

Urban Form Plan

January 2017 DRAFT

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**Community Design
Handbook**



Eugene Planning Division

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Downtown restaurant on Broadway and Willamette

Introduction

The Urban Form Plan is the design volume of the four document set, Envision Eugene.

The Envision Eugene Urban Form Plan is the design volume of the four document set, *Envision Eugene: Vision to Action*. Each of these four documents plays a different role in realizing the community's vision that was developed through extensive community conversations. To complement the development context and guidance offered here, the Envision Eugene **Community Vision** provides a value-based narrative, the **Comprehensive Plan** sets out the City's adopted land use policies, and the **Action Plan** presents an action-oriented approach for realizing the community's vision. The **Urban Form Plan** is not an adopted land use plan,

The Urban Form Plan focuses on the form of the built environment, how our city looks and functions.

but rather supports the vision by providing community members with a common language and frame of reference for the built environment.

Purpose

The Urban Form Plan (UFP) focuses on the form of the built environment, how our city looks and functions. The built environment includes our homes, the places we

work and shop, where our children learn, and where we play and relax. It also includes everything in between: streets, sidewalks, bridges, parks, utilities and services. Finally, the UFP explores those areas beyond the built environment where humans can connect to nature, like rivers, meadows, and forests.

The Urban Form Plan puts forth ideas to inspire new development to move Eugene toward the best version of itself we can imagine. It provides regional history and local architectural character to explain our context; it creates a simple, shared vocabulary for community conversations about the built environment; and it graphically articulates our community expectations for development. The Urban Form Plan does this in



19th and Alder Street in the Fairmont Neighborhood

three parts, each relevant to a more comprehensive design process. The structure of each component narrows from the broad, regional level to building- or site-specific concepts.

1. *Regional Identity.* Histories and summaries of our region's natural, cultural and architectural context help future development match and enhance Eugene's unique character.
2. *Urban Design Framework.* An illustrative overview of the elements that make up our city informs and enriches planning of specific areas. Elements include corridors, gate ways, centers, and open spaces.
3. *Community Design Handbook.* A set of principles highlight ideas from local studies and national best practices with topics ranging from pedestrian comfort and street character to green infrastructure, neighborhood compatibility, and transportation.

How to Use the Urban Form Plan

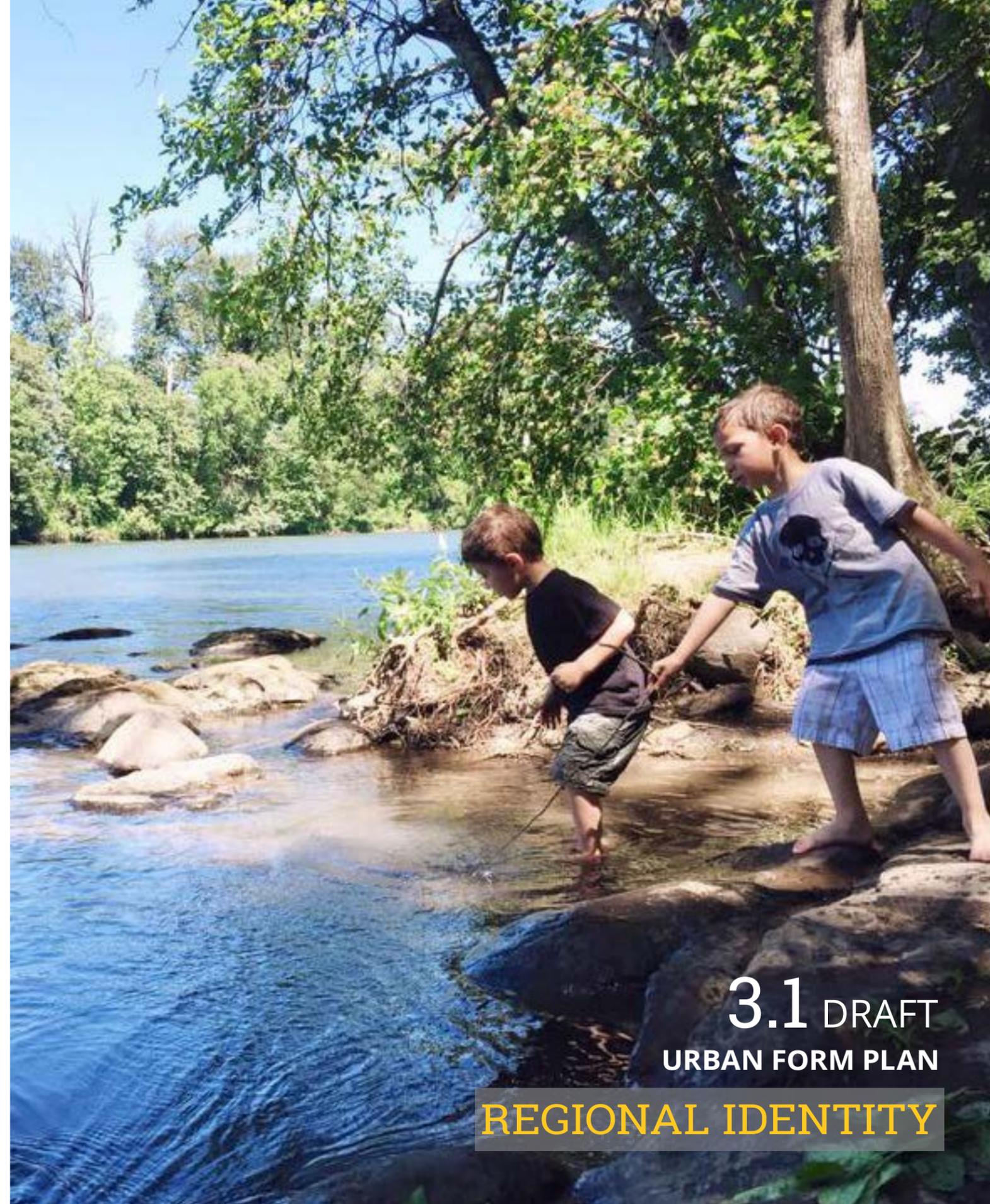
The Urban Form Plan is organized to help simplify larger concepts by examining them in their various parts. Regional Identity provides a better understanding of our community's history and architectural context, which encourages richer thinking about the environment in which a new project is built and presents opportunities to integrate with and enhance the local culture. The Urban Design Framework provides the necessary building blocks to craft a community vision for design and development at a variety of scales, from neighborhood plans to corridor design. Lastly, the principles included in the Community Design Handbook serve to inspire and inform site-specific projects with detailed information. In many cases, these practices and concepts offer ways for a project to accomplish more; for example add beauty and function, enrich the environment, or improve safety.

The ideas in the Framework and Handbook will be realized to the extent that the community embraces them, discusses them, and builds them. Concepts included here may be manifested in future code writing efforts, neighborhood and site planning efforts, public projects, investments, and other programs sponsored or administered by the City of Eugene. In addition, public agencies and private developers may choose at any time to embrace the recommendations to improve the value and quality of individual projects.

... ideas to inspire ... to move Eugene toward the best version of itself we can imagine...

Some concepts, for example, may not be compatible in certain locations or with current regulations. Others may be too expensive or have insufficient market appeal. Working through these challenges together will be important to our success as a community.

As a whole, the Urban Form Plan offers a range of tools, from historic foundations to design concepts to implementation, for making great places. The following pages begin to paint a picture of the underlying principles that make places special. The Urban Form Plan takes these principles and integrates them with Eugene's context and history, to provide inspiration and direction as we participate in the evolution of our city. Individually and in combination, the ideas and practices described here can help us create the most beautiful, sustainable, and prosperous city imaginable.



**3.1 DRAFT
URBAN FORM PLAN**

REGIONAL IDENTITY



Rafting on the Willamette River

3.1

Regional Landscape

Eugene lies at the southern terminus of the Willamette Valley where the fringe of the Coast Range meets the Cascades.

The City of Eugene lies at the southern terminus of the Willamette Valley where the fringe of the Coast Range meets the Cascades. The landscape is characterized by flat alluvial plains of the Willamette River and tributaries punctuated by volcanic hills and distant mountain vistas. The city spans the Willamette River and is framed to the south by a range of hills, to the west by wetlands of Amazon Creek, Wolf Creek, and the Long Tom River, and to the north by rich farm lands. With its abundant and varied natural resources, Eugene is known as a region of

Eugene is home to many important ecosystems including wetlands, waterways and creeks, upland forest, prairies, and savannahs.

agricultural bounty and timber booms as well as forward-thinking ecological protection and restoration. The region is rich with outdoor recreational opportunities ranging from neighborhood woodlands and waterways to nearby mountains and beaches.

