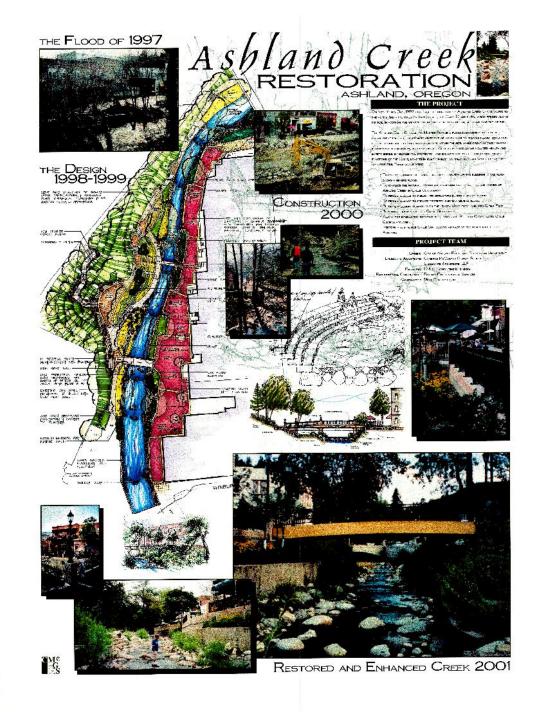
TOWN SQUARE MASTER PLAN / RFP

KEN MICKELSEN



THE PROJECT

On New Years Day, 1997, floodwaters rose out of Ashland Creek laying waste to the active and vital outdoor marketplace, the Calle Guanajuato, which resided along its side. In addition, the structural integrity of many of the buildings was put at risk.

THE ASHLAND CALLE GUANAJUATO MASTER PLAN IS A FLOOD MANAGEMENT AND CREEK ENHANCEMENT PROJECT, THE PRIMARY OBJECTIVE OF WHICH WAS TO PROVIDE FLOOD PROTECTION FOR THE PUBLIC AND EXISTING INFRASTRUCTURE WITHIN THE SITE, WHILE CREATING CREEK HABITAT ENHANCEMENTS AND PARK-LIKE OPPORTUNITIES. CRITERIA FOR THE GOALS INCLUDED HEALTH AND SAFETY ISSUES, ENVIRONMENTAL PROTECTION AND ENHANCEMENT ISSUES, MAINTAINING PRESENT FUNCTIONS OF THE CALLE, LONG-TERM SUSTAINABILITY, COMMERCIAL USAGE AND RECREATIONAL OPPORTUNITIES. THESE GOALS WERE:

- TO PROTECT HUMAN LIVES AND STRUCTURAL INTEGRITY OF THE BUILDINGS IN THE PLAZA DURING A SEVERE FLOOD.
- TO ENHANCE THE NATURAL SETTING AND ENVIRONMENTAL FUNCTIONS AND VALUES OF ASHLAND CREEK IN CALLE GUANAJUATO.
- TO REDUCE DAMAGE TO PUBLIC INFRASTRUCTURE DURING A SEVERE FLOOD.
- TO REDUCE DAMAGE TO PRIVATE PROPERTY DURING A SEVERE FLOOD.
- BLEND NEW DESIGN ELEMENTS WITH THE PLAZA/DOWNTOWN AND WITH LITHIA PARK.
- To maintain existing uses in Calle Guanajuato.
- ALLOW FOR INTERACTION BETWEEN PEDESTRIANS AND ASHLAND CREEK ALONG CALLE GUANAJUATO AREA.
- RESTORE AND ENHANCE CALLE GUANAJUATO AS PART OF THE HEART AND SCUL OF ASHLAND.





- TO MAINTAIN EXISTING USES IN CALLE QUANAJUATO.
- ALLOW FOR INTERACTION BETWEEN PEDESTRIANS AND ASHLAND CREEK ALONG CALLE GUANAJUATO AREA.
- RESTORE AND ENHANCE CALLE GUANAJUATO AS PART OF THE HEART AND SOUL OF ASHLAND.

PROJECT TEAM

OWNER: CITY OF ASHLAND PARKS AND RECREATION DEPARTMENT

LANDSCAPE ARCHITECTS: CAMERON McCARTHY GILBERT SCHEIBE

LANDSCAPE ARCHITECTS, LLP

ENGINEERS: OBEC CONSULTING ENGINEERS

ENVIRONMENTAL CONSULTANTS: FISHMAN ENVIRONMENTAL SERVICES

CONTRACTOR: MEZA CONSTRUCTION

