

# *Community* Design Handbook

March 2017 DRAFT

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Eugene Planning Division



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### **Acknowledgements**

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And, a special thanks is extended to the American Institute of Architects–Southwest Oregon Chapter’s Committee on Local Affairs for their thorough and critical review of the Community Design Handbook.

### **To Provide Feedback or Request a Copy of the Document**

Please contact the Urban Design Team in the Planning Division, email Zach Galloway at [Zach.A.Galloway@ci.eugene.or.us](mailto:Zach.A.Galloway@ci.eugene.or.us) or call 541-682-5485.

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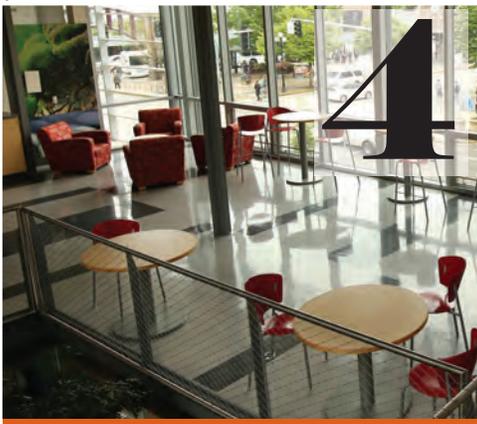
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# Community Design Handbook

## Introduction

The Community Design Handbook is the third and final section of the Envision Eugene Urban Form Plan. As articulated in the Envision Eugene Pillars, this handbook is a tool that advances the community’s commitment to collaborative implementation of our vision. The handbook is a living document and builds upon ongoing conversations about design in Eugene. There is much in Eugene to celebrate and successful patterns to build upon. The design principles and guidelines highlight ideas from national best practices and local studies, including infill compatibility standards, opportunity siting, and area planning. The Community Design Handbook is non-regulatory, and it does not replace applicable regulatory code. It is aspirational, aiming to illustrate community values and expectations, and translate local policy into great design on the ground.

### Purpose

The Community Design Handbook takes an illustrative approach to represent what Eugeneans want our city to look like and how we expect it to function. The principles and guidelines should inspire an embrace of best practices, enable constructive discussion about design and development, and inform decisions around public investment.

### Organization

Four broad sections of the handbook operate at sequentially more detailed scales.

- Region. Landscape. City. >> 1. Integrate Nature and Design for Eugene’s Climate
- Neighborhood. District. >> 2. Evoke a Sense of Place
- Corridor. Street. Path. >> 3. Bring the Streets to Life
- Building. Structure. >> 4. Leave a Building Legacy

Each section includes several design principles that identify the important basic concepts. The complexity of each principle is then articulated by guidelines. A summary list of all principles and guidelines is in the appendix. Photographs, diagrams, and references accompany each guideline to illustrate a variety of solutions and styles that can be used to achieve the desired intent. Most of the photographic examples are from Eugene!

### Who should use the Handbook?

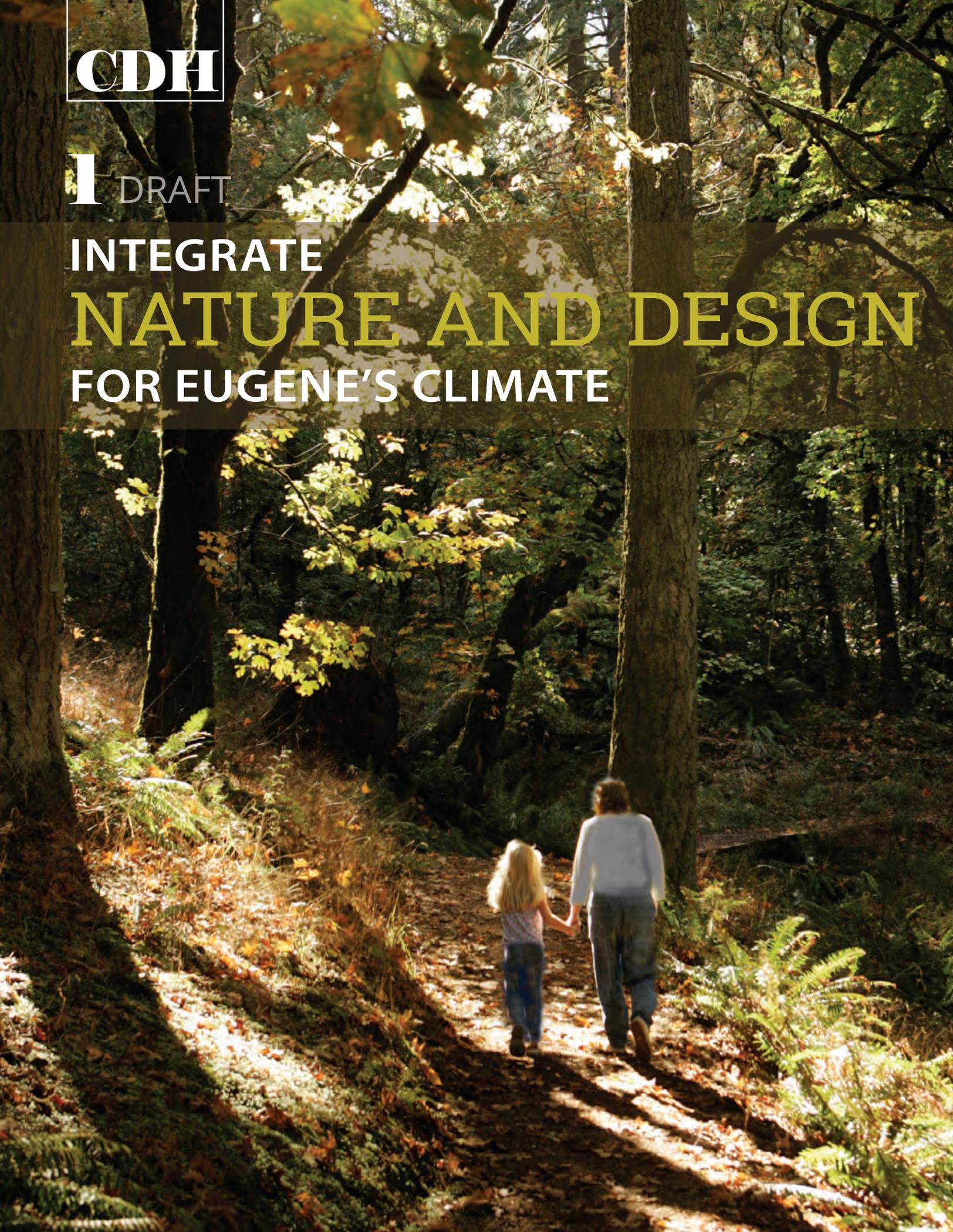
Local designers, developers, and contractors have a direct connection with shaping how our city looks, but the Community Design Handbook acknowledges that Eugene’s community vision can only be realized when it represents the values of the entire community. The Handbook’s breadth means it is not limited to any single part of the city, profession, or particular building type. Everyone in Eugene can relate on some level with the underlying intent of the design principles and benefits from design excellence. In short, if you care about making Eugene an even better place to live, the Community Design Handbook is for you!

*People don't love  
Rome because  
she is beautiful;  
Rome is beautiful  
because she is  
loved.*

- Leopold Kohr

# 1. Integrate Nature and Design for Eugene's Climate

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A photograph of a woman and a child walking away on a forest path. The path is covered in fallen leaves and ferns. The trees are tall and dense, with sunlight filtering through the canopy. The text is overlaid on the top left and center of the image.

**CDH**

**I** DRAFT

**INTEGRATE**

**NATURE AND DESIGN**

**FOR EUGENE'S CLIMATE**

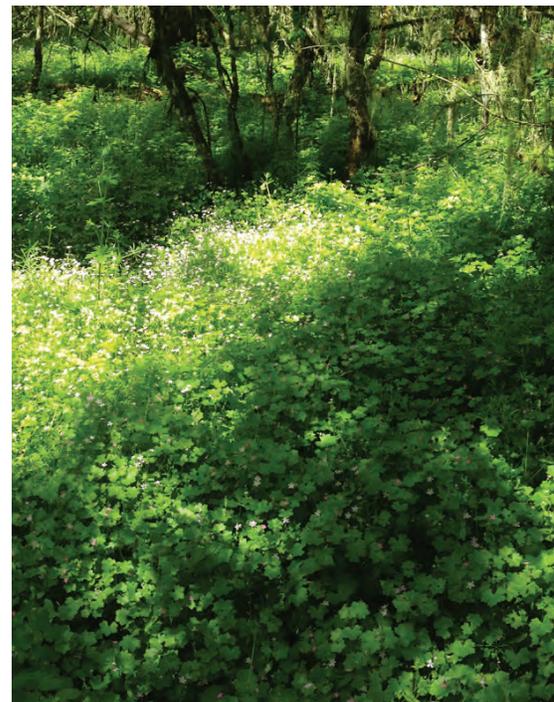
# Enhance the regional habitat network

The Ridgeline Trail and Willamette River Greenway are large, green ribbons running through the region, linking the habitats of the surrounding forest lands, oak savannah, and farms. Similarly, smaller, local connections course through the community. When such habitat opportunities are carefully preserved, they foster an attractive and essential diversity of plants and wildlife. Benefits of a connected habitat network extend to people as well, as thriving natural systems purify the air and water, and encourage recreation and active transportation.

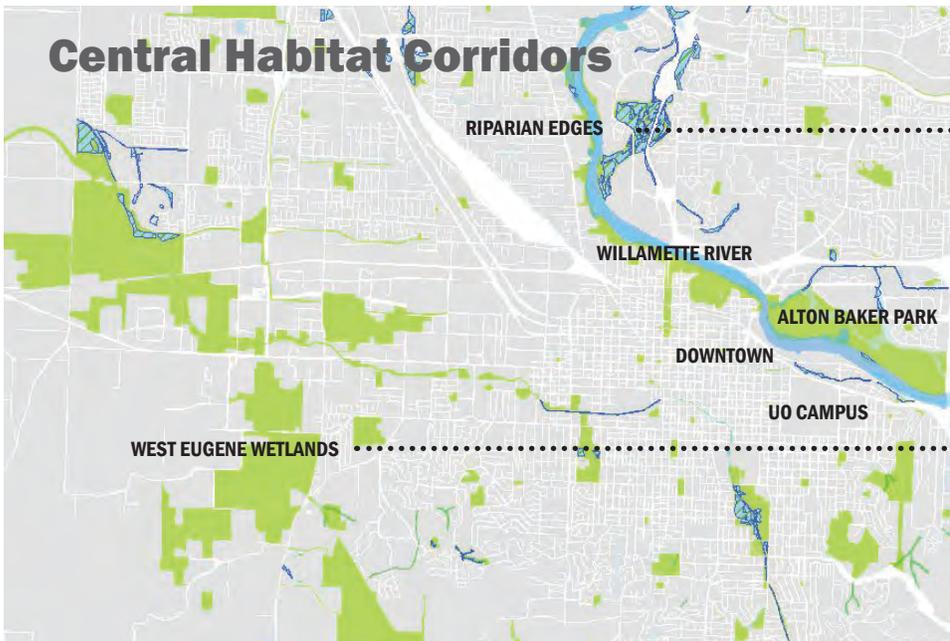
connected habitat network extend to people as well, as thriving natural systems purify the air and water, and encourage recreation and active transportation.