Eugene is also home to many important and threatened ecosystems including wetlands, waterways and creeks, upland forest, prairies, and savannahs. This



Regional Identity

Regional Landscape

Urban Context & Architectural Character

Context Timeline

A Changing Landscape

Life of a Building

Historic Snapshot

Residential Context & Neighborhood Patterns

Historic Residential Architecture - Key Characteristics



Rocky Outcroppings

complex landscape of diverse habitats supports an abundance of flora and fauna habitat in the urban environment. Eugene has protected over three thousand acres of publicly-owned natural areas.

Natural History & Human Influences

Eugene lies on a base of sedimentary rock from the Coast Range, known as the Eugene Formation, where it intersects with volcanic basalt from the Cascades. A layer of gray clay, tied to the eruption of Mt. Mazama 7,700 years ago, sits atop the bedrock. Seasonal flooding of the Willamette River deposited agriculturally rich, silty clay loam and sandy loam along the original flood plains, creating some of the world's best – and deepest – agricultural soils.



Oak Savannah

Much of what we regard as the natural environment in and around Eugene was actually shaped over many thousands of years by human intervention. The Kalapuya people, original inhabitants of the region, utilized low-intensity understory burns in the late summer and autumn to shape and expand areas of grasslands in the naturally wooded region. Over thousands of years, vast expanses of prairie land were formed to attract game for hunting and to cultivate staple crops, such as camas lily and tarweed.

By the time the Euro-American settlers arrived in the mid-1800s the native clans were already devastated by introduced disease and were but a small remnant of the once thriving culture. As the controlled burns ceased, the woodland began to reestablish itself primarily along the rolling hills around the valley floor. These forests were subsequently logged and the upland prairies were used for grazing and orchards. The grasslands on the valley floor were primarily converted to agricultural land and divided into small farms.



Dragonfly Bend - Wet Prairie

Seasonal flooding of the Willamette River saw its banks and channels continually shifting and changing. In some places, networks of river channels and sloughs covered an area over a mile wide. Rich soils were spread across the valley floor, while local tributaries such as Amazon Creek washed clay from the hills down into lowland deposits. These natural patterns determined much of the original settlement of the area, as early farmers claimed the most fertile lands. Later, the construction of dams, reservoirs, and levees dramatically changed the course of the waterways of the region and confined the natural systems to patterns more compatible with human use. Today, Alton Baker Park and Delta Ponds Park contain remnants of the braided sloughs that once characterized the living river course.



Willamette River

Eugene remained a predominantly rural community until a population boom after World War II. The urban expansion, mostly in the form of single-family suburbs, replaced many acres of natural, semi-natural and agricultural lands. Unseen in previous centuries, this immense pressure on the natural environment led to an interest in protecting and restoring natural habitat. Three main ecosystems are protected and maintained by the City: wetlands, waterways, and the south hills ridgeline. This complex of connected and semi-connected natural lands offers a glimpse of the original landscape so admired by early naturalists like David Douglas.

Wetlands

Seasonal wet prairie, a habitat dominated by grass and wildflowers, was historically common in the Willamette Valley. This type of prairie is unique to the Pacific Northwest, however only 1% of the original habitat remains. Characterized by clay soils, the area is flooded for most of the year and then dries through the summer months. Wetlands support a high diversity of native plant and wildlife species, including butterflies, damselflies, dragonflies, birds, frogs, native plants, wildflowers and grasses. Recognizing its regional value, Eugene has protected and restored a 3,000 acre complex of wetlands and associated uplands through a nationally-acclaimed partnership known as the West Eugene Wetlands. Low-intensity fires were historically a crucial part of the wet prairie ecosystem, and current land managers are experimenting with controlled burns as a means of preserving these habitats.

Waterways

Creeks, rivers, ponds and the adjoining riparian edge create significant habitat for the Western pond turtle, beaver, river otters, migratory birds, and Chinook salmon. Much of the original riparian edge was lost in the last century through human activities, but with recent restoration efforts reestablishing the big-leaf maple, black cottonwood, and Douglas fir along the river banks, this native ecosystem is healing. By far the most significant waterway in the region, the Willamette River offers abundant habitat and recreational value as it courses through the middle of Eugene. An extensive river bank park system preserves much of this land in public ownership, including over 14 miles of multi-use trails. Another significant Eugene waterway, Amazon Creek, is also largely buffered by a linear park and multi-use path system. Several other tributaries and human-made channels meandering through Eugene neighborhoods are more fragmented.

Ridgeline

Historically comprised mostly of open, upland prairie and oak savannah, the south hills are now largely covered with Douglas fir forest. This occurred naturally following the end of seasonal burning by the Kalapuya. For this reason, both upland prairie and oak savannah have become, like wet prairie, very rare habitat types in the Willamette Valley. These habitats also cover less than 1% of their original range. Spencer Butte is the highest point in the linear system at over 2,000 feet. This prominent local landmark and destination is a volcanic extrusion characterized by rocky outcroppings, conifer forests, hilltop prairie, riparian headwaters, and other fragile plant communities. The ridgeline park system also includes a few areas of oak savannah and upland prairie, which are managed to maintain the habitat value. Today, the ridgeline park system includes 1,900 acres of connected and semi-connected parklands along the southern edge of Eugene's urban growth boundary. It forms a buffering greenbelt between urban and rural landscapes.



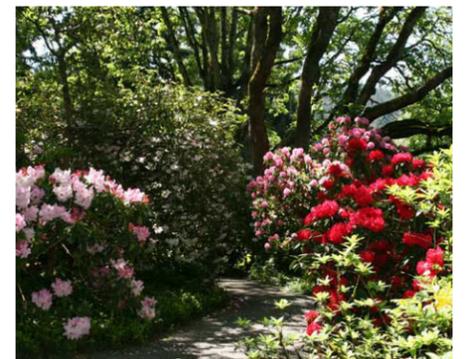
Woodlands



Wildflowers and White Oaks



South Eugene Meadow



Hendricks Park Rhododendron Garden

Working Landscape

Most of Eugene's history has been that of a rural community. The first Euro-American settlers to arrive sought out the rich agricultural land surrounding the Willamette River. At the same time that land was granted to individuals for farming, land was also set aside for schools and other public functions, including for the University of Oregon in 1876. This helped to establish a stable and family-oriented community character. This character and an appreciation for the land still draws residents to the area.

Where the loss of natural habitat often draws attention, the loss of rural land to urbanization is sometimes overlooked. However, similar to natural habitat, urban encroachment on rural lands is a continuing threat to an important community asset. In the 1970s, the creation of Oregon's land use planning system recognized that asset and sought to protect it with urban growth boundaries. Along the northern edge of Eugene and in surrounding Lane County, the rural economy is diverse and thriving. Farms and their products continue to evolve. Original crops included wheat and hops and later various fruits. Most local farms are small – less than 50



Delta Ponds Nature Tour

acres - and produce a variety of crops, such as a wide variety of organic produce, grass seed, berries, wine grapes, and hazelnuts. These products are enjoyed everywhere from the neighborhood farmer's market to international destinations. Recently, farmers are working to expand local markets and connect directly with regional buyers. Additionally, larger farms are once again looking to expand wheat production as that market expands nationally.

The timber industry developed around the turn of the century with camps established in the foothills of the Cascades and Coast Range. Although the timber industry has seen recent decline, there is a move towards redeveloping timber harvesting and manufacturing of wood products utilizing sustainable methods. Re-manufacturing of reclaimed timber products, replanting, and selective harvesting are being explored as ways to maintain forest land. The goal is to strike a balance between cultivating environmentally sensitive tree standards while simultaneously encouraging economic growth, business development and job creation.



Lane County Farmer's Market

Sustainable Landscape

As Eugene looks towards the future, a sustainable growth pattern must be determined to protect the landscape so valued by residents. Creating a built environment that is more compact and dense within the urban growth boundary is important. A flexible and adaptable mix of infill, a better use of allocated land, and thoughtfully designed compact development all play a role in minimizing encroachment on our natural and working rural landscapes. Natural systems help mitigate greenhouse gases, filter storm water, protect a diversity of species, and provide recreational opportunities. Farm land in close proximity to the city shortens distribution and supply chains, enabling a more robust local agricultural and food economy. It is clear that as the city grows and develops, connectivity to the natural resources close at hand will be increasingly important.

Resources

Natural History
<https://www.eugene-or.gov/646/Natural-History>

A History of City of Eugene Recreation
https://issuu.com/cityofeugenerecreation/docs/eug_history_book

Hendricks Park History
http://friendsofhendrickspark.org/park_history.html

Spencer Butte Park History
<http://www.spencerbutte.com/history/>

Skinner Butte Park History
<http://www.skinnerbutte.com/history>

Landscape History
 Lawrence, Henry W. and Bettlman, Anne P. *The Green Guide: Eugene's Natural Landscape*, Eugene: Anne P. Bettlman, 1982.



