Survey Summary – Preliminary Results

On September 12 in the East Park Block, the community gathered together to enjoy performances and refreshments while they reviewed the draft final concept design for the Eugene Town Square. Over 225 people attended the event, and combined with the online survey, over 650 people weighed in on the final concept.

At the event and through the online survey, Eugene community was asked to weigh in on whether the proposed designs met their standards for a safe, accessible, active, green and inclusive Town Square. The final Town Square survey included 14 multiple-choice questions, four open-ended comment sections, and one open-ended question. The response of “agree and strongly agree” ranged from 46% to 82%, with the average response to the 14 questions at 74% Agree or Strongly Agree, 18% Neutral, and 8% Disagree or Strongly Disagree.
Individual Multiple Choice Responses

SAFE AND WELCOMING

Town Square is safe and easy to get around

- Strongly Agree: 16%
- Agree: 9%
- Neutral: 5%
- Disagree: 18%
- Strongly Disagree: 52%

Town Square puts people first

- Strongly Agree: 23%
- Agree: 5%
- Neutral: 9%
- Disagree: 17%
- Strongly Disagree: 46%

Town Square is universally accessible

- Strongly Agree: 24%
- Agree: 4%
- Neutral: 15%
- Disagree: 6%
- Strongly Disagree: 51%
Eugene Town Square Final Survey Summary – Preliminary Results 10-23-19

Town Square can be used year-round, day & night

- Strongly Agree: 24%
- Agree: 54%
- Neutral: 9%
- Disagree: 5%
- Strongly Disagree: 2%

Town Square supports local business

- Strongly Agree: 29%
- Agree: 48%
- Neutral: 11%
- Disagree: 2%
- Strongly Disagree: 2%

Town Square has places to play and stay

- Strongly Agree: 26%
- Agree: 54%
- Neutral: 9%
- Disagree: 5%
- Strongly Disagree: 4%

Town Square has many performance spaces

- Strongly Agree: 28%
- Agree: 55%
- Neutral: 13%
- Disagree: 1%
- Strongly Disagree: 11%
MEMORABLE

Town Square connects all the blocks together
- 22% Strongly Agree
- 49% Agree
- 20% Neutral
- 5% Disagree
- 4% Strongly Disagree

Town Square is well-designed for multiple uses
- 55% Strongly Agree
- 26% Agree
- 12% Neutral
- 3% Disagree
- 4% Strongly Disagree

Town Square showcases art
- 33% Strongly Agree
- 13% Agree
- 7% Neutral
- 4% Disagree
- 3% Strongly Disagree

Town Square is unique amongst downtown public spaces
- 44% Strongly Agree
- 31% Agree
- 4% Neutral
- 3% Disagree
- 4% Strongly Disagree
DIVERSE AND INCLUSIVE

Please share your ideas about how the design, art, materials, furnishings, signage, and plantings can represent all of Eugene.

Responses to this question ranged widely; here is a sampling of themes and quotes:

- Art: natural, functional, local, interactive, changeable, murals
- Includes Native American dialogue, art and culture
- Signage in many languages
- Consider the environment in design and art
- Design for people with disabilities
- Represents indigenous cultures, people of color, LGBTQ+, under-represented populations
- Activities for children, climbable art
- Safety issues
- The un-housed community
- Project budget and cost
- Parking

I think the question should be more about what will draw Eugeneians (and others) to the square through design and art, rather than how it “represents” Eugene.

Be daring and unusual in all design aspects. Be funny, edgy, joyous, not expected and typical. By doing this you will create dialog amongst the public, and make Eugene memorable, as well as allowing more creativity and community to thrive.

Again, Eugene as a whole does not showcase enough of the culture of the original inhabitants of this area. Having a space focused on this would be great!

Use durable materials that can withstand all types of climate. Use local artists to add murals. Use signage in different languages.

Circle spaces for gathering evokes community in multiple cultures, for example Native American communities. It is important to have council/collaboration with cultures that are represented in the plaza and include contemporary narratives that have been put forth by these communities. No longer is it acceptable for designers and planners to tell the stories of communities without deep collaboration. Many cultural and municipal organizations are utilizing contemporary strategies of decolonization which consists of careful planning, collaboration with marginalized communities, telling the hard truths among other things.

By hiring skilled artists in Oregon to make beautiful and functional art sculptures for the park.

I agree that low water need vegetation is important, along with native plantings. I would like to see art installations come from local artists.

‘Art is not a thing. Art is a way’ Adopt an outlook that sees everything in this place as art and that art resides in our daily lives as much a household word as the most iconic music that comes to our ears! Art is one of the major forces that drives a sense of place yet is a window on places around the world and beyond.