## Design Guidelines

- 1 : CONSERVE** natural areas in private and public spaces and introduce new ones.
- 2 : PROVIDE** links to nearby natural features through habitat corridors.
- 3 : UTILIZE** abundant and continuous plantings and natural features along streets, alleys, paths, buffer strips and within developments.
- 4 : INTRODUCE** structures and gardens in urban areas that provide for the needs of native wildlife.
- 5 : REDUCE** light pollution and protect delicate habitat areas by using pedestrian scale, downcast lights equipped with shielding.



# Central Habitat Corridors



“The presence of high quality *biodiversity* in urban areas provides us with additional environmental and economic benefits including *cleaner air and water*, more attractive properties and recreational areas.”

-Urban Environment Project

Clockwise from top right: a: Western Pond Turtle b: Willamette Daisy (photo: Slichter) c: Fender's Blue Butterfly d: Honey Bee e: Native Plantings (photo: Miranda Schmidt) f: Planned Parenthood of Southwestern Oregon green roof (photo: Robertson/Sherwood Architects)

## Resources

- West Eugene Wetlands [www.wewetlands.org](http://www.wewetlands.org)
- Willamette Riverkeeper [www.willamette-riverkeeper.org/WRK/index.html](http://www.willamette-riverkeeper.org/WRK/index.html)
- Cascadia Wildlands [www.cascwild.org](http://www.cascwild.org)
- Network of Oregon Watersheds [www.oregonwatersheds.org](http://www.oregonwatersheds.org)
- Nature Conservancy [www.nature.org](http://www.nature.org)

A woman in athletic wear is running on a dirt path that runs alongside a river. The scene is set in a lush, wooded area with tall grasses and trees. The sun is shining through the trees, creating a bright, dappled light effect on the water and the path. The overall atmosphere is peaceful and natural.

# Celebrate important natural features

a.

Eugene is a city known and loved for its natural setting. From our buttes and forested ridges to our river and wetlands, the local landscape has shaped the history of Eugene and become a core component of our culture. As the city continues to grow and develop, celebrating the natural environment reinforces our unique community character, reminds us frequently of the joy of living here, and helps us to pass on a cherished part of our heritage to future generations.





*“In all things nature, there is something of the marvelous”*

- Aristotle

## Design Guidelines

**1: INTEGRATE** and restore waterways, wetlands, and other natural features into site design.

**2 : EMPHASIZE** and **RESPECT** the natural topography in site layouts, circulation and building designs.

**3 : PRESERVE** and frame views of special places and landscape features.

**4 : PRESERVE** significant site features such as trees, groves, or boulders.

**5 : RELOCATE** significant site features elsewhere, preferably on-site, when they cannot be preserved.

**6 : BLEND** the transition or **EMPHASIZE** the contrast between natural areas and landscaping areas.

Clockwise from top left: a: Ruth Bascom Path System (photo: Chris Pietsch) b: View South from Skinner Butte Park c: Mary’s River House (photo: Strangland Assoc.) d: Private Residence (photo: Mosaic Gardens) e: EWEB wetlands restoration (photo: PIVOT Architecture)

### Resources

- American Society of Landscape Architects [www.asla.org](http://www.asla.org)
- American Society of Landscape Architects Oregon [www.aslaoregon.org](http://www.aslaoregon.org)





# Design for climate and natural resiliency

Our climate is changing, and with this change comes an increase in extreme weather, varying temperatures, and unreliable precipitation. Attention to adaptability and resilience in the design of neighborhoods, infrastructure, and buildings helps us to prepare for the unpredictable. This preparation can lead to significant benefits in safety and health in the event of dangerous weather and other hazards, and can help the community and individuals avoid costly repairs. Many solutions, especially those techniques learned from the traditional architecture of the region, are low-tech and inexpensive to integrate. These solutions can make daily living more enjoyable, sustainable, and cost-effective.

## Design Guidelines

**1 : AVOID** designated flood plains, landslide- or fire-prone locations when alternatives are available. When development within them is necessary, use current best practices to mitigate potential impacts.

**2 : REDUCE** summer heat gain with shade trees and light-colored roofing and paving.

**3 : DESIGN** building and site systems for flexibility and adaptability.



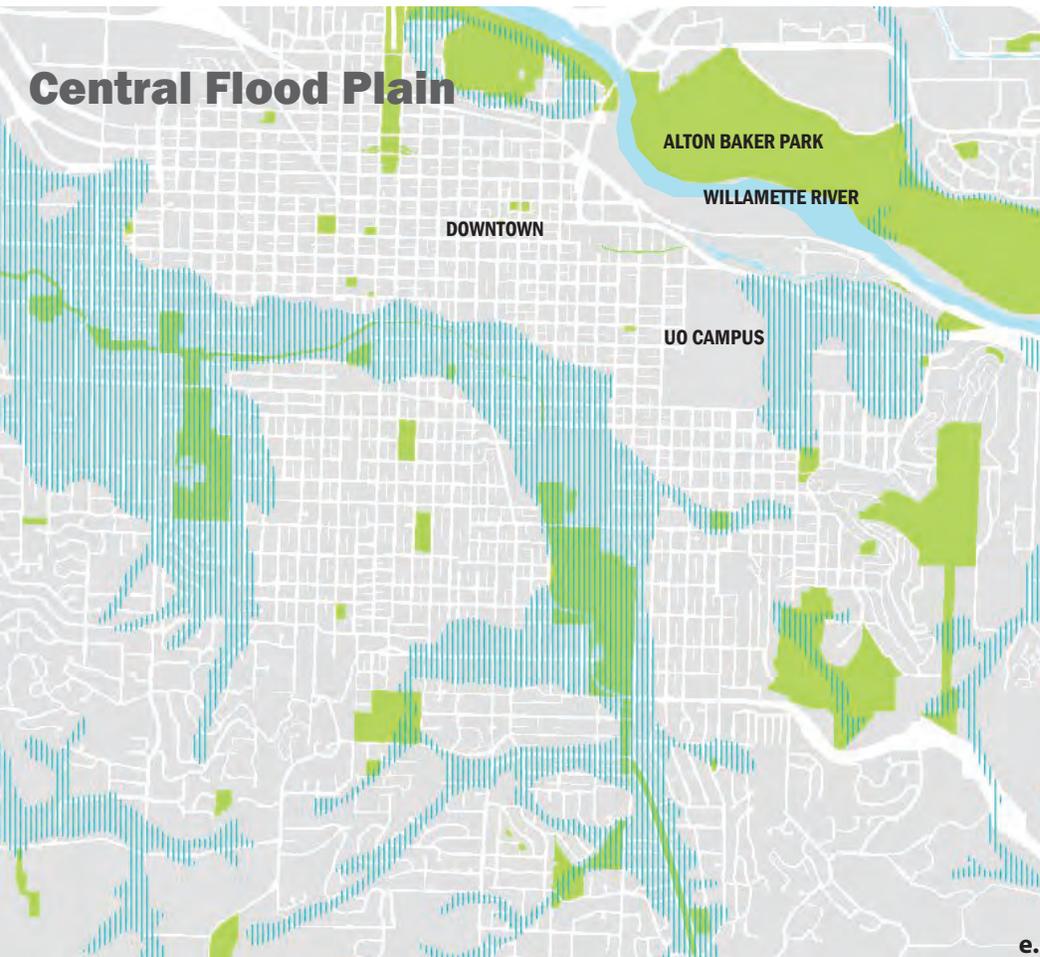
**4 : DESIGN** resilient buildings with passive techniques, such as awning and canopies, operable windows, water reuse, and insulation, in order to remain inhabitable and comfortable during an extended interruption of utilities.



b.



c.



e.



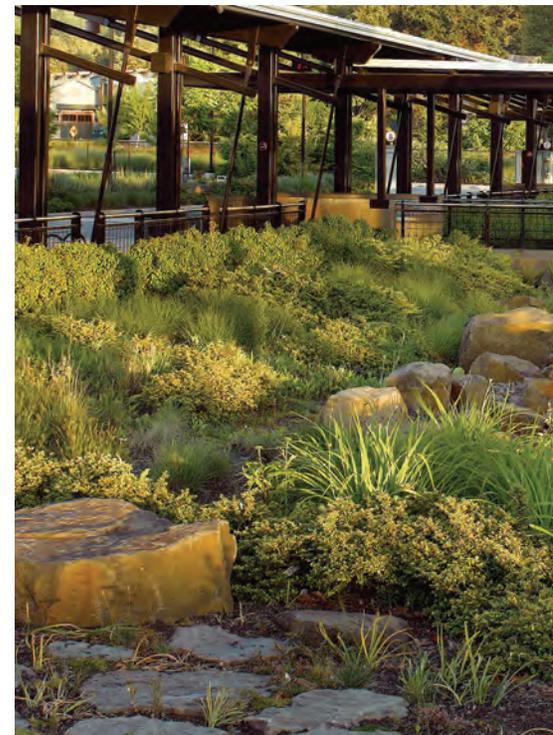
d.

Clockwise from left: a: Defensible space b: Under story vegetation removed from perimeter, Buford Park c: Amazon Creek restoration d: Flooding in Eugene e: Map of flood plain f: Residential solar panels g: Residential water cistern, Krause Cottage (photo: Rainbow Valley Construction)

### Resources

- City of Eugene Emergency Preparedness [www.eugene-or.gov/index.aspx?NID=255](http://www.eugene-or.gov/index.aspx?NID=255)
- Lane County Public Health Emergency Preparedness [www.lanecounty.org/Departments/HHS/PubHlth/Pages/Preparedness.aspx](http://www.lanecounty.org/Departments/HHS/PubHlth/Pages/Preparedness.aspx)
- Lane Preparedness Coalition [www.preparelane.org](http://www.preparelane.org)
- Federal Hazard Preparedness [www.ready.gov](http://www.ready.gov)
- National Fire Protection Assoc. Firewise Communities [www.firewise.org](http://www.firewise.org)

# Conserve energy and natural



Eugeneans place a high value on sustainability, something demonstrated by a broad range of actions: from overarching policy decisions by city leadership about land use and emissions to the daily choices of individual citizens about how we get around town and what products we buy. One of the sectors with the greatest impact on energy use, resource consumption and greenhouse gas emissions is the way we build and use our homes, schools, workplaces and other buildings. The energy use in building construction and operation also becomes a significant cost that is ultimately borne by us as property owners, end users, or taxpayers. As a community that respects and protects the natural environment, what we build and how we build it must be carefully considered.

## Design Guidelines

**1 : INCORPORATE** low impact stormwater management strategies into site design.

**2 : PLANT** native and drought tolerant trees and shrubs.

**3 : DESIGN** buildings and landscapes to conserve, store and re-use water.

**4 : ORIENT** street and building design for maximum solar access in the winter, and plant trees for maximum summer shade.

**5 : INCLUDE** provisions for onsite renewable energy or connect with a shared district renewable energy network.

**6 : CONSERVE** existing buildings through adaptive reuse, renovation or historic preservation.

# resources



*The  
Greenest  
Building  
is the One  
Already Built*

- Carl Elefante



Clockwise from top left: a: The Watershed Building, Mill Street b. Lane Community College Health and Wellness Center (photo courtesy of: Greenworks, PC) c. PV Solar Cells, Lillis Hall, University of Oregon Campus d: Lincoln School Condominiums, Adaptive reuse (photo: Chris Pietsch) e: LTD Station (photo: Cameron McCarthy Landscape Architects)

**7 : INCORPORATE** solutions from the tradition of northwest architecture that are attuned to the specifics of our climate and natural resources.