View north on Willamette Street at 8th Avenue, 1950s

3.1 Urban Context & Architectural Character

The built environment imparts a glimpse into our shared history and the important groups and individuals who founded, built, and shaped our community.

Eugene’s early history is typical of the Western frontier town: a scattering of small log cabins and timber-framed settlements rapidly giving way to larger commercial structures as the town’s pattern evolves into that of a city. As transportation links expanded, the city experienced booms followed by steady growth that have left an imprint on its form today. This brief historic outline aims to familiarize

The city experienced booms followed by steady growth that have left an imprint on its form today.

community members with the architectural context, urban patterns, and key connections of the region.

The Willamette River Valley

Early settlers arrived to a seeming wilderness in need of taming. But the rolling oak prairie and lush Willamette River valley were actually an area of abundance that had been shaped by the hunting and gathering traditions of the Kalapuya people. Moving seasonally, the Kalapuya divided their time between the flood-safe high ground of established villages and their summer encampments along the

Early residents had aspirations beyond subsistence farming and soon established Eugene as a regional hub.

banks of the Willamette River where fish were caught, game hunted, and crops harvested in fields cleared by controlled burns. Devastated by disease and later forcibly relocated, their legacy is imprinted on the landscape and trails they established over thousands of years, a form that continues to define the character of the region.

1846 Early Settlement

The city of Eugene was founded in 1846 when Eugene Skinner built a log cabin near the base of Skinner Butte and established a donation land claim of 640 acres, including the butte and portions of the present downtown north of Eighth Avenue. He was joined a year later by his wife Mary, their daughter, and a handful of settlers. Dismissing the warnings of the native residents regarding seasonal flooding, many of the earliest structures were constructed on adjacent claims in the lowland along the west side of the river.

Because of this, the earliest plat was known as Skinner's mudhole and was subsequently shifted upland just a few

years later. Flooding would affect the development pattern of the Willamette Valley for the next 100 years. The early residents had aspirations beyond subsistence farming and soon established Eugene as a regional hub for industry, transportation, and commerce. In 1851, Hilyard Shaw developed the millrace, a waterway supporting industrial processes, running parallel to the river and just east of downtown. Construction began along its banks to create an industrial area including a saw mill, flour mill, woolen mill and other enterprises. Eugene Skinner introduced a ferry across the Willamette (near the location of the Ferry Street Bridge today) and a post office. Jim Huddleston operated a trading post first on Skinner's property and later moved to a purpose-built store near the ferry crossing.

At this time, the primary Native American trails had developed into cart tracks. These main connectors typically wound around the base of the foothills rather than the more direct routes across the often treacherous and flooded valley floor. These routes soon saw

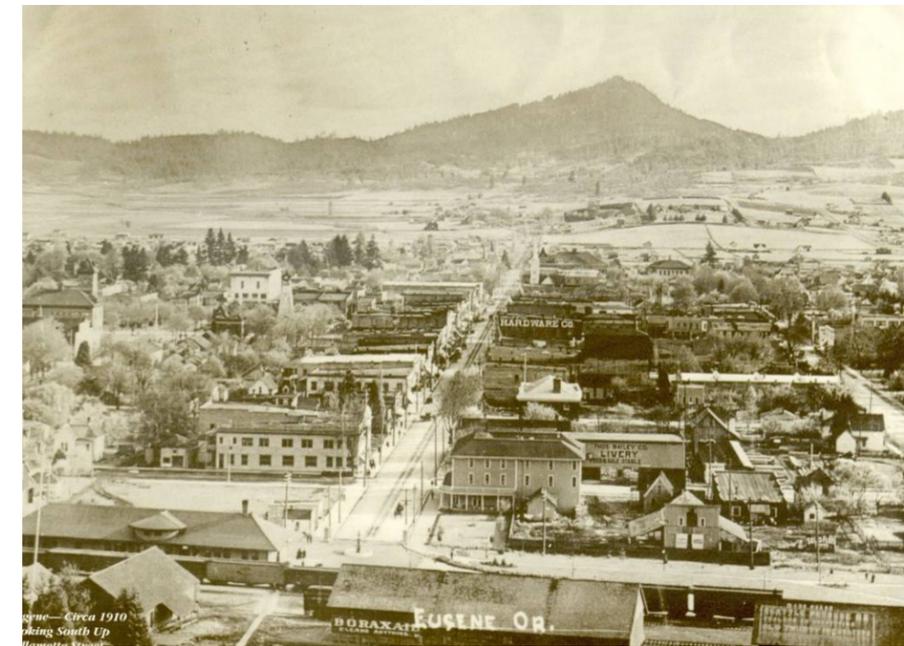
stagecoach service north to Portland and south to California. Local roads zig-zagged around land claim boundaries and the river was often the preferred connection for trading goods.

The town thrived through the processing and trading of the abundant resources: timber and an agricultural bounty of wheat, and later hops and fruit. In just ten years the town had grown to 200 people and the organic growth based off of the patchwork of donation land claims was soon overlaid with the urban street grid we know today.

1870 - 1900 Nineteenth Century Boom

By the 1870s the western settlement style of timber-framed false-front commercial structures with plank sidewalks was giving way to ornate multi-storied brick buildings. Many local brickyards had been established up and down the Willamette Valley to supply the need for more substantial, fire-resistant structures in the growing settlements.

The extension of the railroad to Eugene in 1871, and later the connection to California in 1887, introduced modern goods of all sorts from other parts of the country. More importantly,



View from Skinner Butte, 1910

the railroad replaced the slow and difficult export of goods over the muddy cart tracks or the unreliable and seasonal steamboat service. The railroad influenced growth and development patterns, with manufacturers and distributors building warehouses near the tracks, services directly connected to the rail line sprang up nearby, and an influx of new settlers arrived.

In the mid-1880s, many new commercial buildings were constructed on Willamette Street. The railroad led to an

economic surge and established Eugene as a timber and agricultural boom-town.

1876 University of Oregon and Downtown Growth

In the early 1870s, the citizens of Eugene campaigned vigorously, raising funds and lobbying the state legislature, to locate the first state university in Eugene. They won their bid and Deady Hall opened in 1876 as the first building on campus. The establishment of the university spurred twenty years of major change and growth affecting

Key Dates

1846

The city of Eugene was founded when Eugene Skinner built a log cabin near the base of Skinner Butte.

1871

The arrival of the railroad influenced growth and development patterns.

1876

The citizens of Eugene campaigned successfully, raising funds and lobbying the state legislature, to locate the first state university in Eugene.



Kalapuya native of the southern Willamette Valley



Eugene City with the Eugene Guard newspaper offices in the foreground, circa 1870



Eugene Depot, Willamette Street, Romanesque Revival, 1908



W.H. Abrams Cider Mill, E. 8th Avenue, Early Settlement Industrial, 1882



View of Willamette Street, circa 1890



Smeede Hotel (formerly Baker Hotel, Hotel Eugene), Willamette Street, Italianate Commercial, 1885

community life, commerce and settlement patterns.

Commercial buildings began to replace some of the original residential structures between downtown and the University of Oregon. West of Chambers Street, the agrarian character continued to thrive with small farms dominating the landscape into the 20th century. With farms so close to the heart of the town center, Eugene benefited from this agricultural prosperity. Oregon's strong sense of environmental stewardship eventually led to the establishment of Oregon's progressive land use planning goals and related laws.

1900 Turn of the Century

As the Lane County seat, a rapidly evolving downtown saw the construction of the third Lane County Courthouse in 1898. The size and importance of the building introduced a new scale and style to the area and dominated the civic center at the Eighth Avenue Park Blocks. Larger, more sophisticated buildings began to appear including multi-storied buildings such as department stores and the pattern of the "commercial block" with shared walls was established. The intersection of Willamette Street and Broadway formed the commercial center, anchored by the railway terminal at the north end of

Willamette Street, with the Park Blocks and major civic buildings established to the northeast.

Transportation options grew, first with mule drawn trolleys and later with an electric streetcar system. The convenience of the street car lines enabled the first "suburbs" of College Park Hill and Fairmont to develop and led many residents to move from the downtown core. Mass transit was to have a brief heyday as the transportation option of choice.

1912 - 1930 Era of Change

By 1912, the new commercial buildings were of the "Chicago Style," less ornate and featuring simplified detailing with patterns of window openings becoming the primary decorative feature. This simplification of style reflected a movement away from the eclectic "aristocratic" styles of the nineteenth century as merchants began to establish themselves as the influential members of American society.

Ellis Lawrence, an architect based in Portland, founded the UO School of Architecture and Allied Arts in 1914 and served as the first Dean. He was appointed campus architect, designing the campus plan as well as many of the primary buildings, including the

art museum, library and administration building in the Beaux-arts influenced neoclassical style. The architecture school became nationally recognized and the forward-looking vision of the faculty, students, and graduates has had a continued influence on the architectural style of the community as Eugene has developed.