Using natural materials and local artists will bring the fullest expression of our community.

Reach out to underrepresented communities and ask for their feedback.
I think basing design elements on our local natural features is inclusive. The regional landscape is a unifying factor.

Focus on sustainable and local for everything from the plants to the art to the materials and the project will represent Eugene beautifully!

Include cultural/artistic elements honoring native American heritage — incorporate a “pathway” (or dispersed) with plaques, tiles or stones commemorating historic &/or unique Eugenians of diverse backgrounds, similar to those at Mims House - accessible scented &/or sensory garden area(s), retain butterfly garden.

Climbable art please! No need for playground equipment when you have that!

Integrate D&I into EVERYTHING! This survey tacked it on at THE END... and D&I shouldn't only be in the physical features of the space. That said, colors, shapes iconography, history, famous and less-famous people should all be featured in the park. Do we dare show the sad part of our history? of how we have treated Native Americans, African Americans, Asian Americans? tell our WHOLE story, please. I would love to see the flavor of signage and materials reflect the beauty of nature and the history of the space.

Take themes and shapes from our land, animals, and people. Uplift the untold stories of native tribes, people of color, and women.

Bring in artists and designers from all different walks of life

Avoid large expensive art installations that are trendy. Like the red ones at Jefferson Bridge which have become out-of-date and ugly--a waste of money and eyesore.

Materials- natural wood to highlight the logging industry in the area, navy metal picnic tables to sit around and represent the waterways and ocean in Lane County.

Safe, accessible, natural, quirky, cultural, cool.

I really want to see what our diverse communities have to say about this. I can speak to my cultural values, but not theirs. In the meetings I've been to so far it's been a lot of older white people, which I'm not going to complain about as they're showing up and taking an active role in this process, but more effort will likely be needed to be inclusive of our Latinx, LGBTQ+, multi-cultural, and disadvantaged populations.

It will need to be industrial strength and withstand the elements of the changing seasons. It will also have to be maintained and cleaned regularly. The drug addicts will use it as a bathroom, sleeping area and to sell their drugs. This is how Eugene has always been and how it will be until there is ZERO tolerance for drug sales and usage in downtown.

As always include a diverse group of people who represent all of Eugene. This would mean people of color, all social classes, all ages (including children of course), all abilities etc. Think outside the box which it appears has happened. Think long term Eugene. Eugene will continue to grow and we want a space that can and will grow with it.

Implement temporary art that can be versatile and represent ongoing changes in the community.

Celebrate all ethnic groups with art, music and foods.

Be weird, funny, Green, funky, soulful, bright, vibrant, positive!
A Town Square that is SAFE & WELCOMING

**WILL...**
- Be welcoming and accessible to people of all ages and abilities
- Create a safe space for pedestrian and bicycles during the day
- Feel safer at night
- Feel better connected to the rest of downtown

**1** Is Safe & Easy To Get Around

RATE 1-5

**INCREASE LIGHTING**
Promote safety and security, enhance retail and social experiences at night and establish design character for Town Square

**CLEAR SIGHTLINES**
Reduced walls, stairs and tall planting means you can see all the way through the park. Increased lighting within the park and along edges makes it easy to see what’s happening even at night

**PAVING**
The pattern on the ground and the type of paving used distinguishes between pedestrian & vehicle areas

**ROADS**
Maintain existing road patterns and alley access is improved with clear sightlines and more lighting

**ALLEYS**

**PARKING**

**2** Puts People First

**RATE 1-5**

**Right-sized traffic lanes slow traffic**

**Remove some parking to increase space for activities**

**Ground materials distinguish between car & people zones**

**Bike racks, benches, planters and light posts buffer sidewalks from roads**

**3** Is Universally Accessible

**RATE 1-5**

**RESTROOMS**
A public restroom in the Farmers Market Pavilion means you can stay longer

**NO CURBS**
Remove curbs for easy access between blocks

**NO TRIPPING**
Use durable materials that won’t create tripping hazards

**PARKING**
Keeps accessible & family parking realistic

**EDGES**
Special paving on the ground and the people know when they’ve reached the edge of the pedestrian zone

Rate whether you feel the design concept is successful in the each of these ways

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A Town Square that is **GREEN**

### Celebrates Our Urban Forest

**RATE 1-5**

**EXISTING TREES**
Preserve and maintain large existing trees in good health. Remove and replace existing trees in poor health or planted in poor conditions.

**PROPOSED TREES**
New tree plantings increase overall quantity of shade and canopy cover and ensure the Town Square has a full, healthy, urban forest for generations.

