Eugene City Council
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Eugene, OR 97401
541-682-5010 • 541-682-5414 Fax
www.eugene-or.gov

EUGENE CITY COUNCIL AGENDA

April 9, 2025

12:00 p.m. CITY COUNCIL WORK SESSION and URBAN RENEWAL AGENCY MEETING

City Council Wednesday work sessions are held using virtual meeting technology. Information about online or other options for access and participation will be available at https://www.eugene-or.gov/3360/Webcasts-and-Meeting-Materials

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Meeting of April 9, 2025;
Her Honor Mayor Kaarin Knudson Presiding

Councilors

Greg Evans, President	Lyndsie Leech, Vice President
Alan Zelenka	Jennifer Yeh
Randy Groves	Mike Clark
Matt Keating	Eliza Kashinsky

12:00 p.m. CITY COUNCIL WORK SESSION and URBAN RENEWAL AGENCY MEETING

1. **WORK SESSION: Presentation of Referendum Petition 2025-1 to Council**

2. **WORK SESSION: North Butterfly Lot Redevelopment**

The Eugene City Council welcomes your interest in these agenda items. This meeting location is wheelchair-accessible. For the hearing impaired, an interpreter can be provided with 48 hours' notice prior to the meeting. Spanish-language interpretation will also be provided with 48 hours' notice. To arrange for these services, contact the receptionist at 541-682-5010. City Council meetings are telecast live on Metro Television, Comcast channel 21, and rebroadcast later in the week.

El consejo de la Ciudad de Eugene agradece su interés en estos asuntos de la agenda. El lugar de la reunión tiene acceso para sillas de ruedas. Se puede proveer a un intérprete para las personas con discapacidad auditiva si avisa con 48 horas de anticipación. También se puede proveer interpretación para español si avisa con 48 horas de anticipación. Para reservar estos servicios llame al 541-682-5010. Las reuniones del consejo de la ciudad se transmiten en vivo por Metro Television, Canal 21 de Comcast y son retransmitidas durante la semana.

For more information, contact the Council Coordinator at 541-682-5010,
or visit us online at www.eugene-or.gov.

EUGENE CITY COUNCIL
AGENDA ITEM SUMMARY

Work Session: Presentation of Referendum Petition 2025-1 to Council

Meeting Date: April 9, 2025
Department: Central Services
www.eugene-or.gov

Agenda Item Number: 1
Staff Contact: Sarah Medary
Contact Telephone Number: 541-682-5010

ISSUE STATEMENT

The purpose of this item is to present the certified referendum petition 2025-1 to Council for consideration pursuant to Eugene Code 2.980. Council may choose to take action at or after this work session.

BACKGROUND

A prospective referendum petition was filed with the City Recorder's Office on February 20, 2025, regarding Ordinance 20717, An Ordinance Establishing A Fire Service Fee And Adding New Sections 6.760, 6.765, 6.770, 6.775, 6.780, 6.785, And 6.790 To The Eugene Code, 1971. (Ordinance 20717 is included as Attachment A, and the Ballot Title is included as Attachment B.)

On March 13, 2025, the Chief Petitioners submitted the petition signature sheets to the City Recorder's Office to be validated, meeting the initial deadline for a referendum filing as defined by E.C. 2.974(d) (requiring that a completed referendum petition be submitted to the City Recorder by the effective date of the legislation sought to be referred). The effective date of the ordinance was March 14, 2025.

On March 17, 2025, the City Recorder's Office received certification from Lane County Elections, stating that the results of the statistical sample of signatures showed that the petition contained the required 5,817 valid signatures to refer the measure to the ballot (6,084 valid signatures estimated via sampling, see Attachment C).

On March 24, 2025 the City Recorder finished reviewing Lane County's results and certified the completed referendum petition. Due to the timing of certification the next available regular election date is November 4, 2025. Ordinance 20717 is stayed until the results of the election are certified, or Council takes further action.

Per E.C. 2.980, no later than 20 days after the City Recorder's certification the City Manager must present the referendum petition to Council for consideration. The City Recorder certified the referendum petition on March 24, 2025; therefore, the City Manager must present the petition to the Council no later than April 13, 2025. During this meeting, Council will be presented with the following options for discussion:

- Repeal the ordinance referred by referendum petition;
- Vote to urge adoption or defeat of the referred measure; or
- Order submission of an alternative measure or measures to be voted upon at the same election as the referred measure.

Council may choose to do nothing or may choose to take one of the actions listed above; either during the meeting or sometime thereafter.

The next regular available election date for the referendum measure is November 4, 2025. Unless Council calls a special election in accordance with E.C. 2.981(2)(b) and ORS 221.230, the City Recorder will submit the referendum measure to Lane County Elections for the November 4, 2025, election. If Council does wish to call a special election before or after the November election, Council would need to do so via motion.

