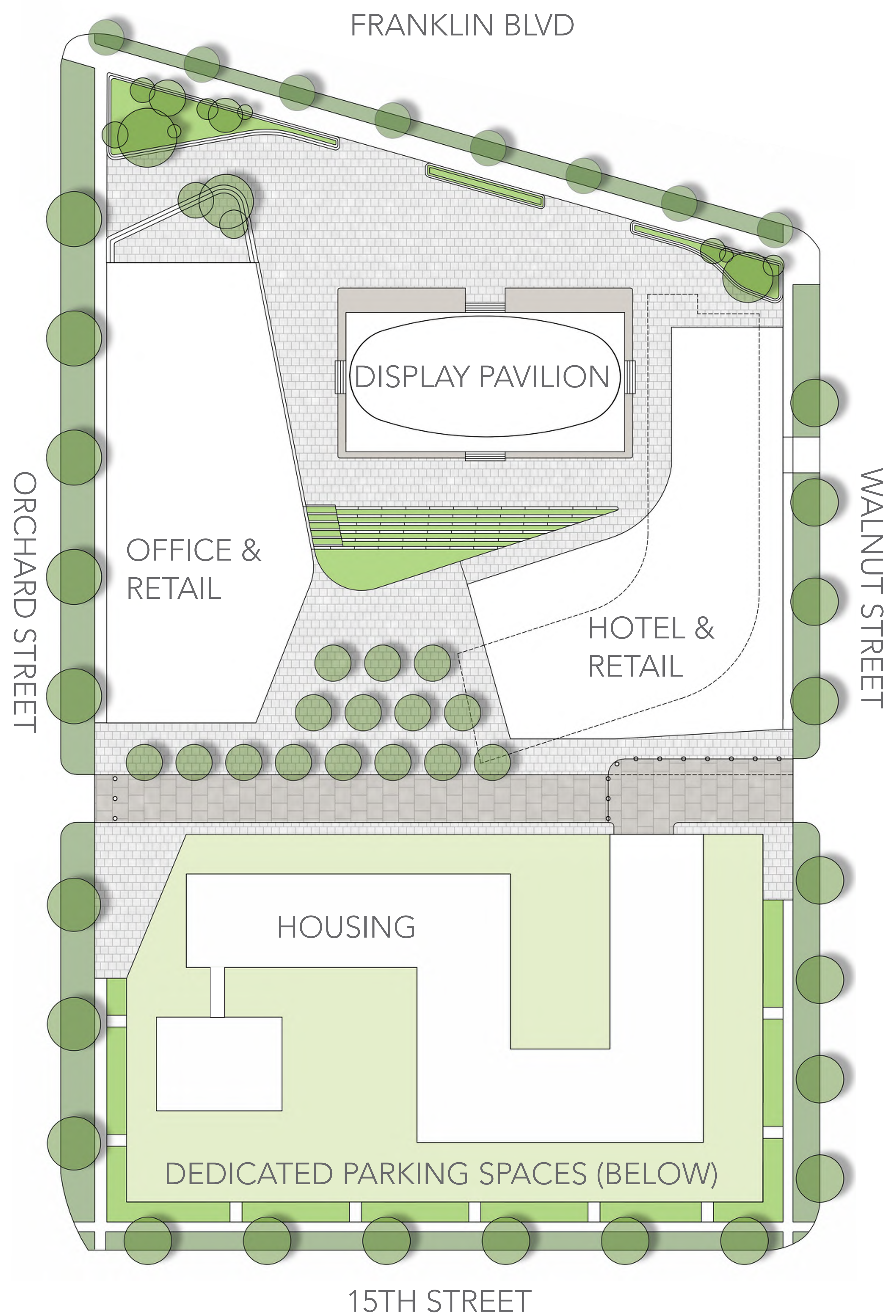


WALNUT STATION PLAN

Established in 2010, the Walnut Station Specific area plan intends to transform the current automobile focused area to create a vibrant mixed use, pedestrian focused area.

