



AIA SOUTHWESTERN OREGON

DESIGN ANNUAL

The Center of Gravity

By Randy Nishimura

Robertson Sherwood Architects

The ongoing revival of downtown Eugene has been remarkable. Thanks to public leadership and private initiative, our downtown is more vibrant today than it has been in many years.

The intersection of Broadway and Wilamette is thriving again and increasingly resembles the commercial and cultural crossroads it was long ago. The notorious “pits” have been filled. An assortment of unique retailers, restaurateurs, and artists are reopening long vacant storefronts. An increasingly diverse downtown population is helping to activate the sidewalks. Those of us who work or live downtown are thrilled by its renaissance.

If we're fortunate, we will look back at the current burst of development in Eugene and realize how propitious it was. This is a defining moment in our city's history; one which we must capitalize upon. At stake is downtown's identity, vitality, and livability. The decisions we make at this juncture will seal the district's fate for years to come and impact its standing as the acknowledged heart of the city. We must ensure our downtown remains Eugene's center of gravity.

I believe Eugene's downtown is spread across too large an area. Paul Farmer—Eugene's former planning and development director (1998-2001) who recently stepped down as CEO of the American Planning Association—drew a comparison between the downtowns of Eugene and a major metro area. He said the area most Eugeneans regard as our downtown

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The AIA-SWO's Center for Architecture is at 92 E. Broadway in Downtown Eugene / Photo by Andrew Scheidt

Step Inside Eugene's OCTAGON

By Scott Clarke

2014 AIA-SWO President

It was entirely improbable.

In 2013, then President of the American Institute of Architects Southwest Oregon (AIA-SWO) Will Dixon and Executive Director Don Kahle returned from a professional conference inspired to create a center for architecture right here in Eugene. They had visited Washington D.C.'s center, heard about others, and saw the potential that such a facility offers for strengthening the connection between architects and their communities. Most centers are located in cities larger

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The Next Big Thing Is Small

By Nir Pearlson

Nir Pearlson Architect, Inc.

The large home, seemingly inseparable from the American Dream, is in fact a recent development. A product of 20th century socio-economic trends, big

houses were fueled by a booming economy, permissive land-use regulations, streamlined manufacturing, and suburban sprawl. Between 1950 and 2004, the average American home grew from 983 SF to 2,349 SF (National Association of Home Builders).

Today's Problems

Two centuries of industrial development, population growth, and increasing resource extraction has resulted in accelerated environmental degradation.

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Eugene's Octagon

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than ours, but Will and Don recognized that Eugene has the interest and energy to support such a place. The appeal of these centers is their double-edged nature: they look both inwards and outwards; they are both board room and gallery, club house and reception hall. It seemed to Will and Don that such a place would be just the ticket for the center of our city, then on the cusp of

regaining real urban vitality after decades of stagnation and disuse.

Don came through with the discovery of a space that exactly met our needs. It was, in his words, "perfectly un-rentable to anyone except us." And so it was. Located off Broadway and Oak as part of the Summit Bank complex, the space sits nearly in the middle of our revitalized downtown. The octagonal space has windows on all sides, and is shaded by the elevated offices



Architects in Schools Program Lets Kids Get a Taste of Design

A zoo with animal "clients" from around the globe linked to social studies units; a dream house that includes trampoline and roller coaster rooms that helps teach children area and perimeter; a vertical model city from the year 2114.

These are all projects over that helped Eugene school students think creatively while meeting required education standards and existing curriculum. Part of the Architecture Foundation of Oregon's Architects in the Schools program, these projects and more are what Eugene children can look forward to learning about, designing, and creating when the AIA-SWO comes into their classroom.

Architects in Schools is designed to develop an awareness of architectural elements and construction methods through classroom sessions, projects and field trips that enhance learning in language arts, social studies, math, science

and other subjects while meeting required education standards. The content is guided by an architectural curriculum prepared to create an understanding and appreciation of the built environment.

Professional architects and other design professionals work with teachers to present custom architecture residencies in winter and spring.

At the end of the residency period, final projects are on display at The Octagon (Eugene's Center for Architecture) and other venues like Jacobs Gallery.

The Architects in Schools program has been serving Oregon school children for over 40 years and has been steadily growing in the Eugene area for the last six years under the administration of the Architecture Foundation of Oregon.

Learn more about the program and apply through our website at af-oregon.org/programs/architects-in-schools.

forming its soffit above. It is memorable, transparent, and easy to name. We, of course, call it The Octagon.

Will established programmatic and aesthetic standards for the space. It had to facilitate events running the gamut from exhibitions, lunchtime continuing education programs, receptions, exhibitions, and board meetings. It also needed to demonstrate the ability of our members to transform tired and forgotten buildings into remarkable spaces of great utility. Will heroically led a committee of AIA member architects and designers through a design process that was never short of thoughtful and well informed ideas about how the space should be reimaged.

Additional ideas were culled from an interior architecture design and construction studio taught at the University of Oregon. The student's explorations became valuable assets in the refinement of the ideas developed by Will and his committee. Once a design had been established and documented by Will's office, various people began to donate goods and services to the project; floor,

ceiling, casework, lighting, furniture, and countless other commodities along with labor from local contractors and craftspeople eager to show their support for architects and their presence in the city. We are indebted to their generosity, without which our center for architecture would not have been possible. The Octagon is now tantalizingly close to completion, and it's everything we hoped it would be.

The Octagon was featured on August's First Friday Art Walk, and we expect to occupy it on an ongoing basis this fall. We hope it will connect our profession with the community and facilitate an invaluable and inclusive conversation about our built environment. As it nears completion, our center for architecture seems no more probable than it ever did. It is a testament to hard work, determination, and strong ideas. I hope to see you at The Octagon.

Scott Clarke is an Associate at PIVOT Architecture where he has worked since 2000 and the 2014 President of the AIA-SWO

Design Excellence and Sustainability at Oregon

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DESIGN EXCELLENCE: Making Great Cities

One year ago, the AIA-SWO Design Excellence Committee decided to try something new. In October 2013, we presented the first Design Excellence Lecture Series to a crowd of roughly 200 people at the LCC Downtown Center that focuses on building a connection between design and community. Maurice Cox, the first keynote, marked the beginning of what we hope will be a recurring forum that supports quality in our built environment through a variety of professional opinions and information. The partnership among AIA-SWO, the University of Oregon Department of Architecture, Lane Transit District, and The City Club of Eugene, started a dialog among the community about making great cities.