COUNCIL OPTIONS WITH CORRESPONDING MOTIONS

Take no action at this time:

- Council can take no action at this time but request a future work session to further discuss the available options.
    - ***Motion:*** *Move to direct the City Manager to schedule a work session on [specific date or "in the future"] for further discussion of Council's options.*

OR

Repeal the ordinance:

- The Council may repeal the ordinance referred by referendum petition 2025-1.
    - ***Motion:*** *Move to repeal Ordinance 20717, An Ordinance Establishing A Fire Service Fee And Adding New Sections 6.760, 6.765, 6.770, 6.775, 6.780, 6.785, And 6.790 To The Eugene Code, 1971.*
- The Council could direct additional work following the repeal of the ordinance.
    - ***Motion:*** *Move to direct the City Manager to schedule a work session to discuss [topic] as an alternative to the repealed fire service fee ordinance.*

OR

Move forward with an election on the measure (several options):

- The Council may take no additional action, in which case the referred measure will appear on the ballot in November 2025.
    - ***No motion.***
- The Council may call an earlier special election, in accordance with E.C. 2.981(2)(b) and ORS 221.230.
    - ***Motion****: Move to call an August 26, 2025, special election on referendum petition 2025-1.*

- The Council may vote to urge adoption or defeat of the referred measure.
    - ***Motion:*** *Move to urge [adoption OR defeat] of the referred measure.*
- The Council may order submission of an alternative measure or measures to be voted upon at the same election as the referred measure.
    - ***Motion:*** *Move to direct City Manager to schedule an additional work session to develop an alternative measure for referral to the ballot.*

ATTACHMENTS

A. Ordinance 20717 - An Ordinance Establishing A Fire Service Fee And Adding New Sections 6.760, 6.765, 6.770, 6.775, 6.780, 6.785, And 6.790 To The Eugene Code, 1971.
B. Final Ballot Title for Petition 2025-1
C. Lane County Elections Certified Results of Petition 2025-1 and worksheet

FOR MORE INFORMATION

Staff Contact: Sarah Medary, City Manager
Telephone: 541-682-5010
Staff E-Mail: smedary@eugene-or.gov

COUNCIL ORDINANCE NO. 20717

AN ORDINANCE ESTABLISHING A FIRE SERVICE FEE AND ADDING NEW SECTIONS 6.760, 6.765, 6.770, 6.775, 6.780, 6.785, AND 6.790 TO THE EUGENE CODE, 1971.

ADOPTED: February 10, 2025

SIGNED: February 11, 2025

PASSED: 5:3

REJECTED:

OPPOSED: Clark, Evans, Groves

ABSENT:

EFFECTIVE: March 14, 2025

ORDINANCE NO. 20717

AN ORDINANCE ESTABLISHING A FIRE SERVICE FEE AND ADDING NEW SECTIONS 6.760, 6.765, 6.770, 6.775, 6.780, 6.785, AND 6.790 TO THE EUGENE CODE, 1971.

Section 1. Sections 6.760, 6.765, 6.770, 6.775, 6.780, 6.785, and 6.790 of the Eugene Code, 1971, are added to provide as follows:

6.760 Fire Service Fee – Purpose and Use.

(1) The provisions contained in sections 6.760 to 6.790 of this code are for the purpose of providing dedicated funding for fire and emergency medical services through the adoption of a Fire Service Fee.

(2) Fire Service Fee revenue shall only be used to fund existing and new fire and emergency medical services, to administer the Fire Service Fee, and to support the income-based assistance program authorized by section 6.785 of this code.

6.765 Fire Service Fee – Definitions.

For purposes of sections 6.760 to 6.790 of this code, the following words and phrases shall have the following meanings, unless the context requires otherwise:

Building. Improvements erected upon the land including but not limited to the following: single family homes, condominiums, accessory dwelling units, multi-unit apartment buildings, manufactured dwelling units, dormitories, attached or detached garages, barns, warehouse buildings, fraternity houses, motels/hotels, manufacturing facilities, office facilities, commercial buildings, industrial buildings, shopping centers, senior care facilities, medical facilities, educational buildings, government buildings, sports facilities, and churches.

Developed property. Real property that is located within the corporate limits of the City of Eugene, on which one or more buildings exist, and that has at least one associated stormwater service customer account.

Person responsible. The owner, agent, occupant, lessee, tenant, contract purchaser or other person having possession or control of the developed property.

Stormwater Service. The use of the city's stormwater system including, but not limited to, collection of stormwater discharged from property on which development exists and its deposit directly or indirectly into the city stormwater system. The terms "city stormwater system," "development," and "stormwater" have the meanings set forth in section 6.406 of this code.

Stormwater Service Customer. Any person who has a stormwater service account and is responsible for the payment of the charge for city stormwater service.

Total Square Footage. The cumulative total of square footage of the building (s), or portion(s) of the building(s), for which a stormwater service customer pays a stormwater service charge.