**8 : MAXIMIZE** energy efficiency through design that considers

the construction, on-going operation and performance, and maintenance of buildings.

**9 : BUILD** with durable, local materials with low embodied energy and a long life span.

## Resources

- City of Eugene Green Building Program [www.eugene-or.gov/index.aspx?NID=387](http://www.eugene-or.gov/index.aspx?NID=387)
- Passive House Institute US [www.passivehouse.us](http://www.passivehouse.us)
- Cascadia Green Building Council [www.living-future.org/cascadia](http://www.living-future.org/cascadia)
- LEED U.S. Green Building Council [www.usgbc.org/leed](http://www.usgbc.org/leed)
- Original Green [www.originalgreen.org](http://www.originalgreen.org)



*“The shorter  
the chain  
between  
raw food  
and fork the  
fresher it is”*

- Joel Salatin

Clockwise from left: **a: Grassroots Garden** (photo: Terri Harding) **b: Food planters, downtown** **c: Lane County Farmer's Market** (photo: Chris Pietsch), **d: Community agriculture, Lucia** (photo: Erik Bishoff), **e: Urban Farm, University of Oregon**

# Bring farms and gardens into the city



The world-class agricultural soils surrounding Eugene support a diversity of crops, including filberts, hops, grapes, honey, herbs, and vegetables. This proximity to our farming heritage has fostered a thriving local food movement, supporting farms both large and small, and providing alternatives to food imported from other regions and countries. Urban agriculture extends this productivity into the city, and can take many forms: community gardens that provide food to neighborhoods, backyard gardens for household produce, urban farm animals, fruit trees and common gardening space in apartment courtyards, and rooftop container gardens that supply restaurants. The close connection to the source of our food increases our knowledge about what we eat and how it is produced, while also encouraging healthy eating habits.



## Design Guidelines

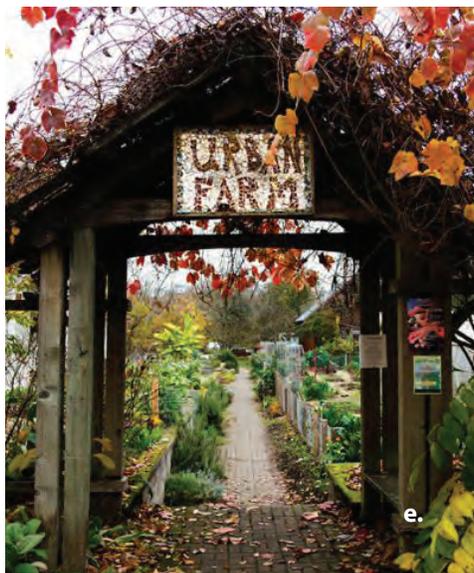
**1 : PROVIDE** space for small-scale and specialty farming and food production as a transition between urban development and adjacent agricultural lands.



**2 : LOCATE** housing clusters around small-scale farms to allow for shared farming and agrarian lifestyles.

**3 : CONNECT** areas of denser housing with public or private community garden space.

**4 : CREATE** opportunities for urban agriculture in new residential development.



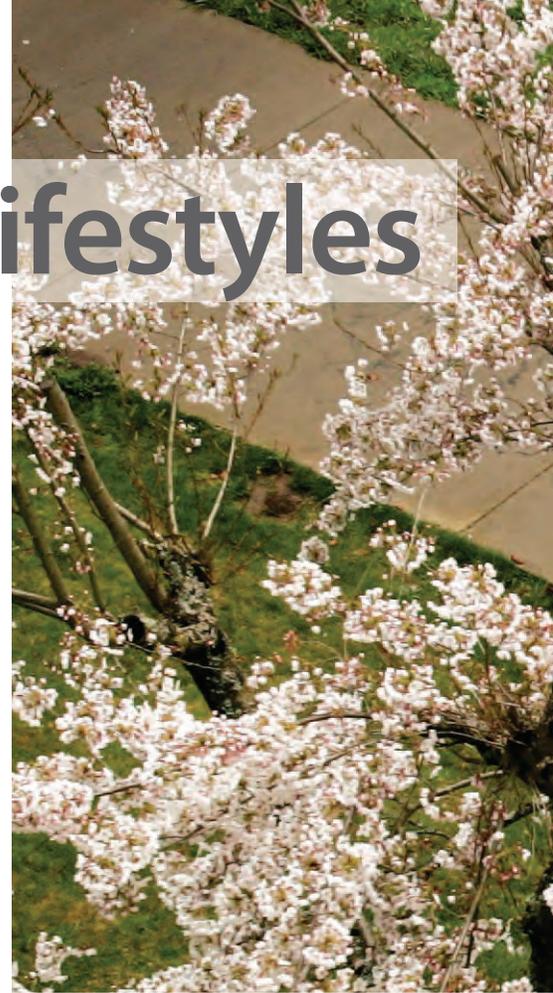
**5 : PLANT** edible landscapes, such as berries and fruit trees, in privately owned, semi-private, semi-public, and public areas.

### Resources

- Urban Agriculture Community Resources [www.eugene-or.gov/index.aspx?nid=1629](http://www.eugene-or.gov/index.aspx?nid=1629)
- The Grassroots Garden [www.st-thomaseugene.net/the-grassroots-garden.html](http://www.st-thomaseugene.net/the-grassroots-garden.html)
- Agrarian Urbanism [www.dpz.com/initiatives/Agrarian Urbanism](http://www.dpz.com/initiatives/Agrarian%20Urbanism)
- The Eugene Backyard Farmer [www.eugenebackyardfarmer.com](http://www.eugenebackyardfarmer.com)

# Promote outdoor lifestyles

Eugene is a destination for track and field enthusiasts from around the world and all who enjoy active lifestyles. From ridgeline trails to a network of bicycle lanes, from the diverse parks and recreation facilities to the Ruth Bascom Riverbank Path system, residents and visitors share a wealth of opportunities for activity. Not only do these resources help keep Eugeneans fit and healthy, but when people go outdoors we meet neighbors, build community, and learn about our natural surroundings. Outdoor lifestyles draw new people and new business to the city, and encourage us to stay and invest our talents and resources. As options for safe, active transportation increase, the city becomes less dependent on automobiles and fossil fuels.



## Design Guidelines

**1 : CONTRIBUTE** to the network of large, interconnected and flexible parks and public spaces to serve a wide variety of community activities and needs.

**2 : PRIORITIZE** open space as a central, organizing element in neighborhoods and large development sites.

**3 : CREATE** a well-connected hierarchy of public spaces in activity centers.

**4 : PROVIDE** clear pedestrian and bike connections to and between public spaces that are attractive and safe for all ages; maximize new connections to existing public spaces.

**5 : LOCATE** higher-density housing adjacent to parks and natural features.



b.



c.



d.



g.



f.



e.

**6 : ORIENT** buildings to promote visual connections to parks and natural areas.

**7 : INCLUDE** semi-public spaces in addition to other public space.

**Resources**

- City of Eugene Recreation Services [www.eugene-or.gov/index.aspx?nid=139](http://www.eugene-or.gov/index.aspx?nid=139)
- City of Eugene Parks & Open Space [www.eugene-or.gov/index.aspx?nid=185](http://www.eugene-or.gov/index.aspx?nid=185)

Clockwise from left: a: Delta Ponds interpretive signage b: Pedestrian and Bike Path System c: RiverPlay Discovery Village, Skinner Butte Park d: Adaptive Recreation Class e: Moss Street Children’s Center (photo: Mahlum Architects) f: PrairieView Affordable Housing g: West University Park (photo: Chris Pietsch) h: Monroe Park (photo: Miranda Schmidt)

## 2. EVOKE A SENSE OF PLACE

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EVOKE A

SENSE OF PLACE



# Reveal Eugene's history

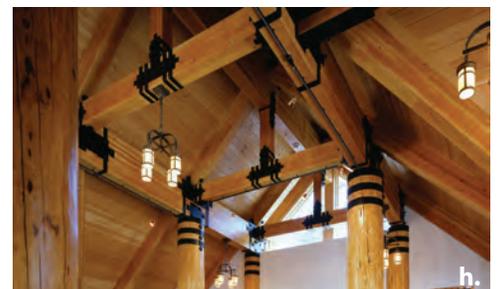


Historic landmarks, neighborhoods, and buildings help set Eugene apart as a special Pacific Northwest city. This individuality is a core reason for the love and commitment that Eugeneans have for the city, and it is one of the reasons that people move here and stay. As new development occurs, it is crucial that we deliberately protect and celebrate our rich history. This may include preserving, restoring, or repurposing existing buildings, or creating new buildings that contribute to the context in which they are built. The visible elements of history in our community serve as reminders of the people and actions that have created this place we cherish. They are also indicators of our community DNA, for there are elements of our past that, like our regional geology and climate, will continue to shape our character as we evolve and grow.

## Design Guidelines

**1 : PROTECT** important historical buildings and landscapes through preservation and historic designation.

**2 : INCORPORATE** Eugene's history through restoration or adaptive reuse of historic sites and buildings.





Clockwise: a: The Museum of Natural and Cultural History, University of Oregon (photo: Chris Pietsch) b: The newly constructed masonry Woolworth Building integrates well with the recently restored Broadway Commerce Center c: Single-Family Residence, example of the craftsman style common to Eugene neighborhoods d: Infill Cottages, University neighborhood e: Down to Earth Farm & Garden, formerly Lane County Farmer's Union Cooperative and later Lane County Feed & Seed f: Lincoln Lofts (photo: Erik Bishoff) g: Hop Valley Brewing Company, agri/industrial influenced new construction (photo: Chris Pietsch) h: Heavy Timber Construction (photo: PIVOT Architecture) i: Reproduction of Eugene and Mary Skinner's Log Cabin, Skinner Butte Park (photo: Chris Pietsch)

**3 : DRAW** awareness to historical buildings or places for the public through markers, art, or other permanent, creative features.

**4 : REINFORCE** historically significant relationships between places with strong visual links, use of materials palette, or public art.

**5 : HONOR** historic sites and buildings through the architecture of new buildings.

**Resources**

- City of Eugene Historic Preservation [www.eugene-or.gov/index.aspx?NID=405](http://www.eugene-or.gov/index.aspx?NID=405)
- City of Eugene Interactive Historic Sites Map <http://pdd.eugene-or.gov/Maps/HistoricMap>
- National Register of Historic Places Program [www.cr.nps.gov/nr/research](http://www.cr.nps.gov/nr/research)
- Lane County Historical Society and Museum: [www.lanecountyhistoricalsociety.org](http://www.lanecountyhistoricalsociety.org)

# Contribute to a complete, walkable neighborhood

Neighborhoods are the basic building blocks of a city. A complete neighborhood provides a balanced set of activities, for work and school, shopping and dining, recreation and living. A neighborhood provides housing options to serve a variety of incomes and lifestyles, from apartments to detached houses, with a wide range of other types between. Walkable neighborhoods are particularly important for those unable to drive – due to age, ability or resources – but the benefits extend to everyone. More walking means improved personal health and fitness, and increased safety through the casual supervision of public spaces. As neighborhoods bring people together, it adds to the success of local businesses, which in turn are one of the ways that neighborhoods foster stronger social connections. Now, a growing number of Americans, from young Millennials to Empty-nesters, are relocating to cities that offer the urban amenities of complete neighborhoods. As the City of Eugene looks to the future, complete neighborhoods are a vital component of our community's growth strategy, reducing pressure on the Urban Growth Boundary by growing compactly and avoiding the costly extension of city services.