With a goal of being both inspirational and educational, the 2013-2014 Design Excellence lecture series brought two nationally recognized speakers to Eugene: Maurice Cox and Carol Coletta. With their lectures, we connected our community with some of the best thinking about cities—large and small—from around the country. In the years ahead, we're looking forward to learning from other experts who have succeeded in building vital, inclusive, ecologically and economically rich communities.

DEMOCRACY + DESIGN: MAURICE COX

Maurice Cox, a former Mayor of Charlottesville and now director of Tulane's City Center Initiative, gave a talk on "Democracy + Design," and shared his thoughts and strategies that can help communities successfully navigate the distance between a strong community vision and a positive outcome in the built environment.

On the Saturday morning following his lecture, a group of local leaders gathered for a breakfast workshop with Cox to discuss specific strategies on how to move from visioning to results in Eugene.

TALENT + OPPORTUNITY + PLACE: CAROL COLETTA

In May, Carol Coletta joined us at the Hult Center, to lend her expertise on the development of cities and the trifecta of talent, opportunity and place. Now Vice President of the John S. and James L. Knight Foundation, Coletta was director of ArtPlace, a unique public-private collaboration to accelerate creative placemaking in communities across the United States. Coletta emphasized the role of well-designed places to retain talent and creating economic opportunity. This event was held in conjunction with the 2014 AIA-SWO Design Awards program, of which Coletta was also a distinguished juror.

COMING SOON:

In the year ahead, we are looking to other inspiring individuals who



Maurice Cox

assisted in the revitalization of their city centers, supported their neighborhoods, protected natural resources, improved transportation options, supported economic goals, and attracted green redevelopment. These speakers will be organizers, educators, architects, artists, writers, developers, activists, and elected officials, among others. There is never a better time than "now" to broaden the discussion about the importance of quality in our built environment. Design has played a key role in some of our recent successes,



Carol Coletta

and it has a critical role to play in accomplishing and articulating our community's shared vision for the future. We hope to see you there!!

Design Excellence Committee's mission is to promote the value of design excellence in the built environment

AIA Design Excellence Committee:

Michael Fifield, FAIA
Chair

Kaarin Knudson, Assoc. AIA
2013-2014 Lecture Series Director

Katie Hall, Assoc. AIA

Bill Seider, FAIA

Trish Thomas, AIA

Michael Soraci, Assoc. AIA

Dannon Canterbury, Assoc. AIA

Renee Benoit, Assoc. AIA

Paul Dustrud, AIA

Philip Speranza

Thank you to the UO Department of Architecture, Lane Transit District and the City Club of Eugene. Thank you Dustrud Architecture for your generous sponsorship; Dave Funk, Jim Dotson, Robin Hostick, Regan Greenhill and Paul Harman and the City of Eugene Cultural Services for your time and event support.



AIA / SWO DESIGN EXCELLENCE PROGRAM

Sponsored in part by Dustrud Architecture.
Thank you for all your continued support.

AIA-SWO Design Excellence Committee crafted the following design principles for consideration during any building project in the community.

1. The purpose of the project is clearly defined with a thorough understanding of the essence and/or uniqueness of the project.
2. Design intentions to address the uniqueness of the project are stated in a clear and concise manner and are intended to meet the needs of the client and building users.
3. Design solutions are translated appropriately and integrate building components/elements in a synthesized and comprehensive manner and not simply as a "check list" of issues.
4. The design recognizes not only immediate site conditions, but also the context, both physical and social/cultural. Consider the new design as a model in establishing a more positive context for future development in the area.
5. The design is sustainable, both in terms of all energy related issues, but also sustainability issues associated with community. It considers life-cycle costs of energy use, maintenance, and the embodied energy required to make and transport materials. It uses locally produced materials and labor where appropriate and it reuses existing building materials where possible.
6. The design responds to natural conditions of sunlight, wind, noise, soils and slope, existing vegetation, animal and bird habitats, views, drainage and disposal of storm-water and sanitary sewage, site access, etc.
7. The design encourages and promotes alternative modes of transportation (e.g., bike, public transportation, walk ability) instead of the automobile and in doing so, reduces the number of automobile parking spaces to the minimum necessary.
8. The design considers issues of expansion, flexibility, change in use, alterations, deconstruction considerations and modernization.
9. The design has a well-considered budget and schedule.
10. The design is attractive in its overall appearance, and is considered a positive addition to the community now and into the future.

Have you noticed???

DOWNTOWN IS HAPPENING!

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Center

Featured Merchants

The Barn Light
924 Willamette Street

Sizzle Pie
910 Willamette

Noisette Pastry Kitchen
200 West Broadway

AIA-SWO Octagon
92 E. Broadway

Map by Jenna Fribley of Envelop Design
Base maps courtesy the City of Eugene



Caution: This map is based on imprecise source data, subject to change, and for general reference only.



McDonald Theater
Lane Transit District Eugene Station

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The AIA-SWO is a chapter of the American Institute of Architects, a professional organization. We seek opportunities to engage our communities in dialogue about the power of design to affect positive change in the built environment.

www.aiaswo.org

COME ON DOWNTOWN!

Nan Laurence
City of Eugene

Adopted in 2004, the Eugene Downtown Plan envisioned a network of great streets and special places, with activities and opportunities creating an urban neighborhood for the entire community.

Ten years later, we are in the midst of an exciting transformation that brings that vision to life. Vacant storefronts, surface parking lots, and pits have new and active uses creating a vibrant, valuable, walkable city center.

We now have new restaurants, new and revitalized hotels, shops, and more places to live downtown. A growing number of creative jobs and cultural activities draws the whole community back to downtown.

The heart of our city has been revitalized, and the momentum is helping to create a new economic identity and increased prosperity for the community. Our local design professionals have been active participants in visioning, planning, designing, and building – and restoring – the core of our community. Keep up the good work!

