

**Interstate 5 Willamette River Bridge
Design Enhancements December 15, 2009
Open House TALKING POINTS**

Key messages

- Today we are unveiling the preliminary design enhancement concepts.
- We want people to tell us whether we are heading in the right direction with these aesthetic designs.
- People can also comment on the design enhancements through Thursday on our Web site: www.willamettebridge.org.
- The concepts shown are a menu of options which from which the final design enhancements will be selected.
- We are not asking the public to vote in favor of one element over another.
- Next, we will narrow down the concepts to those that are coherent with overall project theme and fit within the budget.
- These concepts along with the public input received tonight and on our online survey will be reviewed by the Community Advisory Group and Project Development Team this Friday.

Design enhancements

- The Design Enhancements show a shared vision of coordination, cooperation, and collaboration.
- We are building an experience over and under the bridge. Design enhancements tell a story about this place over time. We are building an artful place, not a place for art.
- The place has many contrasts: foothill to valley, two cities that connect, industrial south and natural north banks.
- Contrasts can also be gateways and mark transitions.
- People will experience the area at different paces.
- Not only will we get a beautiful new bridge, the community will be giving it to itself through this process.

The Art and Design Teams

- Three Art and Design Teams were hired in a competitive process and each one was formed specifically for this project to focus on a specific location of the project area.
- They are partners with ODOT for involving the community.

- Community members on a Design Enhancement Panel selected the Art and Design Teams and are monitoring their progress while keeping the designs cohesive.
- They were inspired by the work done to date to develop the Whilamut Passage theme.
- All Art and Design Team are based in the Pacific-Northwest. Except for one artist from Seattle, all members are Oregonians. Each Art and Design Team has a connection with Eugene. One is an all-Eugene team.
- Art and Design Team members are specialists of outstanding caliber; for example, two of the firms have been on the cover of the nationally distributed Landscape Architecture Magazine.
- There is a range of diversity on each Art and Design Team—artists, landscape architects, aquatic biologist, educator, etc.

Design Enhancement Panel

- The Design Enhancement Panel consists of eight community members that have committed over 1,000 hours between June and September 2009 and continues to be engaged.