Clockwise (examples from the South University and Fairmont Neighborhood) from top left **a: A stroll in the park**, (photo: Chris Pietsch) **b: South University business district** (photo: Chris Pietsch) **c: Single family residences** **d: Agate Street Student Housing** **e: House converted to offices use** **f: Edison Elementary School**



b.

*A<sup>ll</sup> truly  
great thoughts  
are conceived  
by walking*

- Friedrich Nietzsche



c.



d.



e.



f.

### Resources

- City of Eugene 20-Minute Neighborhood: [www.eugene-or.gov/index.aspx?NID=506](http://www.eugene-or.gov/index.aspx?NID=506)
- City of Eugene Walkable Areas Heat Map: [www.eugene-or.gov/index.aspx?NID=1226](http://www.eugene-or.gov/index.aspx?NID=1226)
- Walk Score: Eugene, OR [www.walkscore.com/OR/Eugene](http://www.walkscore.com/OR/Eugene)
- Walkable and Livable Communities Institute [www.walklive.org](http://www.walklive.org)
- Walkable Communities [www.walkable.org](http://www.walkable.org)

## Design Guidelines

**1 : LOCATE** denser housing near existing services and amenities.

**2 : PROVIDE** compact housing in under-represented types as transitions between lower-density residential and higher-intensity uses and elsewhere as appropriate.

**3 : CREATE** opportunities for businesses and services in neighborhood centers, particularly in areas that are currently under-served.

**4 : ENCOURAGE** a mix of compatible and complementary uses at the neighborhood, block, and building scales.

**5 : CELEBRATE** buildings of community significance with noteworthy architecture.

**6 : PROVIDE** active uses on the ground level.

**7 : DESIGN** flexible floor plans at the ground level to accommodate diverse commercial tenants.



a.

# Reflect the value of great neighborhoods

A great city is built on strong neighborhoods. In neighborhoods, we have our most tangible experience of our city; it is where our personal lives intersect with the broader community. When new buildings contribute to the look and feel of the unique local culture, neighborhood identity becomes more coherent and reinforced. These neighborhoods stir up deeper loyalty and love in their residents and businesses, which also attracts new residents and businesses. The dedication of people to our neighborhoods fosters stronger social networks, raises property values, and encourages more community investment.



f.



e.



Cottage Cluster Site Design



- Single-family, one story cottage cluster homes (~600-900 SF).
- Common open space connects homes to sidewalk and street.
- Surface parking located in back of property, accessed by alley.



## Design Guidelines

**1 : REFLECT** valued and identifiable development patterns of surrounding areas.

**2 : CONTRIBUTE** to a neighborhood's long-term vision and potential.

**3 : INTEGRATE** a variety of small, attached and clustered housing types into low-density residential areas creatively and sensitively.

**4 : MODERATE** building height and intensity of uses adjacent to low-density residential areas.

**5 : INTEGRATE** intermediate residential building types between areas of higher and lower development intensity.

**6 : COMBINE** interior yard setbacks with parking and useful open space adjacent to low-density residential areas.

**7 : PROTECT** the privacy of adjacent homes and yards through site and building design.

Clockwise: a: Traditional Eugene neighborhood, Jefferson Westside (photo: Chris Pietsch) b. Venue 252 (photo: Erik Bishoff) c: New Eugene neighborhood, Turtle Creek, River Road Neighborhood d: Small Housing Types, Cottage Cluster Chico, Calif. (photo: Anderson|Kim Architecture+Urban Design) e: Secondary Dwelling Unit, Whiteaker neighborhood (photo: Nir Pearlson) f: Neighborhood commercial, McMenamins High Street Brewery and Cafe, West University Neighborhood (photo: Chris Pietsch)

**8 : CREATE** a green edge in residential areas with a complimentary building setback and contextual landscaping.

### Resources

- City of Eugene Neighborhood Services [www.eugene-or.gov/index.aspx?NID=1128](http://www.eugene-or.gov/index.aspx?NID=1128)
- Neighborhoods USA [www.NUSA.org](http://www.NUSA.org)

# Celebrate special places



a.

The way we design our city tells a story about our identity and what we value. By celebrating special places in the community, we call attention to particular aspects of our history and community life, whether it is the natural environment, outdoor recreation, the arts, education, or culture. When new development respects these special places or defines new spaces with their own distinctive character, it enhances the overarching character of the city.

## Design Guidelines

**1 : PRESERVE** signature landmarks and unique neighborhood features.

**2 : CREATE** clear visual connections between important places and features.

**3 : DISTINGUISH** significant places with special attention to site and architectural design.



g.

**4 : DEFINE** districts through gateways and special features at key locations.

**5 : SIGNIFY** important intersections with architectural elements, unique signage, or public gathering space.



Clockwise: from top left: a: Peterson Barn, Bethel neighborhood gathering b: Historic Eugene Train Depot, North Willamette Street (Photo: Chris Pietsch) c: 5th Street Public Market Signage d: Kesey Plaza, Broadway and Willamette Street e: Dad's Gate, Einstein Sculpture and Jordan Schnitzer Art Museum, University of Oregon f: District Gateway: Blue Heron Sculpture, University District, East 13th Avenue g: Pre's Trail, Interpretive signage, Alton Baker Park

# Create successful public spaces

Successful public spaces are the hallmark of a great city. From the expanse of Alton Baker Park to the postage stamp-sized Japanese American Art Memorial Plaza, Eugene's public spaces strive to be unique, beautiful, and welcoming. Whether buzzing with activity or calm and reflective, public spaces are the center of the community and the place where city life is shared. They are the settings for formal events and chance meetings, for recreation, cultural events, commerce, remembrance, and protest. Successful public spaces provide a place for the people of Eugene to act as a community and deepen the love that we have for our city.

*What attracts people most, it would appear, is other people.*

-William H. Whyte, author,  
The Social Life of Small  
Urban Spaces



Clockwise: a: Lane County Farmer's Market b: Eugene Japanese American Memorial c: Hult Center Plaza d: WJ Skatepark e: Crescent Village event f: Spray Play

# Design Guidelines

**1 : DEFINE** parks and public spaces with active building fronts and pedestrian-friendly streets.

**2 : CONFIGURE** the size and shape of public spaces for human comfort, proportions, and intended uses.

**3 : PROVIDE** opportunities within and near public spaces for retail businesses, restaurants, coffee shops, and street vendors.

**4 : MAXIMIZE** natural, everyday observation and experience of public and semi-public spaces through high visibility and open connections.

**5 : ORIENT** and configure public spaces to maximize light, sun, seasonal shade and available views.

**6 : DESIGN** a diverse network of public spaces for a variety of activities, user groups and hours of use to enhance the vitality of neighborhoods and unique sense of place.

**7 : INCORPORATE** art of many scales into projects that can be experienced from the public realm.



a.



d.



b.



c.

## Resources

- City of Eugene Parks & Natural Areas A-Z  
[www.eugene-or.gov/index.aspx?nid=632](http://www.eugene-or.gov/index.aspx?nid=632)
- City of Eugene Public Art  
[www.eugene-or.gov/index.aspx?NID=731](http://www.eugene-or.gov/index.aspx?NID=731)
- Project for Public Spaces  
[www.pps.org](http://www.pps.org)



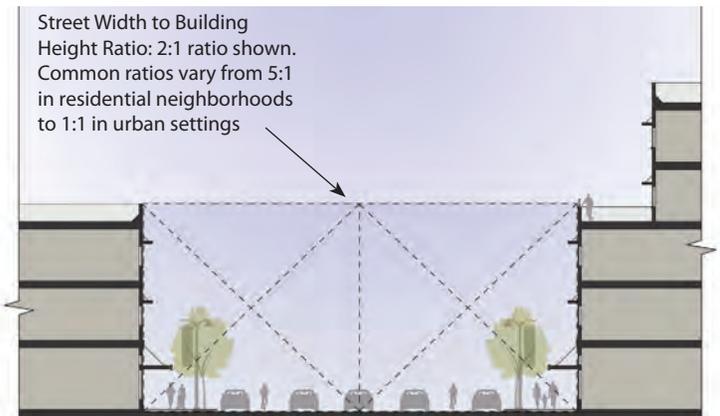
# Use building form and natural edges to define spaces

Just as the Willamette Valley is shaped by the Cascades and the Coastal Range, the streets, parks, and plazas of Eugene function best when they are defined by buildings and natural elements. The resulting sense of enclosure appeals to our psychological need for security, as well as humans' time-tested preference for spaces with clear edges, manifested in tourist destinations around the world. When spaces lack these edges, their energy disperses and one space ambiguously passes into the next. A well-defined space transforms the public realm from a utilitarian passage into a comfortable outdoor room; a setting in which to linger, people watch, and enjoy our unique urban life. With clearer edges, public spaces develop a stronger identity which, in turn, leads to neighborhood investment, desirability, and improved safety.

## Design Guidelines

**1 : CREATE** outdoor rooms by framing public spaces and streets with buildings that have heights proportionate to the width of the space.

**2 : ESTABLISH** a consistent relationship of buildings to the street within individual blocks and districts.



**3 : WORK** with height, setbacks and step-backs for buildings to achieve a desired scale and character within a neighborhood or district over time, particularly when transitioning between high and low intensity development types.



Clockwise: from top left a: An Urban Streetscape and Plaza, Crescent Village, Shadowview Drive (photo: Rowell/Browkaw Architects) b: University of Oregon, Campus Quad c: 5th Street Public Market Courtyard (photo: Chris Pietsch) d: Oakway Center Courtyard (photo: Chris Pietsch) e: Summer in the City, street dance, downtown intersection at 8th Avenue and Willamette Street f: Jordan Schnitzer Art Museum Courtyard, University of Oregon

Resources

- City of Eugene EWEB Riverfront Master Plan (building transitions and setbacks): [www.eugene-or.gov/index.aspx?nid=2358](http://www.eugene-or.gov/index.aspx?nid=2358)
- Congress for the New Urbanism [www.cnu.org](http://www.cnu.org)

4 : MAXIMIZE continuous building frontage along streets in mixed use districts, with exceptions for shared open space and setbacks for street-side activity areas.



CDH

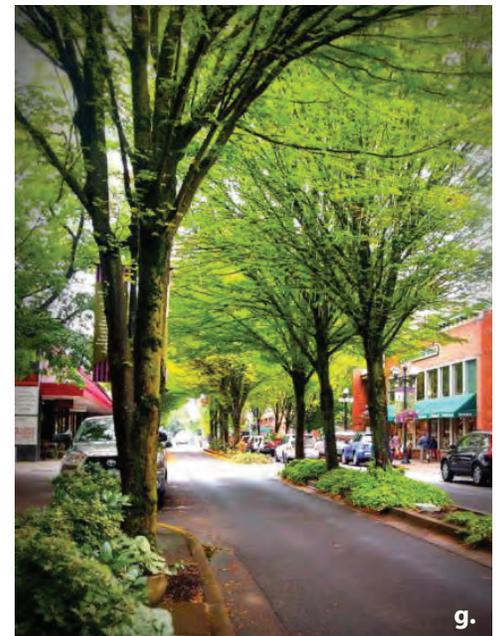
3 DRAFT

# BRING THE STREETS TO LIFE



# Create a network of complete streets

When streets are arranged in a coherent network they work together to provide a system of connection; multiple paths with frequent intersections allow users maximum choice in the way they travel. Complete streets are streets designed to consider people using all modes or types of transportation as equally important. The historic street grid of Eugene began with Eugene Skinner's original plat, and many of our community's long-term goals can be realized if future development reflects these practices. The variety of options provided by a grid network disperses traffic instead of concentrating vehicles onto a few congested and high-speed streets. The connected network minimizes the disruption to travelers when a street is closed for maintenance or a celebration. It shortens travel times by allowing each person to pick direct routes between destinations. This makes car trips shorter or biking and walking a more viable option, both of which reduce the environmental and economic impact of daily travel. The improved accessibility of complete streets reinforces these benefits and allows safe and comfortable travel options for all.



