



Eugene City Council

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www.eugene-or.gov

EUGENE CITY COUNCIL AGENDA

July 10, 2017

5:30 p.m. CITY COUNCIL WORK SESSION

Harris Hall

125 East 8th Avenue

Eugene, Oregon 97401

**Meeting of July 10, 2017;
Her Honor Mayor Lucy Vinis Presiding**

Councilors

Alan Zelenka, President

Emily Semple

Claire Syrett

Jennifer Yeh

Mike Clark, Vice President

Greg Evans

Chris Pryor

Betty Taylor

5:30 p.m. CITY COUNCIL WORK SESSION
Harris Hall, 125 East 8th Avenue

**A. Committee Reports and Items of Interest from Mayor, City Council,
and City Manager**

B. WORK SESSION:
Property Disposition – 8th & Mill

C. WORK SESSION:
Property Disposition – Broadway & Hilyard

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EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



Work Session: Property Disposition – 8th & Mill

Meeting Date: July 10, 2017

Department: Planning and Development Department

www.eugene-or.gov

Agenda Item Number: B

Staff Contact: Amanda D'Souza

Contact Telephone Number: 541-682-5540

ISSUE STATEMENT

The purpose of this work session is for council to discuss the disposition of property located at the southeast corner of 8th Avenue and Mill Street (see map in Attachment A). The City issued a Request for Proposals in March 2017 and received one submission from G Group, LLC and deChase Miksis Development, LLC (Attachment B). G Group owns the adjacent properties and proposes purchasing the City's property to integrate into a larger, unified mixed-use development. Council is asked to review the proposal and decide whether to move forward with disposition of the property to G Group based on the terms outlined in Attachment D.

BACKGROUND

The 8th & Mill site is a 0.26-acre property that is currently a parking lot located across from the Wayne Morse Federal Courthouse to the north and Whole Foods to the west. The site is zoned C-2 (Community Commercial) and is in the Nodal Development Overlay Zone, which calls for higher density, mixed use, pedestrian friendly development. The site was one of two properties the City of Eugene purchased from AutoCraft in 2002 during the Courthouse District property acquisition. The other parcel, located north of 8th Avenue, was sold for the Federal Courthouse development.

At the February 13, 2017 meeting, council approved the use of a Request for Proposal process for disposition of the 8th & Mill property. The RFP was issued on March 16, 2017, and remained open for 45 days (see Attachment C). The RFP emphasized the importance of presenting a vision that reflects and supports surrounding private and public investments with appropriately urban, high quality, pedestrian friendly developments. The RFP objectives were approved by council and are included in Attachment C.

The 8th & Mill RFP received one proposal, submitted by G Group, LLC and deChase Miksis Development, LLC. G Group currently owns the properties adjacent to the 8th & Mill site. In partnership with deChase Miksis, G Group proposes purchasing the site to combine with the adjacent properties to form a unified urban, vibrant gateway project consistent with the City's downtown planning efforts. G Group is evaluating market conditions and feasibility for possible uses including retail/restaurant, hospitality, and housing. The final configuration will be finalized through market analysis and strategic partnerships. G Group and deChase Miksis have offered to

pay market value for the site, as determined by an appraisal. They have not requested any public assistance with this project.

Both G Group and deChase Miksis have experience in downtown Eugene development. G Group's development projects in Eugene include Broadway and Pearl Historic District, Eugene Hotel Historic Renovation, and Whole Foods Market. deChase Miksis has been involved with several Eugene projects including Northwest Community Credit Union, First on Broadway, Crescent Village, and 1203 Willamette.

A staff team reviewed the proposal and evaluated how it satisfied the RFP objectives. The purpose of the disposition of this property is to encourage redevelopment for a use, or mix of uses, compatible with high quality, pedestrian friendly, downtown urban environment, in alignment with the Downtown Plan, Envision Eugene, and current implementation efforts such as the Willamette to Willamette Initiative. The 8th & Mill site is located on a key downtown corner and major corridor leading to the future riverfront redevelopment and the entrance to downtown. G Group and deChase Miksis' address these objectives in their proposal and demonstrate their understanding of this site as a gateway and connection between downtown and the future riverfront development. They have committed to redeveloping this project so that it does not remain as a surface parking lot as its final use.

RELATED CITY POLICIES

The sale and redevelopment of this property addresses many goals for Eugene and downtown, including:

Eugene Downtown Plan

- Build upon downtown's role as the center for government, commerce, education and culture in the city and the region.
- Downtown development shall support the urban qualities of density, vitality, livability and diversity to create a downtown, urban environment.
- Actively pursue public/private development opportunities to achieve the vision for an active, vital, growing downtown.
- Use downtown development tools and incentives to encourage development that provides character and density downtown.
- Facilitate dense development in the courthouse area and other sites between the core of the downtown and the river.

Riverfront Urban Renewal Plan

- Improve the function, condition, and appearance of the development area.
- Eliminate existing blight and blighting influences.
- Strengthen the economic and environmental conditions of the plan area and the metropolitan area.
- Stimulate development activity and amenities near the new federal courthouse.
- Improve connections between the core of downtown, Riverfront, and the University of Oregon.

