EUGENE TOWN SQUARE: THREE CONCEPTS

What you'll find in this document:

p2 - Summary of public involvement process, results and how it influenced the design

p3 - Comparison of cost and degree of impact for each concept.

p4 - Images of the materials that may be used in the final design

p5-6: Concept One
p7-8: Concept Two
p9-10: Concept Three
WHERE DID THESE IDEAS COME FROM?
The team worked closely with key downtown and project stakeholders, reviewed the survey and Public Event results, and met with lots of people in small groups to help shape the three design concepts you’ll see.

WHAT DEFINES TOWN SQUARE?
- 36% Big Events
- 45% Trees
- 79% A natural feel
- 89% Respondents making under $30k/year, under 24, and north & west Eugene residents

WHAT TO DO IN TOWN SQUARE?
- 61% Make it active
- 66% Eat & Drink
- 48% Picnic/Relax
- 86% Top special events

- 73% Information
- 72% Bike parking
- 79% Cultural events (63%)
- 89% Winter/holiday (52%)
- 86% Political gatherings* (45%)
- * Respondents making under $30k/year and under 24

WHAT SHOULD IT HAVE?
- 86% Restrooms
- 73% Information
- 72% Bike parking

CONCEPT 1:
Celebrates natural design shapes and creates smaller gathering spaces on each block

CONCEPT 2:
Provides space for large events across Park Blocks with beautiful tree-lined streets

CONCEPT 3:
Creates multiple spaces to play and relax on each block, and allows them to connect for large events

PUBLIC INVOLVEMENT
- Downtown Stakeholders
  - 25 Meetings
  - 200+ People
- Online Survey
  - 1,000+ Responses
- Direct Outreach
  - 24 Events
  - 1,000 People
- May 21st Imagination Lab
  - 200+ Attendees
- Email & Social Media
  - 6,000+ Connections with all types of people from all throughout Eugene

WHAT RESPONDANTS SAID
- OVER 6,000 CONNECTIONS WITH ALL TYPES OF PEOPLE FROM ALL THROUGHOUT EUGENE

ELEMENTS OF A PARK
- Stage
- Water feature
- Lawn
- Trees
- Restrooms
- Storage
- Information

RESPONDENTS MAKING UNDER $30K/YEAR & UNDER 24.

MAY 21ST
IMAGINATION
LAB
200 +
ATTENDEES
EMAIL &
SOCIAL MEDIA
6,000+
OVER 6,000 CONNECTIONS WITH ALL TYPES OF PEOPLE FROM ALL THROUGHOUT EUGENE

FARMERS MARKET
PAVILION

25 MEETINGS
200+ PEOPLE

ONLINE
SURVEY
1,000+
RESPONSES

DIRECT OUTREACH
24 EVENTS
1,000 PEOPLE

RESIDENTS MAKING UNDER $30K/YEAR, UNDER 24, AND NORTH & WEST EUGENE RESIDENTS

* RESPONDENTS MAKING UNDER $30K/YEAR & UNDER 24.
A SPECTRUM OF OPTIONS
The information below explains the three concepts that fall along a spectrum of change and cost - from a small tune-up to a larger makeover. Project budget and current available funds are included.

CONCEPT 1
INDEPENDENT BLOCKS THAT CAN WORK TOGETHER

UNIFIED SPACE THAT CAN WORK INDEPENDENTLY

LESS CHANGE (LESS COST)

MORE CHANGE (MORE COST)

PARKING CONCEPT 1
One level below grade, 105 total spaces.

PARKING CONCEPT 2
Two levels below grade, 210 total spaces.
WHAT WILL TOWN SQUARE FEEL LIKE?
The following images represent types of materials that could be used at the Town Square. These materials are just ‘ideas’ and may change as the design progresses.
Concept One embraces the northwest natural concept of curving forms and lush plant beds. Improvements are lightest, maintaining the current feel of the Park Blocks while creating a new Farmers Market and City Hall block. The design allows each of the three blocks to function and feel independent while providing an opportunity for all to work together during large events. The limits of work on each block extends only to the curb line (street improvements are not included) and the amount of special paving is focused in key areas. This concept provides one small, covered stage on the east Park Block. The design does not include storage or public restrooms and the Farmers Market Pavilion is a simple, open-air structure. This concept aims to meet budget, but interactive fountain and Farmers Market Pavilion as shown are above budget.

- Natural, curving shapes. Mix of lawn, flowers/shrubs.
- Permanent stage on Southeast Park Block.
- Natural-feeling fountain. (Above draft budget)
- Simple, open-air, Farmers Market Pavilion. (Above draft budget)
- No curb on 8th Ave

AERIAL LOOKING NORTHWEST TOWARDS CITY HALL.

LOOKING SOUTHEAST FROM CORNER OF OAK ST. & EAST Park ST.

LOOKING NORTHEAST FROM CORNER OF WEST AND SOUTH Park ST.

LOOKING SOUTHEAST FROM CORNER OF OAK ST. AND 8TH AVE.
Concept Two is a contemporary design of rectangular shapes and avenues of trees lining the streets and City Hall entry. The design provides a strong connection between the two Park Blocks by narrowing Oak Street and locating a west-facing stage on the east Park Block. This stage is larger than Concept One, has a wood floor for performances, a large covering, and is connected to a medium sized restroom and storage building. The Farmers Market block feels independent from the Park Blocks, but can connect across 8th Ave for larger events. The Farmers Market Pavilion is open air, uses higher quality materials, blends architecturally with City Hall, and includes restrooms and storage. The amount of specialty paving is increased and West, South, and East Park Streets and Oak Street (between South Park and 8th Avenue) are at grade with adjacent sidewalks. This option exceeds the draft budget.

- Rectangular shapes.
- More Lawn.
- Permanent stage on southeast Park Block.
- Open-air Farmers Market Pavilion with restrooms and storage.
- Rectilinear interactive fountain on southwest Park Block.
- No curb on 8th Ave, Oak St south of 8th Ave or Park Streets.
Concept Three creates a unified Town Square, all blocks act as one but can also be used independently. The tree planting pays tribute to history, when ‘Rest Park’ was filled with groves of Sycamore trees. Both Park Blocks have a large covered stage (one with wood floor) and structures for restrooms, storage, and/or an information kiosk/Park ambassador. The Farmers Market Pavilion is fully enclosed but will have folding or roll up doors allowing it to become open air. It will also include a restroom and storage building.

This concept provides the largest amount of specialty paving and provides a unifying, interactive water feature on each block. Large lawn panels, coupled with the groves of trees provide ample space for visitors to gather, exercise, dine, and relax. All streets within the Town Square are at grade and the Park and North Park Street is re-introduced between City Hall and the Farmers Market Pavilion. This option exceeds the draft budget:

- Rectangular shapes. More Lawn.
- Permanent stage on SW and SE Park Blocks.
- Enclosed Farmers Market Pavilion with heating, restrooms, storage.
- Multiple square fountains on Park Blocks and City Hall block.
- No curb on 8th Ave, or Oak St south of the City Hall.

AERIAL LOOKING NORTHWEST TOWARDS CITY HALL.

LOOKING SOUTHEAST FROM CORNER OF OAK ST. & EAST Park ST.

LOOKING NORTHEAST FROM CORNER OF WEST AND SOUTH Park ST.

LOOKING SOUTHEAST FROM CORNER OF OAK ST. AND 8TH AVE.