### Includes Functional Green Spaces

**RATE 1-5**

**LAWN**
Lawns give soft space for picnics, playing, and lounging while reducing overall paved areas.

**PLANT BED**
Plantings teach about local flora, support pollinator habitat, and/or speak to cultural traditions.

**STORMWATER**
Stormwater planting at the edges of blocks captures surface runoff, keeps the park dry and rivers clean.

### Anticipates A Changing Climate

**RATE 1-5**

**EXISTING CONDITIONS**

**PROPOSED CONDITIONS**

- The next generation of our downtown trees will be able to survive hotter, drier conditions
- Water-wise plantings reduce runoff and demand for irrigation
- Increased surface and sub-surface stormwater treatment capacity keeps Town Square stay safe and dry even during large rain events

Rate whether you feel the design concept is successful in the each of the ways below:

- STRONGLY AGREE
- AGREE
- NEUTRAL
- DISAGREE
- STRONGLY DISAGREE

Includes Functional Green Spaces

Includes Functional Green Spaces

Includes Functional Green Spaces

Includes Functional Green Spaces

Includes Functional Green Spaces
A Town Square that is **ACTIVE**

**7** Can Be Used Year-Round, Day & Night **RATE 1-5**
- ENCLOSED PAVILION: Usable in hot or cold weather
- INCREASE LIGHTING: Enhance visual and social experiences at night and establish design character for Town Square
- FOUNTAIN: Cool off on hot days
- KEEP COMFORTABLE: Mid-afternoon, late summer

**8** Supports Local Business **RATE 1-5**
- EXPANDS FARMERS MARKET AREA BY 250%
- Works with current Saturday Market Tent layout
- Connect to adjacent buildings
  - Maintain most parking & key vehicle access routes
  - Improve outdoor space for current businesses
  - Allow future buildings to connect to the park
  - Bring the park to the front doors of businesses
- Increase food truck and cart locations

**9** Has Places To Play And Stay **RATE 1-5**
- SEATING APLENTY: Lawns to tumble, toddler picnic and relax
- Activities for all
- Dynamic Fountain: Three story spal in kids and adults of all ages. Can be turned down to a mist, or spray like a sprinkler
- Interactive Art and Furniture

**10** Has Many Performance Spaces **RATE 1-5**
- Permanent Covered Stage: Can be used on Saturdays for small and medium performances on the southwest block
- Large Gathering Spaces
- Spots for an Informal Show

Rate whether you feel the design concept is successful in each of the ways below

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**WILL...**
- Have desirable features for every-day users
- Respect & support local businesses, including the markets
- Be a family-friendly destination
- Be good for large and special gatherings
- Will create a sense of place and community
- Will make the city more interesting and attractive
- Will enhance retail and social experiences at night and establish design character for Town Square

**WILL NOT...**
- Be safe and secure for all users
- Provide adequate access and circulation
- Be accessible for all users (e.g., wheelchair users)
- Be well maintained
- Be well managed
- Be well lit
- Be well landscaped
- Be well integrated into the surrounding community
- Be well connected to other facilities or amenities
A Town Square that is MEMORABLE

WILL...
- Show what makes Eugene special
- Offer something different from other parks in Eugene
- Feel like a single, rather than three, separate parks

11 Connects All The Blocks Together

RATE 1-5

12 Is Well Designed For Multiple Uses

RATE 1-5

13 Showcases Art

RATE 1-5

14 Is Unique Amongst Downtown Public Spaces

RATE 1-5

Rate whether you feel the design concept is successful in the each of the ways below

1 2 3 4 5
STONGLY DISAGREE DISAGREE NEUTRAL AGREE STONGLY AGREE

DAY-TO-DAY

SEASONAL

NIGHT

MAP OF DOWNTOWN EUGENE
A Town Square that is DIVERSE & INCLUSIVE

Town Square represents all peoples of Eugene. The next phase of the project will consider art, materials, furnishings, plantings and signage in more detail. Below are some ways the design can include and represent people from all backgrounds. The team welcomes your ideas!

**Shapes**
- FOR EXAMPLE: Circles bring people together and hold special significance in cultures and gatherings around the world.

**Central Features**
- FOR EXAMPLE: In many public spaces, a central fountain, art, structure or planting helps with wayfinding and encourages gathering.

**Symbols/Themes**
- FOR EXAMPLE: Particular flowers, natural elements, or seasonal patterns are honored and celebrated in shared spaces.

**Art/Signage/Markers**
- FOR EXAMPLE: Art that celebrates diverse cultures and signage/markers that speak to a range of perspectives and viewpoints.

**SHARE YOUR IDEAS HERE**