



West Broadway Visioning Workshop
Identity Statement
April 24, 2009 Rowell Brokaw Architects



West Broadway in Veneta is an active urban street that has an eclectic small-town character. The street is lined with trees and has generous sidewalks, with places for people to stop, sit in the sun, enjoy a coffee and spend time.

Each building has a character and personality that seems authentic. The colors and materials are lively and inviting. There are new buildings and there are some older buildings that have been re-done. This is a real main street that is alive, and has been around for awhile.

There is a mix of building heights and uses. Some of the newer buildings are bigger, but they are designed to have parts that fit the rhythm of older, narrower lots. There is ample street parking, and there are convenient walkways to parking that is behind the buildings.

Colorful signs, unique awnings, shop windows, street art and sidewalk landscape make this a unique place where people want to be.



Small-town Urban





Fairfax, CA

Buildings have Identity



Trees Unifying the Street as a Place



Berkeley, CA



Portland, OR



Flood River, OR



Eugene, OR

People Places along the Street Edge



Creswell, OR



Portland, OR



Granville Island, Vancouver, BC

Buildings with Character And Personality



Mix of Building Sizes



Celebrating a Real Past



Bainbridge Island, WA



San Francisco, CA



Portland, OR

Large Buildings have Identifiable Parts



Bend, OR



Hood River, OR

Active Sidewalk with Signs, Awnings, Storefronts



Street Art



Granville Island Vancouver, BC



Green in the Urban Landscape