We are excited to see what the next ten years brings. What's on the horizon?

- A beautiful, accessible, mixed use

downtown riverfront

- New market rate and affordable housing
- More shopping and entertainment destinations lining our streets
- More artisan foods, markets and local restaurants
- Enhanced public parks, pedestrian paths and plazas.

Together, these amenities will attract new residents and creative industries, like the burgeoning software cluster, which will increase employment opportunities.

Downtown will offer inviting destinations along our great streets and create appealing connections to the Willamette River greenway, the Whiteaker neighborhood, and the University of Oregon. Our great streets will radiate outward, into the community, bringing more people to the center of Eugene, our collective “living room.”

In 2024, downtown will be the walkable, inviting, complete urban neighborhood that we all have imagined – an economically strong, active, distinctive city center that draws residents and visitors and strengthens our identity as a livable, sustainable community.

Nan Laurence is a Senior Planner for the City of Eugene

Lane Community College Downtown Campus
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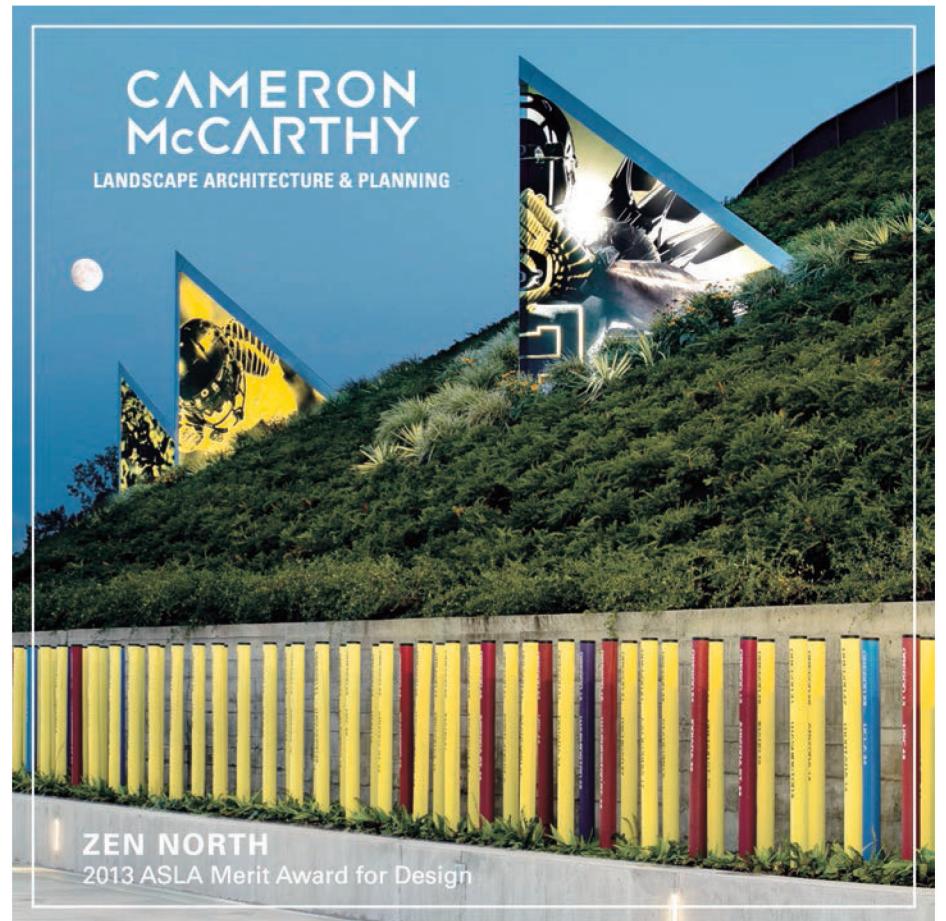
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Robertson Sherwood Architects PC



Downtown Just Finding its Stride

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is equal in size to that of Pittsburgh, PA (where Paul once worked). Pittsburgh's "Golden Triangle" is constrained by the Allegheny, Monongahela, and Ohio Rivers, so it can only grow by building up. Eugene's downtown is not as limited by geography. With the exception of Skinner Butte, its edges are much fuzzier: our perception of its limits are shaped by legislated boundaries (i.e. the borders defined by the Downtown Urban Renewal District or the Eugene Downtown Plan) as much as it is by experiential cues.

The bottom line is downtown Eugene still lacks the critical mass necessary to assure its future. It's too diffuse because it's too large. Too many still fail to find reasons to visit downtown. Without a concentration of people, it cannot generate the exuberant diversity urbanites crave. We need to retain and reinforce downtown Eugene's historical legacy and the features that impart its *genius loci* (spirit of place). These include the Park Blocks, the concentration of government buildings, the Willamette Street axis between Skinner Butte and Spencer Butte, and Skinner Butte itself.

Downtown Eugene should stake claim to being the region's historic center for business, governmental, and cultural activities. More office space exists there than in any other section of town. Many of the community's art galleries and performing arts venues—the Hult Center, WOW Hall, McDonald Theater, and the Shedd—are also downtown. The Lane County Farmers' Market, Saturday Market, First Friday Art Walk, and Eugene Celebration have always been in the city's center. Lane Community College's new campus across from the Eugene Public Library is evidence of that institution's commitment to the city core. Downtown is also an important transportation center, home to Lane Transit District's primary hub, the Amtrak station, and the Greyhound bus terminus.

In his seminal book, "The Image of the City," urban planner Kevin A. Lynch stressed the importance of structure and identity, the vividness of elements, and a sense of the whole to how we perceive our urban environments. He spoke of the

"contrast and specialization of individual character," which entails the generation of well-defined edges, paths, nodes, landmarks, and districts. Ideally, we recognize a district by its singular qualities, which may include contrasting and unique features that "vivify the scene."

One means to help secure downtown Eugene's future is to not hitch its wagon to the proposed EWEB Riverfront Master Plan. The vision of a sustainable, urban "people place" along the banks of the Willamette is very promising. The strong framework developed by the team led by Rowell Brokaw Architects clearly articulates riverfront development consistent with the community's vision. However, what many regard as a significant challenge for the riverfront property—the site's relative inaccessibility—may ironically prove to be a blessing. Isolation may bolster the contrast necessary to preserve downtown Eugene's present structure and identity. Downtown's greatest asset is being a unique place with its own underlying organizational structure.

