Glenwood Riverfront

Instructor:  Rowell Brokaw Architects, John Rowell primary contact and coordinator  
jrowell@uoregon.edu

The Glenwood Riverfront is an urban riverfront redevelopment opportunity initiated by the City of Springfield in coordination with private landowners. Rowell Brokaw Architects is currently engaged with the City and the Springfield Economic Development Agency (SEDA), to lead the Glenwood Riverfront Master Plan Project in collaboration with Walker Macy and a multi-disciplinary consultant team. The site is along a beautiful and accessible stretch of the Willamette River and fronts onto the recently improved section of Franklin Boulevard. The City, landowners and the community envision a vibrant and sustainable neighborhood that promotes density and a mix of housing, focuses on access to the riverfront and open spaces, and incorporates hospitality and commercial opportunities. The Master Plan is establishing a framework of streets, open space, and uses that will be adopted by the City of Springfield to guide future development in this area.

This studio will explore the vertical development potential of the blocks established in the Master Plan. We will begin by researching the context and understanding the planning done to date. We will likely form student teams to come up to speed and establish initial development ideas for the overall site based on the Master Plan. Students will then select specific sites, establish development programs for their site, and carry...
through on the design of the site and building (vertical development). The goal for Winter Term will be an overall understanding and representation of the larger context, program definition, and schematic design on a parcel or block within the overall Master Plan. The second term will explore refinement and design development, culminating in a comprehensive presentation at the end of the term.

Market analysis indicates that multi-family housing with a mix of commercial amenities is the most likely and feasible development type, but we will be open to other program concepts that complement the overall vision. There are opportunities for building re-use and adaptation, as well as parks and public amenities such as outdoor gathering and performance, river-related recreation, as well as ideas from other parks and emerging recreation trends.

Rowell Brokaw Architects is sponsoring the studio. Firm leadership and staff will be engaged in teaching studio, presenting on specific topics relevant to the project and design process, guiding students in formulating programs and development concepts, and reviewing student work. John Rowell will provide overall leadership for the two-terms of studio and will be a regular participant in studio discussion. Greg Brokaw, Peter King, Lorri Nelson, Frank Visconti, and other staff will bring expertise in planning, site design, concept design, sustainability, mixed use housing and commercial, building re-use, technical development of buildings, graphic representation, and all aspects of architectural design. We will also invite technical consultants and landscape architects and planners involved in the Master Plan Project to studio discussions and reviews.