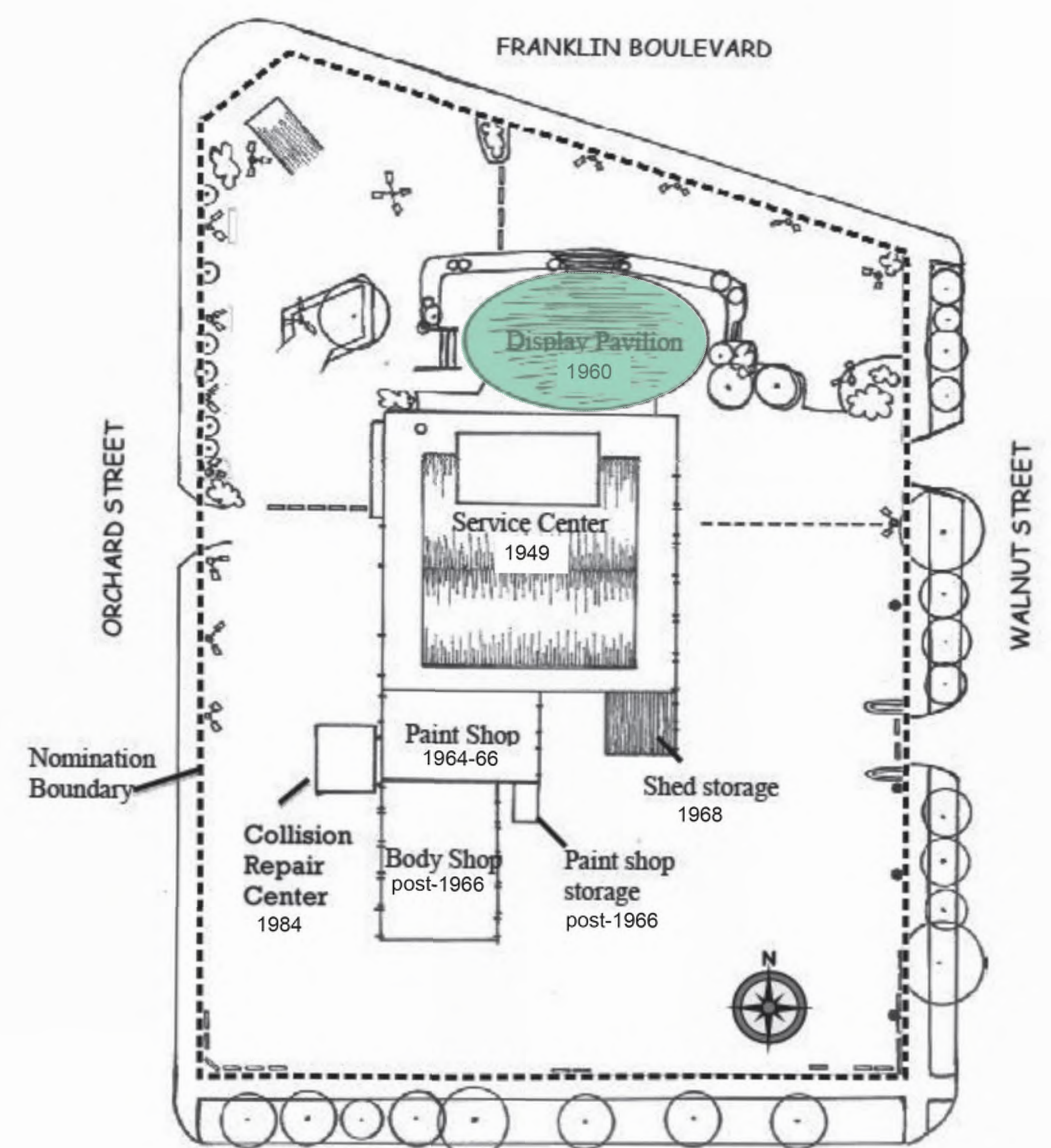
- Build a diverse mixed use development including hotel, office, and housing.
- Develop appropriately scaled building masses along Franklin Blvd and 15th Ave.
- Recognize 15th Ave as a transition area between residential and commercial zones.
- Program the site with a mixture of uses to enliven the site at multiple times of the day.
- Provide dedicated parking to promote alternative transportation methods within the area.
- Encourage the use of transit, walking and bicycling through safe provisions to serve all travelers.





THE DISPLAY PAVILION

- The existing building has been listed on the national register of historic places in 2011.
- Period of significance is 1960
- Criteria A: Location along Franklin Boulevard
- Criteria C: Display Pavilion designed by Eugene Architect Balzhiser, Seder, and Rhodes
- Site is 4.14 Acres and includes 7 additional interconnected utilitarian buildings constructed over a 50 year period.