The vision presumes repurposing the former EWEB operations center site as "Eugene's Downtown Riverfront." If this is truly the goal, we must be careful to accomplish it without detracting from recent downtown achievements.

Older downtowns tend to be resilient in a way new districts may not be. They've grown over a span of time, more organically than if they sprouted overnight. Their incremental patterns of development are inherently forgiving and permit course corrections over time; however, further expanding downtown's reach may excessively tax that resiliency.

Downtown Eugene is just finding its stride again and reestablishing its identity. We need to be careful as we move forward. This is a time to take stock of future plans and carefully consider how they complement our still emergent accomplishments downtown.

Randy Nishimura has been practicing architecture in Eugene since 1988 and works at Robertson Sherwood Architects. He is a past president of the AIA-SWO as well as the Willamette Valley chapter of the Construction Specifications Institute.



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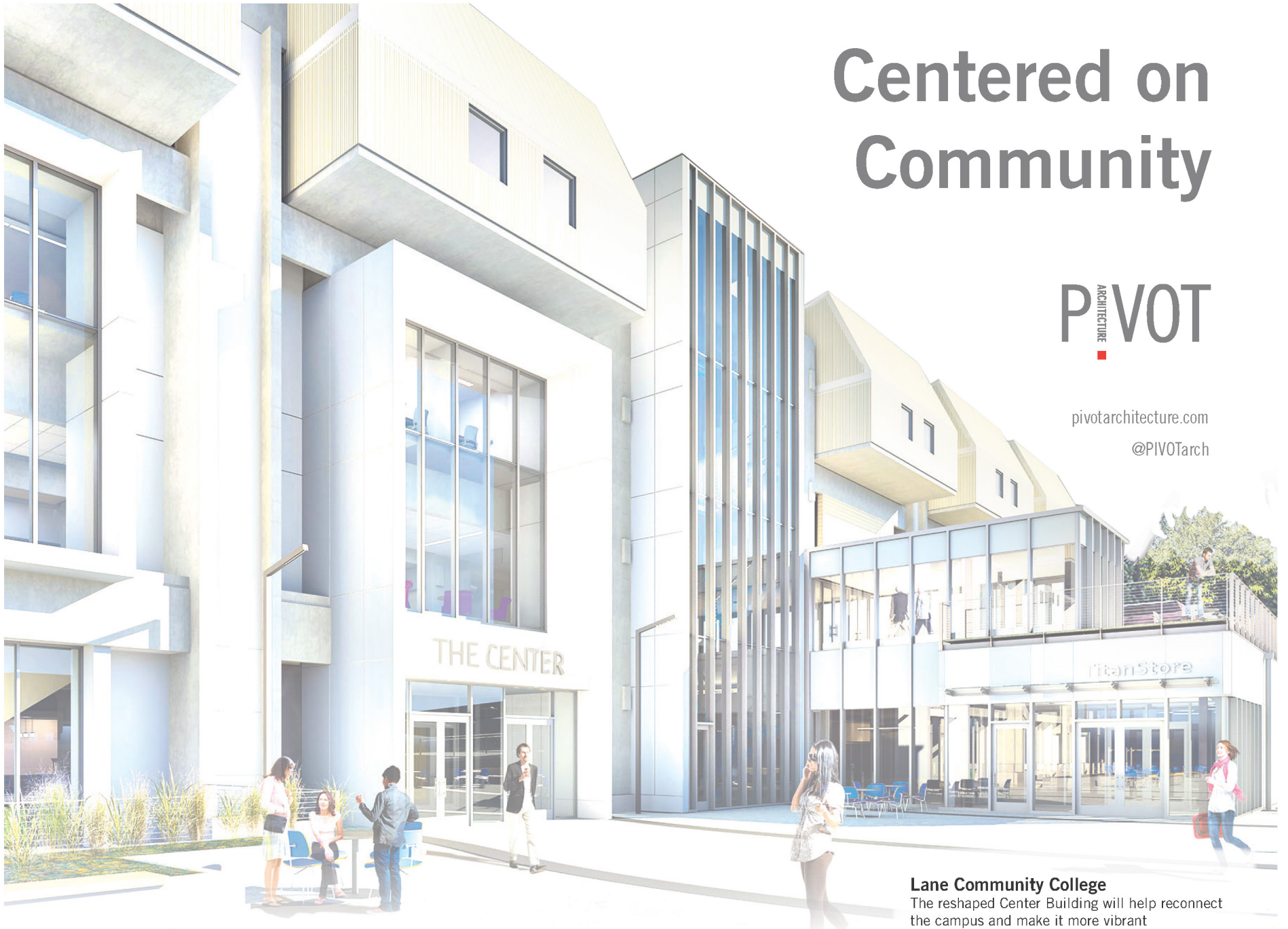
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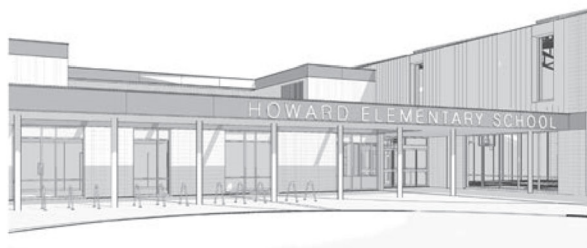
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Lane Community College

The reshaped Center Building will help reconnect the campus and make it more vibrant

A PIVOT partnership with Perkins + Will



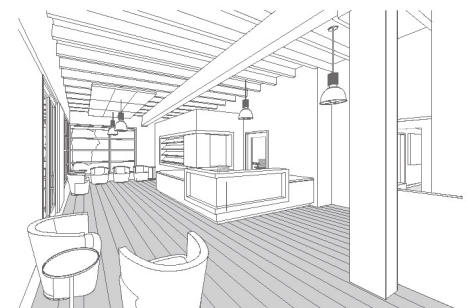
Howard Elementary School

Replacement of an aging school with a state-of-the-art building that will enhance children's learning



Lane Transit District

26 new EmX stations in West Eugene will help connect the community



ShelterCare

Renovation of an old warehouse into a central hub of support services for a critical non-profit

Innovative Design Solutions

For our community

Lane Transit District believes in design solutions that enhance our community. LTD's projects use functional artwork by local artists to enhance the beauty of our stations and landscape design that utilizes environmentally sound practices to keep our watershed clean.

