

NORTH BUTTERFLY LOT DOWNTOWN CORE HOUSING INITIATIVE



Eugene Urban Renewal Agency Board
October 15, 2025

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Downtown Core Housing Initiative

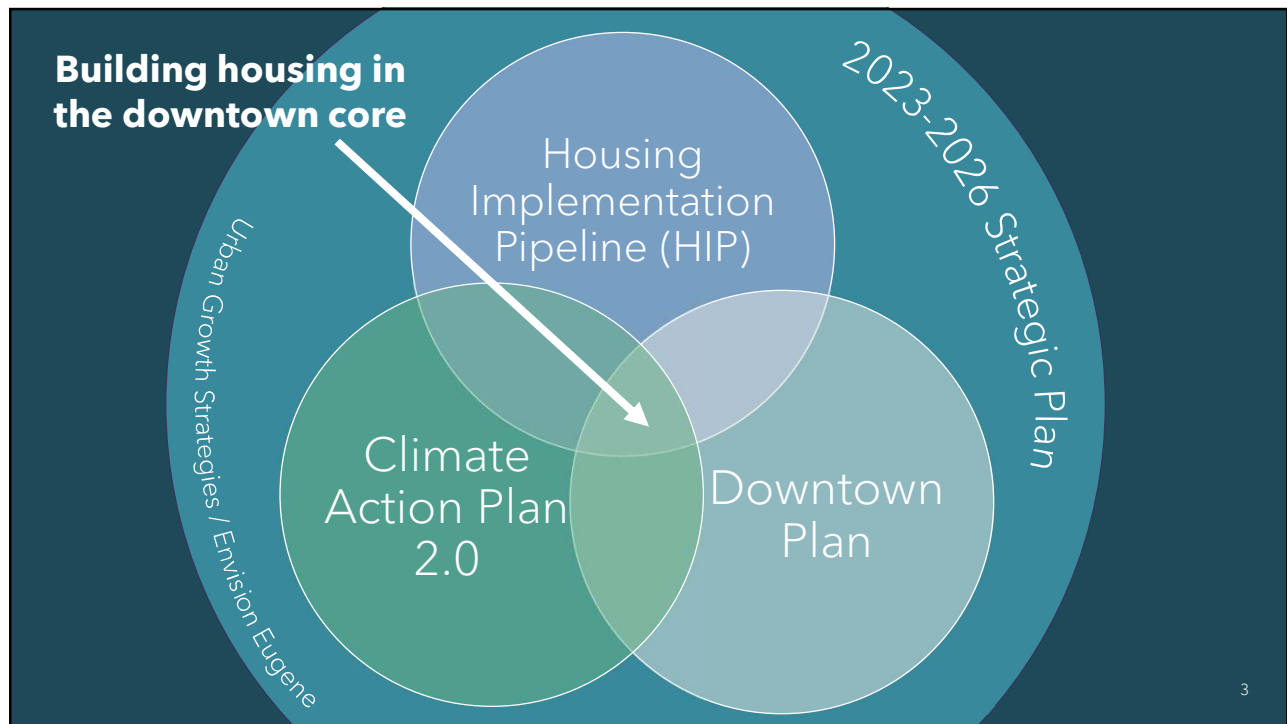
Property
Acquisition/
Disposition

Downtown Fee
Assistance

Accelerated MUPTE

2

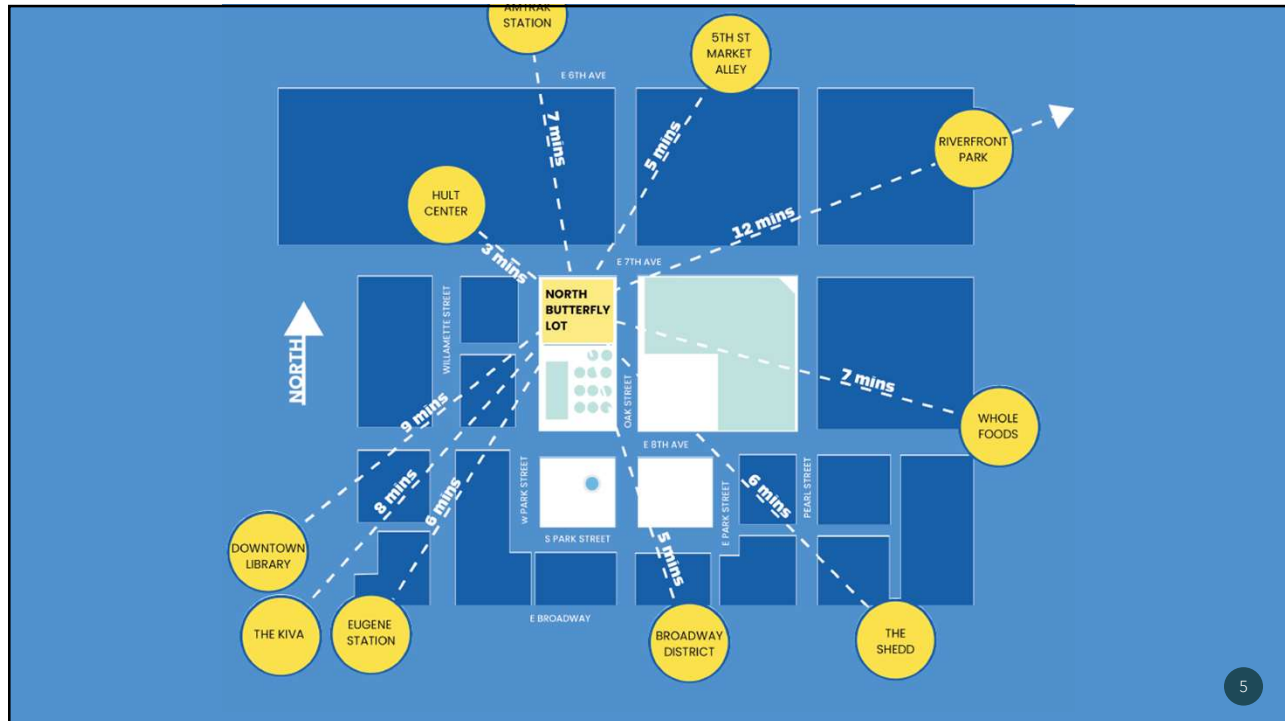
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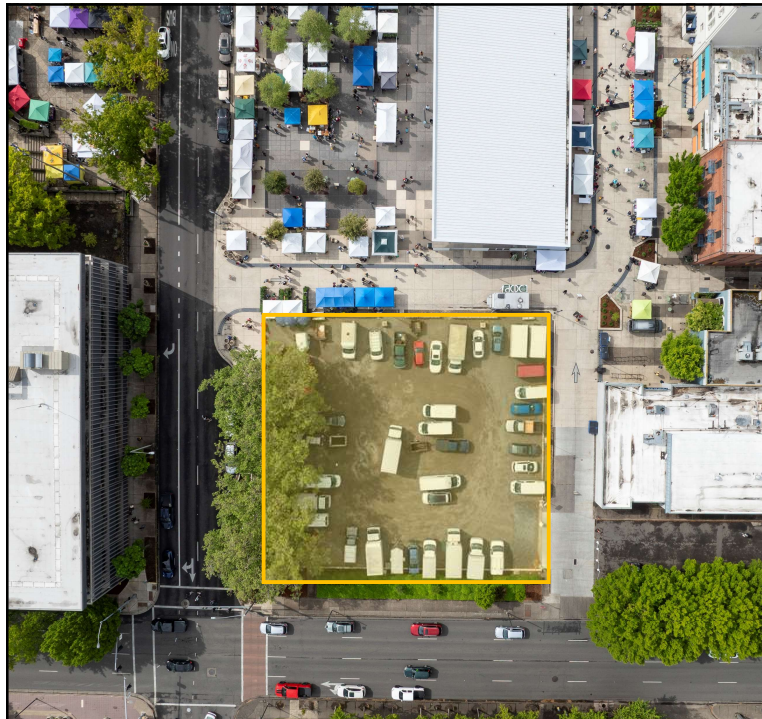
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Project Goals

- Housing
- Active ground floor
- Connectivity
- Frame the Park Blocks
- High quality building
- Sense of place

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RFQ Focus

- Experience and qualifications of the team
- Proven track record implementing similar projects
- Financial capacity