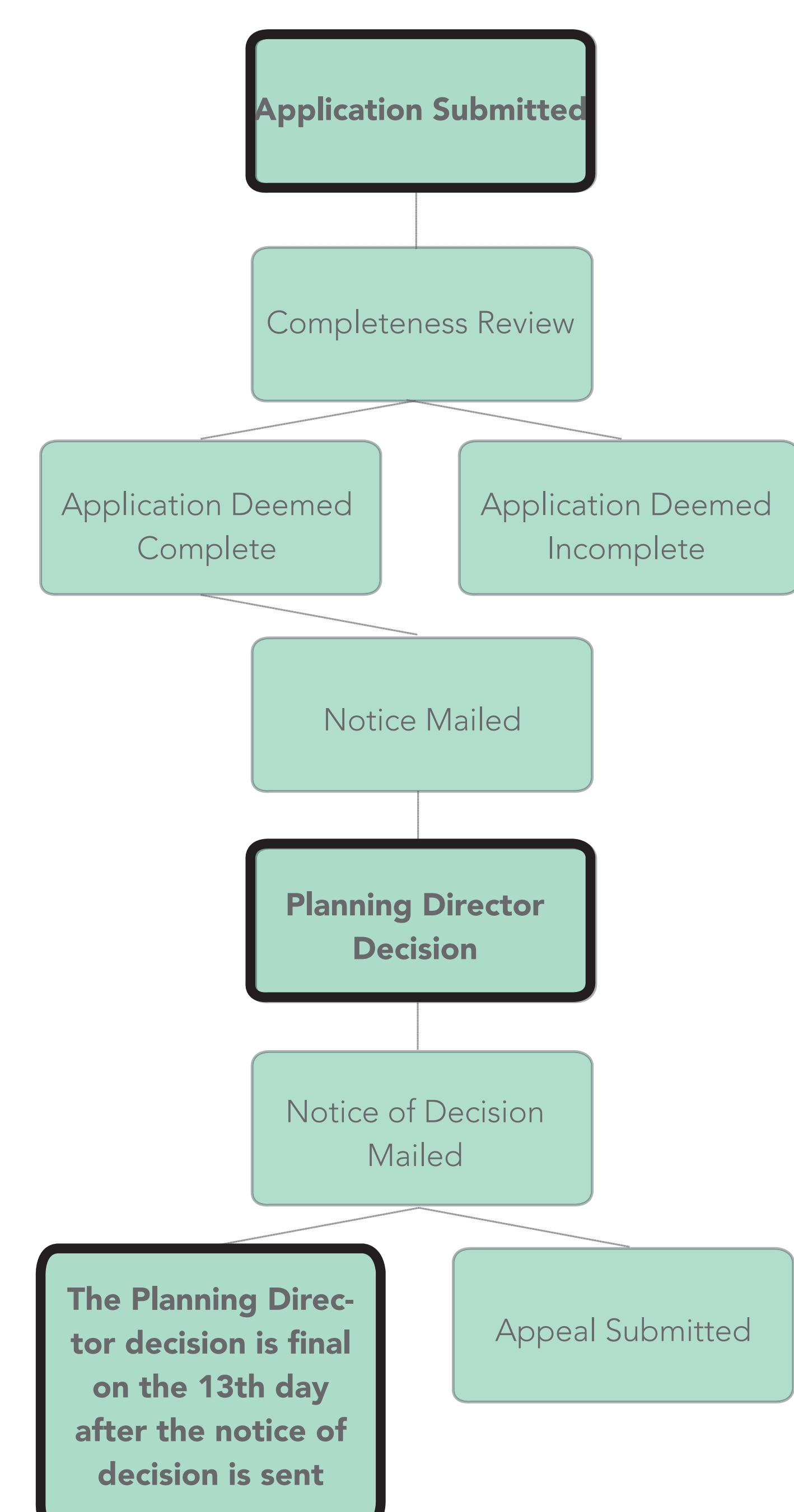
2020 FRANKLIN BLVD
EUGENE, OR 97403
SCALE: NONE

EAST 15th AVE

TYPE II REVIEW PROCESS

The development requires a Type II Review process and will comply with all zoning to ensure a sensitive response to the historic structure.

The proposed development will be reviewed by the City of Eugene, as a historic property alteration, conforming to Chapter 9.8150 of the City's Land Use code. The formal application has not been filed. The submission is anticipated for April 2019.



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project[^]

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REHABILITATION

The proposed development is keyed to the preservation of the iconic Display Pavilion. Proposed work will return the building to its original appearance. The project anticipates a low-impact use, such as a café or retail, while adding a small insertion at the south. The insertion infills the existing opening that previously connected to the existing utilitarian building.

The development concept is a “Robin Hood” project whereby preservation of the Display Pavilion becomes feasible as part of the economics of the full site development. The totality of the development is critical to the rehabilitation of the Display Pavilion.