6.770 Fire Service Fee – Establishment and Obligation to Pay.

(1) A Fire Service Fee is hereby established. The obligation to pay the Fire Service Fee arises when the person responsible receives fire service benefits. It is presumed that all developed property receives fire service benefits.

(2) Unless another person responsible has agreed in writing to pay the Fire Service Fee and a copy of that written agreement is filed with the city, the person(s) paying stormwater service charges for the building(s), or portion(s) of building(s), associated with the stormwater service customer's account shall pay the Fire Service Fee.

(3) The Fire Service Fee shall be based on the total square footage of the building(s), or portion(s) of building(s), associated with the stormwater service customer's account and shall be set by the city manager using the procedures, criteria and limitations set out in section 2.020 of this code. The city manager shall review and may amend the Fire Service Fee on at least a biennial basis.

6.775 Fire Service Fee - Billing.

(1) Receipt of stormwater service will automatically initiate billing for the Fire Service Fee established by section 6.770 of this code.

(2) If the person responsible can demonstrate to the satisfaction of the city that the amount of the Fire Service Fee billed to the person responsible has been calculated based on an incorrect total square footage of the building(s), or portion(s) of building(s), associated with the stormwater service customer's account and the incorrect total square footage calculation has resulted in an overpayment by the person responsible, the Fire Service Fee billed to the person responsible shall be reduced, and the appropriate credit given (not to exceed 12 months of overpayment credit).

6.780 Fire Service Fee – Delinquencies.

Unless otherwise agreed to in writing by the city, the Fire Service Fee shall be billed monthly and if not paid within 10 days of the due date stated on the bill, the fee owed shall be deemed to be a delinquent fee. Delinquent fees may be recovered by the city using actions allowed by law, including city use of a private collection agency. Costs incurred by the city collecting delinquent fees can be recouped from the person responsible in accordance with the administrative fee order adopted by the city manager pursuant to section 2.020 of this code.

6.785 Fire Service Fee - Income-Based Bill Assistance.

A portion of the Fire Service Fee revenues shall be used to support an income-based Fire Service Fee bill assistance program. The qualifications and process for receiving Fire Service Fee bill-paying assistance shall be set by the city manager.

6.790 Fire Service Fee – Administrative Rules.

The city manager may adopt administrative rules pursuant to section 2.019 of this code in order to implement the provisions of sections 6.760 to 6.785.

Section 2. Fire Service Fee revenue shall be budgeted and accounted for in a separate fund.

Section 3. Notwithstanding Section 1 of this ordinance (providing that the Fire Service Fee shall be set by the city manager in accordance with section 2.020 of this code), the Fire Service Fee is initially established as follows:

Rate Categories Total Square Footage	Monthly Fire Service Fee Charge Per Stormwater Service Customer Account
50 –750	$3
751 – 1,500	$6
1,501 – 2,500	$10
2,501 – 3,500	$15
3,501 – 5,000	$21
5,001 – 10,000	$38
10,001 – 15,000	$63
15,001 – 30,000	$113
30,001 – 50,000	$200
50,001 – 75,000	$313
75,001 – 100,000	$438
100,001 – 150,000	$626
150,001 – 200,000	$876
200,001 – 300,000	$1,252
>300,000	$1,752

Amendments to this initially established Fire Service Fee may be made by the city manager in accordance with Section 1 of this ordinance. Notwithstanding Section 1 of this ordinance, an amendment to the Fire Service Fee that would increase the fee more than 5% within a 12-month period must be established by resolution of the council.

Section 4. The obligation to pay the Fire Service Fee established by Section 1 of this ordinance shall not arise before July 1, 2025.

Section 5. The City Recorder, at the request of, or with the consent of the City Attorney, is authorized to administratively correct any reference errors contained herein, or in other provisions of the Eugene Code, 1971, to the provisions added, amended, or repealed herein.

Passed by the City Council this

10th day of February, 2025

City Recorder

Approved by the Mayor this

11th day of February, 2025

Mayor

Ballot Title

CAPTION: Fee to fund existing and new fire and medical services.

QUESTION: Shall City impose a fire service fee to create a funding source dedicated to fire and emergency medical services?

SUMMARY: If approved, the measure would impose a fire service fee on the person responsible for a developed property. "Developed property" is real property within Eugene's city limits, where one or more buildings exist, and with at least one associated stormwater service account. The fire service fee would be based on total square footage of the building(s) associated with the stormwater service account. If approved, the measure would establish the initial monthly fire service fees. Examples of these fees include: 751 – 1,500 square feet = $6; 1,501 – 2,500 square feet = $10; 2,501 – 3,500 square feet = $15; 3,501 – 5,000 square feet = $21; 5,001 – 10,000 square feet = $38. The City Manager could change the fees by following the process in Eugene Code 2.020, except that the City Council must approve any fee increase of more than 5% within a 12-month period.

Revenue from the fire service fee could only be used to: fund fire and emergency medical services; administer the fee; and support an income-based fire fee assistance program.

