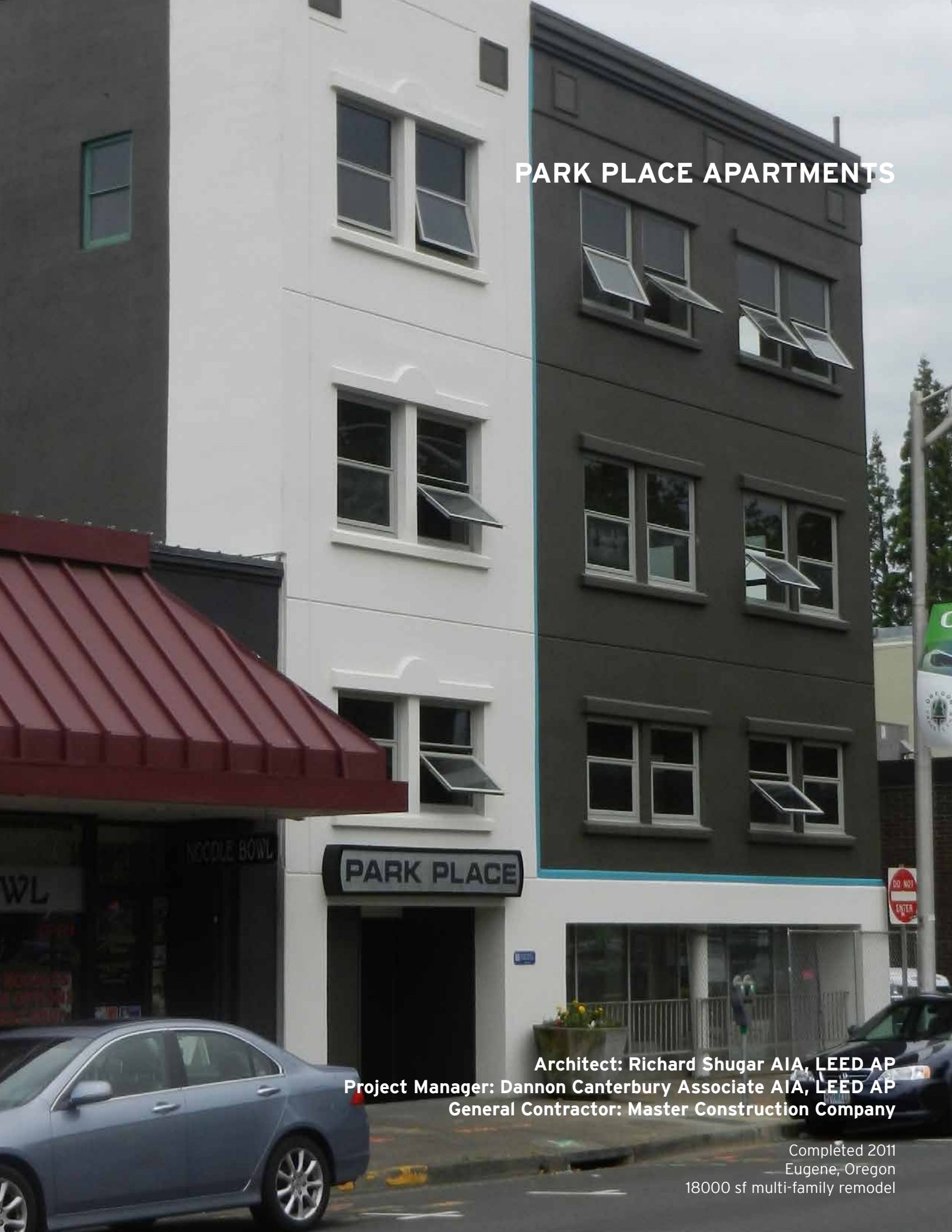
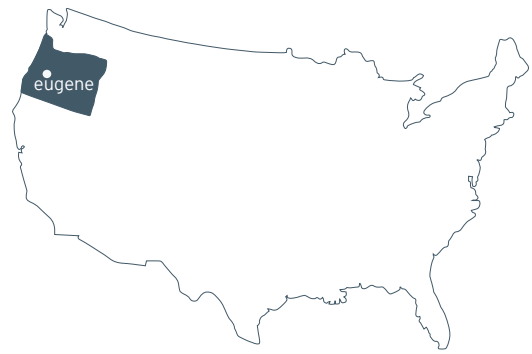