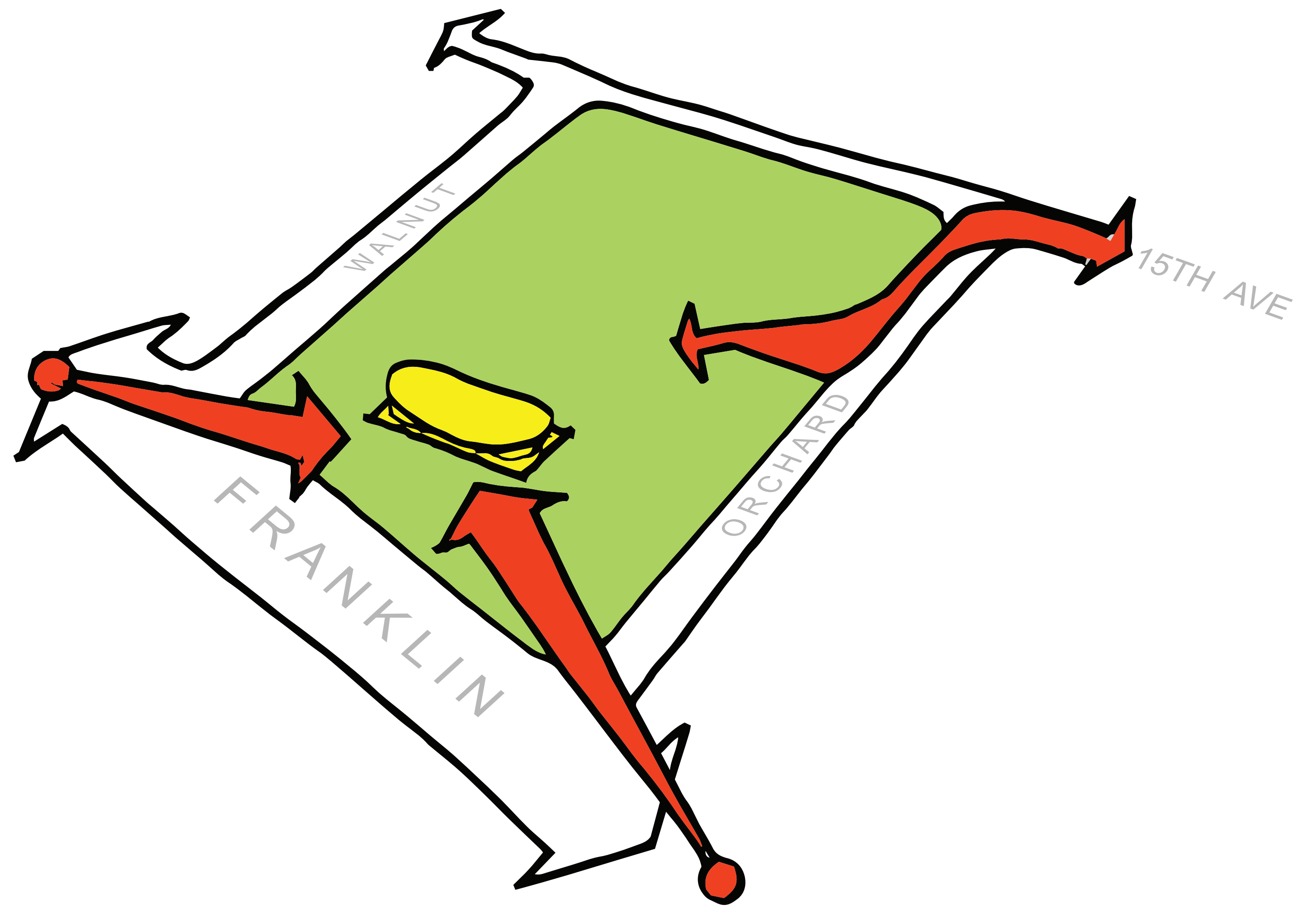
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project[^]

