

MOST CITIES DO NOT HAVE SUCH A
BEAUTIFUL, LARGE, WILD RIVER AS OUR WILLAMETTE.
THE CITIES THAT DO HAVE RIVERS HAVE MADE THEM
TRANSFORMATIONAL CENTERPIECES OF THEIR REVIVED
CULTURE AND CIVIC IDENTITY.

down a city street.

For us in Eugene, buildings that are functional but nondescript can have different fronts that share reference to nature in an architectural coherence. Eugene, with all its creative, entrepreneurial and technology-arts people, as well as its rich arts and culture heritage, can continue its conscious aesthetic of energetic beauty as a general principle of development going forward.

What other suggestions do you have for improving Eugene's urban landscape?

Something else I think about a lot are the entrances to our city.

I imagine how Eugene once presented itself with tall trees, both evergreen and those that have colorful fall leaves and spring blossoms. From the airport, along

Highway 99, from Springfield, from I-5: Each of our ways into Eugene could be lined with trees, plants, sculpture, even if this greenery is only a yard wide. The blue heron on 13th Avenue by the University could be a theme that is repeated on each of these routes, and smaller versions of this heron could be sold as city souvenirs.

Lighting. Greenery on downtown buildings can go a long way to making up for the darkness and alienation of stark walls and outside surfaces. Open spaces for light can be preserved and created.

Just as I imagine beginning now with Glenwood, I see us building a diverse riverside ecology of business and

cultural activity, places to eat and drink, gift and clothing shops, art galleries, bookstalls, boat and bike rentals, tech space and rest centers; it all should have wi-fi.

There could be a place with a screen that shows 24/7 views of local teachers,

visiting artists, enterprising students, programs from UO, LCC, Northwest Christian University, Osher Lifelong Learning Institute, Baker Downtown Center lectures and documentaries, tech talks: our own riverside TEDs.

There could be performance stages for poetry slams, talks, panels. We could take the concept of *en plein air* [painting outdoors] as a principle of creativity and make it "in river air." We can develop the theme that running clean currents of energy is a way of the original, innovating mind — wild and generative, beautiful and nourishing — that is the meaning of our Eugene life. ■

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