County: LANE

Petition Processing Statistics Report

Date : 3/17/2025 9:01:10 AM
Report No. : PM-003

Number :20-2025-1 Title :Ordinance No. 20717, February 11, 2025 Adopted Types : Referendum-County

Petition Information

Petition Name : Ordinance No. 20717, February 11, 2025 Adopted

Petition Date : 02/21/2025 **Date Filed :** 02/21/2025

End Circulation Date :

Minimum Signatures Required : 5817 **Accepted Of Minimum :** (10.80%)

Total Signatures Processed : 841

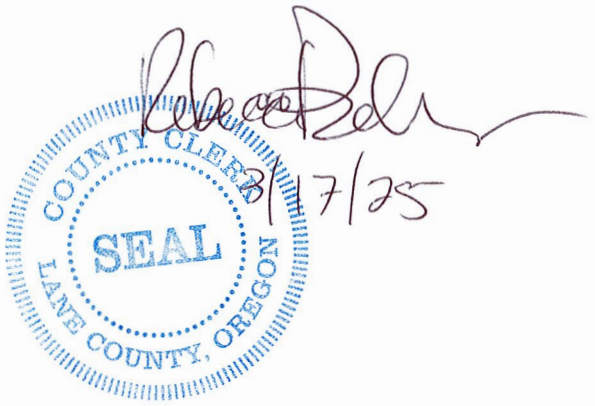
Processing Summary Sample: All

Total Accepted Signatures : 628 (75%) **Of Those Processed**

Total Rejected Signatures : 213 (25%) **Of Those Processed**

Accepted Reason	Total	(% Rejected)
Valid Signature	628	(100%)

Rejected Reason	Total	(% Rejected)
Not Registered	29	(13.6%)
Out of District	92	(43.1%)
Printed Signature	2	(.9%)
Signatures Do Not Match	65	(30.5%)
Illegible Signer Information	1	(.4%)
Inactive Other or Reason Not Known	24	(11.2%)



Secretary of State
Elections Division

Submission F

4	Required Number	R	5,817	
5	**Stage 1: Verify First Sample from Submission F**			
6	Date		3/15/2025	
7	Description	Notation	Number	*% of Sub F*
8	**Submission F size**	N_F	8,412	100.00%
9	**Sample F1**			
10	Sample size	n_F	841	10.00%
11	# valid signatures	y_{F1}	628	
12	Electors with multiple signatures			
13	# pairs	FF_1	0	
14	# triplicates	FFF_1	0	
16	**Equations**			
17	Expansion factor	$F_{F1} = N_{F1}/n_{F1}$	10.0024	
18	# valid signatures	$Y_{F1} = F_{F1}*y_{F1}$	6,281.49	74.67%
19	# multiple signatures	D_{F1} = See Equations	0.00	0.00%
20	# valid signatures in Sample F1	$M_{F1} = Y_{F1} - D_{F1}$	6,281.49	74.67%
21	Margin of Error (95% confidence level)	MOE = See Equations	196.86	2.34%
23	Lower confidence limit for M	$M_L = M_{F1}$ - MOE	6,084.63	72.33%
24	Is M_L >= required number:	5,817	**Yes**	267.63
26	**Stage 2: Verify Second Sample from Submission F**			
27	Date			
28	Description	Notation	Number	*% of Sub F*
29	**Sample F2**			
30	Sample size	n_{F2}		0.00%
31	# valid signatures	y_{F2}		
32	Electors with multiple signatures			
33	# pairs	FF_2		
34	# triplicates	FFF_2		
36	**Sample F** (combined sample)			
37	Sample size	$n_F = n_{F1} + n_{F2}$		#VALUE!
38	# valid signatures	$y_F = y_{F1} + y_{F2}$		
39	Electors with multiple signatures			
40	#pairs	$e_{F2} = FF_1 + FF_2$		
41	#triplicates	$e_{F3} = FFF_1 + FFF_2$		
43	**Equations**			
44	Expansion factor	$F_F = N_F/n_F$		
45	# valid signatures	$Y_F = F_F*y_F$		
46	# multiple signatures in Submission F	D_F = See Equations		
47	# electors signing Submission F	$M_F = Y_F - D_F$		
48	Is M_F >= required number:			

COUNTY CLERK SEAL LANE COUNTY, OREGON

Rebecca Del
3/17/25

EUGENE URBAN RENEWAL AGENCY BOARD AGENDA ITEM SUMMARY

Work Session: North Butterfly Lot Redevelopment

Meeting Date: April 9, 2025
Department: Planning and Development
www.eugene-or.gov

Agenda Item Number: 2
Staff Contact: Eric Brown
Contact Telephone: 541-682-5208

ISSUE STATEMENT

This work session is for the Agency Board to discuss the proposed disposition process and criteria for the redevelopment of the property known as the North Butterfly Lot, located on the southwest corner of Oak Street and East 7th Avenue (see draft process and criteria in **Attachment A**).