## Design Guidelines

**1 : ESTABLISH** or restore traditional, pedestrian-scale block patterns with frequent intersections, through-streets, and alleys.

**2 : DESIGN** streets and other connections as public spaces in their own right, with attention to adjacent buildings, street furniture, landscaping, and visual cues.

**3 : CREATE** pedestrian and bike connections where the street pattern is interrupted or street connectivity is poor.

**4 : UTILIZE** alleys for service and parking access.

**5 : CONSTRUCT** generous sidewalks on both sides of streets where significant pedestrian activity occurs, is encouraged, or expected.

**6 : PROTECT** pedestrians and bikes from traffic with on-street parking, square curbs, and street trees or other landscaping.

**7 : SUPPORT** daily bike travel with ample bicycle facilities that are safe for children, elders, and other casual riders, as well as bike commuters.



Clockwise: from top left a: An Alley Downtown (photo: Chris Pietsch) b: Bike Box c: Agate Street Bike Boulevard, the University District d: DeFazio Bike Bridge (photo: Chris Pietsch) e: Intersection Mural, Olive Street (photo: Erik Steiner) f: Parklet South Willamette District g: Broadway and Pearl Street, Downtown

c.



f.



d.



e.

**8 : DESIGN** streets in mixed-use centers and residential areas to encourage vehicular travel at speeds safe for pedestrian and bicycle traffic.

**9 : DESIGN** integrated streetscapes with street trees, on-street parking, and other amenities to make walking more pleasant.

**Resources**

- NACTO (National Association of City Transportation Officials) [www.Nacto.org](http://www.Nacto.org)

# Emphasize walking, biking, and riding transit



Eugene has a longstanding commitment to active and sustainable transportation. We have a reputation as a bicycling city, and the EmX bus rapid transit system has received international acclaim. Designing streets for people who walk, use mobility devices, bike or ride transit continues to enhance our city's stature, but more importantly, it is a critical part of making a livable city. Walking is a democratic means of transportation, and is the first and last step of every trip. Encouraging active transportation helps Eugeneans stay healthy, provides cost savings for households and reduces our fossil fuel consumption.





b.

*Lowly,  
unpurposeful and*

*random as they  
appear, sidewalk  
contacts are the  
small change from  
which a city's wealth  
of public life must  
grow.*

- Jane Jacobs,  
The Death and Life of  
Great American Cities



c.

Clockwise: from top left a:  
EMX rider boards with bike, b:  
Bike Corral project c: UO Bike  
Program: Maintenance station,  
riders on campus & bike share d:  
McMenimins North Bank and  
river path system e: River Path  
f: Springfield LTD Station  
(photo: PIVOT Architecture)

## Design Guidelines

**1 : PRIORITIZE** pedestrians in activity areas through amenities such as generous sidewalk width and safe, comfortable pedestrian crossings that can include raised intersections, pedestrian-activated signals, curb extensions and refuges.

**2 : PROVIDE** access and linkages from development sites to existing pedestrian and bicycle path networks, as well as nearby amenities such as schools, parks, transit stops, community services and businesses.

**3 : PROVIDE** abundant, covered, secure and well-lit bicycle parking and storage facilities near building entrances and public gathering places.

**4 : CELEBRATE** major transit stops as special places, and incorporate transit stops into the design of the surrounding community.

**5 : PROTECT** physical space for future walking and biking paths and transit needs on key corridors.

### Resources

- City of Eugene Transportation Options [www.eugene-or.gov/index.aspx?NID=487](http://www.eugene-or.gov/index.aspx?NID=487)
- City of Eugene Transportation Smarttrips [www.eugene-or.gov/index.aspx?NID=656](http://www.eugene-or.gov/index.aspx?NID=656)
- Lane Transit District [www.ltd.org/](http://www.ltd.org/)

# Enrich the streetscape



Streets are essential connections, the veins and arteries, of a city. And like the circulation system of our bodies, healthy streets support the health of the city. Too often, attention is focused on the movement of cars, not only to the detriment of people travelling in other modes, but also overlooking a street's other important roles: a place for socializing and recreation, a part of the urban forest, the interface to shops, restaurants and other businesses, an address for one's home. Streets are at their best when they are filled with people: people shopping, people sitting, people strolling. A vibrant streetscape reinforces the identity and character of a neighborhood, and, most importantly, it attracts people. A street with visible activity is able to draw and support businesses, it encourages walking and biking as alternatives to driving, and it increases the safety of all who use it. A healthy street becomes another place where we can enjoy living in our city.



## Design Guidelines

**1 : MAXIMIZE** pedestrian activity on the street by prioritizing the most active uses of the building closest to the sidewalk.

**2 : USE** interesting and durable materials in the streetscape, reflecting local design traditions.

**3 : CREATE** abundant seasonal shade with full canopy street trees.

**4 : ENHANCE** street character through diverse and interesting street trees, shrub beds, and container plants.

**5 : PROVIDE** plentiful, attractive, and durable street furnishings and amenities, including café seating and outdoor merchandising.

**6 : INTEGRATE** art into the public realm, including objects, experiences, and functional art.



*Watching  
other  
people, and  
being  
watched,  
and  
chatting,  
is the core of  
the urban  
stroll*

- David Sucher

Clockwise from top: **a: Street Life**, Broadway and Willamette Street (photo: Chris Pietsch) **b: Food Cart Festival** (photo: Emma Jayne) **c: Light Display**, Whiteaker Neighborhood **d: Electric Box Artwork**, Willamette Street (photo: Chris Pietsch) **e: Mi Tierra Tacqueria**, Blair Blvd. facade renovation project **f: Knotty Knitters Artwork**, LCC construction site, 10th Avenue



**7 : INFORM** the community with signage that provides information, direction, public safety, and place making.

**Resources**

- National Main Street Center [www.mainstreet.org](http://www.mainstreet.org)
- NextCity [www.nextcity.com/daily/entry/memorable-streets-draw-more-pedestrians.org](http://www.nextcity.com/daily/entry/memorable-streets-draw-more-pedestrians.org)
- Downtown Eugene [www.downtowneugene.org](http://www.downtowneugene.org)



# Support community comfort and safety at all hours

Safety is a basic concern for everyone, and it is difficult to enjoy a place if we feel vulnerable or at risk. Our community's aspiration to be welcoming to all people and attractive to arts and businesses are undermined when safety – or even the perception of safety – is compromised. Design plays an important role in making the city safe, through attention to qualities such as activity, lighting and visibility. As our streets and public spaces begin to feel safe, it becomes self-reinforcing through increased activity, stewardship, and positive activity.

## Design Guidelines

**1 : MAXIMIZE** the natural everyday observation experience (“eyes on the street”) offered by public streets.

**2 : DESIGN** neighborhoods for 24-hour use.

**3 : DESIGN** site layout and buildings to maximize visibility for pedestrians and bicyclists and eliminate hiding places.





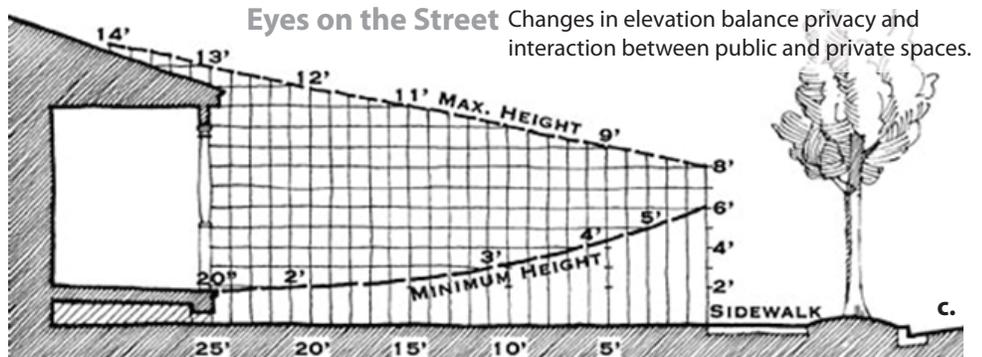
*I have an affection  
for a great city.  
I feel safe in the  
neighbourhood  
of man, and enjoy  
the sweet security of the  
streets.*

- Henry Wadsworth Longfellow

b.



e.



**4 : PROVIDE** abundant, attractive pedestrian-scale lighting using lamps, bollards, and accent lighting as well as opportunities for event or seasonal lighting.

**5 : DIRECT** lighting downwards to illuminate the walking surface, avoid glare, and prevent unnecessary light pollution.

**6 : USE** high quality materials and details to engender pride of place and positive social behavior.



d.

Clockwise: from top left a: Downtown Lighting Installation, Broadway and Willamette Street (photo: Chris Pietsch) b: Townsend's Tea, downtown (photo: Chris Pietsch) c: Eyes on the Street (diagram: Steve Mouzon, www.original green.org) d: Inn at the 5th, 5th Street Public Market, e: Urban Projections Project, Parcade Garage, Downtown

**Resources**

- City of Eugene Police Department: CPTED Key Concepts [www.eugene-or.gov/documentcenter/view/2608](http://www.eugene-or.gov/documentcenter/view/2608)
- Downtown Eugene Incorporated: Safety [www.downtowneugene.com/safety/](http://www.downtowneugene.com/safety/)

# Design smart parking and circulation

Despite *per capita* decreases in Vehicle Miles Traveled, automobiles are still the dominant means of transportation in Eugene. The design challenge, especially for a community dedicated to growing compactly and efficiently, is to provide sufficient accommodation for cars without compromising a high-quality public experience. Adequate parking brings customers to businesses and services. A well-managed parking system provides predictable parking options ranging in convenience and price. Parking districts provide revenue that can be used to further improve the streetscape and district. On-street parking effectively narrows streets, calming traffic while also protecting sidewalks with a layer of steel between sidewalk activity and moving vehicles. On-street parking can contribute to the creation of complete streets that are safer for all street users.



*Each on-street parking spot that is lost costs an adjacent business about \$10,000 a year in sales.*

– National Main Street Program

## Design Guidelines

**1 : PRIORITIZE** on-street parking.

**2 : UTILIZE** shared-parking strategies within development sites and at the district scale.

**3 : LOCATE** off-street parking to the side or back of buildings and incorporate creative parking solutions into development sites and buildings.

**4 : PLACE** garages for single family homes facing alleys where possible instead of the street. Set forward-facing garages back from the front façade of the house.

**5 : CREATE** multiple-use parking and access areas that contribute to the pedestrian scale, appearance, and function of the site.