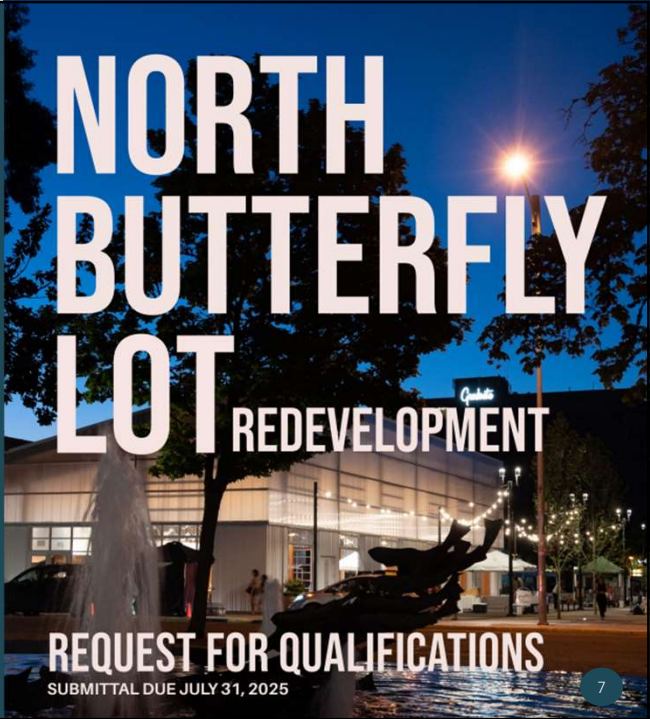
Desired Outcome

Qualified Pool

- Team A
- Team B
- Team C

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Preferred Team
 Invited to prepare a full proposal