In the 1920s, advances in construction technology drove change. A more unified, streamlined and polished aesthetic appeared during the Art-Deco period and began to define the downtown. A vertical orientation appeared when "high-rise" buildings were introduced. Between 1924 and 1925 three new five to eight story buildings were constructed along Broadway Street, changing the scale and urban character of downtown. The simplifying of architectural composition was countered by the re-emergence of highly decorative thematic and revival styles of applied ornamentation used primarily for specialized-use buildings such as theaters, dance halls, and other entertainment venues.

During the 1920s, the automobile, now affordable to a large portion of the population, became the transportation mode of choice. Road paving, which had begun much earlier in the century, became a priority, as did the establish-



Deady Hall opened in 1876 as the first building at the newly established University of Oregon

ment of leisure destinations such as parks, tourist auto camps, and scenic areas. Multiple parks along the Willamette River and Spencer Butte were acquired by the City and improved, often with the help of community fund-raising drives. The conservation of forested lands for future generations began at this time, a value that continues today.

Depression only a handful of public projects were built in the following years including further development at the UO campus and the WPA funded Federal Post Office downtown. World War II slowed construction further with few commercial structures built in Eugene during these years.

1930 - 1950s War Years & Post War Boom

The 1930s and 1940s marked a transitional architectural period nationally. With growth slowed by the Great

Key Dates

1900

Mule drawn trolleys and later the electric streetcar system enabled the development of the first "suburbs".

1920s

The automobile, now affordable to a large portion of the population, became the transportation mode of choice.

1939

Growth slowed during the Great Depression; only a handful of public projects were built in these years including the downtown post office



Willamette Street, 1907



Quackenbush Hardware Store, Broadway Street, American Commercial, 1903



Tiffany Building (formerly McClung Bldg. and McMorran Washburn Dept. Store), Willamette Street and 8th Avenue, 1913



McDonald Theater, Willamette Street between 10th and 11th Avenues, Classical Revival/Art Deco, 1925



University of Oregon Campus Plan, Quad and early buildings, Beaux-Arts Classicism, 1914-1932



Eugene Hotel, Broadway Street, Art Deco, 1925

Buildings inspired by “space-age” aesthetics and materials were often defined as much by their large, highly fanciful neon-lit signage as by their streamlined architecture.

The slowing of construction associated with the war only affected Eugene for a few years before another building boom followed. The 1950s saw the construction of modern automobile-defined building types. Motor lodges, drive-in restaurants, car dealerships, and supermarkets featuring large surface parking lots began to ring the downtown core and serve the rapidly expanding residential suburbs. Inspired by “space-age” aesthetics and materials, they were often defined as much by their large, highly fanciful neon-lit signage as by their streamlined architecture.

Auto connections continued to be a priority with a major expansion and alignment of highways as well as construction of new corridors and local streets. The network allowed more far-flung areas to develop as newly adopted zoning codes favored the separation of commercial and industrial uses from residential areas. Commercial buildings formed linear swaths hugging the edges of the major transportation corridors and altering the previous pattern

of concentrated downtown development.

1960 – 1970s Modern Era

Post-war Europe had boldly broken from traditional styles and defined new modernist forms. Stripped of ornament and expressive of material, the new designs reflected technical advances in materials and building methods and filled a need for larger, more modern-functioning spaces.

Competition from suburban shopping centers, featuring new spacious modern buildings and abundant parking, prompted large scale reactionary changes to the architecture and patterns downtown. The 1960s and 1970s saw the demolition (including façade replacement) of many historic buildings in the downtown commercial core. Following construction of the Valley River Center as a regional mall, multiple streets downtown were closed to car traffic in an effort to form an open air pedestrian mall, which ultimately had damaging results for businesses. These,

as well as the removal of buildings to accommodate surface parking lots, are changes from which the area is finally recovering.

Eugene Today

With a renewed community focus on sustainability and healthy, walkable neighborhoods, it makes sense to revisit our traditional urban patterns. As more people choose active modes of travel such as walking, biking, and public transit, growing interest in living near everyday needs has led to the revitalization of core districts, including the downtown. Creating and supporting positive patterns is critical to realizing the livable and sustainable city the community envisions as the region continues to evolve.



Eugene Mall, Willamette and Broadway around 1971

Resources

City of Eugene Documents:

- Advisory Design Guidelines for Historic Residential Properties, 1999
- Downtown Core Area Historic Context Statement, 1991
- Eugene Area Historic Context Statement, 1996
- Eugene Modernism, 1935-65, 2003
- Eugene’s Historic River Road, 2006
- Willakenzie Area Plan, Historic Context, 1989

City of Eugene Resources:

Historic Preservation Resources (<https://www.eugene-or.gov/405/Historic-Preservation>)

Historic Sites Interactive Map (<http://pdd.eugene-or.gov/Maps/HistoricMap>)

Historic Review Board (<https://www.eugene-or.gov/821/Historic-Review-Board>)

City of Eugene Library Resources: Cultural Resource Inventories

Clark, Rosalind. *Oregon Style: Architecture from 1840 to the 1950s*, Portland: Professional Book Center, 1983.

Juntunen, Judy Rycraft. *The World of the Kalapuya*, Philomath, Oregon: Benton County Historical Society, 2005

Lane County Historical Society: lchm.org

University of Oregon: Oregon Digital Database (oregondigital.org)

Historic Preservation Resources: Historic Preservation League of Oregon (restoreoregon.org)

Oregon Historical Society (ohs.org)

Oregon State Historic Preservation Office (<http://www.oregon.gov/oprd/HCD/SHPO/Pages/index.aspx>)

National Historic Register (nps.gov)

Key Dates

1950s

The 1950s saw the construction of modern automobile-defined building types.



Commercial signage became a ubiquitous and whimsical feature along the expanding road and highway system in the 1950s.

1960s

Autzen Stadium opened in 1967.

1971

Multiple downtown streets were closed to car traffic to form an open air pedestrian mall.



Willamette Street and 11th Avenue, 1926



Federal Post Office, 5th Avenue and Willamette Street, Art Deco/Moderne/Transitional, 1939