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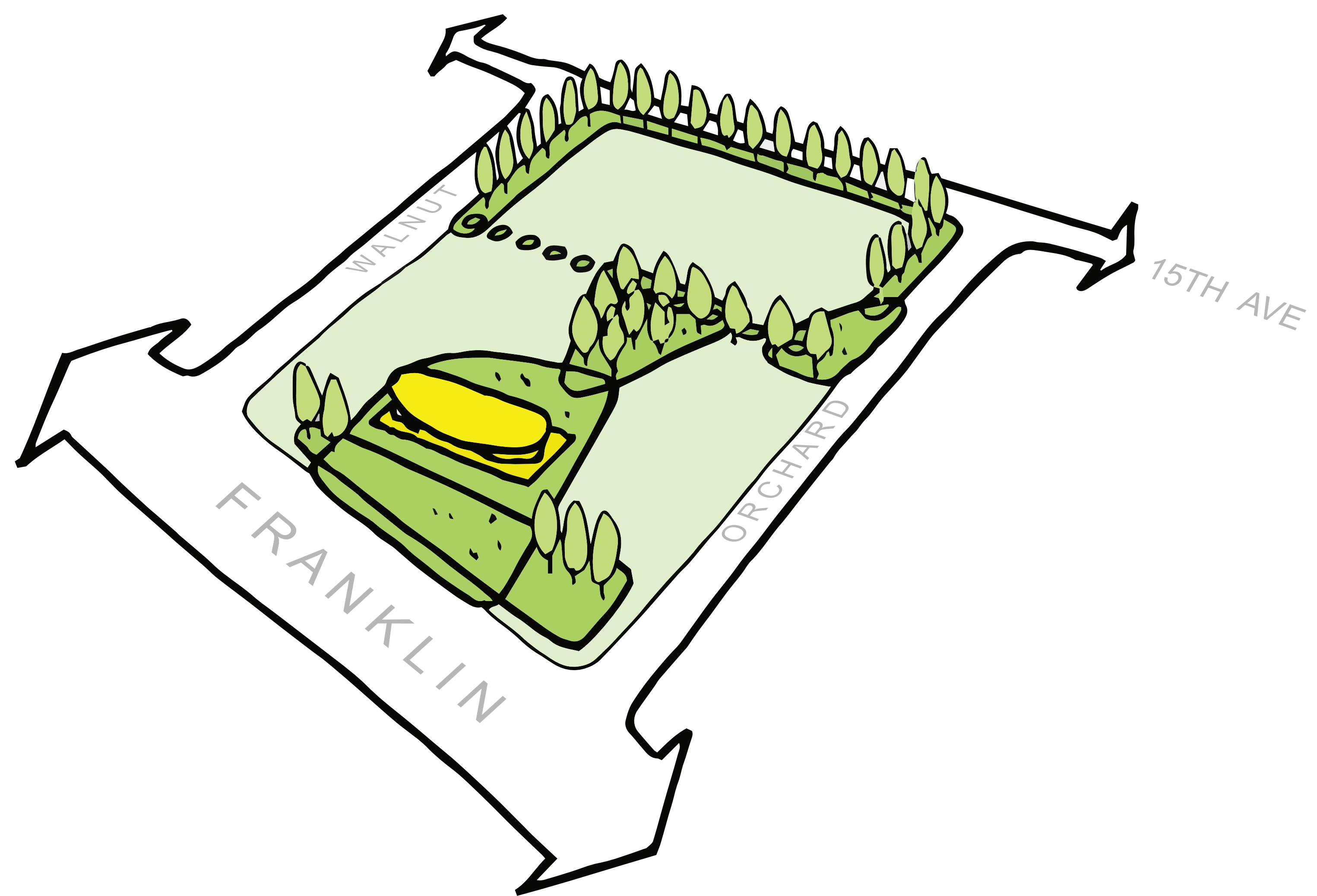
CAMPUS GATEWAY

- Transform the site into an **eastern gateway**, connecting the city and the campus with signature architecture that embodies a strong **sense of arrival**
- Restore the legacy and distinctive character of the display pavilion building to create an **icon** to the new development
- Renew the display pavilion by giving it a contemporary purpose to serve as a **dynamic indoor/outdoor cafe** and act as a backdrop to the open space.