LTD was recently selected as the 2014 Outstanding Public Transportation System by The American Public Transportation Association based on many factors, including its contribution to making a more livable community. This honor reinforces what we do daily at LTD. It gives us even more incentive to excel in fulfilling our mission to provide people with the independence to achieve their goals, creating a more vibrant, sustainable, and equitable community.

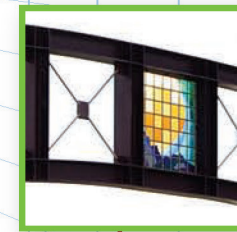


Springfield Station platform garden design.

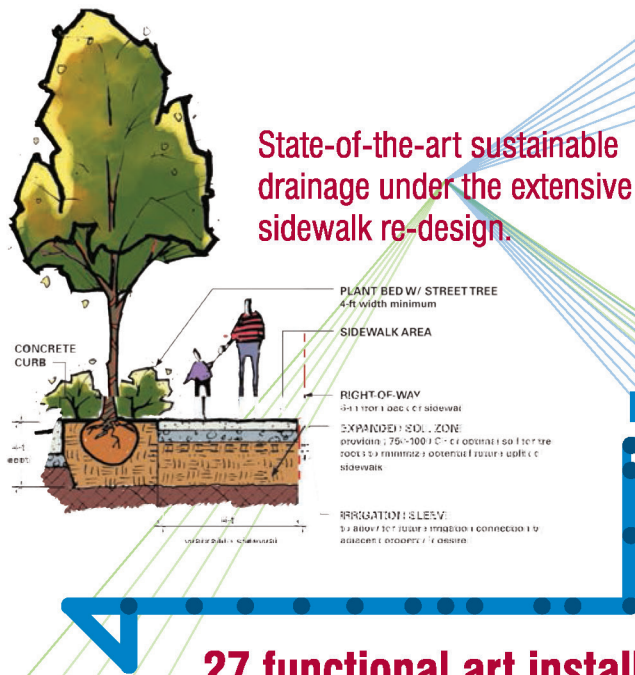
Gateway Station



Eugene Station



Springfield Station



West Eugene EmX

27 functional art installations on the new EmX platforms.



weemx.ltd.org

The Best Way to Connect

Transit Architecture Helps Shape the Quality of Cities

By Eric Gunderson
PIVOT Architecture

Public transit shapes cities and creates vibrant public spaces. As architects for transit projects in four western states, PIVOT Architecture has been able to study a variety of communities and transit systems. While some areas are working hard just to establish service, Lane County is fortunate to have an excellent transit system with high ridership. In fact, LTD was recently named the top transit system in the United States by the American Public Transportation Association.

PIVOT helped design LTD's bus rapid transit (BRT) system, EmX, which remains among the top five in the country, according to ITDP. This is good news for our community for many reasons, not least of which are the positive benefits on urban design and place making.



"If you create a city that's good for an 8 year old and good for an 80 year old, you will create a successful city for everyone. This is an 8-80 city."

— Gil Penalosa

Gil Penalosa spoke in Eugene earlier this year. His energy and passion for creating livable cities is contagious. A recurring theme of his work is the belief that transportation is a powerful force in shaping communities. His concept of "8 to 80" cities integrates diverse modes of travel; walk, bike, bus, car, and rail as forces for increasing livability. When communities apply these concepts, they become more healthy, equitable, compact, clean and clear, interactive, and joyous places.

The largest public spaces in our community are the streets and sidewalks. They make up over 50% of the surface area of our cities (52% of a typical Eugene city block is sidewalks, streets and alleys). The ubiquitous city block is formed by streets with each building dependent on the sidewalk and road for access. Designing the



Steel arches and brick structures help frame LTD's Eugene Station, left, which replaced the old bus station along 10th Ave.

street and sidewalk is just as important as buildings in shaping the quality of our cities.

As elements of urban design, transit is important to the quality of the public realm. LTD's stations in downtown Eugene and Springfield are good examples of positive effects. Both stations reflect the differing character of their communities and each was designed to resolve differing urban design issues. One need only recall the old Eugene downtown bus station along 10th Ave. with its line of buses along the edges of five blocks to realize the benefits of the current station which boasts steel arches and carefully-placed buildings that help define the block edge. Downtown redevelopment has followed the completion of the station including the Eugene Library, LCC Downtown Center, and resurgence of the McDonald Theater.



Guard rails at EmX stations help infuse art in public spaces.

Springfield Station is an urban pioneer. Located on what was once abandoned railroad land, South A St. was lined with the backs of buildings and poor pedestrian connections. Springfield Station has transformed the area into an integral part of downtown. The innovative design has rain from the shelter roofs pour into a central garden where the water is cooled and treated



At Springfield Station, rain filters into a garden where it is cooled and treated.



prior to entering the Mill Race.

PIVOT has been able to use its local experience with BRT projects in other communities. In each case, the goal is to create an identity for the stations which is recognizable across diverse neighborhoods. Like the "sail" roofs of EmX Stations, other communities seek distinctive design elements. One of the most challenging parts of station design is the development of safe pedestrian routes to and from the stations. For EmX stations, the pathways and ramps are enhanced by railings designed by local artists adding to the pleasing aesthetics of the stations.

Ultimately BRT systems work best as interconnected systems. EmX is planned as 60 miles of linked routes reaching throughout the community. When the system is complete, it will allow faster access to homes and businesses throughout the county.

Transit architecture is an interactive term. High-capacity, high-speed transit service attracts development, is good for the environment, and supports social equity. Well-designed stations add to the quality of the public places that we share.

Eric Gunderson has practiced architecture in Eugene since 1972 and is a Principal at PIVOT Architecture. PIVOT is working on Bus Rapid Transit Systems (like EmX) in Oregon, Washington, California, and Utah. Eric is the President of the Board of Better Eugene Springfield Transit (BEST).