BACKGROUND

In June 2023, City Council amended the Downtown Urban Renewal Plan, identifying the creation of more housing as a priority for the Downtown Urban Renewal District. One of the activities made eligible in the Plan amendment is the acquisition and disposition of real property to support the creation of new housing. Based on the real property disposition process approved by the Agency Board (see **Attachment B**), this work session is an opportunity for the Board to consider a possible disposition process for the North Butterfly Lot.

The North Butterfly Lot is a 0.67-acre (29,185 square feet) quarter-block property located at the southwest corner of E. 7th Avenue and Oak Street (tax lot number 17-03-31-11-09500). (See **Attachment C** for a map and site context). The City originally acquired the Butterfly Lot property from Lane County in 2019, with the intention of building a City Hall on the northern half and the Farmers Market Pavilion on the southern half. The Pavilion was completed in 2022, but now that the former Eugene Water and Electric Board Headquarters accommodates City Hall, the North Butterfly Lot is no longer needed for this purpose. On October 14, 2024, City Council authorized the disposition of the transfer of ownership to the Urban Renewal Agency and the Agency Board authorized the use of $1,060,000 to acquire the property. The Agency will finalize acquisition of the property in April.

Given its location next to the Farmers Market Pavilion and Plaza and proximity to the 5th Street Market area, the North Butterfly Lot is a key opportunity site to achieve many City and Urban Renewal Agency goals of high-quality and high-density development, Downtown activation, and connection between the Downtown core and the Market District area. The property is currently vacant and serves as a temporary gravel parking lot.

Proposed Disposition Process
In order to identify a project that meets the goals described above, staff proposes the issuance of a Request for Qualifications (RFQ) to establish a pool of qualified development teams, followed by a Request for Proposal (RFP) from the highest-rated development team. (See **Attachment A** for more information on the proposed disposition process.) The RFQ would require a statement of interest and preliminary vision for the site, but the criteria and selection process would more heavily weight the development team's experience with similar projects and the feasibility of delivering on the project goals and their vision. The subsequent RFP will solicit a detailed description of the proposed development and will be vetted for financial feasibility and how it achieves multiple community objectives. The proposed disposition process will allow for flexibility while providing the needed structure to solicit interest and creativity, evaluate concepts, and engage with the public to cultivate a strong partnership and legacy project for this important site.

Evaluation Criteria
The full list of recommended criteria for evaluating responses to the RFQ are included in **Attachment A**. The proposed criteria emphasize the successful execution of similar mixed-use, high intensity, urban projects with significant public realm implications. Additionally, the criteria indicate the development characteristics staff recommend for the site, while leaving room for creativity and innovation by the applicant team. The proposed criteria include:

- Experience developing high caliber mixed-use buildings in urban environments where they contribute to the vitality of the district and the quality of public life.
- Evidence of financial capacity and familiarity with complex financing.
- Active and pedestrian oriented edge abutting Farmers Market Pavilion and Plaza.
- Eighty or more units of housing, with a diversity of unit size, bedroom count, and unit type.

Potential Public Investment
The RFQ process is not intended to solicit enough details about the proposed development to determine what public investment may be required. However, if the Board supports the recommended process, staff will work with developers to identify potential tools to maximize use of the site and achieve the project goals during the RFP process in the fall of 2025. Possible development support could include:

- **Accelerated Multi Unit Property Tax Exemption** (MUPTE), a ten-year abatement of property taxes associated with new housing (subject to approval by City Council).
- **Downtown Fee Assistance** uses Urban Renewal funds to pay for system development charges, permit fees, and other government-imposed fees.
- **Reduced land cost** below market rate (subject to approval by the Agency Board).
- **Urban Renewal Funds** to cover right-of-way improvements, subsurface electrical upgrades, and other development costs (subject to approval by the Agency Board).
- **Guaranteed tenancy** by office, retail tenants and/or community uses (negotiated with City and/or partner organizations).
- **Downtown Loan Program** to provide flexible financing.

Community Engagement
Should the Agency Board approve the proposed disposition process at this work session, staff will offer community information sessions about the upcoming RFQ later this month. After the RFQ closes, an Evaluation Committee consisting of staff, community partners, and/or elected officials, will score and rank submissions to create a qualified pool and recommend a preferred team to be invited to prepare a full proposal. The full proposal will be presented to the public for comment and feedback through an online survey and community presentations.

RELATED POLICIES

Eugene Downtown Plan
- Downtown development shall support the urban qualities of density, vitality, livability, and diversity to create a downtown, urban environment.
- Use downtown development tools and incentives to encourage development that provides character and density downtown.
- Actively pursue public/private development opportunities to achieve the vision for an active, vital, growing downtown.

Envision Eugene Pillars
- Promote compact urban development and efficient transportation options.
- Protect, repair, and enhance neighborhood livability.
- Provide for adaptable, flexible, and collaborative implementation.

