

DOWNTOWN CORE HOUSING INITIATIVE: NORTH BUTTERFLY LOT

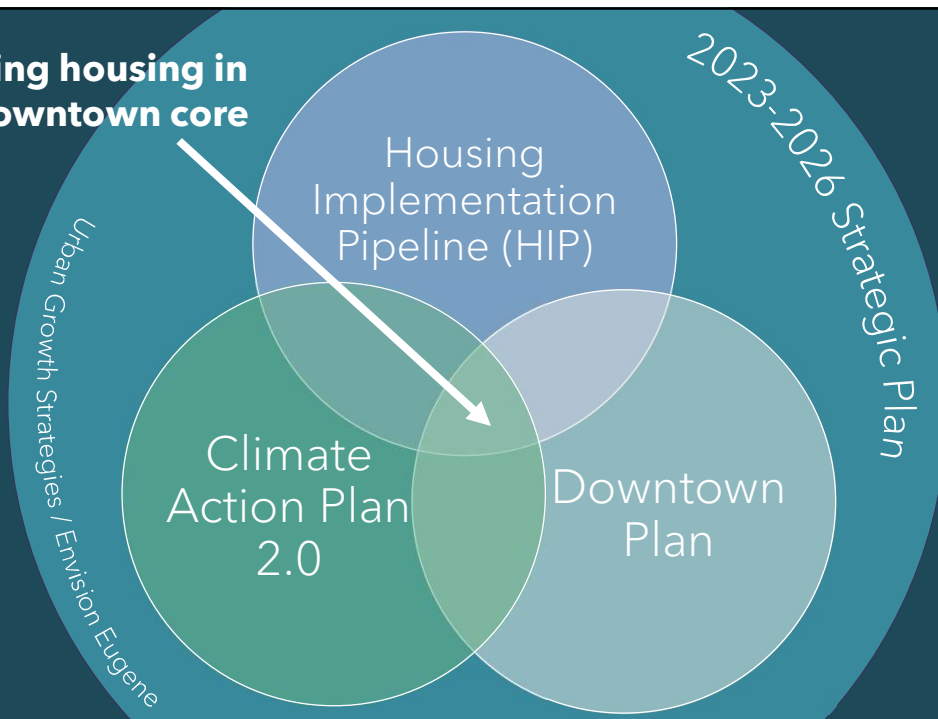


Eugene Urban Renewal Agency Board
April 9, 2025

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**Building housing in
the downtown core**



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Downtown Core Housing Initiative

Downtown Fee
Assistance

Accelerated MUPTE

Property
Acquisition/
Disposition

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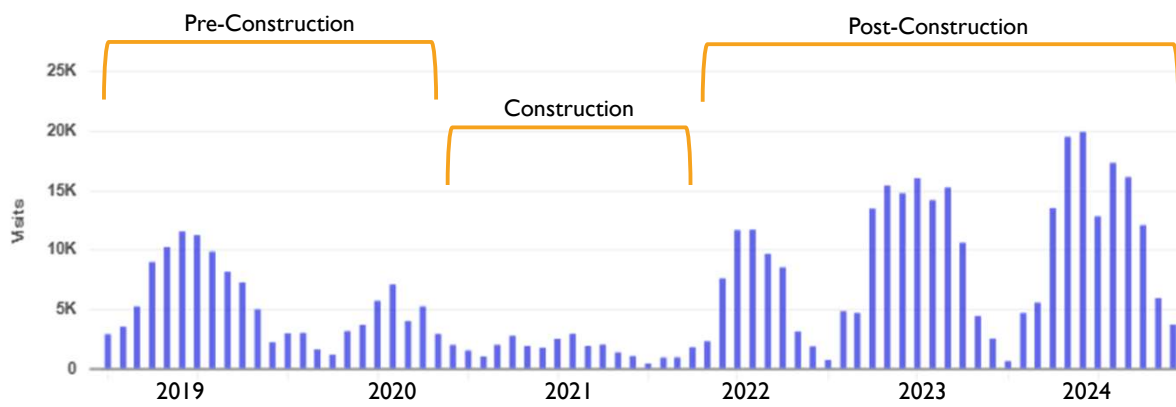