Small Houses, Big Impact

Continued from page 1

throughout the world, factors such as over-crowding and unequal resource distribution continue to deepen the rich/poor divide, fraying the social fabric.

Today's Solutions

As individuals and communities adapt, the notion of going back to basics is shaping new living arrangements. The romantic small cabin has morphed into a hip 21st Century villa through the work of homesteaders, builders, designers, and writers like Sarah Susanka, author of the Not So Big House book series.

As sustainability has become paramount, the small house has come to represent eco-conscious living: A small footprint preserves land and minimizes resource extraction, and the compact form reduces energy use. Often supplemented with high-performing envelope and high-efficiency equipment, the modern small house is cheap to heat and cool. According to a 2010 report, the Oregon Department of Environmental Quality found that "reducing home size by 50 percent results in a projected 36 percent reduction in lifecycle greenhouse gas emissions."

The small-house movement has progressed beyond the alternative realm, gaining strength within main-stream America, whose average household size declined from an average of 3.1 to 2.6 people between 1970 and 2012 (US Census Bureau). Small homes appeal to diverse demographics: retirees seeking

to downsize, families prioritizing affordability and sustainability, and younger folks preferring agility and mobility over cargo and stability.

Endorsing and promoting compact living and urban infill, communities across North America have drafted land-use regulations that encourage construction of small homes on already-developed properties, introducing the Secondary Dwellings Unit (SDU) housing prototype. Such accessory structures are gaining popularity and the SDU's minimal code-mandated footprint is touted as an added-value feature.

How Can it Work?

After decades of believing that a bigger house is a better house, it seems daunting to fit our active lifestyle into a modest footprint. Planning homes that are both compact and expansive requires creativity, discipline, and careful integration of small-house design principles. These may include overlapping activity areas, linking spaces into a continuous flow, defining sub-areas within larger spaces, utilizing space-saving elements, allowing for long views, carving cozy alcoves, maintaining visual connections with the outdoors, and providing ample daylighting.

Right Here, Right Now

Consistent with Eugene's reputation for environmental consciousness, local designers, architects, developers, and builders are creating small houses with big impact. Neighborhoods in our area

are dotted with exemplars of super-small lots, efficient townhouses, not-so-big homes, ADU's, cottages, and movable mini-dwellings. A recent Taunton Press book, *Cabins & Cottages and Other Small Places*, includes projects by local architects David Edrington, Michael Field, Erin Moore, and Nir Pearlson.

Tomorrow

The Demand Institute's May 2012 report *The Shifting Nature of US Housing Demand*, predicts that "The size of an

average new home is expected to continue to fall..." As the small house movement leads us toward positive change and appropriate living patterns, may we all consider going small!

Nir Pearlson has practiced architecture in Eugene since 1995, and established his firm in 2003. The firm provides architectural services on commercial and residential projects, with a focus on sustainable design.

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A sustainable SDU by Nir Pearlson in a hidden garden near downtown Eugene.



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ARCHITECTURE AS A BACKDROP TO LIFE

Rowell Brokaw
Architects



Becoming a River City



EWEB property looking south.



Architectural rendering looking south.

We might not think about it much, but running right through the middle of our city is a phenomenal natural and cultural resource — the Willamette River. While Eugene’s first residents and early industries clustered near the river, the city’s urban core has shifted over the generations.

It’s not every day, or even every century, that we have the chance to reconnect our downtown with the extraordinary natural resource that shaped our city. Eugene now has a chance to reclaim its riverfront, and like many other cities nationwide, create a community gathering place in a unique, economically vibrant neighborhood along our downtown waterfront.

Leaving a Legacy

Since its inception over 100 years ago, the Eugene Water & Electric Board has had a steady presence on the riverfront. Recognizing the incredible potential to put the site to a higher, better community use, the utility moved its field operations to west Eugene, making the industrial property available for redevelopment.

EWEB sponsored the community-inspired master plan design and property rezoning efforts, ensuring that even the boldest ideas for the property’s future adhere to the core values publicly expressed throughout the planning process: **balance high quality, mixed use development with riparian protection, improve public accessibility to the river and new open space, and celebrate the site’s history and unique character.**

After carefully vetting potential redevelopment teams, the utility’s elected Board is now poised to select a master developer to carry this vision forward.

A Worthy Investment

EWEB is not a redevelopment agency – our core mission is the delivery of power and water. But this once-in-a-lifetime chance to create a landmark destination and support downtown revitalization deserves our attention and best efforts. Private development of prime riverfront property will not only infuse the area with a lively combination of new places to work, eat, shop and play, it will generate additional tax dollars that support essential public services.

The careful planning and site preparation work is beginning to bear fruit, with three highly capable development teams ready to transform the existing vacant, asphalt lots into a beautiful, green waterfront district.

New development is underway in the neighboring Courthouse District, paving the way for a more prominent connection between downtown and the last step to the river — the EWEB property. The ripening potential really can’t be overstated. Eugene is on the verge of becoming a river city.

eweb.org/riverfront





Eugene's Riverfront Has a Long History of DEVELOPMENT



Frequent flooding of the Ferry Street area wiped out many early businesses until dams were constructed in the mid-20th century.

At left: A boat floats in the millrace which helped spur early progress in Eugene.

By Lance Robertson

Eugene Water & Electric Board

Long before the Eugene Water Board (now EWEB) came to occupy its riverfront acreage near downtown Eugene, the site and surrounding area was a place of historical significance, including an early electric power plant, numerous industries, and significant manufacturing for the city and the entire southern Willamette Valley.

The location of this commerce hub was within sight of city founder Eugene Skinner's homestead at the base of the butte that now bears his name and just south of the river ferry he operated. It was here on the Willamette River that the town was initially transformed from Skinner's pioneer dream to a thriving regional commerce center.

In all, nearly two dozen businesses and industries rose and fell between the early 1850s and the late 1920s, in an area roughly bounded by the Willamette River to the north, Hilyard Street on the east, Eighth Avenue to the south and High Street to the west. Many of these businesses were located around the Eugene millrace, which emptied into the Willamette River just upstream from the Ferry Street Bridge.

