

## Eugene's 2021 Legacy

A new world-class Hayward Field will host the competition, but away from the track, the Downtown Riverfront will host an interactive festival for visiting fans and local community members. The festival will be an opportunity to showcase our state, local innovative industries and businesses, and our diverse and talented local arts communities to the world. With the thousands of visitors to Eugene, the Riverfront Park is sure to be a centerpiece of the festival and a community legacy beyond 2021.



# Eugene's Riverfront Park Reconnecting to the River

## Project Status

The site has undergone significant grading including lessening the slope of the river's steep bank and removal of non-native invasive plants. This winter the City will be planting over 24,000 stakes, bulbs and shrubs along the riverbank. In the summer of 2020, the second phase will begin with construction of the new park features including paths, furniture, new landscapes and overlooks.

The park is projected to open in spring 2021.

## Capital Funding Plan

With \$18.5 million secured, the City of Eugene is looking to close the final gap of \$5 million through grants, private donations, and state of Oregon funding.

City of Eugene Urban Renewal Agency	\$12 million
City of Eugene Capital Funding	\$6 million
City of Eugene Parks and Recreation Bond	\$.5 million
Projected Grants and Private Donations	\$1 million
Remaining Need	\$4 million
<b>TOTAL</b>	<b>\$23.5 million</b>



## Connecting:

For more information contact:

Ethan Nelson, City of Eugene, 541-543-1095, [enelson@eugene-or.us](mailto:enelson@eugene-or.us)

Tess Milio, CFM Strategies, 626-484-8387, [tessm@cfmpdx.com](mailto:tessm@cfmpdx.com)

Zack Reeves, CFM Strategies, 541-908-5175, [zackr@cfmpdx.com](mailto:zackr@cfmpdx.com)

[eugene-or.gov/riverfrontpark](http://eugene-or.gov/riverfrontpark)

Economic Opportunities

Environmental Corridors

Local Culture

Eugene's 2021 Legacy

A transformation is underway on Eugene's riverfront, fulfilling a long-held goal of turning a former utility operations yard and brownfield site into a vibrant, active, and accessible riverfront park and neighborhood that will connect downtown to the river and serve as a regional destination.



# The Downtown Riverfront Park Vision

Set to break ground in 2020, the Downtown Riverfront Park sits along the bank of the Willamette River and in the heart of Eugene's greater riverfront development project. The design concept calls for a 4-acre riverfront park that's fundamentally urban in character balanced by riverbank and habitat enhancements. Broad river views, new bicycle and pedestrian paths, seating, and overlooks highlight the park's design, which will be complemented by a new mixture of uses on the adjacent redevelopment site. Integrated art pieces will share stories about the land, industry, and diverse community both past and present, creating a park experience that's truly all about Eugene.



## Connecting: Economic Opportunities

The Riverfront Park will anchor the new Downtown Riverfront – a 16-acre development that addresses an important need for housing in downtown and links together several economic and educational hubs. With **hundreds of market-rate and affordable housing options, a planned hotel, and more than 60,000 square feet of retail and office space** in the planned Steam Plant redevelopment, the new park and neighborhood will bring residents and daytime workers to the edge of downtown and create demand for retail goods and services. By creating a **vibrant mixed-use neighborhood** that is centrally located and physically connects the University of Oregon to Eugene's downtown, Eugene is strengthening our region's ability to build **an economy that will prosper throughout the 21st century.**

Construction on the first buildings is projected to start in 2020.



## Connecting: Environmental Corridors

In the process of turning this neglected industrial land into an active, urban park, the City of Eugene has undertaken significant riverbank and habitat work to enhance one of our proudest assets. Ecological restoration work has included **remediation of contaminated soil**, removal of invasive species and replanting of more than 24,000 native plants along the riverbank.

In addition to creating an uninterrupted habitat corridor, this site brings much needed **recreation access to the river** in the form of **accessible viewing areas and personal paddle craft access.** This is part of a broader effort to improve recreational access to 12 miles of pathway along the Willamette River such as boating, fishing, wading and viewing for a community that desires a stronger relationship to its river.



## Connecting: Local Culture

During the design process, the City clearly heard from the community how important it is that the new Riverfront Park ensures **accessibility for all** and **reflects the area's diverse history.** Shoreline enhancements and new amenities will significantly improve public access for the estimated **1,000-2,000 daily visitors** who wish to enjoy the Willamette River – whether coming from downtown or nearby neighborhoods. The Park will include a **fully-inclusive play area with an interactive water feature** and have **programmable space for events and celebrations year-round.** Street names and integrated art pieces will **honor Native American and African American communities** in the Riverfront Development, like the recently adopted "Annie Mims Lane, Wiley Griffon Way, and Nak-nak Avenue."