Kennell-Ellis Studio, Willamette Street and 13th Avenue, Art Moderne, 1946



Willamette Street, 1950s

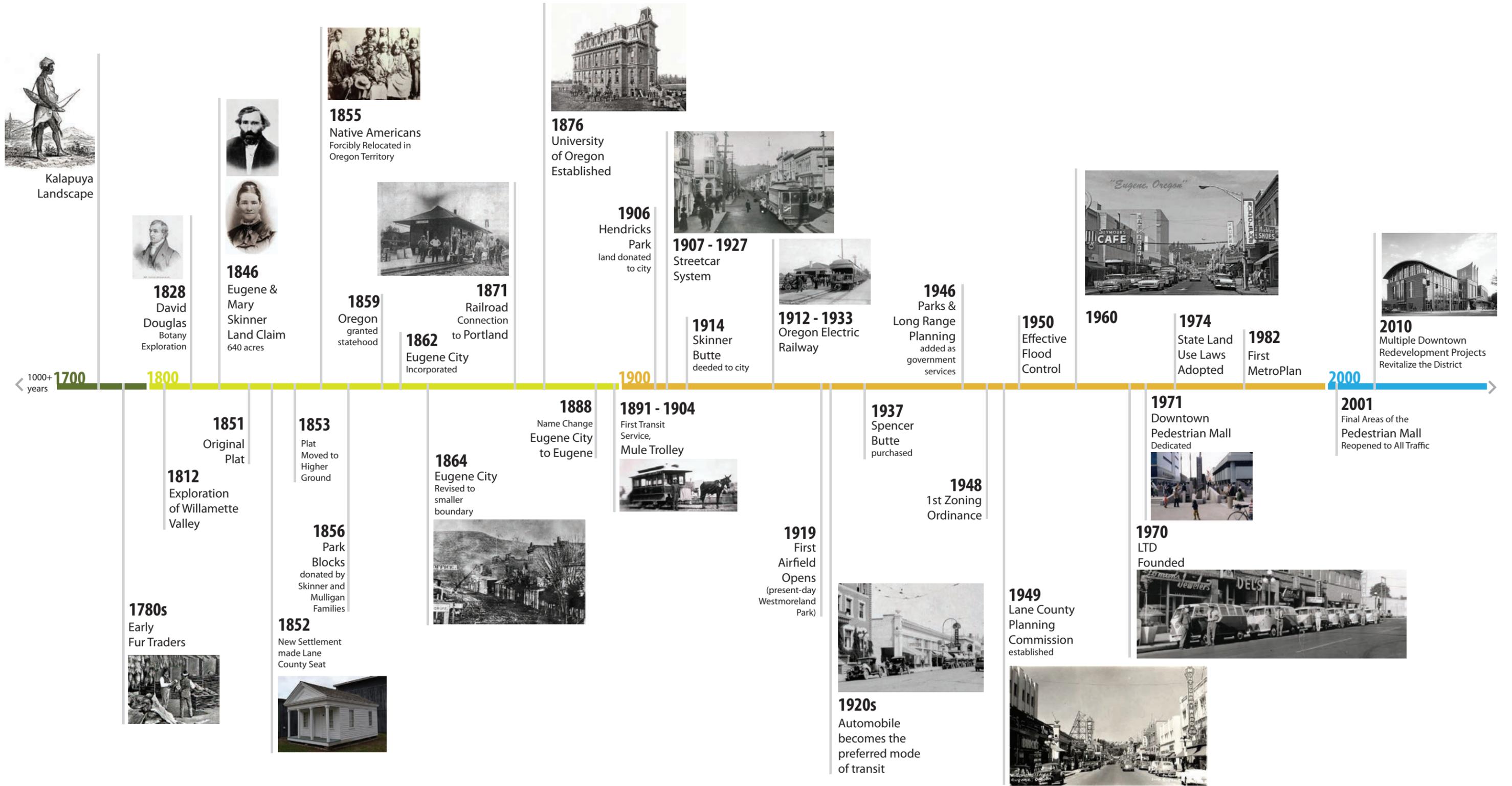


Romania Auto Showroom, Franklin Boulevard, Modernist, 1959



Lane County Courthouse, 8th Avenue, International Style, 1959

Context Timeline



A Changing Landscape

The view from Skinner Butte down Willamette Street offers a unique perspective of change over time

The view south from Skinner Butte towards Spencer Butte has changed significantly over the past 150 years. The oak savannah landscape encountered by the first settlers was markedly different than the dense urban forest canopy and city center we know today. These images illustrate the evolving urban landscape as Eugene transformed from farming community to regional hub to the second largest city in Oregon.

The white oak prairie known to the early settlers was a legacy of the native Kalapuya people created to support their hunting and gathering traditions. During the land claim era the valley was ideal for crops, grazing livestock, and small orchards.



1895

1895
Fifty years after Eugene's founding, this 1895 photo reveals key features characterizing the city center. Earlier in the century the original town plat was shifted upland, away from the flood prone river banks, establishing the street grid we know today with Willamette Street as the primary north-south axis. Unpaved streets and plank sidewalks were the norm.

The railroad brought affluence, opportunity, and growth along the rail route and in the nascent commercial center at Willamette Street and Broadway. Even the most densely developed commercial blocks contained residences large and small. The southern edge of the city did not extend much beyond 13th Avenue. In fact, farming continued in and around downtown, as well as on the surrounding oak dotted hillsides.

1910
In 1907, Willamette Street became one of the city's first paving projects, thus reinforcing its importance and "Main Street" character. The downtown core offered other necessary infrastructure such as telephone, electricity and sewer connections. A building boom of larger, masonry structures in the commercial and civic center can be observed in this 1910 photo as the fabric of downtown filled in.

Electric streetcar service as far south as 29th Avenue and eastward past the university enabled development of the first suburbs, College Park Hill and Fairmont. Surrounding the downtown core, farms continued to transform into residential neighborhoods.



1910

1928

After a slow down during World War I, this 1928 photo highlights a change in scale as three new high rises were built on Broadway and marked the beginning of upward growth. Expansive and elegantly detailed department stores and hotels were in their heyday as downtown flourished.

The 1920s had seen the automobile become affordable for most of the population. Street paving and expansion became a priority and enabled more residents to live outside the downtown core. The idea of living in the "clean air" and quiet of the surrounding neighborhoods became a common aspiration.

College Park Hill saw its most intensive building period, and 50 new subdivisions radiated outward from downtown. The small bungalows that define many Eugene neighborhoods proliferated, and streets, street trees, and homes now filled the valley and low hills around downtown.

1950

Rapid growth followed World War II and brought economic and cultural shifts that were to dramatically change the development pattern. The biggest transformation occurred outside the frame of this 1950s image, as auto-oriented suburban expansion moved development away from the downtown core.

Highway and street construction enabled outward growth as speed and ease of movement was prioritized. Residential neighborhoods developed far from downtown and businesses followed. Between 1940 and 1950 the population increased by 72 percent, and land within the city limits expanded by 30 percent. Energy and vitality associated with downtown became dispersed along corridors and later to suburban shopping centers, effectively ending Eugene's era as a "Main Street" community.

1970

The opening of Valley River Center led to a series of major changes in downtown that would have repercussions over the next fifty years. Retailers initially reacted to suburban competition by creating a downtown pedestrian mall closing Willamette Street and Broadway to vehicles.

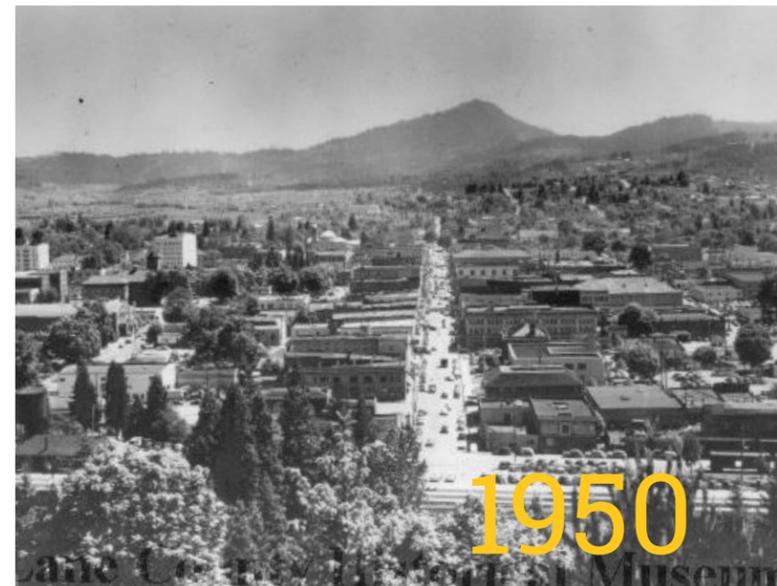
The effort ultimately failed as retail businesses continued to struggle and leave downtown. Focus turned to office, civic and cultural uses that were expanding. New buildings designed without active ground floors replaced many historic structures. The lack of pedestrian amenities, loss of historic buildings, and absence of lively streets led to the decline of downtown as the vibrant community center.

Recent population growth has not equated to the rapid outward expansion of previous decades. Statewide land use laws adopted in the 1970s aimed at protecting agricultural and forest lands resulted in more compact development on lands already urbanized.

This 2015 photo shows mid-rise office, hotel, and residential buildings as Eugene's downtown grows upward. Downtown is currently experiencing a renaissance as new retailers fill in along the primary streets, cultural institutions grow and thrive, and more people have the opportunity to live centrally, thus reinforcing a more vibrant place where people want to be.



1928



1950



2015

Life of a Building

The reuse of existing structures is as old as construction itself. Adapting current building stock for contemporary uses and needs is an important sustainability strategy, saving energy and materials by preserving embodied energy. Adaptive reuse also offers an opportunity to utilize enduring design principles, provide continuity in our built environment, and impart a glimpse into our shared history and the important groups and individuals who founded, built, and shaped our community. Restored and revitalized buildings and places contribute to the unique beauty, community pride, and character of Eugene.

The Broadway Commerce Center is an example of a structure that has endured aesthetic trends and economic turbulence leading to dramatic aesthetic changes, additions, and remodels. Recently, the building underwent a large scale renovation that looked back to its 1927 roots as a way to inform its future.



“Old ideas can sometimes use new buildings. New ideas must use old buildings.” - Jane Jacobs

McMorran Washburn Department Store

1927 The intersection of Broadway and Willamette Streets forms the heart of Eugene’s historic commercial district, and buildings of community significance have stood here from the late nineteenth century onwards. 924 Willamette Street can trace its structural origins back to the McMorran Washburne Department Store that opened to great fanfare in 1927 with 23,000 residents attending the festivities.

The elegant and expansive new building was designed by Portland architect A. E. Doyle. No expense was spared in detailing the 52,000 square foot, Spanish/Mediterranean Revival building. Regional materials and local craftspeople detailed the opulent interior featuring international stylistic influences.

J. C. Penney

1957 In 1932, McMorran sold his share in the company to Washburne, who later closed the business in 1939. The building was leased to neighboring J.C. Penney. In 1957, J.C. Penney, in partnership with Mrs. Washburne, undertook a large scale renovation and addition to the building.