Some of those early businesses also were wiped out by frequent flooding of the area, and the Willamette River changed course dramatically on several

occasions, until the U.S. Army Corps of Engineers completed construction of a series of dams farther up the river starting in the mid-20th century.

The Millrace: Center of Attraction

Eugene's millrace formed Eugene's industrial heart that turned the wheels of progress for more than a half-century.

Hilyard Shaw, an early homesteader and pioneer, first saw the possibility of connecting two side channels, or "sloughs," of the Willamette River to spur industrial and commercial development. In 1851, Shaw received a large donation land claim on what is now University Street. Later that year, he and some partners created a ditch between Ferry and Kincaid streets, using oxen to pull wooden scraper-blades to connect the two sloughs, in effect creating a Willamette River bypass and carrying water farther downstream. At about Sixth Avenue and Mill Streets, the millrace split into two "tailraces," or arms, before extending north and spilling back into the Willamette.

Shaw built a sawmill along the millrace followed in 1856 by a flour (grist) mill. Shaw's new millrace, and the water power it provided, ushered in an industrial era that accelerated in the latter portions of the 19th century.

Over the next two decades, Eugene's population grew as homesteaders were lured by the promise of free government

land. Eugene was first incorporated in 1862 and had 861 residents in 1870. In 1876, the University of Oregon opened in Eugene, drawing even more settlers, professors, and students.

The period between 1887 and 1906 was the pinnacle of industry along the millrace. In 1887, Eugene Electric Company built a 100-horsepower generator on the millrace.

Through the early 1880s, the millrace was used solely for industrial and commercial purposes, powering mills along its banks and serving as a waterway for farmers to transport their produce to downtown markets. The millrace also was home to a steamboat, operated for a few years along the waterway beginning in 1893. Frequent fires and floods resulted in many of the buildings being damaged or destroyed, then rebuilt or relocated. Ownerships of businesses changed almost yearly.

In 1890, the first of what would become several boat rental businesses opened at Ferry Street. Townsfolk and university students would rent skiffs and row upstream to picnic in the shady groves at the head gates of the millrace. At day's end they could drift lazily downstream to return their boats. By the early 1900s, the millrace came to figure prominently in the university's annual Junior Weekend as the site of canoe fetes, swimming competitions and, eventually, elaborate nighttime

boat parades.

As recreational use increased, residents began to consider the millrace an idyllic amenity and built fashionable homes along 11th Avenue, with their backyards along its banks, including the Calkins House and Patterson House. Eventually, disputes arose between residential and industrial interests about easements and the widening and deepening of the millrace. So fierce was the debate that a few impassioned residents resorted to showdowns at gunpoint. The dispute was eventually settled in 1916 when the Oregon Supreme Court ruled that the millrace could be widened just once to 50 feet.

Following the typhoid epidemic of 1906, Eugene residents voted to create a citizen-owned municipal water utility, first called the Eugene Water Board. This action set in motion the eventual disuse of the millrace. Bonds approved by voters purchased the water system from the private owner and financed construction in 1911 of the Walterville hydroelectric generating facility. It remains in operation today.

The Walterville hydro plant was initially constructed to run the water pumps for the new city-owned water system. But utility officials soon were selling surplus electricity to businesses, industries and eventually homes. The

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growing use of electricity as a source of power lessened the importance of the millrace. By 1928, all mills stopped using the millrace's water power. Much of the lower millrace was covered over in the 20th century. Some remnants of the original millrace mills survived well into the 1990s.

Today, there is a resurgence of re-development on the original site of the lower millrace and surrounding area. One example of the changing landscape in recent years is the Wayne L. Morse United States Courthouse, completed in 2006, as well as the new headquarters for Northwest Community Credit Union, which is under construction.

Wiley Griffon's Home

Wiley Griffon, among Eugene's earliest African-American residents, came to Eugene from Fort Worth, Texas, in 1891 with his employer, railroad entrepreneur Henry W. Holden. In 1909, Griffon purchased a small home near Fourth Avenue and Mill Street, on riverfront property near the current EWEB Employee Credit Union.

Despite an exclusion clause in Oregon's constitution that made it illegal for African-Americans to settle in the state, Griffon was a well-known and popular resident. He became a driver for Eugene's first streetcar system — Holden's mule-powered trolley cars that rumbled slowly up Willamette Street.

The mule car line never thrived, and by the turn of the century it died out entirely. Wiley Griffon took a series of jobs, including janitor at the university dorm, restaurant worker, and waiter on a railroad dining car. At the time of his death in 1913, at age 46, Griffon was working as a porter at the Elks Club. The location of his grave in Eugene's Masonic cemetery, and the fact that the Elks Club paid for his funeral, indicate the great respect this African-American pioneer earned during his 22 years in a nearly all-white community.

EWEB's History on the Site

The Eugene Water & Electric Board's

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history on the site dates back to the 1920s. For a number of years after the utility's formation in 1911, water was pumped out of the Willamette and the utility moved its water source to the McKenzie River in 1927.

The steam plant—built in the Art Deco style—was completed in 1931 initially provided a backup supply of power. The utility later purchased the existing steam-heating company and began using the plant to provide heat to customers. The original water-intake pipes for the plant can be seen along the banks of the Willamette River.

For many years, EWEB burned by-products of wood processing to generate steam but converted to natural gas as a fuel source in the 1990s, to comply with new air-emission regulations. At that time, the original steam boilers were shut down and natural gas boilers were installed on the east exterior of the steam plant. A dwindling base of customers that began in the late 1990s, as well as an aging steam-distribution system in need of expensive upgrades, led the utility to shut down the steam operations by 2012.

EWEB constructed its own headquarters on the site in 1950, moving mainly from offices at city hall. The “Quonset-style” warehouse, as well as the vehicle maintenance and repair shop, also were built then. In 1988, EWEB completed construction of its new headquarters building, which still serves as the administrative and customer service center. Field operations, such as electric line crews and water construction, were relocated to the new Roosevelt Operations Center in 2010, creating about 17 acres of surplus property that previously served as the utility's storage yard and general field operations.

