

Improvement plans underway

Beautification project to give facelift to Eugene

By Jolayne Houtz

Of the Emerald

Eugene will put its best face forward with its new beautification plan that will add landscaping, flowers and other improvements to major roads and highways leading into the city.

The Entrance Beautification plan targets three entrance points into the city: a route from Mahlon Sweet Airport northwest of downtown; a route from Interstate 5 both north and south of town; and the proposed West Eugene Parkway (formerly known as the 6th/7th Avenue extension), which would lead into the city from the Oregon coast and towns west of Eugene.

These areas would receive new or additional landscaping, including plants and trees, special street lights and signs, which would point the way toward tourist attractions or other features like the Hult Center, Spencer Butte, the University and the Willamette River.

Progress already has begun on some projects, such as airport-area improvements and some tree-planting on Franklin Boulevard, while other phases of the project await funding, said Pat Decker, one of Eugene's senior planners.

City planners are being careful to preserve Eugene landmarks in their proposals and to avoid imposing a unified "theme" on each site, she said.

"We want to save the city's

natural views and settings...and make people more aware of those assets," Decker said.

The improvement project, originally proposed in late 1984, is expected to cost between \$2 million and \$4 million, she said. The money will come from state and city funds.

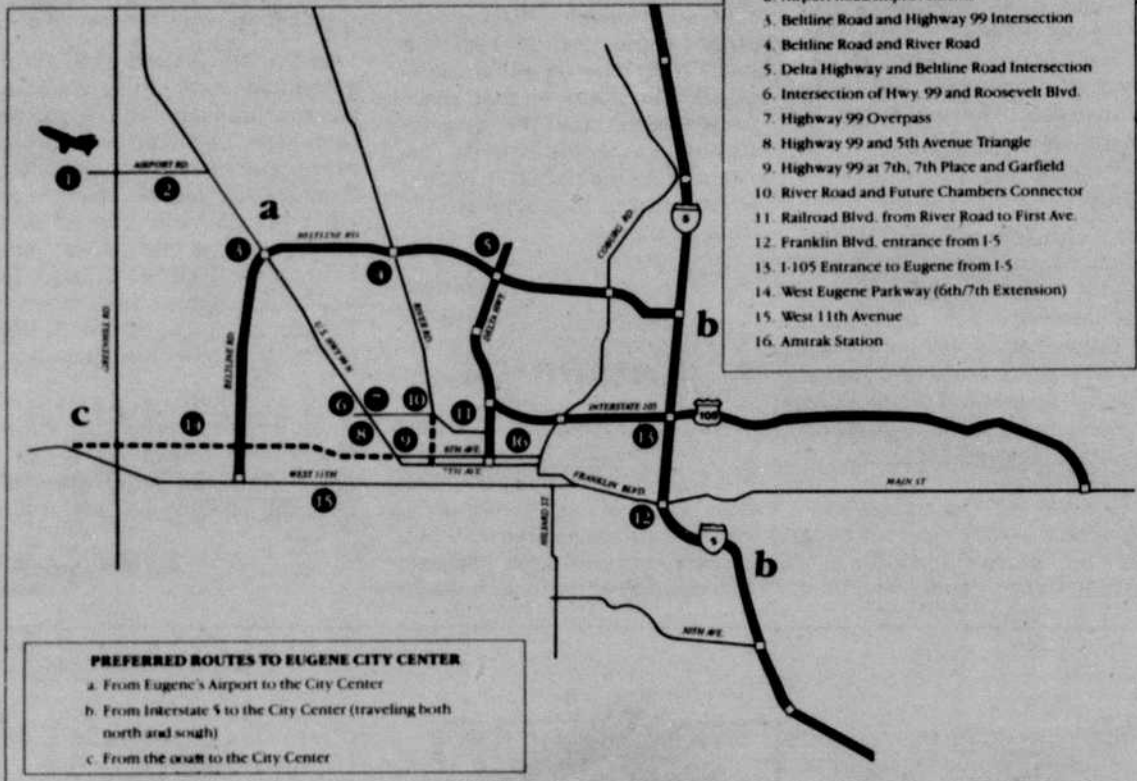
In addition to the three major arterials into Eugene, the plan pinpoints several additional routes into the city, including Highway 99 and River Road, that also need to be improved.

Decker said the Highway 99 overpass area is a top priority for landscaping improvements. "It's hard to turn an industrial area into a park, but you can soften the image."

The city is in the process of negotiating with state officials for state funding of Highway 99 improvements between Beltline Road and Garfield Street, she said.

Some routes into the downtown area need only a little polishing to enhance their natural beauty, including Coburg Road, Franklin Boulevard, and 30th Avenue between I-5 and Hilyard Street, according to the draft plan released in June.

Decker said she has found enthusiasm for the project is growing. "A lot of times, people don't get excited about an issue unless they don't like it," she said, adding that comments



Eugene Entrance Beautification

Graphic courtesy of City of Eugene

about the plan have been positive.

The plan also calls for the involvement of private businesses and community groups to donate materials for specific beautification projects. An incentive plan for private

businesses would encourage the landscaping of parking lots and other existing features with low-cost landscaping materials.

An "Adopt an Entrance" program also would involve civic and community organizations, which could take on coordina-

tion of entrance beautification efforts in specific areas.

Each phase of the beautification process will depend on available funding, so each project will be completed "in bits and pieces over time," Decker said.

Corrections

The Emerald inaccurately reported Oct. 6 that the Asian Studies Program's staff increased by 25 percent. The story should have said that the Department of East Asian

Studies and Literature's staff increased by 25 percent. The Emerald regrets any confusion this may have caused.

On Monday, Oct. 6, the

Emerald incorrectly reported that 82 percent of the energy generated at the Trojan nuclear power plant in Rainier, Wash., was exported to California, and that Trojan produced a surplus

of energy.

The article should have stated that 82 percent of Portland Gas and Electric's sales are exported to California. PGE owns 67 percent of the Trojan power plant,

located in Rainier, Ore. The surplus of energy is produced in the Northwest region.

The Emerald regrets any confusion this may have caused.

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