Climate Action Plan (CAP) 2.0
CAP 2.0 includes multiple strategies that support downtown development, including compact housing; smaller homes tend to have a smaller carbon footprint during construction and use, and housing units built close to transit, jobs, and other amenities allow residents to access the community using fewer automobile trips.

Housing Implementation Pipeline (HIP)
Encouraging compact development in the downtown core is one critical way to provide housing for our growing community. A target goal in the HIP is to increase the amount of housing downtown by 50 percent from 2021: an increase of over 1,000 units.

Strategic Plan Goals: Urgent Community Needs
- Strategic Goal: Stabilize the cost of housing.
  - High-Impact Action: Continue to implement and increase the efficiency and effectiveness of development and redevelopment tools to increase the supply of housing.
- Strategic Goal: Increase the vibrancy, economic vitality, and livability of downtown.
  - High-Impact Action: Continue to implement and increase the efficiency and effectiveness of development and redevelopment tools to support commercial activity.
  - High-Impact Action: Improve Eugene's business environment and reputation as a place to do business, including improving overall community livability.

- Strategic Goal: Advance climate action and community resilience to natural and human-caused disasters.
  - High-Impact Action: Decrease transportation-related emissions and make the transportation network diverse and adaptable through continued implementation of the Eugene 2035 Transportation System Plan and related compact development actions in Envision Eugene.
  - High-Impact Action: Continue to implement strategies from the Climate Action Plan 2.0 to improve and enhance efficiency and resilience of buildings in Eugene, including City-owned facilities.

PREVIOUS CITY COUNCIL AND AGENCY BOARD DIRECTION

June 12, 2023 Work Session

Council moved to adopt an Ordinance to an Amended Urban Renewal Plan for the Downtown Urban Renewal District. The Amendment increased the District's maximum indebtedness by $50 million.

Councilor Groves, seconded by Councilor Keating, moved to adopt Attachment A, an Ordinance Adopting an Amended Urban Renewal Plan for the Downtown Urban Renewal District, with a revision to the Ordinance's recitals that replaces the final, bracketed sentence of Recital F with the following sentence: "The Lane County Board of Commissioners reviewed the proposed Plan amendment on May 2, 2023, and expressed support for the amendment. None of the other affected taxing districts submitted comments."
Passed 7:0

October 14, 2024 City Council and Urban Renewal Agency Board Meeting

Councilor Groves, seconded by Councilor Zelenka, moved to offer to purchase the North Butterfly Lot for $1,060,000 and the 8th and Pearl Lot for $1,020,000 from the City of Eugene and direct the Agency Director to include $210,000 from the Downtown Urban Renewal District and $170,000 from the Riverfront Urban Renewal District for these purchases in the December 2024 Supplemental Budget and take all necessary actions to acquire the properties.
Passed 7:0

Councilor Groves, seconded by Councilor Zelenka, moved to direct the City Manager to facilitate the transfer of the North Butterfly Lot for $1,060,000 and the 8th and Pearl Lot for $1,020,000 to the Urban Renewal Agency of the City of Eugene.
Passed 7:0

AGENCY BOARD OPTIONS

1. Approve the proposed process and criteria for the disposition of the North Butterfly Lot property.
2. Revise and then approve the proposed process and criteria for the disposition of the North Butterfly Lot property.
3. Decline to approve the proposed process and criteria for the disposition of the North Butterfly Lot at this time.

AGENCY DIRECTOR'S RECOMMENDATION
The Agency Director recommends an RFQ process using criteria that are generally consistent with Attachment A.

SUGGESTED MOTIONS
Move to approve the use of an RFQ process and criteria for disposition of the North Butterfly Lot in Attachment A.

ATTACHMENTS
A. North Butterfly Lot Disposition: Proposed Process and Criteria
B. Agency Board Disposition Process
C. Site Context

FOR MORE INFORMATION
Staff Contact: Eric Brown, Downtown Manager
Telephone: 541-682-5208
Staff E-Mail: ebrown@eugene-or.gov

North Butterfly Lot Disposition: Proposed Process and Criteria

This document presents the proposed disposition process and criteria for the North Butterfly Lot.

Project Goals

Redevelopment of the North Butterfly Lot is an opportunity to bring positive activity to a strategic location in Downtown Eugene. The City hopes to partner with an experienced development team that will:

- Build a vertical, mixed-use building, including high-density housing in the downtown core.
- Create an active ground floor that complements and expands the atmosphere of the Farmers Market Pavilion and Plaza.
- Enhance pedestrian connectivity between the core of downtown and the Market District, leading to the Riverfront.
- Frame the Park Blocks with a substantial, high-quality building, contributing to a broader sense of place in a key downtown location.

Proposed Disposition Process

To achieve the project goals above, staff recommend the Urban Renewal Agency use a Request for Qualifications (RFQ) process to establish a pool of qualified development teams, followed by a Request for Proposal from the top-scoring team. This would allow the Agency to collaborate with the development team to build on their vision and create a proposed project that is both feasible and achieves the goals listed above. If the Agency Board approves the proposed disposition process and criteria on April 9, the proposed disposition process is described below.