Eugene architect Percy Bentley designed a steel-framed, two-story addition, removing the tile hipped roof and corbelling. The addition increased the overall floor area to 75,000 square feet. Most dramatically, the majority of the windows above the ground floor were removed and the exterior was encased in blue-tinted, porcelain enamel steel panels that created a streamlined, mid-century modern facade. The remodel was referred to as the “talk of the town.”

Center Court

1978 The opening of Valley River Center, construction of a downtown pedestrian mall, and more general cultural shifts, ultimately led to the decline of retail businesses in Eugene’s once thriving commercial core. By the time J. C. Penney’s centralized business at Valley River Center in 1978, downtown retail businesses were struggling.

The market was unable to fill the thousands of square feet of retail space the building had during its heyday. The building underwent two remodels in the late 1970’s, converting the use from retail to a more viable office configuration. Architects Campbell, Yorst, Grube and Partners completed an interior remodel that divided most of the open floor space into office suites. The new use also led to the removal of the steel cladding and reestablished windows.

Broadway Commerce Center

2012 By 2008 the building had fallen into disrepair after being vacant for nearly a decade. The City of Eugene acquired the building and two abutting properties in an effort to revitalize this once important intersection and commercial center. Exploratory scoping on the façade determined the original materials were either removed or damaged beyond repair. Instead of an historic restoration a rehabilitation with an eye to the structure’s cultural legacy was pursued.

Beam Development bought the property from the City and, working with Ankrom Moison Architects, took cues from the historic window pattern and rhythm, vertical divisions, and materials in their redevelopment. Today, it stands as a reminder of the history of our downtown, the changing cultural landscape, and the future of our city.



Historic Snapshot

“Historic Preservation has many advantages, but most of all, it’s simply a matter of good sense. It’s smart to protect older buildings and neighborhoods because they’re aesthetically appealing, they’re useful, and they help us understand ourselves as individuals and as a nation.”

- National Trust for Historic Preservation

Historic Preservation and Successful Urban Places

From the ornate McDonald Theater to the streamlined Eugene Hotel to a charming craftsman bungalow, historic properties mark a specific time and place in Eugene’s history. Our historic built environment – at least 50 years old – is part of what makes Eugene unique. Our environment creates the setting for our lives, roots us to place, and makes us feel at home. Historic buildings and places provide consistency and continuity as our community grows and changes.

Historic architecture and districts are a tangible connection to our cultural identity that impart a sense of permanence and heritage. They are also a finite and irreplaceable resource that the community has the opportunity to leave as a legacy for future generations. Preserving our built environment not only reinforces our awareness of history, but can also promote successful patterns and principles for a livable, sustainable future. Preserving and reusing historic structures, designing context-responsive infill and planning vibrant pedestrian oriented streets will all contribute to the unique, active neighborhoods we envision.

Design Principles & Historic Patterns

Historic buildings and neighborhoods are a valuable resource offering design principles that continue to be relevant today. Many historic structures were constructed before the automobile became the driving force behind the design of buildings and the urban landscape. Instead, buildings were built for the human scale, at a finer grain, and with detailing intended to be experienced at the speed of a stroll.

The massing, scale, and rhythm of historic buildings and districts creates visually interesting places where people want to walk, explore, and interact. They feature welcoming storefronts, stoops and porches, and plazas, which are all community-oriented features. Street facing facades and active spaces at the street level encourage window shopping, people watching, and neighborly conversation.

The quality of materials and craftsmanship is another important factor in the pedestrian environment and experience. Abundant timber, regionally produced brick, and basalt block comprised the local materials palettes. Often the high quality of craftsmanship and materials found in historic structures are irreplaceable. However, whether restoring an existing building or building a new one, utilizing durable and attractive materials creates the kind of beautiful space that adds value to the community.

Sustainability & Historic Buildings

Preserving our historic assets is an important sustainable development strategy. Restoration and adaptive reuse conserves energy and materials by preserving embodied energy. Embodied energy is the sum of all energy required to produce a product or service. In many cases, unnecessary carbon outlays can be avoided by reusing existing buildings and upgrading to maximum energy efficiency.

Furthermore, most historic structures were built before climate-controlled interior environments were common. In our mild climate, historic strategies for capturing natural light, ventilating with operable windows, and night cooling, among other passive techniques, are gaining renewed interest in sustainable design.

Conclusion

Restoration, reuse, and context-appropriate infill all have a place as we plan, design, and create the walkable, sustainable, healthy community we envision.

Resources

Financial Incentives to preserve our local heritage are available:

- Historic Loan Program
- Eugene Historic Restoration Grant
- Federal Grant Program (commercial, industrial, or rental residential buildings)
- Historic Zoning

More detailed information on each of these can be found at www.eugene-or.gov/HP.

Historic Preservation Resources:

U.S. Secretary of the Interior’s Standards for the Treatment of Historic Properties
<https://www.nps.gov/tps/standards.htm>

National Trust for Historic Preservation

<https://savingplaces.org/>

Oregon State Historic Preservation Office

www.oregon.gov/oprd/HCD/SHPO

Restore Oregon

<https://restoreoregon.org/>

City of Eugene, Advisory Design Guidelines for Historic Residential Properties

<http://www.eugene-or.gov/DocumentCenter/Home/View/24800>

City of Eugene, Historic Inventory

<http://pdd.eugene-or.gov/Maps/HistoricMap>



Downtown Bungalows

3.1

Residential Context & Neighborhood Patterns

Eugene's neighborhoods provide the foundation for the community's overall livability.

Settlers in Eugene were committed to creating a family-oriented community and as neighborhoods developed, parcels were set aside within the plats for public use with locations for parks, civic buildings, and schools. As Eugene prospered it was promoted through national advertisements as the "ideal place to live" with small scale farming touted as a healthy and virtuous lifestyle. The area has continued to attract residents with its abundant resources and areas of natural beauty. This brief history outlines key residential styles and neighborhood growth that formed the context of the Eugene we know today.

As Eugene prospered it was promoted as the "ideal place to live"

The First Cabins 1846-1850s

The first residential structures in the early settlement period were considered temporary: utilized for basic shelter but more importantly to legally secure property through the Donation Land Claim Act. This federal program encouraged homesteading in the western territories by allowing acreage to be claimed free of charge if certain guidelines were met. Small one and two room log cabins were built to suffice while larger and more comfortably detailed hewn log residences were built.

Nineteenth Century Prosperity

By the mid-1850s milled lumber was locally available and frame houses became more common in the downtown core. Originally, settlers would have built their own houses, but as the population grew, it became more typical to hire a builder and carpenters. With more skilled craftsmen designing and constructing framed houses, new styles became popular, including Classical and Gothic Revival, followed shortly after by the more elaborate Italianate and Queen Anne styles. Unique vernacular styles developed for both urban and rural residences based primarily on the abundance of timber and local climactic conditions.

As the town center flourished, residences continued to become more stylistically sophisticated. The local production of doors and window sashes also became more refined in style and detail as demand increased and production expanded. With the arrival of the railroad and improved transportation connections between cities, the latter part of the nineteenth century saw the import of architectural elements and pre-cut house kits, both of which followed popular national trends. Following the donation land claim period, lots were subdivided in a more

regular and finer-grained pattern.

Yet even towards the end of the century both the newer, more orderly urban grid and the irregular large-scale rural residential patterns were still evident within a few blocks of the commercial center. This was to change dramatically in the following twenty years with continued commercial growth and two residential building booms.

Turn of the Century

The demand for residential expansion saw the subdivision and platting of twenty-six additions between 1884 and 1898, with another twenty-four between 1902 and 1911. Although most of the new neighborhoods radiated out from the town center, the streetcar system enabled the creation of two outlying suburbs: College Park Hill and Fairmont. By the turn of the century many business owners and professionals had moved from the city center. With the rapid growth of the downtown core many houses were relocated around 1910 to make way for commercial expansion and road alignment. Some of the houses moved during this period were relocated to what is now the East Skinner Butte Historic District and other close-in areas. Infill also continued in the surrounding neighborhoods as larger lots were subdivided

and sold or bequeathed to children of the original claimants. These lots were individually developed and resulted in a mix of small vernacular style houses.

At this time, new architectural styles were growing in popularity including the American Four Square, Craftsman, and related styles such as the ever-popular Bungalow. The waves of infill, representing periods of growth and highlighting the stylistic trends between the 1880s and 1920s, can be seen in the Jefferson/Westside Neighborhood today.

Neighborhood Expansion and the Motor Age

Neighborhood expansion and infill continued between 1920-40 with areas including Whiteaker and West University experiencing some of the most change and growth. Just outside the city boundaries, River Road and Willakenzie had become easily accessible as automobile ownership became common. These outer neighborhoods experienced growth at this time but at a slower pace and still remained much more rural in pattern and character.