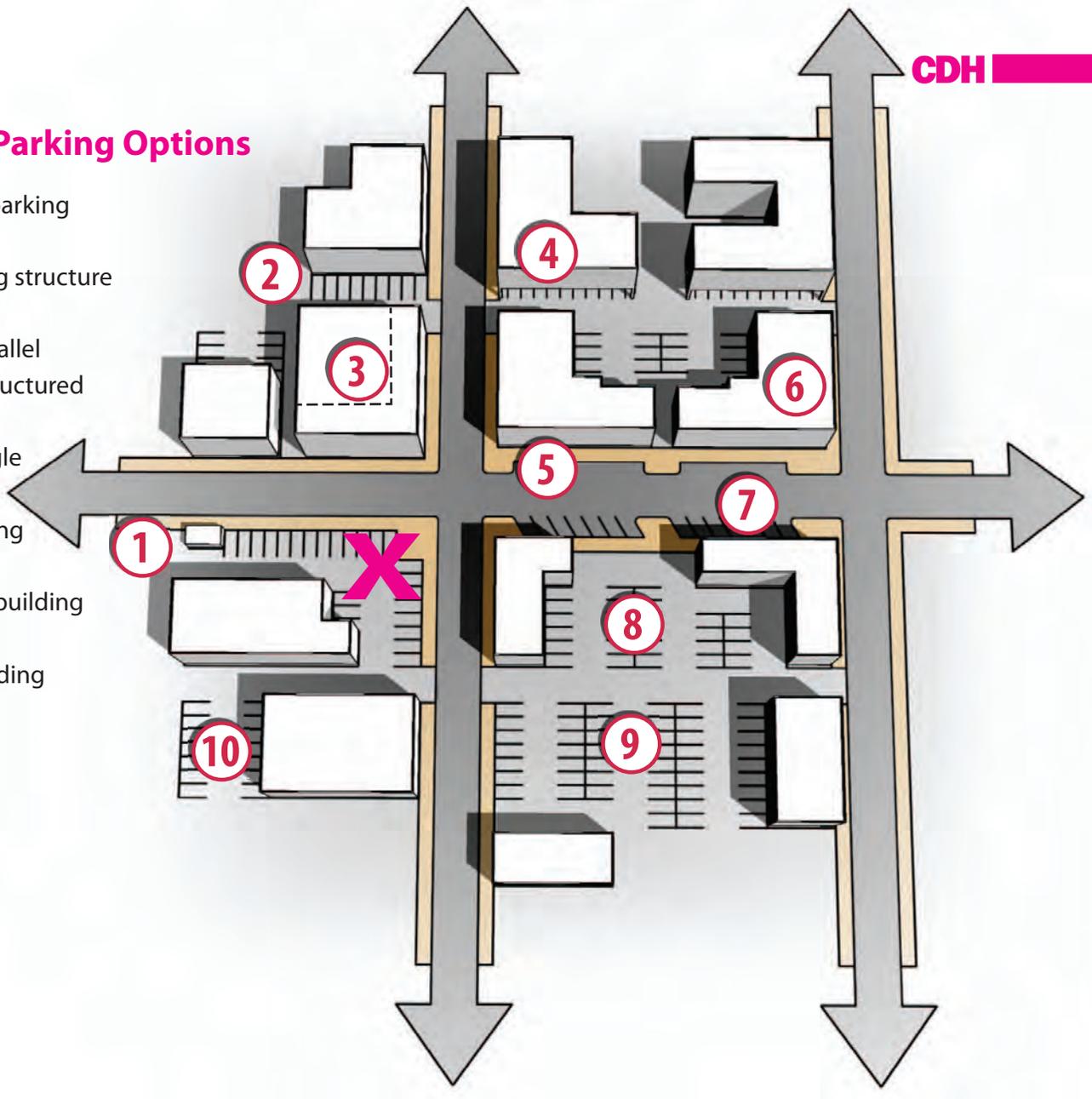
**6 : SCREEN** surface parking from public streets with small buildings, landscaping, low walls, green screens or decorative screens.

**7 : WRAP** parking structures with active ground floor uses.

**8 : COMBINE** access for multiple properties or developments using shared driveways and frontage streets; minimize curb-cuts for vehicular access in sidewalks.

## Preferred Parking Options

- 1. Shared bike parking
- 2. On alley
- 3. Public parking structure
- 4. Tuck-under
- 5. On-street parallel
- 6. Podium or structured in building
- 7. On-street angle
- 8. Side of building
- 9. Shared lot
- 10. Back of the building
- X.** Front of building



**9 : CREATE** connections between existing, separated parking areas.

**10 : PROVIDE** safe and attractive connections between parking and adjacent buildings and streets.

**11 : PROVIDE** locations for car sharing services.

**12 : INSTALL** electric vehicle car charging stations – or adequate conduit to facilitate installation at a later time.

Clockwise: from top left a: WeCar, car share service and charging station b: Solar powered charging station c: Decorative public art on a downtown parking garage

### Resources

- City of Eugene Parking: Epark Eugene [www.eparkeugene.com](http://www.eparkeugene.com)
- Car Share Program: Enterprise Car Share [www.enterprise-carshare.com/eugenespringfield](http://www.enterprise-carshare.com/eugenespringfield)

*“No on-street parking, no on-street retail”*

– Bob Gibbs

## 4. LEAVE A BUILDING LEGACY

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Promote Visual Transparency ...	54

4 DRAFT  
LEAVE A  
BUILDING  
LEGACY

*A hundred years  
after we are gone  
and forgotten, those  
who never heard of us  
will be living with the  
results of our actions.*

—Oliver Wendell Holmes



# Design for the human scale

We interact with our surroundings through our bodies. We instinctively measure the sizes of objects as they compare to our own dimensions, and measure distances by the time it takes for us to travel from one end to the other. Buildings that are visually articulated into discrete components are easier for us to measure and understand, and they keep us intrigued whether we are close or far away. This quality of visual interest engages us, increases our interest in our surroundings, and makes it easier to walk longer distances. The articulation of building facades visually breaks up large walls into pieces that are less imposing and conspicuous, sitting more comfortably in the neighborhood context, and contributing to the pleasure of the streetscape.

## Design Guidelines

- 1 : DESIGN** buildings so that architectural elements contribute to forming a cohesive composition and provide visual interest.
- 2 : COMPOSE** buildings with a recognizable base, middle and top.
- 3 : CREATE** a strong sense of connection to the ground plane.
- 4 : EMPHASIZE** the balance of vertical and horizontal proportions by grouping architectural features in repeating modules or themes to create rhythm and pattern.

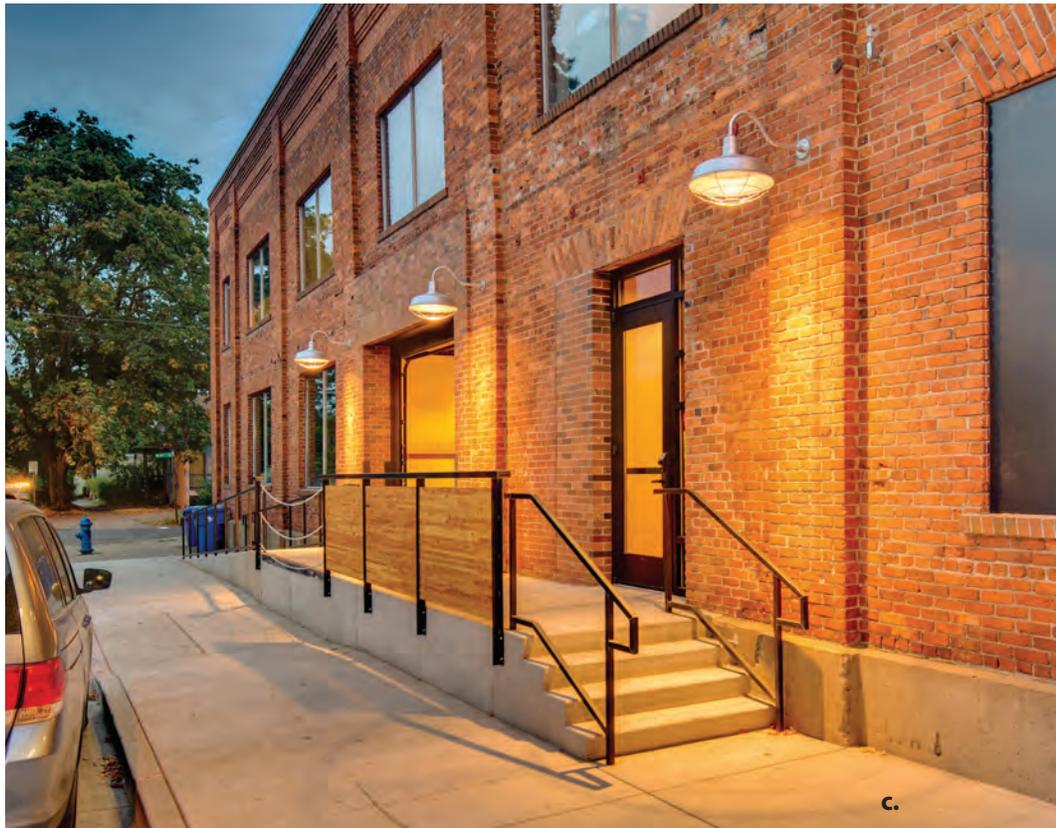




a.



b.



c.



d.

*The details  
aren't the  
details. They  
make  
the  
design.*

- Charles Eames

Clockwise: from top left a: Lucia (photo: Erik Bishoff) b: The Royal (photo: Bergsund/DeLaney Architecture) c: Lincoln Lofts (photo: Erik Bishoff) d: 13th & High St. decorative detailing e: The Anthony (photo: Erik Bishoff) f: 5th Street Public Market (photo: Chris Pietsch)

### Resources

- American Institute of Architects (AIA/SWO) [www.aiaswo.org](http://www.aiaswo.org)
- American Society of Landscape Architects [www.aslaoregon.org](http://www.aslaoregon.org)



a.

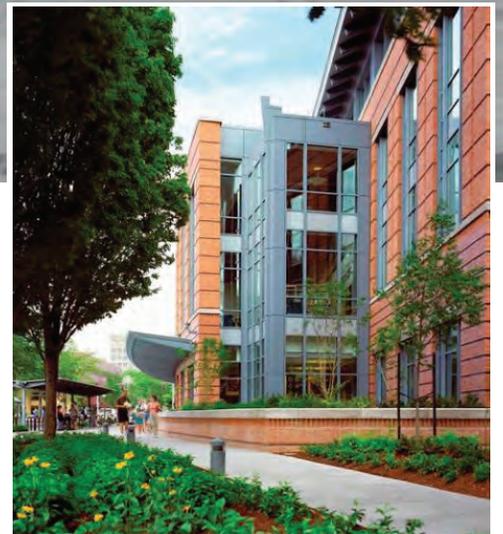
# Engage the street

## Design Guidelines

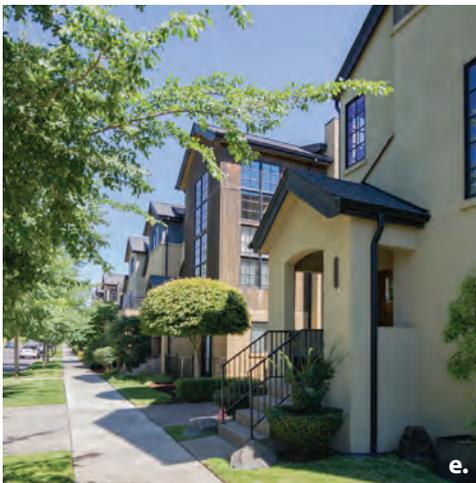
Although we can admire architecture from a distance, we typically encounter buildings by walking past them, walking up to them, walking in them, and even touching them. Community-oriented building design engages us through the visual interest of the architecture and by connecting us to the activity of the interior, particularly along the ground floor. Buildings that do so are more welcoming, because we can perceive the effort made to interact with us. Visual interest provided by architectural details and textures enhances the walkability of a street by occupying our attention with new sights as we move past each building.

