

CRESCENT VILLAGE: URBAN DESIGN REFINEMENTS EUGENE, OREGON

Rowell Brokaw Architects is currently engaged in the long-term planning of the urban community at Crescent Village, involving over \$200M in long-term projects. Crescent Village is a visionary mix of high-quality housing, retail shops and services, and office space with integrated parks in northeast Eugene. Featuring wide sidewalks and a mix of shops, restaurants, lofts, and offices, Crescent Village is a model for future nodal developments in Eugene and Oregon and the Northwest.

The update to the urban design, completed in the summer of 2007, adjusted the structure of the original plan to better achieve Arlie & Company's goals for the village. It makes the open space more interesting and useful for a wider range of residents and visitors, and locates an exciting destination park close to the village center. The urban environment is enriched by creating a network of active streets rather than a singular emphasis on the main street. The mix of building types is richer and the parking strategies more diverse. The plan is more flexible and able to respond to the natural evolution of a growing and thriving community.

Design Team:

Greg Brokaw, John Rowell; From Arlie & Company: Teresa Bishow, Mark Miksis



Crescent Village Townhouses



Crescent Village East





A conceptual sketch of public open-space and mixed-use buildings in Crescent Village, Eugene, OR.



An early sketch of live-work lofts and park-side residential units in Crescent Village. Loose, quick sketches can make a powerful contribution to a project's vision.

CRESCENT VILLAGE: DESIGN AND CHARACTER EUGENE, OREGON

Rowell Brokaw, along with the staff at Arlie & Company have worked on multiple projects at Crescent Village. The incremental development of the village has allowed newer projects to respond to the actual experience of new residents and to changing circumstances in the market. The creation of the village's mix of uses, character and identity has been a process of discovery. Crescent Village literally "learns" from its past as it grows. Openness and nimbleness, within a coherent long-term plan, is the development strategy. A plan that embraces a tangible vision, but is flexible to allow that vision to come to life, is the framework for this to succeed.

Design Team:

Greg Brokaw, John Rowell, Mark Young, Elaine Lawson, Ken Hutchinson, Chad Kirkpatrick, Austin Bailey, Kaarin Knudson, Lorri Nelson, Peter King, Matt Brown; From Arlie & Company: Mark Miksis, Sadie Dressekie, Scott Diehl, Suzanne Arlie, Teresa Bishow