professional land use consultant is scheduled to begin prior to fall term. EWEB and City officials view the studio as a positive contribution to the planning effort, and will participate in presentations and reviews. We will also hear from development experts and tour examples of mixed-use centers in Eugene and Portland.

In the first term, we will explore Land Use, Master Planning and Mixed-use Development. Master Planning should be complete by the end of the fall term, along with the concept design of a specific building on the site. The Winter Term will be spent developing the building design. Some of the tasks will be best accomplished in teams, especially at the Master Plan phase. We will discuss as a studio how to best accomplish this.

The predominant building type is likely to be ground floor commercial with housing above. Some of the existing buildings, including the steam plant, have potential for adaptive re-use. You may choose any appropriate building on the site, existing or proposed, for your second term focus. If you have not studied housing in your previous coursework, you may want to enroll in Peter Keyes’ fall term housing class.