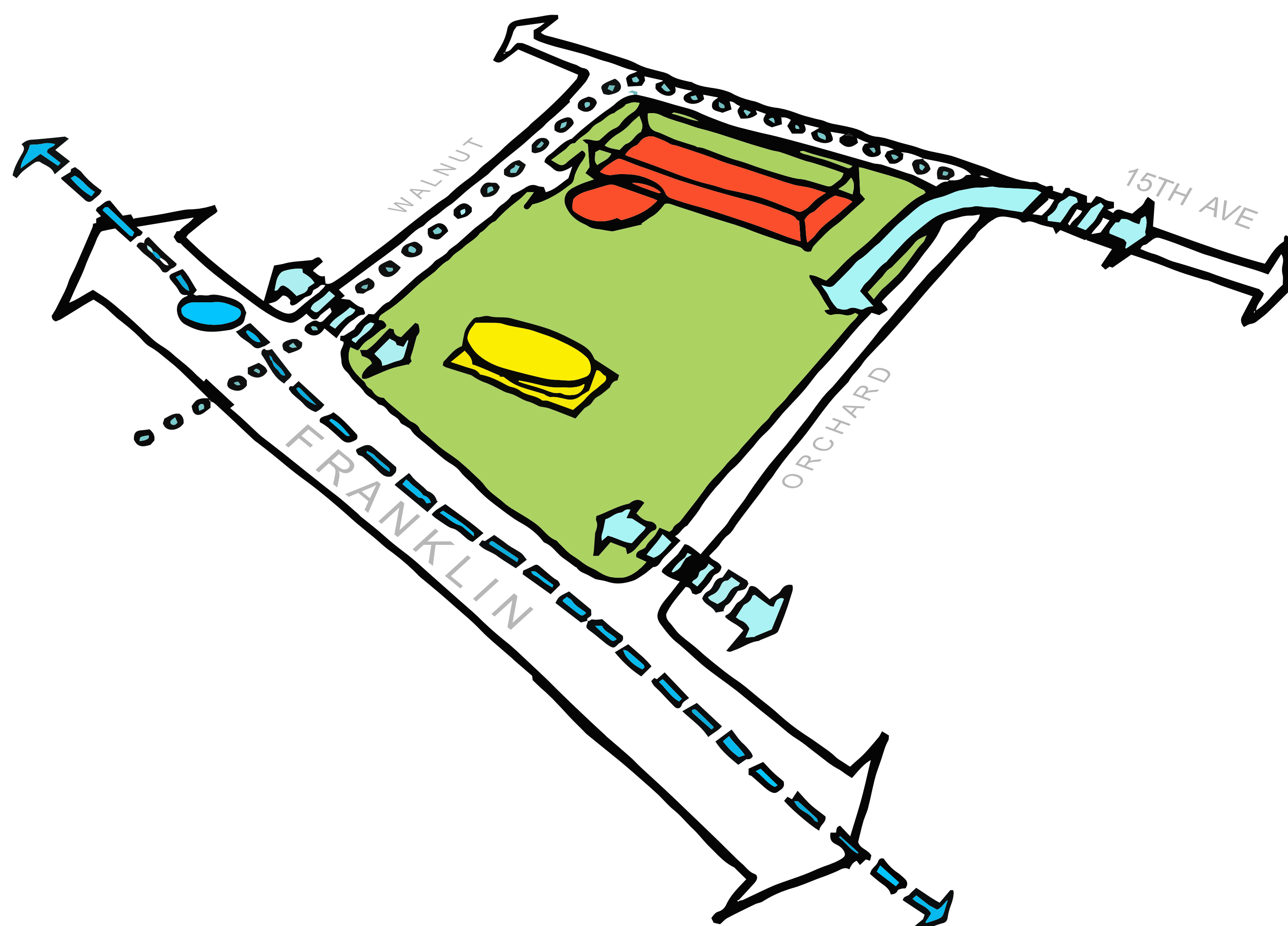
UNIVERSITY VILLAGE

- Echo the variety and intimate scale of **university green spaces** with a collection of mid-rise buildings that **activate the edges of the public realm**.
- Program the site with diverse functions (academic, retail, hotel, and residential) to create a village atmosphere that is **dynamic day and night**
- Display **environmental responsibility** through visible forms of sustainable innovation