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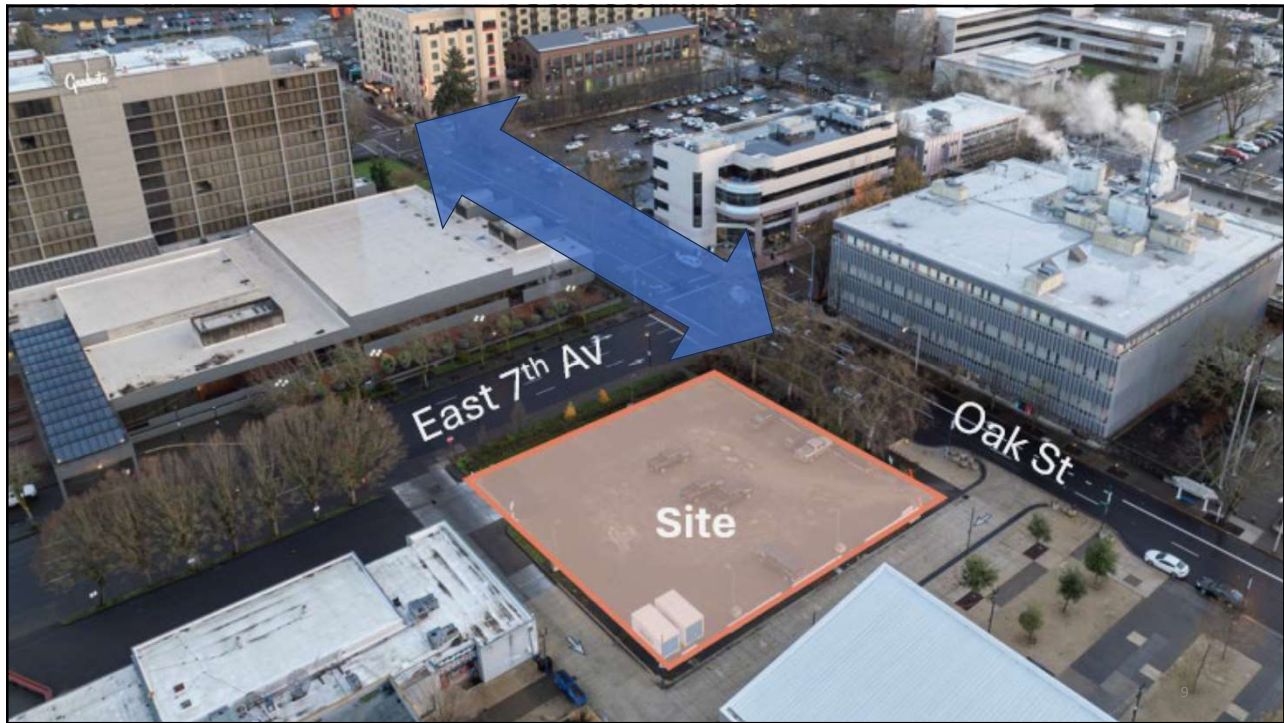
Activity Levels at the Farmers Market



Source: Placer. ai

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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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Proposed Disposition Process

Attachment A

1

Request for
Qualifications

Recommended
Development Team

2

Proposal Development

Proposed Deal Points

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RFQ Process will focus on...

