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.
Trees Unifying the Street as a Place

Eugene, OR
People Places along the Street Edge

Berkeley, CA

Portland, OR

Hood River, OR

Eugene, OR
Buildings with Character And Personality

Creswell, OR

Granville Island, Vancouver, BC

Portland, OR
Celebrating a Real Past
Active Sidewalk with Signs, Awnings, Storefronts
Green in the Urban Landscape

Granville Island, Vancouver, BC