

oregon daily emerald

Wednesday, May 30, 1984

Eugene, Oregon

Volume 85, Number 165

City, University discuss industrial park

By Michael Doke
Of the Emerald

University Pres. Paul Olum met with members of the Eugene City Council Tuesday to discuss a topic of mutual interest — economic expansion and diversity for the region.

And the area to expand should be at an industrial and research park that could be built on the mainly University-owned property between the Willamette River and Franklin Boulevard.

"It could be the most exciting economic development in the state," said Mayor-elect Brian Obie.

Olum, who attended a work dinner session at the Treehouse Restaurant along with members of his administration, agreed with a proposal to construct a riverfront park to be used by software industry companies. The project would be built on the land between the Ferry Street bridge and the Autzen Stadium footbridge. The park could be expanded up the Willamette River as far as the In-

terstate 5 freeway bridge.

"Here's the trouble: the University is standing at a crossroad," said Olum. "People (the faculty) stay here because they believe this could be a fantastic area. But we can't continue with budget cuts like the \$1.2 million this year by the state."

Olum said that the University today, through its academic departments, is probably at the peak of its strength. Professors here, though they are paid 25 percent to 30 percent less than their national peers, are among the best in the country, he said.

"Here's the message: we are standing at a threshold. The University is poised to explode in quality if funding matched the quality of the staff," Olum said.

That quality could come from a riverfront industrial park that would not only attract industry and create jobs but could put the technology gained in the University's science department to work, said Dick Hersh, University vice president.

New technology and knowledge must

be used early in industry to be effective, Hersh said. The University with an adjacent industrial park could compliment this process, he said.

"There are two kinds of ignorance. One is the ignorance that can be solved just by asking a question. The other lies on the edge of knowledge — what we won't know until tomorrow," Hersh said.

"This new technology must be applied quickly; industry feeds on the calories produced by a university," he said.

Don Genasci, associate professor of architecture, said the riverfront project would bring the downtown and the University together; the area would be a piece of Eugene rather than just a park. Not only would industry be allowed to use the area, but some commercial buildings and even residential uses could be considered, he said.

"But, we must retain — perhaps even enhance — the beauty of the area," Genasci said.

Hersh added that one big company should not be given sole use of the park,

but its use should be divided among several technological related industries.

The majority of the land discussed for park development belongs to the University. Most of the rest belongs to the Eugene Water and Electric Board and Agripac, said Jim Farah, of the Eugene Planning Commission.

"It's a hell of a place," said Mayor Gus Keller. "It's a very, very good project that could brighten our future."

Obie said that the University and the council must gather with a joint voice when meeting with legislators. Olum agreed, adding "the council must reinforce the view that the University is important to the future of Eugene."

"When we talk about economic diversity for Eugene, we're talking about the whole southwest part of Oregon," said Councilmember Emily Schue. "We must make this clear to the legislature."

Farah and his associates plan to make a six month study of the project, concluding in January next year.



Clash City University

About 3,000 fans of The Clash were treated to one of the best shows to be staged in MacArthur Court this year. The Clash played songs that delighted their fans and spanned their seven year career. Joe Strummer,

shown above singing next to guitar player Nick Shepard, set the pace for his band's energetic performance. A review of the show appears on page 12.
Photo by Hank Trotter

Senate subcommittee approves \$2.3 million campus building grant

By Doug Nash
Of the Emerald

A new University science building came closer to reality last week, when a U.S. Senate energy and water resources subcommittee approved \$2.3 million for planning and design of the facility.

And the new building is sorely needed, says University Pres. Paul Olum.

"The need is very great," Olum says. "Our science program is one of the best anywhere; we just don't have enough space to house it all."

The building probably would house many of the general sciences, including computer science, material science and optical science, Olum says.

As the emphasis on high tech research continues to grow, the building would serve a necessary function by providing more space for the University's advanced science and technology program, he says.

"The building will be a very comprehensive one," Olum says. "It would be a basic structure for housing our modern sciences, advanced sciences and technical programs."

All the project needs now is money. Oregon Sen. Mark Hatfield expects his Appropriations Committee, as well as the full Senate, to approve the University request. The money is contained in a \$15.3 billion appropriation for a variety of energy and water resources.

Olum estimates the building's total construction cost to be about \$20 million to \$30 million. If the planning money is approved, Olum says the University will request full federal funding for the building itself, perhaps next year.

"This is intended to be federally funded," he says. "But right now we're just in the preliminary stages."

There are two possible places to put the new building, Olum says. The facility could be built in Emerald Hall's current location or it could be constructed as part of a proposed "research park" across from Franklin Boulevard.

The University also has requested \$12 million from the State Board of Higher Education for another science-related capital construction project, Olum says. He emphasizes, though, that the University's main building priorities still are the proposals for new library and architecture facilities.