★ **Agency Board Action:** Approval of disposition process and criteria. (April 9 work session)
Qualifications Phase • Community interest sessions. (Target: Late April) • Agency issues Request for Qualifications. (Target: Early May) • Qualification responses due. (Target: Mid July)
Evaluation Phase • Agency convenes an Evaluation Committee made up of staff, community partners, and/or elected officials. • Evaluation Committee scores and ranks submissions using criteria (see proposed criteria below), determines qualified pool of candidates, and recommends a preferred development team. (Target: July-August)
★ **Agency Board Action:** Consider approval of the qualified pool and preferred team, and directs staff to request proposal from the preferred team. (Target: September-October)

Proposal Phase (Target: October-December)

- Agency enters into Exclusive Negotiating Agreement (ENA) with preferred team. This includes a $50,000 allowance of Urban Renewal funds for pre-development costs such as financial consulting, design services, market research, etc.
- Agency staff work with the selected team to develop and refine their proposal and determine what community benefits the project will offer.
- Agency and team determine what, if any, public investment is needed. (See agenda item summary for description of potential support.)
- Agency and team collaborate to solicit community feedback on the proposed project through presentations and an online survey.
- Team integrates community feedback into the proposal.
- Agency and team draft deal points for Agency Board consideration.

★ **Agency Board Action:** Consider the full project proposal and approval of deal points. (Target: January 2026)

Potential Next Steps

- Execute development agreement.
- Team submits application(s) for incentive programs (as needed).

Proposed Disposition Criteria

Below are the proposed criteria that will be used to evaluate responses to the Request for Qualifications described above.

<u>Required</u> Team Experience and Qualifications (applicants must meet all criteria to be considered):

- Experience developing high caliber, vertically mixed-use buildings (residential/commercial) in urban environments where they contribute to the vitality of the district and the quality of public life.
- Design professionals (Architects and/or Urban Designers) included on the development team with a proven track record of collaboration.
- Evidence of financial capacity and familiarity with complex financing.
- A preliminary vision for development of the North Butterfly Lot that corresponds with the stated goals of this project.