Earlier architectural styles remained popular through the thirties. The Bungalow style in particular proliferated throughout the neighborhoods.



Craftsman, 1930s

Additionally, whimsical revival styles saw a resurgence, with Tudor, Dutch Colonial, and Mission joining the still popular Colonial and Classical inspired styles. Excellent and varied examples of this architectural period can be seen in the South University neighborhood.

Post War Boom

Neighborhood growth came to a halt with World War II but was quickly followed by another residential building boom. This period is differentiated from previous eras of growth by the modest size and design of the architecture, a shift to tract development, and less

infill in the established close-in neighborhoods.

Tract development provided affordable houses in simplified traditional styles such as the WWII Era Cottage and Minimal Traditional styles. Later, early versions of the Suburban Ranch gained in popularity and broke more significantly from earlier styles. West Eugene

and the western side of the Friendly neighborhood have good examples of this development type.

Neighborhoods Today

As Eugene's neighborhoods have evolved, residents continue to enjoy the "ideal place to live" as envisioned by the original settlers: A city of family-friendly neighborhoods, abundant parks, and natural beauty.



Daniel and Catherine Christian House, Early Settlement Era, 1855



Queen Anne, late 19th century



Tudor Revival, early 20th century



Post War Cottage, 1940s



Suburban Ranch, 1950s - 60s



Mid-Century Modern, 1950s - 60s

Historic Residential Architecture - Key Characteristics



Nineteenth Century

Early residences reflected national stylistic trends and quickly became more elaborate, ornamented with locally made and imported architectural detailing.



Pre-War

The expansion of the streetcar system and the introduction of an electric streetcar in 1907-10, enabled expansion of residential neighborhoods or the “streetcar suburbs” of Fairmont, College Park Hill, Jefferson, Westside, and Whiteaker.



Arts & Crafts, 1900–1930

Steeply pitched roofs, intersecting or double gable dormers with one side of the gable sweeping down asymmetrically. Asymmetrical massing, prominent chimney, stairway windows expressed diagonally on facade.



Classical Revival, Vernacular Gothic, and Gothic Revival, 1870s–1890s

- Steep gabled roofs with central gables and wall dormers.
- Vertical emphasis with tall, narrow windows and doors.
- Pointed arched windows, bay windows.
- Ornamental elements and porch detail.



Italianate, 1870s–1880s

- Low-pitch hipped roofs.
- Projecting eaves with decorative brackets.
- Tall sometimes rounded windows, and bay windows.



Queen Anne, 1880s–1900s

- Complex roofs with conical, pyramidal and tower projections.
- Wood detailing and decorative elements.
- Irregular floor plan.
- Wrap around porches.
- Multiple window types, stained and leaded glass, and dormers.



Craftsman (variation: American Four-Square & Bungalow), 1900 – 1930

- Free-flowing floor plan.
- Natural materials and fine craftsmanship.
- Medium pitch gable or hip roofs.



Revival Styles, Colonial, Tudor, Norman Farmhouse 1910–1935

- Design and detailing meant to pay homage to a specific historical style of England and France, or the American colonies.



Revival Styles, California Mission, 1915–1940

- Shaped dormers and flat parapet roofs.
- Stucco exterior finish
- Arched details.

Historic Residential Architecture - Key Characteristics



World War II - Post-War

The post war period saw rapid expansion of suburbs and simplified and affordable housing such as cottages and ranch houses.



Minimal Traditional, 1940–1950

- Traditional style lacking the ornamental detailing of previous decades.



WWII Era Cottage, 1940-1950

- Lack of eaves.
- Pairing of windows at corners.
- Octagonal and round windows.



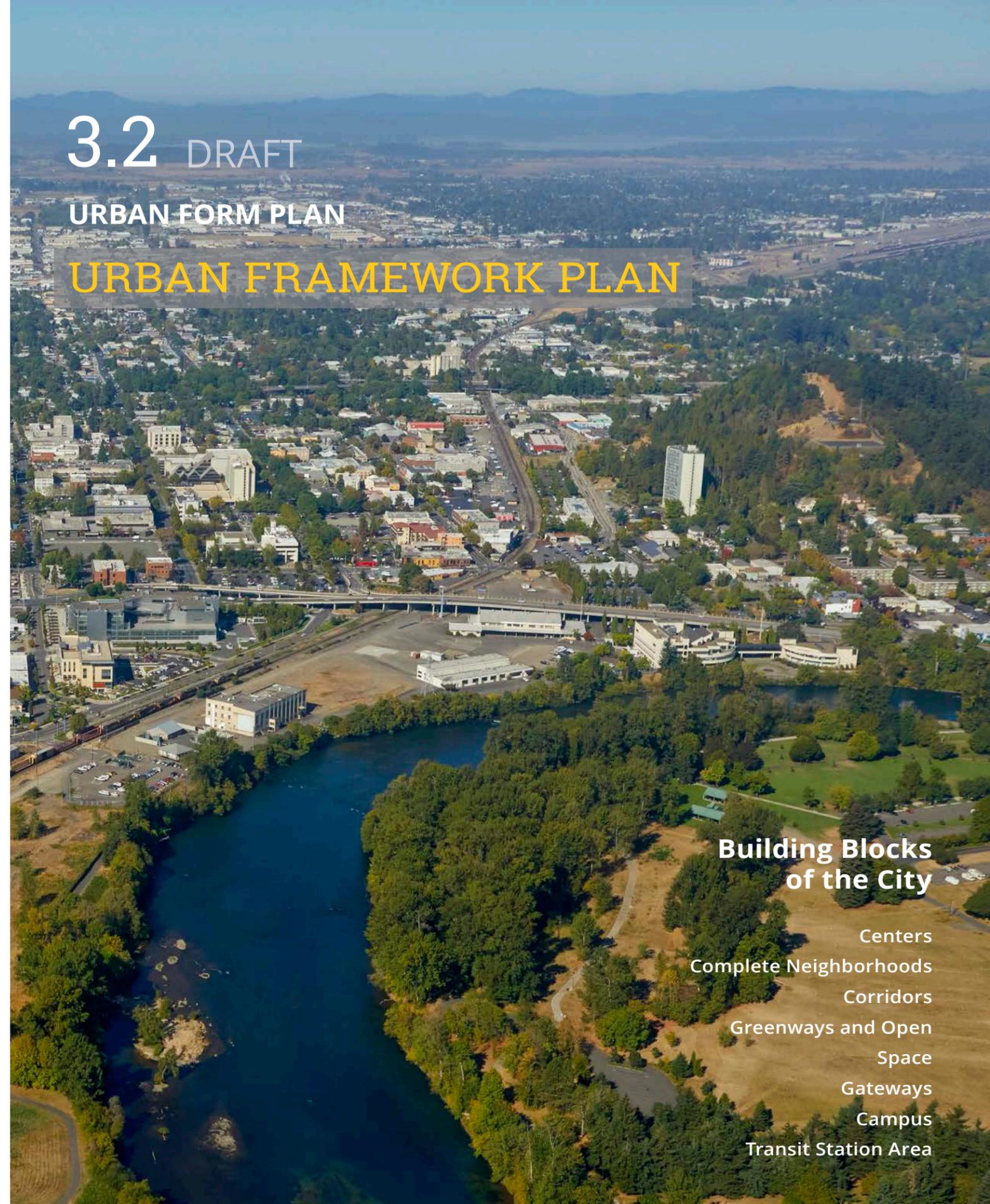
Suburban Ranch, 1950–1960

- Single story.
- Low-pitch roof.
- Horizontal orientation to street.
- Picture windows.
- Street-facing garage.



Mid-Century Modern, 1950–70

- Flat or low-pitched roof.
- Expansive windows.
- Exposed structural elements.
- Free flowing indoor/outdoor emphasis.
- Carports.



3.2 DRAFT

URBAN FORM PLAN

URBAN FRAMEWORK PLAN

Building Blocks of the City

- Centers
- Complete Neighborhoods
- Corridors
- Greenways and Open Space
- Gateways
- Campus
- Transit Station Area



Urban Design Framework

Building Blocks of the City:

- Centers
- Complete Neighborhoods
- Corridors
- Greenways and Open Space
- Gateways
- Campus
- Transit Station Area



A lively urban streetscape Broadway and Willamette Street

3.2 Urban Design Framework

The Urban Design Framework identifies the basic elements that compose how Eugene looks, feels, and functions

The Urban Design Framework identifies the basic elements that compose how Eugene looks, feels, and functions. It describes how these elements fit together and provides a solid foundation for future planning and development projects by reinforcing and building upon positive patterns. The framework covers ideas at a broad scale with citywide significance.

The framework identifies the basic elements that compose how Eugene looks, feels, and functions.