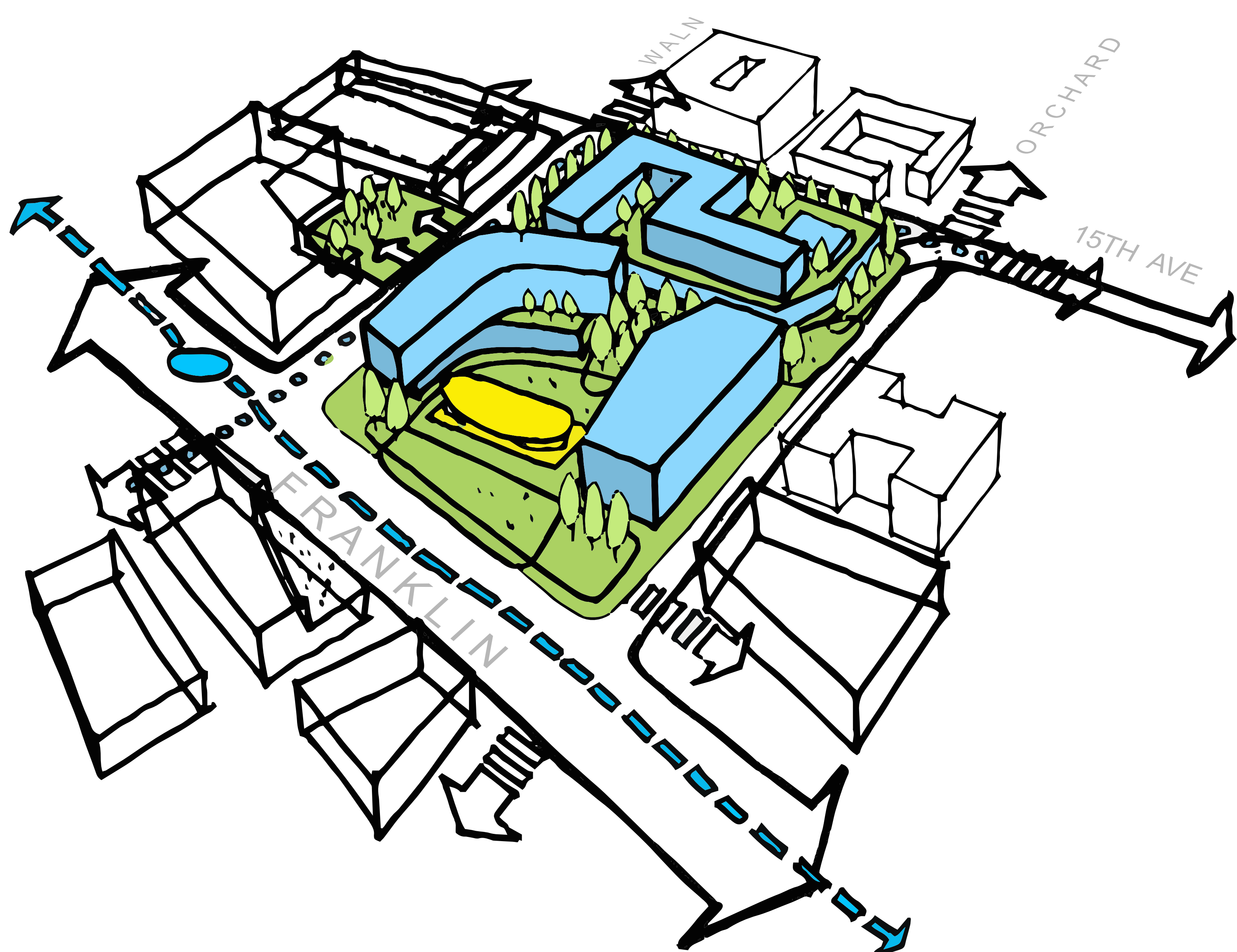
DISTRICT HUB

- Build a **dedicated parking** facility on site to alleviate spaces at smaller campus parking lots
- Establish the site as a **park and ride hub** with connections to public transport.
- Enhance the **bike and pedestrian framework** that feeds into larger city networks



FUTURE CATALYST

- Build a **distinctive development** with the highest levels of craft; setting the architectural tone for future construction of surrounding parcels
- Create a dense mixed-use development along Franklin Blvd and a **graceful residential scale along 15th Street**
- Create a design that is **forward-looking** and **specific to Eugene**
- Bring dynamic businesses and amenities to the area to **support a vibrant local economy** and encourage future growth