<u>Preferred</u> Team Experience and Qualifications

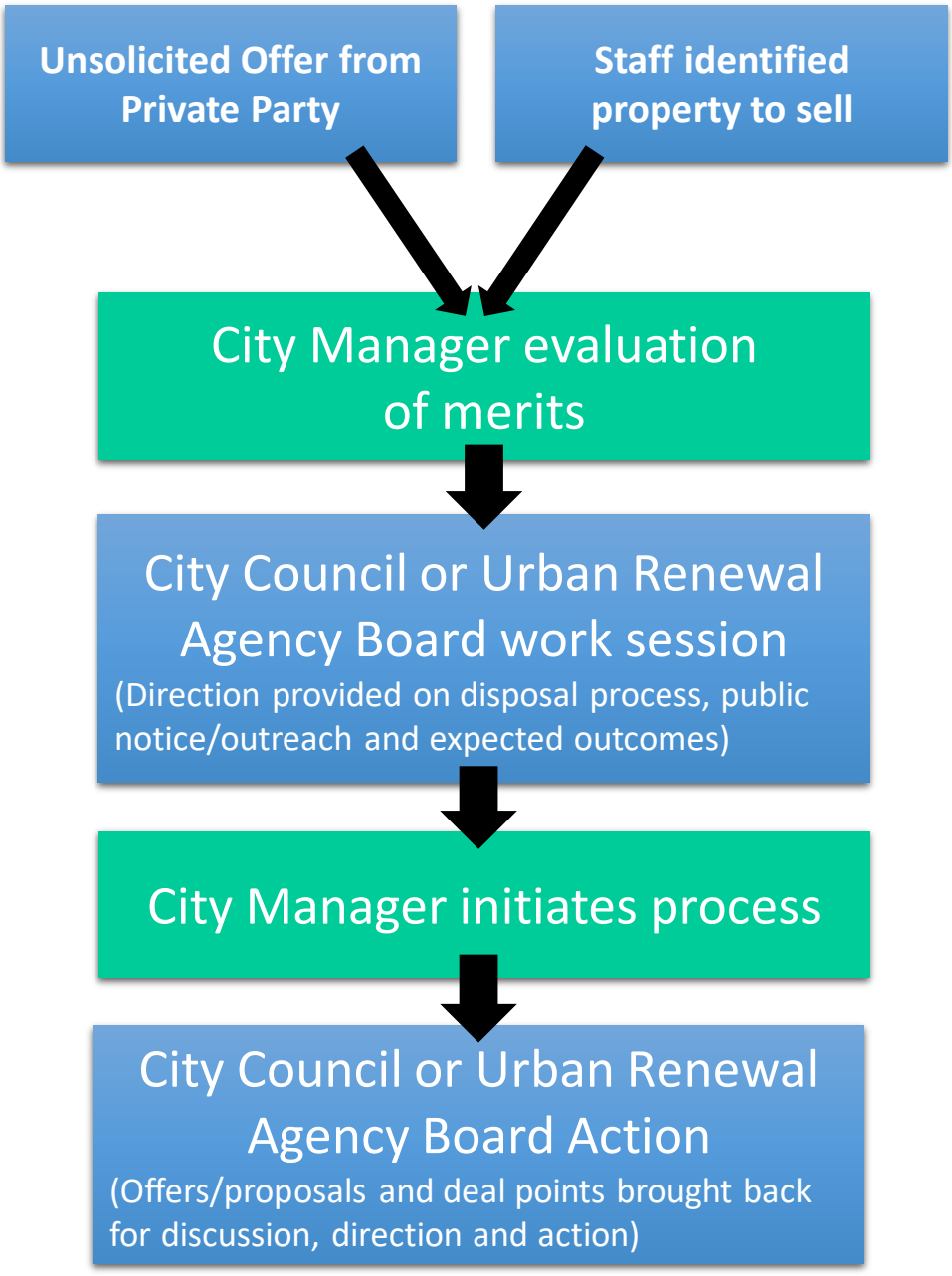
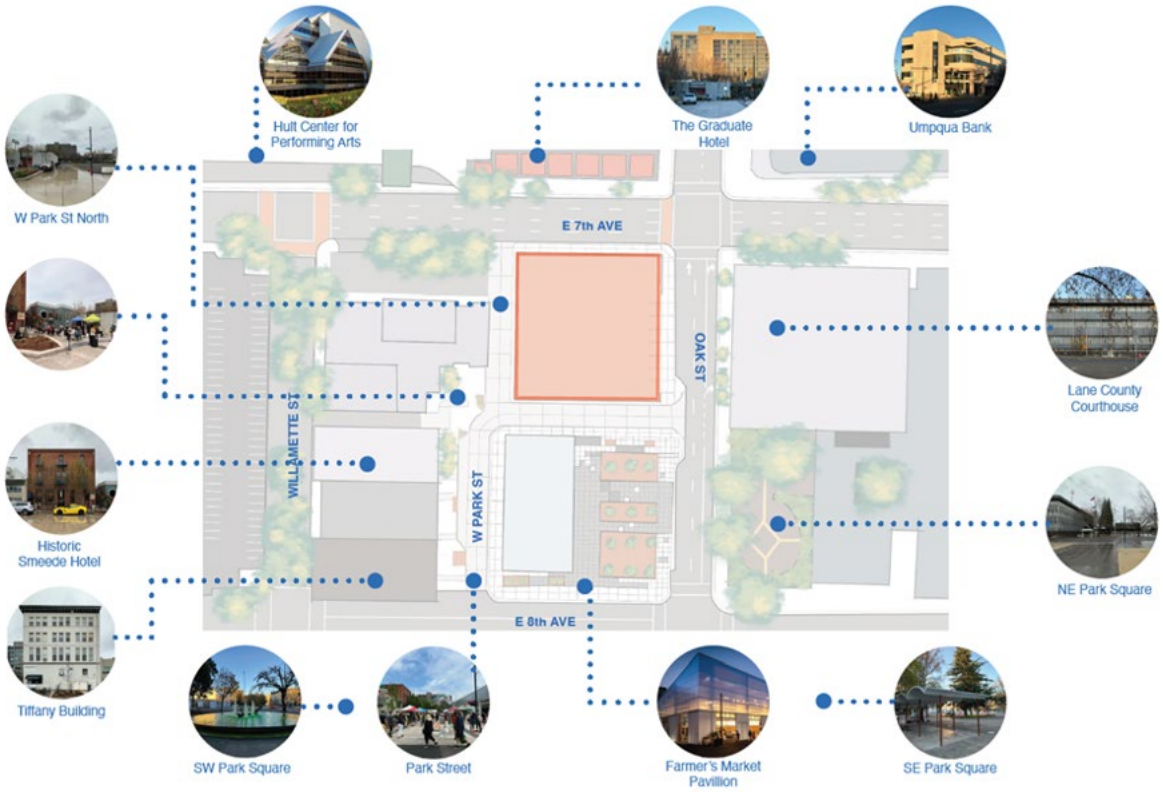
- Demonstrated commitment to the use of local contractors and/or minority owned businesses.
- Creative partnership with Lane County Farmers Market and/or another community organization representing local artisans, producers, or makers.

<u>Preferred</u> Elements of Project Vision

- Active and pedestrian oriented edge abutting Farmers Market Pavilion and Plaza.
- Eighty or more units of housing, with a diversity of unit size, bedroom count, and unit type.
- Reduced reliance on fossil fuels for building energy efficiency.
- Other community benefits identified by the respondent.

Real Property Disposition Process

Approved by City Council on November 27, 2017



Site Context