**1 : DESIGN** buildings to interact with public streets, paths, and ways at a pedestrian scale with particular attention to quality materials and design details on the ground level.

**2 : CELEBRATE** corners with architectural design at the street level and interesting spaces, placing building entrances at corners when possible.



f.



Clockwise: from top left a: Downtown Library (Inset photo: Robertson/Sherwood Architects) b: Friendly Street Market (photo: Erik Bishoff) c: Downtown shop display d: Noisette, corner facing entry, Downtown e: Narrow Houses, Crescent Village (photo: David VanLandingham) f: 5th Street Public Market frontage

*Architecture is  
the  
thoughtful  
making of  
space*

- Louis Kahn

**3 : MAXIMIZE** transparent storefronts and windows in commercial buildings at the street level including low sill height and transom windows.

**4 : ADD** interest to buildings with a variety of architectural details.

**5 : PRIORITIZE** recognizable, inviting, and accessible entrances with high quality materials, additional architectural detailing, and art.

**6 : DESIGN** buildings to include high ceilings on the ground floor.

**7 : PROVIDE** abundant weather protection at entrances and over sidewalks.

**8 : ILLUMINATE** buildings and nearby spaces with accent lighting.

**9 : INCORPORATE** interesting, unique, and appropriately scaled signage.



# Fit the neighborhood

Eugeneans take great pride in their neighborhoods. While much of this comes from social ties and cultural institutions, the neighborhood’s streets, spaces and buildings are the stage upon which that life unfolds. Just as a new neighbor might recognize the existing customs and social dynamics, new buildings can be designed with respect and consideration for the neighborhood’s established character. This is not to suggest that new buildings should be indistinguishable from those around them, but that new development that is sensitive and responsive to existing patterns is more readily accepted by the neighborhood and has the ability to reinforce the unique, beloved and desirable qualities of neighborhood character.

## Design Guidelines

- 1 : REINFORCE** successful and identifiable patterns of building orientation, massing and setbacks in surrounding buildings.
- 2 : ADAPT** the scale, rhythm, and façade composition of larger infill buildings to harmonize with the scale of the surrounding neighborhood. Larger buildings are better suited to corner locations.
- 3 : DESIGN** courtyard housing, cottage clusters, and attached housing to feature units that are scaled and sited to harmonize with patterns of neighboring buildings.
- 4 : TREAT** elevations at the end of buildings as another front when facing, or clearly visible from, a public street.

- 5 : SITE and DESIGN** dwellings in ways that promote neighborly interaction, with such features as porches, stoops, and sidewalk seating or other gifts to the street.
- 6 : DESIGN** within a cohesive architectural style that reflects identifiable regional characteristics and maintains stylistic consistency throughout the design.
- 7 : LOCATE** trash, service, loading areas, utility equipment, or garage doors out of view of the public realm or screen such areas with landscaping, low walls, and decorative screens.

*A proper  
building  
grows  
naturally,  
logically,  
and  
poetically  
out of all its  
conditions.*

- Louis Sullivan

Clockwise: from top left **a: Neighborhood Commercial**, Monroe Street (photo: Chris Pietsch) **b: Ninkasi Brewery**, Blair Blvd. (photo: Chris Pietsch) **c: Cooperative Housing**, Whiteaker Neighborhood (photo: Willard C. Dixon Architect; Kari Johnson, Project Manager; Mike Dean Photo) **d: Mosaic**, Whiteaker Neighborhood **e: Food Cart**, Blair Blvd. & 6th Avenue



# Invest in **quality materials**

In the hands of a skilled designer, the materials and colors of a building complement its shape and form to create a unified design. The use of local materials is one of the ways a building can be connected to the Northwest building traditions and the timber legacy of our region. The materials also express the role of the building as a part of the streetscape and neighborhood. High-quality materials last longer than cheaper substitutes, and they convey the building owner's interest in long-term investment in the community. After all, many materials that are expensive at first may be more cost-effective over time, with savings in maintenance and longer life-cycles. Durable materials are more resilient to damage and aging, particularly on the ground floor, where use and wear is a daily occurrence. Buildings that are constructed of quality materials and well-maintained invite a response of stewardship and positive activity from those around them, contributing to a cycle of neighborhood investment and safety.



## Design Guidelines

**1 : USE** high quality exterior materials that reflect a sense of permanence, continuity, and urban character with emphasis on street level activity.

**2 : AVOID** low quality imitations. Substitute materials at the ground floor should be indistinguishable at arm's length from the original, and match or exceed it in performance; substitute materials above the ground floor should be indistinguishable from the original to a person standing on the sidewalk.



*What looks  
like wood  
should also  
be wood and  
iron should  
remain iron.*

- Gunter Behnisch

b.



d.



Clockwise: from top left a: Oliphant's Garden, Downtown Library (photo: Cameron McCarthy Landscape Architects) b: ODF Tillamook Dist. HQ (photo: PIVOT Architecture) c: NW Publishing (photo: 2FORM) d: UO Science e: McKenzie Ranger Station (photo: PIVOT Architecture)

**3 : EMPLOY** construction details that recognize the natural qualities of materials and structure.

**4 : REINFORCE** key elements of building composition with changes of material and color.

**5 : COORDINATE** colors that are compatible with each other and local context; prioritize colors natural to the material.

**6 : USE** vibrant colors as building accents.

### Resources

- CSI Willamette Valley Chapter  
[www.csiwvc.org](http://www.csiwvc.org)
- National Assoc. of Women in Construction  
[www.nawicsalem.com](http://www.nawicsalem.com)



# Promote visual transparency

Building transparency brings light and views into buildings, but it also allows activity from the interior to be seen from the outside. Whether restaurants or shops, offices or services, manufacturing or art studios, transparency communicates the private enterprise of the city to the public. These views tell our local story, create community interactions, enrich the pedestrian experience, and increase a sense of safety through more observation of the street. In contrast, facades with few openings sever pedestrians' connections with buildings, deaden streets, and invite crime and vandalism. Transparency populates the sidewalk from both sides of the glass.

## Design Guidelines

**1 : EMPHASIZE** physical and visual connections and transitions between interior and exterior space at the ground level.

**2 : PROVIDE** well placed windows, balconies, and terraces facing streets and public spaces.

**3 : USE** transparent glazing, particularly for all ground floor retail and restaurants.

**4 : USE** operable windows.

**5 : USE** traditional, operable screening devices.

**6 : ALLOW** interior shop and restaurant lighting to spill onto the sidewalks and adjacent public space.

**7 : ELIMINATE** windowless walls on streets and public spaces. Where unavoidable, increase the visual appeal and interest of the walls with spandrel panels, public art, green walls or other features.





b.



d.



c.

Clockwise: a: Sizzle Pie Lighting, Downtown Commerce Center, (photo: Chris Pietsch) b: Lane Community College, Downtown Campus Interior, (photo: Chris Pietsch) c: Jacqua Academic Center, University of Oregon Campus (photo: ZGF Architects) d: Fifth Street businesses e: Lillis Hall, University of Oregon Campus (photo: SRG Partnership Architects)



## **Conclusion**

As Eugene continues to grow, design excellence can help ensure development, in all its forms, is executed thoughtfully and moves our community's vision forward. The Community Design Handbook offers numerous ways in which to make great places. The principles and guidelines acknowledge Eugene's context and history, while articulating the community's expectations for future development. However, the preceding ideas, concepts, and practices should not be considered absolutes; instead, they should be considered holistically, balanced, and the application tailored to a particular project or site. The Community Design Handbook can inspire and empower everyone to participate in the evolution of our city as we create the most beautiful, sustainable, and prosperous city imaginable.

DRAFT

# APPENDIX: SUMMARY OF SECTIONS, PRINCIPLES AND GUIDELINES



# Appendix: Summary of Sections, Principles, and Guidelines

## INTEGRATE NATURE AND DESIGN FOR EUGENE'S CLIMATE

### Enhance the Regional Habitat Network

- 1: CONSERVE natural areas in private and public spaces and introduce new ones.
- 2: PROVIDE links to nearby natural features through habitat corridors.
- 3: UTILIZE abundant and continuous plantings and natural features along streets, alleys, paths, buffer strips and within developments.
- 4: INTRODUCE structures and gardens in urban areas that provide for the needs of native wildlife.
- 5: REDUCE light pollution and protect delicate habitat areas by using pedestrian scale, downcast lights equipped with shielding.

### Celebrate Important Natural Features

- 1: INTEGRATE and restore waterways, wetlands, and other natural features into site design.
- 2: EMPHASIZE and RESPECT the natural topography in site layouts, circulation and building designs.
- 3: PRESERVE and frame views of special places and landscape features.
- 4: PRESERVE significant site features such as trees, groves, or boulders.
- 5: RELOCATE significant site features elsewhere, preferably on-site, when they cannot be preserved.
- 6: BLEND the transition or EMPHASIZE the contrast between natural areas and landscaping areas.

### Design for Climate and Natural Resiliency

- 1: AVOID designated flood plains, landslide- or fire-prone locations when alternatives are available. When development within them is necessary, use current best practices to mitigate potential impacts.
- 2: REDUCE summer heat gain with shade trees and light-colored roofing and paving.
- 3: DESIGN building and site systems for flexibility and adaptability.
- 4: DESIGN resilient buildings with passive techniques, such as awning and canopies, operable windows, water reuse, and insulation, in order to remain inhabitable and comfortable during an extended interruption of utilities.

### Conserve Energy and Natural Resources

- 1: INCORPORATE low impact stormwater management strategies into site design.
- 2: PLANT native and drought tolerant trees and shrubs.
- 3: DESIGN buildings and landscapes to conserve, store and re-use water.
- 4: ORIENT street and building design for maximum solar access in the winter, and plant trees for maximum summer shade.
- 5: INCLUDE provisions for onsite renewable energy or connect with a shared district renewable energy network.

- 6: CONSERVE existing buildings through adaptive reuse, renovation or historic preservation.
- 7: INCORPORATE solutions from the tradition of northwest architecture that are attuned to the specifics of our climate and natural resources.
- 8: MAXIMIZE energy efficiency through design that considers the construction, on-going operation and performance, and maintenance of buildings.
- 9: BUILD with durable, local materials with low embodied energy and a long life span.

### Bring Farms and Gardens into the City

- 1: PROVIDE space for small-scale and specialty farming and food production as a transition between urban development and adjacent agricultural lands.
- 2: LOCATE housing clusters around small-scale farms to allow for shared farming and agrarian lifestyles.
- 3: CONNECT areas of denser housing with public or private community garden space.
- 4: CREATE opportunities for urban agriculture in new residential development.
- 5: PLANT edible landscapes, such as berries and fruit trees, in privately owned, semi-private, semi-public, and public areas.

### Promote Outdoor Lifestyles

- 1: CONTRIBUTE to the network of large, interconnected and flexible parks and public spaces to serve a wide variety of community activities and needs.
- 2: PRIORITIZE open space as a central, organizing element in neighborhoods and large development sites.
- 3: CREATE a well-connected hierarchy of public spaces in activity centers.
- 4: PROVIDE clear pedestrian and bike connections to and between public spaces that are attractive and safe for all ages; maximize new connections to existing public spaces.
- 5: LOCATE higher-density housing adjacent to or near parks and natural features.
- 6: ORIENT buildings to promote visual connections to parks and natural areas.
- 7: INCLUDE semi-public spaces in addition to other public space.