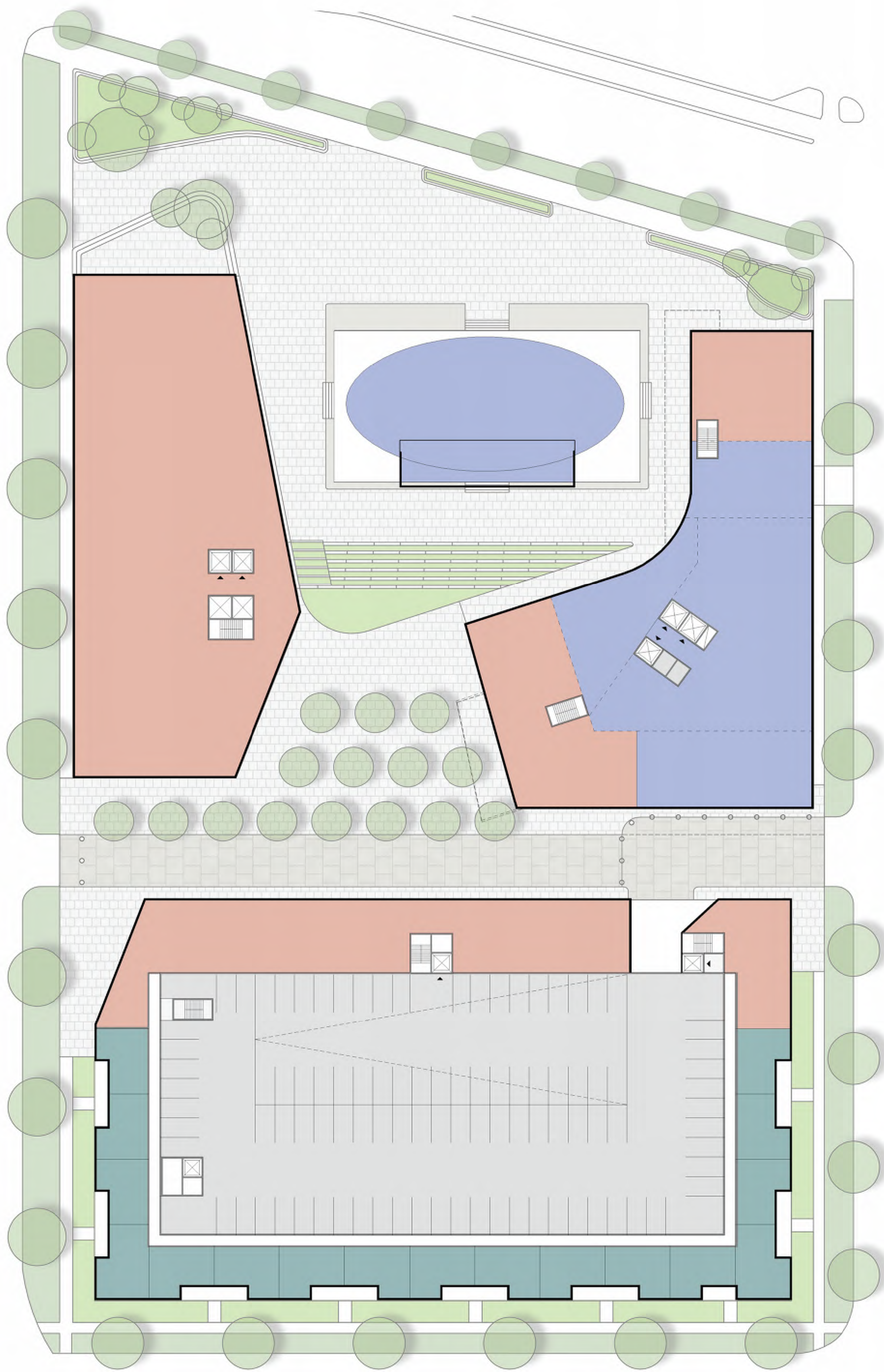


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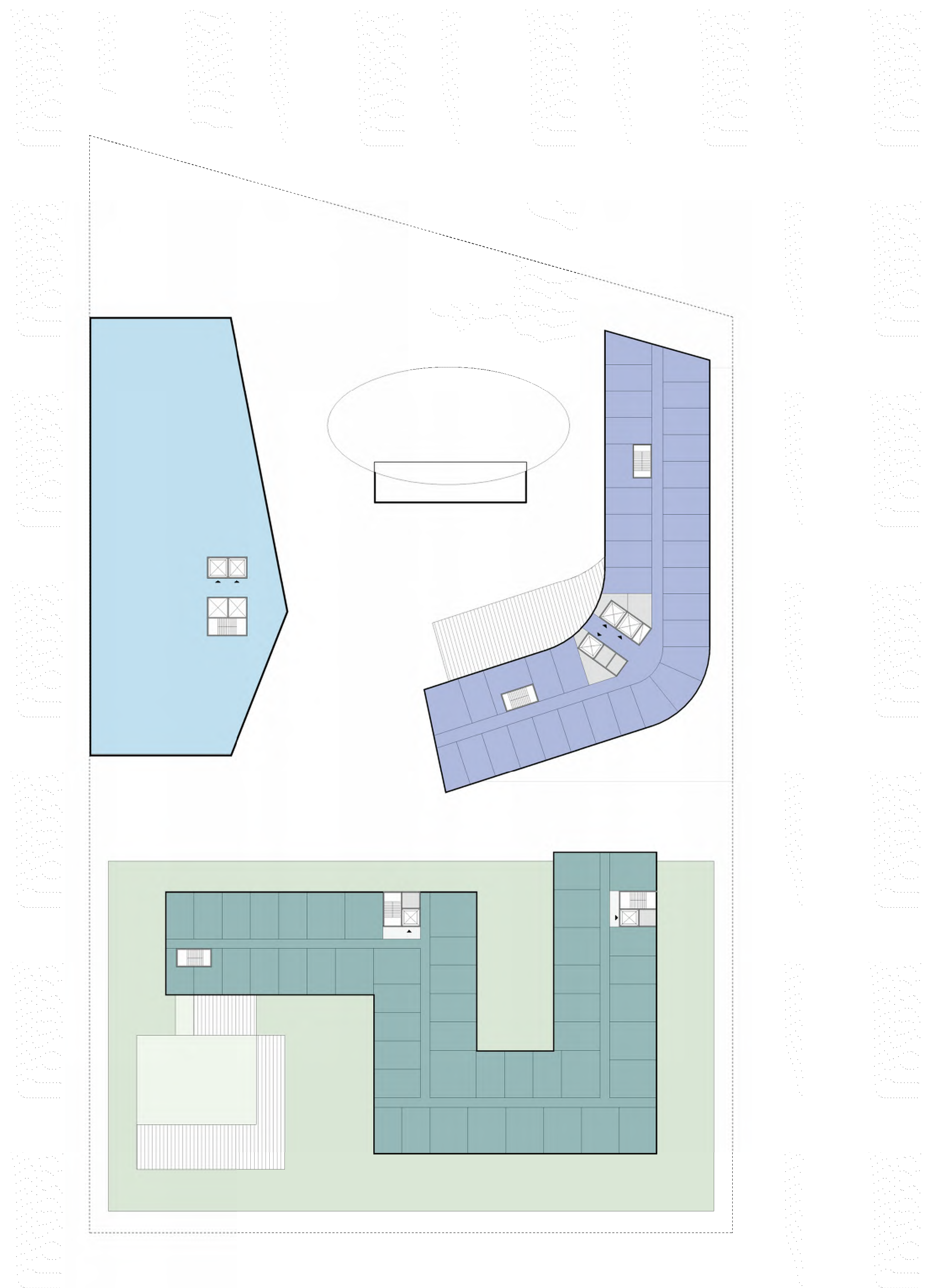
project[^]

ZGF

PROGRAM ELEMENTS



Ground Floor Plan



Typical Floor Plan

- Hotel
- Housing
- Office
- Retail
- Parking
- Service