PARK PLACE APARTMENTS



Architect: Richard Shugar AIA, LEED AP
Project Manager: Dannon Canterbury Associate AIA, LEED AP
General Contractor: Master Construction Company

Completed 2011
Eugene, Oregon
18000 sf multi-family remodel



Downtown Site

Located in the heart of downtown, this adaptive reuse project is a significant contributor in the City's aim to revitalize downtown Eugene. Built in 1912 as one of Eugene's first reinforced concrete structures, the Park Place building originally housed a ground level feed store, a Chinese herbalist, and rooms for rent above. In the past 30 years, the building was home to offices for the City of Eugene.

The 18,000 square foot project is located at the east edge of Eugene's celebrated Park Blocks. The central location of the project offers residents direct access to numerous local amenities including Eugene's bustling Saturday Market. The transformation of the building from offices to apartments brings unique urban living opportunities into the downtown area.





Design Concept

The existing four story building offered challenges and opportunities in the conversion from office space to 24 upscale apartments. The building spans the full block between East Park and Pearl streets.

Layout of the apartment units was informed by the existing window rhythm of these facades. The units at the west end provide distinct views over the greenery of the Eugene Park Blocks. The north façade of the building is across the alley from a local coffee shop and bakery and offers upper-story views into the lively building and out to Skinner's Butte and beyond.

The south façade shares its boundary with a single-story retail structure. Design of the upper-level south corner units integrates the existing scattered windows into unit kitchen and living layouts, offering unique downtown views across adjacent rooftops.

A major goal of the project was to design varied apartment options to attract a diversity of residents to downtown, which has limited housing opportunities. Layout of the ground level incorporates 7 studio units while the upper three floors provide a mixture of studios and more spacious one and two bedroom apartments. Aside from the living units, building upgrades include a new stair, a common lobby space, dedicated garbage and recycling room and resident bicycle parking.