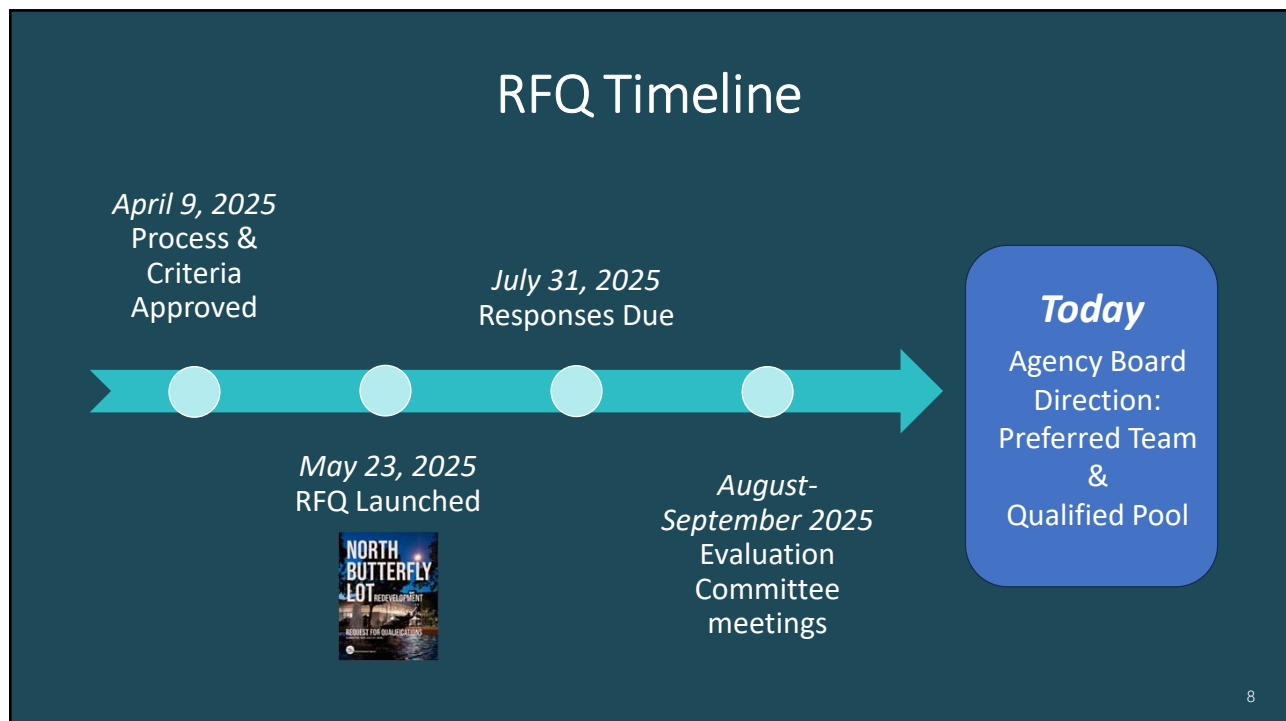


NORTH BUTTERFLY LOT REDEVELOPMENT

REQUEST FOR QUALIFICATIONS

SUBMITTAL DUE JULY 31, 2025

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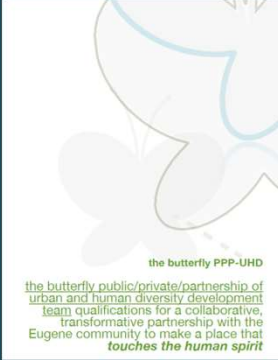
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Attachments D-G

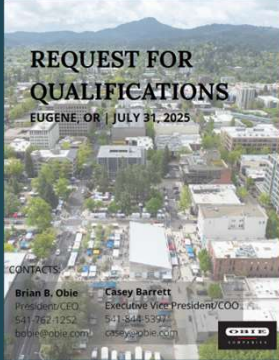
Responses Received



Paradigm Properties



PPP-UHD



Obie Companies



Gorman & Company

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Attachment I

Evaluation Committee

10 members

3 meetings

Scored submissions using approved criteria

Recommendation:

Qualified Pool

- Paradigm Properties
- Obie Companies
- Gorman & Company

➔

Preferred Team

Paradigm Properties

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Paradigm Properties

Key Team Members:

- Dan Neal
- Dustrud Architecture
- Michael Fifield (urban design consultant)
- Dougherty Landscape Architects
- Carol Schirmer
- KPFF
- Hohback-Lewin



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Proposal Development Phase

- Refine project details
 - Number and size of units
 - Design
 - Project cost estimates
- Determine community benefits, such as:
 - Elevated green building standards
 - Income qualified housing
 - Community space
- Determine public investment needed, such as:
 - Accelerated Multi Unit Property Tax Exemption
 - Downtown Fee Assistance
 - Reduced property cost
 - Other UR support
- Solicit community feedback
- Draft deal points

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Approved Criteria:



Preferred 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.

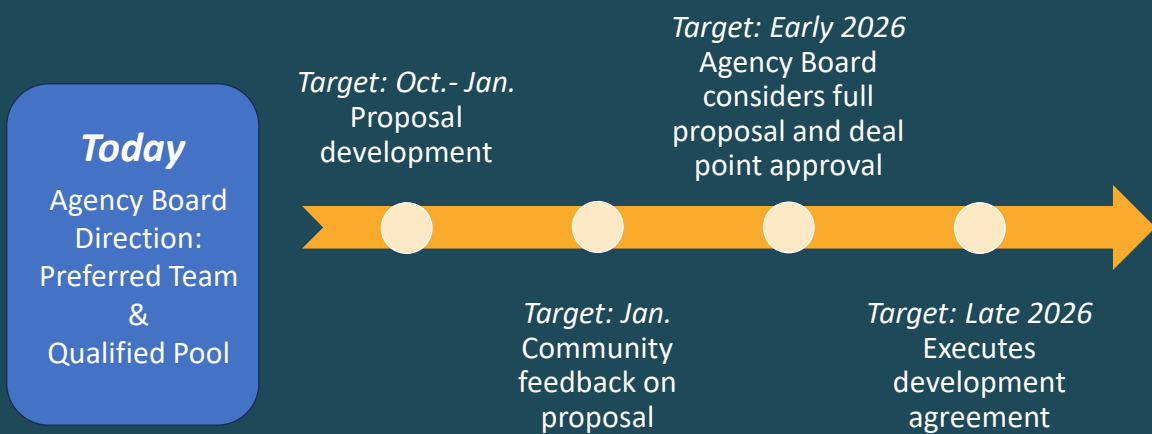
Starting point for the proposal development phase



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Potential Next Steps



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Today's Agency Board consideration:
Approve the qualified pool and select a preferred team for
redevelopment of the North Butterfly Lot



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