Understanding these basic elements not only facilitates design and analysis of the city, but it also enables broader and more accessible dialogue about community values. The intent is to empower the whole community with the fundamental understanding of urban form, thus enabling a community-based conversation about shaping the future of our city.

Building Blocks of a City

DRAFT



Centers

Mixed use development centers of commerce, trade, and employment with the potential to provide housing options and transit connections.



Complete Neighborhoods

Walkable districts with a range of housing types and areas that provide most daily needs, such as small scale employment, retail services, a school, parks, or a transit station.



Corridors

Connections between core commercial areas and neighborhoods that have the potential to be distinct places of their own. They typically serve as key transportation routes, but are also the locations for infill and redevelopment.



Greenways and Open Space

Natural corridors, trails, park lands, and plazas or squares that accommodate sport, relaxation, bicycle route connections, natural habitat, and respite from the city. These components can form linear networks or be a hub of civic activity around which a center is organized.



Gateways

Distinct or memorable places of transition or entry at the city, neighborhood, or street scale.



Campus

Regionally significant destinations including educational and medical institutions. Campus also includes areas primarily dedicated to exclusive office, industrial, or other employment types that take on a campus form. Campuses can be rural, suburban or urban, and can be more or less integrated into their surroundings.



Transit Station Area

Stations are the site of key connections among the important places in daily life. Depending on size, scale, and transit frequency, station areas can be appropriate development sites.



Centers

Mixed use centers at varied scales provide access to commerce, trade, and employment with the potential to provide housing options, gathering places, community uses and transit connections.

Downtown

The heart of the city. As the center for civic life, arts, culture, and entertainment, downtown belongs to everyone. It features the highest concentration of commercial uses and services, public buildings, and opportunities for multi-family housing and employment.



Small Neighborhood Center

Located in the heart of residential areas these walkable destinations provide small scale, convenient retail and restaurant options near schools, parks and other neighborhood gathering spots. They are also opportunities for compact housing options, such as apartments above the retail or rowhouses.



Seedlings

Seedlings are stand-alone shops or restaurants surrounded by a residential area, particularly where otherwise underserved by commercial uses and amenities. These "corner store" establishments or local eateries have the ability to spark opportunities for other small scale uses and temporary activity such as food carts and other pop-up uses. They also create informal gathering places for neighbors.



Regional Shopping Center

Regional shopping centers are areas for destination shopping often featuring larger national retailers and specialized goods.



Large Neighborhood Center

Featuring a mix of retail and service amenities, these centers are the hub of localized neighborhood activity. They support daily needs of surrounding business and residential areas, and often provide gathering places for neighborhood events or more casual social interactions.



Fairmount Neighborhood

Complete Neighborhoods

Complete neighborhoods are healthy, accessible, walkable districts that offer a mix of uses at a fine-grained pedestrian scale. They provide for residents' everyday needs and services within an easily walkable distance to homes. A range of housing options, community amenities and transit connections make these places for a diversity of ages, incomes, and needs.



West University Neighborhood



Downtown - 5th Street Neighborhood



Whiteaker Neighborhood

Corridors

Corridors link centers and neighborhoods at a variety of scales via safe multi-modal connections. Transportation routes connect Eugene regionally and globally to goods and services, while providing direct connections for people moving locally, whether on foot, on a bicycle, or in a vehicle. Also, different corridor types support different development patterns; the key transit corridors are locations where infill and redevelopment is expected.



Highway

Highways form a piece of the transportation network that links Eugene at the largest scale. The city's major routes efficiently move transit, freight, and vehicles, and form the primary land connections between other west coast cities and towns. Highways also link local systems to international networks of air, rail and sea.



Commercial Suburban

Auto-oriented corridors that are characterized by large commercial development sites and abundant parking, with a secondary consideration for pedestrians. Originally designed as highways for the regional movement of goods, today, these streets are inside the city and expected to evolve into a more urban type.



Main Street

Main Streets form hubs of compact development in core commercial areas, while creating connections between larger activity centers and destinations. They are the primary streets supporting areas of retail, entertainment and services and provide options for more compact housing and employment.



Neighborhood Connector

Neighborhood Connectors link neighborhoods to each other and provide smaller scale opportunities for a variety of uses, such as shopping and restaurants, as well as amenities like parks, schools and community centers. Highly walkable, comfortably bikeable, and with nearby transit, they provide safe access between residential areas and daily needs.

Bicycle and Transit Streets

Bicycle and transit streets are designations given to other corridors that serve as multi-modal connectors of specialized use. Examples include bus rapid transit (BRT) routes, bike boulevards and cycle tracks, designated neighborhood greenways, or multi-use trails and paths.

Local Residential

Local residential streets are the narrowest and slowest moving. They provide a variety of housing options and often feature shared vehicle and bike lanes with pleasant sidewalks. These streets connect residents to neighborhood centers, parks, and schools, and they provide for casual neighborly interaction.

Alley

Alleys are part of a connected transportation system, providing access to commercial or residential lots. They can also fulfill creative placemaking opportunities and increase pedestrian circulation options. The presence and use of alleys can affect the design and character of the primary street frontage.

Greenways and Open Space

Trails connectors, neighborhood parks, and natural areas are components of an interconnected system that intertwines with urban networks. Eugene's expansive and integrated greenways bring nature into the heart of the city, connect our natural landmarks, provide habitat for a multitude of species, make recreation accessible to all members of the community, and improve the city's resiliency to climate change and natural hazards. They are an integral part of Eugene's identity and sense of place.

For more information on our City parks, see www.eugene-or.gov/185/Parks-and-Open-Space.



Natural Areas and Habitat

Natural areas and habitat are oriented to protecting ecosystems and wildlife. Generally less accessible to people, they offer opportunities to explore wilderness and threatened systems unique to our region such as oak savannah, wetlands, and riparian edges.



Greenways

Greenways include trails, bike and pedestrian ways and habitat corridors. They provide connections for humans and wildlife between parks and natural areas, and offer alternative routes through urban environments. Often linear in layout, greenways can function at a variety of scales ranging from the urban street tree canopy to the Ridgeline trail system to natural rivers and waterways. See also the Corridor section.



Parks

Parks include community-wide destinations and neighborhood amenities. Eugene's system includes playgrounds, pools and spray-play, sport courts, picnic areas and natural areas. They are family-friendly places the entire community can enjoy.



Plazas and Squares

An urban type of open space that is designed for special civic events, unstructured recreation, or occasional commerce. The spaces may be defined by building facades and are often located at street intersection. While a plaza is paved, a square can offer a shady, planted setting within the city.



Gateways

Gateways celebrate and define transitions at a variety of scales: the city, a neighborhood, or significant place. Gateways may include a variety of elements: wayfinding and signage, public art, specialized plantings, and other character defining and placemaking components.



Campus

Regionally significant destinations including educational and medical institutions. Campus also includes areas primarily dedicated to exclusive office, industrial, or other employment types that take on a campus form. Campuses can be rural, suburban or urban, and can be more or less integrated into their surroundings.



Institutions

Regionally significant destinations including universities, colleges, and medical centers. Institutions can be internally or externally oriented, but in either case, the use often stands alone and interrupts the overall urban pattern (e.g., super blocks).

Employment Areas

These areas support job growth in large scale employment sectors such as manufacturing, agricultural processing, research and tech that, due to the nature of the business, require medium to large campus-type sites often nearby transportation routes.



Transit Station Areas

Stations are the site of key connections and move people efficiently to places in daily life. Stations connect residents regionally to important hubs for jobs, education, and services. An integrated system with frequent service and multiple options is an important alternative to single occupancy vehicle use and helps Eugene reach the community's climate goals. Core commercial areas on key transit corridors can be appropriate locations for compact development.

For more information on Lane Transit District, see www.ltd.org



Transit Centers

Located in Downtown and other key hubs, transit centers support areas with the highest concentration of housing and jobs. They provide the greatest connectivity with multiple intersecting routes and transit options.



Destination Station

Destination stations serve regionally significant centers for shopping, education, employment and transportation.

Neighborhood Station

Neighborhood stations serve neighborhood centers and more remote locations connecting residents to hubs and destinations.



Mapping Urban Form and Patterns

Our centers, complete neighborhoods, open space and how they connect are generally experienced at the street level as we go about our daily lives. By recognizing, identifying, and then reinforcing our positive patterns we can assure the community's vision for a sustainable and livable city.

The Building Blocks are intended to help facilitate community conversations by providing a shared vocabulary and an accessible tool. This may be accomplished through casual neighborly exchanges or in the course of a neighborhood planning process. In either case, these tools enable a thoughtful discourse about our collective history, current conditions, and potential transformation as the community plans how Eugene will look, feel and function over time.

Building Blocks of a City

-  Centers
-  Complete Neighborhoods
-  Corridors
-  Greenways and Open Space
-  Gateways
-  Campus
-  Transit Station Areas