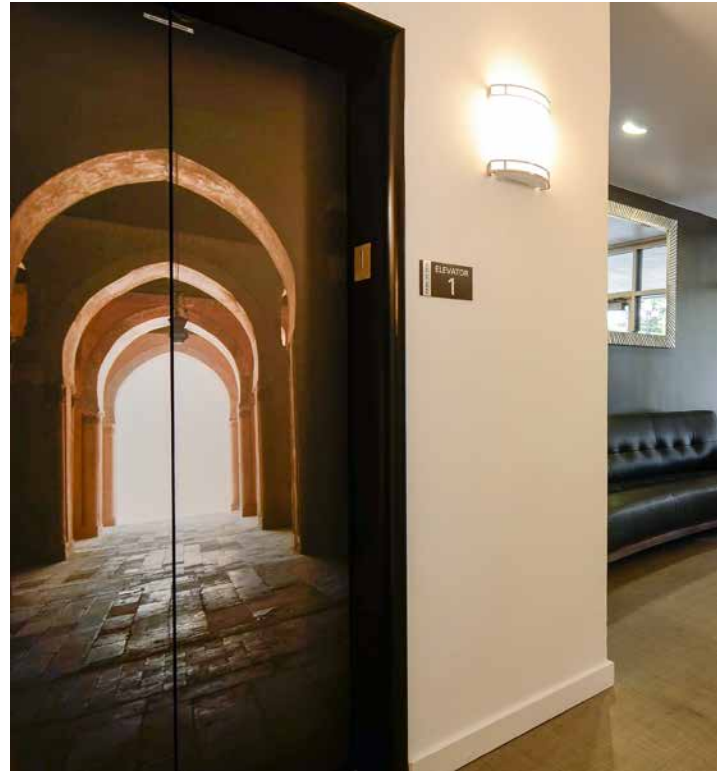
First Floor Plan

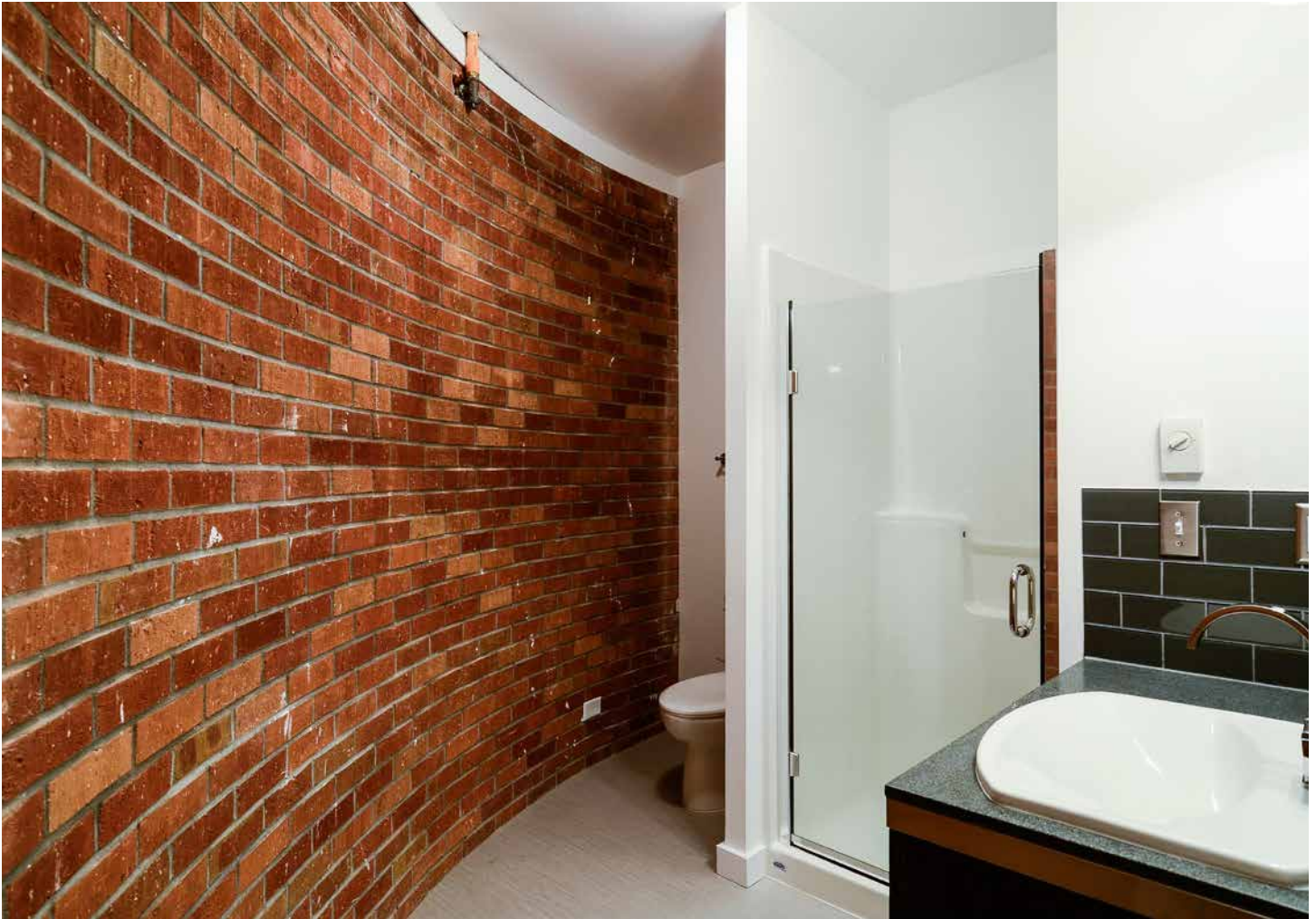


Third-Fourth Floor Plan

Interiors

The units feature clean, modern design with two distinct interior finish options. Playful touches were incorporated into the design, such as built-in desks and shelving and translucent sliding doors allowing residents to open up adjoining spaces.





Publications

“Developer Offers Luxury Apartments in the Heart of Eugene”

KVAL TV

August 2012





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