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



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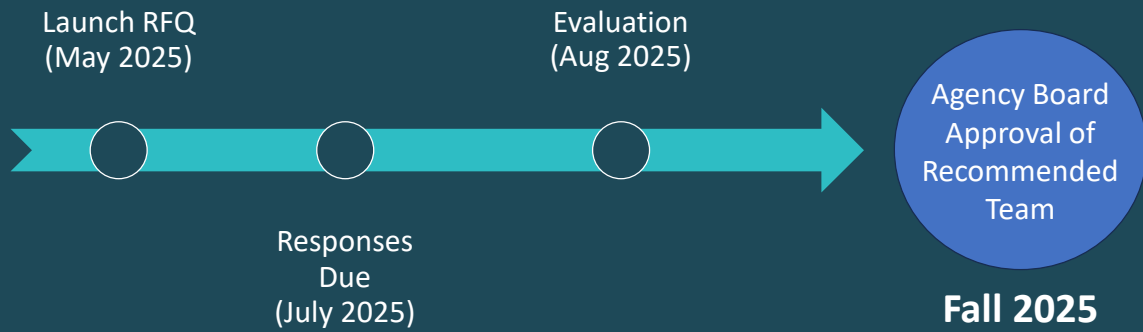
Proposal development phase will focus on...

- Community benefits, such as:
 - Elevated green building standards
 - Income qualified housing
 - Community space
- Required government support, such as:
 - Accelerated Multi Unit Property Tax Exemption
 - Fee Assistance
 - Reduced property cost
 - Other UR support



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RFQ Timeline



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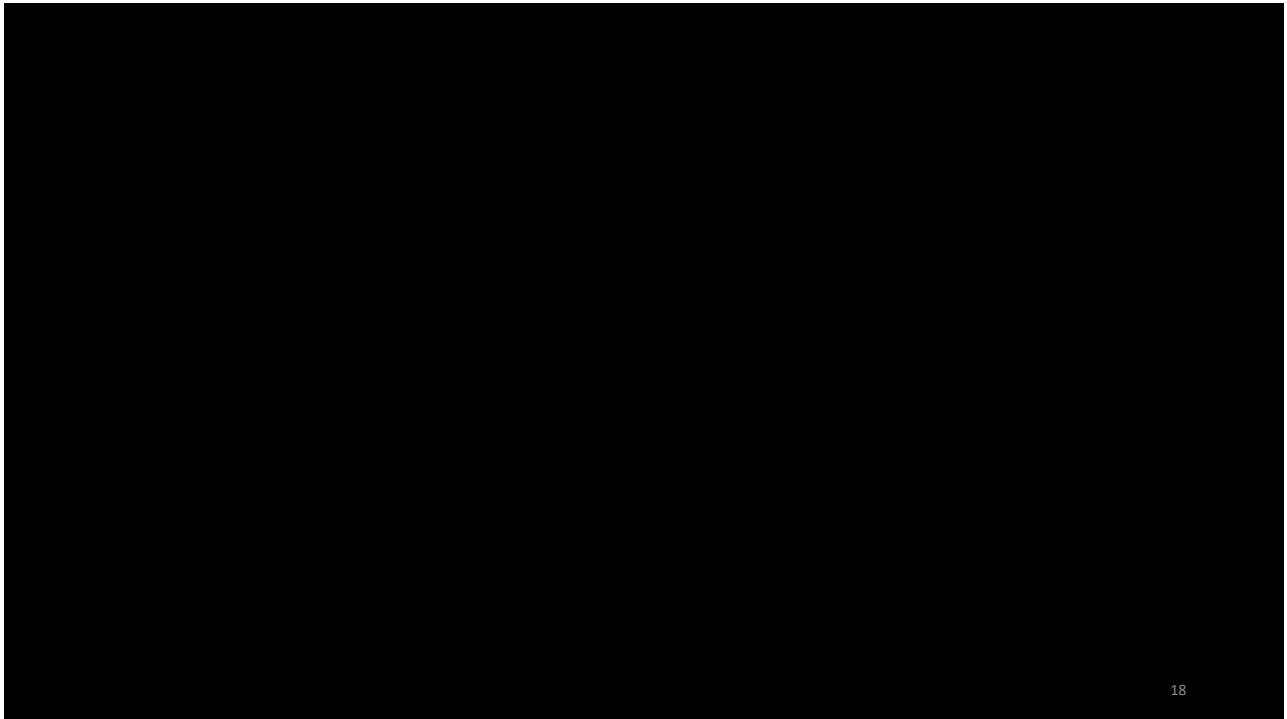
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People
Attract People.

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