The headquarters building is not part of the surplus property declared by EWEB Commissioners. The old warehouse and operations building are part of the surplus property and either will be repurposed or redeveloped by a master developer selected by EWEB.

Lance Robertson is Eugene Water & Electric Board's Public Affairs Manager



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Design Awards Highlight Excellence

Every few years the American Institute of Architects SW Oregon Chapter (AIA-SWO) hosts its Design Awards, a highly-anticipated event showcasing recent work of member firms and practitioners. The Design Awards is unique because of its focus and format. It is intended to highlight achievements in design excellence and to demonstrate to the public the value that design expertise brings to our communities. It honors the architects, clients, and consultants who work together to enhance our built environment.

An invited jury comprised of nationally respected design professionals selects winning projects based on the quality of the work, a process of deliberation and selection that takes place over the course of a full day and often involves lengthy debate. This year's Design Awards was held in May and involved four jury members selecting from among dozens of projects.

For more information and to see winners, go to www.aiaswo.org and click on the Design Awards tab at the top of the page.

Piercy: It's About Choice

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infrastructure. Students study and see in practice the mechanics of the building that manage temperature, light, use of energy, and much more. Those students who live in the adjoining student housing learn through living in apartments and communal spaces that embody best practices. Here is a design that is leading the way in how it brings its facilities, living, teaching practices together to "walk its talk". Or, another key example is the Broadway Commerce Building that is a very successful deep renovation of an older structure, making it vibrant and useful for modern business needs and economic development, while at the same time capturing much of the charm of the original building. The windows look out into the community and the community looks into the building. It is the heart of our downtown.

Social equity is an important community value that is demonstrated in our very high quality affordable housing stock. Here in Eugene you would be hard pressed to discern which housing has been publically provided. Instead of a vision of "projects" we have well designed housing for low or modest income community members that demonstrates respect and fairness. Each have the benefit of efficiencies that save money and resources through building functions and landscape design. One example I

have recognized is Willakenzie Crossing, which offers accessible, top-notch housing for folks with modest incomes and/or developmental challenges.

Another is Roosevelt Crossing, a 72-bed housing development specifically designed for ex-offenders that "promotes positive energy, resource efficiency, and where they can receive services that integrate them back into the community".

I'll close with a few words about City Hall. I have long cared for City Hall. I like its openness and nod to democracy. I like the plants and vegetation and the chambers. I mourn its neglect. It's been on hold for years because there's always been a case for other priorities.

However the decision had long been made that the city intends to build a new City Hall on the same site. In this latest round of discussion we looked at renovation. The conclusion was to stay on the path to a new building, to phase in such a new building over time and within our means, to save as much parking and as much of the council chambers as practicable.

I know AIA-SWO members have discussed the pros and cons and the architect community has opinions as varied as the rest of us, but all conclude we should have a City Hall to be proud of. In the end, it will all be about choice.

Kitty Piercy is the Mayor of Eugene

Architecture Supports, Speaks to How We Live

By **Kitty Piercy**
Mayor of Eugene

It's time for the AIA People's Choice Architecture awards, and like every year, I look forward to taking part in it. It's a wonderful opportunity to see some of the work of local architects, and to learn more about what's currently going on in the field. Like most people who will take part, I have no particular expertise and quite a lot of interest. Architecture speaks to how we have lived, are living, and hope to live. It is an embodiment of our best hopes and aspirations individually and as a community. Like art, public opinions, tastes, and goals differ.

As Mayor of Eugene, I've been very interested in how architecture supports the city in achieving our community goals to care for the well being of all who live here, to protect our natural resources for future generations and to strengthen our economy. Northwest architects have long been engaged in building innovative well-designed structures that honor this special place, help us live in careful consideration of resource management and reduction, in healthy safe buildings, that fit into and respect the natural landscape.

As we have reinvigorated our downtown, architects have played major roles that I have recognized in the annual People's Choice Awards. For example, the Lane Community College Learning Center is designed to embed sustainable practices in every part of its buildings. It is an innovative building that teaches through the transparency and accessibility of its green building

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**Eugene Mayor
Kitty Piercy**



Public/Institutional Architecture: Sprout! Regional Food Hub/Arbor South Architecture



Landscape: Hop Valley Brewery/Dougherty Landscape Architects

The annual People's Choice Awards is sponsored by the American Institute of Architects, Southwestern Oregon Chapter in collaboration with the American Society of Landscape Architects, Willamette Valley Section of the Oregon Chapter. The awards educate and inspire by showcasing architecture, interiors, and landscape architecture projects created by chapter members and demonstrates the important role of the architectural to the public.

2014 People's Choice Awards

Cast your vote at the Lane County Home Improvement Show at the Fairgrounds in Eugene from October 10-12.

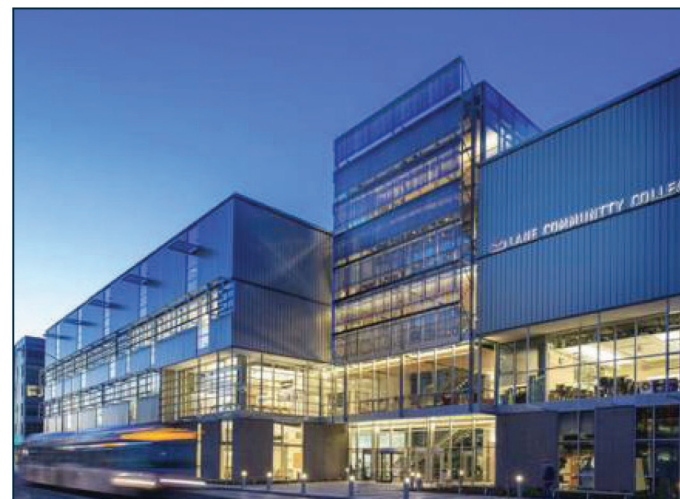
2013 PEOPLE'S CHOICE WINNERS



Unbuilt/Research/Master Planning: Pyrenees Vineyard & Winery Event Center/Architecture Building Culture



Commercial Architecture: First on Broadway Mixed Use/Rowell Brokaw Architects



Mayor's Choice Awards: LCC Downtown Campus/Robertson | Sherwood | Architects



Interiors: The Penthouse/Arbor South Architecture