## EVOKE A SENSE OF PLACE

### Reveal Eugene's History

- 1: PROTECT important historical buildings and landscapes through preservation and historic designation.
- 2: INCORPORATE Eugene's history through restoration or adaptive reuse of historic sites and buildings.
- 3: DRAW awareness to historical buildings or places for the public through markers, art, or other permanent, creative features.
- 4: REINFORCE historically significant relationships between places with strong visual links, use of materials palette, or public art.
- 5: HONOR historic sites and buildings through the architecture of new buildings.

### Contribute to a Complete, Walkable Neighborhood

- 1: LOCATE denser housing near existing services and amenities.
- 2: PROVIDE compact housing in under-represented types as transitions between lower-density residential and higher-intensity uses and elsewhere as appropriate.
- 3: CREATE opportunities for businesses and services in neighborhood centers, particularly in areas that are currently under-served.
- 4: ENCOURAGE a mix of compatible and complementary uses at the neighborhood, block, and building scales.
- 5: CELEBRATE buildings of community significance with noteworthy architecture.
- 6: PROVIDE active uses on the ground level.
- 7: DESIGN flexible floor plans at the ground level to accommodate diverse commercial tenants.

### Reflect the Value of Great Neighborhoods

- 1: REFLECT valued and identifiable development patterns of surrounding areas.
- 2: CONTRIBUTE to a neighborhood's long-term vision and potential.
- 3: INTEGRATE a variety of small, attached and clustered housing types into low-density residential areas creatively and sensitively.
- 4: MODERATE building height and intensity of uses adjacent to low-density residential areas.
- 5: INTEGRATE intermediate residential building types between areas of higher and lower development intensity.
- 6: COMBINE interior yard setbacks with parking and useful open space adjacent to low-density residential areas.
- 7: PROTECT the privacy of adjacent homes and yards through site and building design.
- 8: CREATE a green edge in residential areas with a complimentary building setback and contextual landscaping.

### Celebrate Special Places

- 1: PRESERVE signature landmarks and unique neighborhood features.

- 2: CREATE clear visual connections between important places and features.
- 3: DISTINGUISH significant places with special attention to site and architectural design.
- 4: DEFINE districts through gateways and special features at key locations.
- 5: SIGNIFY important intersections with architectural elements, unique signage, or public gathering space.

### Create Successful Public Spaces

- 1: DEFINE parks and public spaces with active building fronts and pedestrian-friendly streets.
- 2: CONFIGURE the size and shape of public spaces for human comfort, proportions, and intended uses.
- 3: PROVIDE opportunities within and near public spaces for retail businesses, restaurants, coffee shops, and street vendors.
- 4: MAXIMIZE natural, everyday observation and experience of public and semi-public spaces through high visibility and open connections.
- 5: ORIENT and configure public spaces to maximize light, sun, seasonal shade and available views.
- 6: DESIGN a diverse network of public spaces for a variety of activities, user groups and hours of use to enhance the vitality of neighborhoods and unique sense of place.
- 7: INCORPORATE art of many scales into projects that can be experienced from the public realm.

### Use Building Form and Natural Edges to Define Spaces

- 1: CREATE outdoor rooms by framing public spaces and streets with buildings that have heights proportionate to the width of the space.
- 2: ESTABLISH a consistent relationship of buildings to the street within individual blocks and districts.
- 3: WORK with height, setbacks and step-backs for buildings to achieve a desired scale and character within a neighborhood or district over time, particularly when transitioning between high and low intensity development types.
- 4: MAXIMIZE continuous building frontage along streets in mixed use districts, with exceptions for shared open space and setbacks for street-side activity areas.

## BRING THE STREETS TO LIFE

### Create a Network of Complete Streets

- 1: ESTABLISH or restore traditional, pedestrian-scale block patterns with frequent intersections, through-streets, and alleys.
- 2: DESIGN streets and other connections as public spaces in their own right, with attention to adjacent buildings, street furniture, landscaping, and visual cues.
- 3: CREATE pedestrian and bike connections where the street pattern is interrupted or street connectivity is poor.
- 4: UTILIZE alleys for service and parking access.
- 5: CONSTRUCT generous sidewalks on both sides of streets where significant pedestrian activity occurs, is encouraged, or expected.
- 6: PROTECT pedestrians and bikes from traffic with on-street parking, square curbs, and street trees or other landscaping.
- 7: SUPPORT daily bike travel with ample bicycle facilities that are safe for children, elders, and other casual riders, as well as bike commuters.
- 8: DESIGN streets in mixed-use centers and residential areas to encourage vehicular travel at speeds safe for pedestrian and bicycle traffic.
- 9: DESIGN integrated streetscapes with street trees, on-street parking, and other amenities to make walking more pleasant.

### Emphasize Walking, Biking and Riding Transit

- 1: PRIORITIZE pedestrians in activity areas through amenities such as generous sidewalk width and safe, comfortable pedestrian crossings that can include raised intersections, pedestrian-activated signals, curb extensions and refuges.
- 2: PROVIDE access and linkages from development sites to existing pedestrian and bicycle path networks, as well as nearby amenities such as schools, parks, transit stops, community services and businesses.
- 3: PROVIDE abundant, covered, secure and well-lit bicycle parking and storage facilities near building entrances and public gathering places.
- 4: CELEBRATE major transit stops as special places, and incorporate transit stops into the design of the surrounding community.
- 5: PROTECT physical space for future walking and biking paths and transit needs on key corridors.

### Enrich the Streetscape

- 1: MAXIMIZE pedestrian activity on the street with retail frontage along the sidewalk and living spaces at street level.
- 2: USE interesting and durable materials in the streetscape, reflecting local design traditions.
- 3: CREATE abundant seasonal shade with full canopy street trees.
- 4: ENHANCE street character through diverse and interesting street trees, shrub beds, and container plants.
- 5: PROVIDE plentiful, attractive, and durable street furnishings and amenities, including café seating and outdoor merchandising.

- 6: INTEGRATE art into the public realm, including objects, experiences, and functional art.
- 7: INFORM the community with signage that provides information, direction, public safety, and place making.

### Support Community Comfort and Safety at all Hours

- 1: MAXIMIZE the natural everyday observation experience (“eyes on the street”) offered by public streets.
- 2: DESIGN neighborhoods for 24-hour use.
- 3: DESIGN site layout and buildings to maximize visibility for pedestrians and bicyclists and eliminate hiding places.
- 4: PROVIDE abundant, attractive pedestrian-scale lighting using lamps, bollards, and accent lighting as well as opportunities for event or seasonal lighting.
- 5: DIRECT lighting downwards to illuminate the walking surface, avoid glare, and prevent unnecessary light pollution.
- 6: USE high quality materials and details to engender pride of place and positive social behavior.

### Design Smart Parking and Circulation

- 1: PRIORITIZE on-street parking.
- 2: UTILIZE shared-parking strategies within development sites and at the district scale.
- 3: LOCATE off-street parking to the side or back of buildings and incorporate creative parking solutions into development sites and buildings.
- 4: PLACE garages for single family homes facing alleys where possible instead of the street. Set forward-facing garages back from the front façade of the house.
- 5: CREATE multiple-use parking and access areas that contribute to the pedestrian scale, appearance, and function of the site.
- 6: SCREEN surface parking from public streets with small buildings, landscaping, low walls, green screens or decorative screens.
- 7: WRAP parking structures with active ground floor uses.
- 8: COMBINE access for multiple properties or developments using shared driveways and frontage streets; minimize curb-cuts for vehicular access in sidewalks.
- 9: CREATE connections between existing, separated parking areas.
- 10: PROVIDE safe and attractive connections between parking and adjacent buildings and streets.
- 11: PROVIDE locations for car sharing services.
- 12: INSTALL electric vehicle car charging stations – or adequate conduit to facilitate installation at a later time.

## LEAVE A BUILDING LEGACY

### Design for the Human Scale

- 1: DESIGN buildings so that architectural elements contribute to forming a cohesive composition and provide visual interest.
- 2: COMPOSE buildings with a recognizable base, middle and top.
- 3: CREATE a strong sense of connection to the ground plane.
- 4: EMPHASIZE the balance of vertical and horizontal proportions by grouping architectural features in repeating modules or themes to create rhythm and pattern.

### Engage the Street

- 1: DESIGN buildings to interact with public streets, paths, and ways at a pedestrian scale with particular attention to quality materials and design details on the ground level.
- 2: CELEBRATE corners with architectural design at the street level and interesting spaces, placing building entrances at corners when possible.
- 3: MAXIMIZE transparent storefronts and windows in commercial buildings at the street level including low sill height and transom windows.
- 4: ADD interest to buildings with a variety of architectural details.
- 5: PRIORITIZE recognizable, inviting, and accessible entrances with high quality materials, additional architectural detailing, and art.
- 6: DESIGN buildings to include high ceilings on the ground floor.
- 7: PROVIDE abundant weather protection at entrances and over sidewalks.
- 8: ILLUMINATE buildings and nearby spaces with accent lighting.
- 9: INCORPORATE interesting, unique, and appropriately scaled signage.

### Fit the Neighborhood

- 1: REINFORCE successful and identifiable patterns of building orientation, massing and setbacks in surrounding buildings.
- 2: ADAPT the scale, rhythm, and façade composition of larger infill buildings to harmonize with the scale of the surrounding neighborhood. Larger buildings are better suited to corner locations.
- 3: DESIGN courtyard housing, cottage clusters, and attached housing to feature units that are scaled and sited to harmonize with patterns of neighboring buildings.
- 4: TREAT elevations at the end of buildings as another front when facing, or clearly visible from, a public street.
- 5: SITE and DESIGN dwellings in ways that promote neighborly interaction, with such features as porches, stoops, and sidewalk seating or other gifts to the street.
- 6: DESIGN within a cohesive architectural style that reflects identifiable regional characteristics and maintains stylistic consistency throughout the design.
- 7: LOCATE trash, service, loading areas, utility equipment, or garage doors out of view of the public realm or screen such areas with landscaping, low walls, and decorative screens.

### Invest in Quality Materials

- 1: USE high quality exterior materials that reflect a sense of permanence, continuity, and urban character with emphasis on street level activity.
- 2: AVOID low quality imitations. Substitute materials at the ground floor should be indistinguishable at arm's length from the original, and match or exceed it in performance; substitute materials above the ground floor should be indistinguishable from the original to a person standing on the sidewalk.
- 3: EMPLOY construction details that recognize the natural qualities of materials and structure.
- 4: REINFORCE key elements of building composition with changes of material and color.
- 5: COORDINATE colors that are compatible with each other and local context; prioritize colors natural to the material.
- 6: USE vibrant colors as building accents.

### Promote Visual Transparency

- 1: EMPHASIZE physical and visual connections and transitions between interior and exterior space at the ground level.
- 2: PROVIDE well placed windows, balconies, and terraces facing streets and public spaces.
- 3: USE transparent glazing, particularly for all ground floor retail and restaurants.
- 4: USE operable windows.
- 5: USE traditional, operable screening devices.
- 6: ALLOW interior shop and restaurant lighting to spill onto the sidewalks and adjacent public space.
- 7: ELIMINATE windowless walls on streets and public spaces. Where unavoidable, increase the visual appeal and interest of the walls with spandrel panels, public art, green walls or other features.



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