Envision Eugene Pillars

- Provide ample economic opportunities for all community members.
 - Meet all of the commercial land needs (office and retail) within the existing Urban Growth Boundary.
- Promote compact urban development and efficient transportation options.
 - Integrate new development and redevelopment in the downtown, in key transit corridors and in core commercial areas.

Regional Economic Prosperity Plan

- Continue to work with property and business owners to expand, upgrade, and construct state-of-the-art facilities.

Eugene Climate & Energy Action Plan

- Increase density around the urban core and along high-capacity transit corridors.

City Council Goal of Sustainable Development

- Increased downtown development.

COUNCIL OPTIONS

1. Authorize the City Manager to sell the property to G Group, LLC consistent with the terms included in Attachment D.
2. Amend the terms included in Attachment D, and authorize the City Manager to sell the property to G Group, LLC.
3. Do not approve sale of the property at this time.

CITY MANAGER'S RECOMMENDATION

The City Manager recommends approval of the sale of the property to G Group, LLC consistent with the terms included in Attachment D.

SUGGESTED MOTION

Move to authorize the City Manager to sell the parcel identified in Attachment A to G Group, LLC consistent with the terms included in Attachment D.

ATTACHMENTS

Attachment A – Map of 8th & Mill Property

Attachment B – RFP Response – G Group, LLC and deChase Miksis

Attachment C – 8th & Mill Request for Proposals

Attachment D – Outline of Terms for Sale of Property

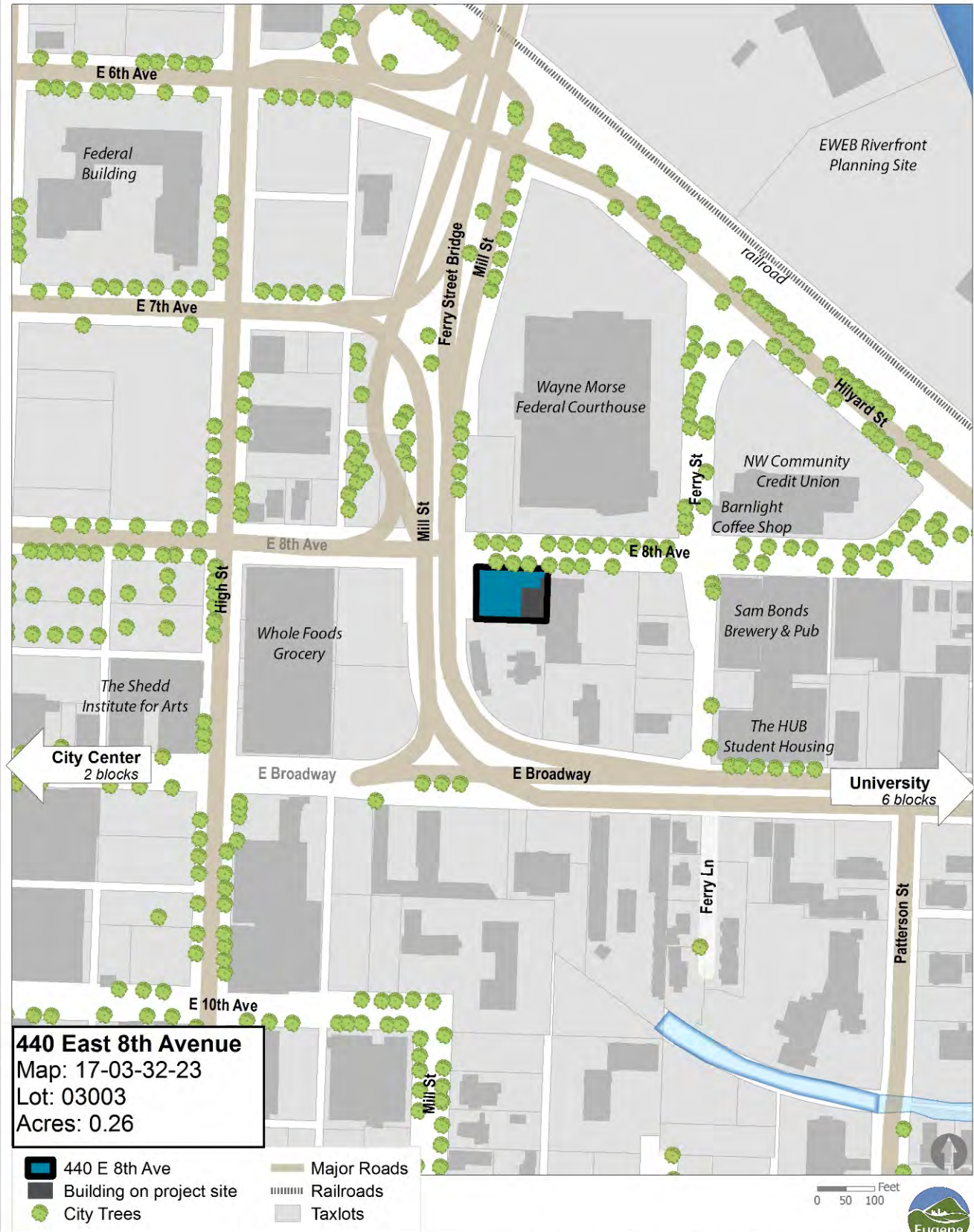
FOR MORE INFORMATION

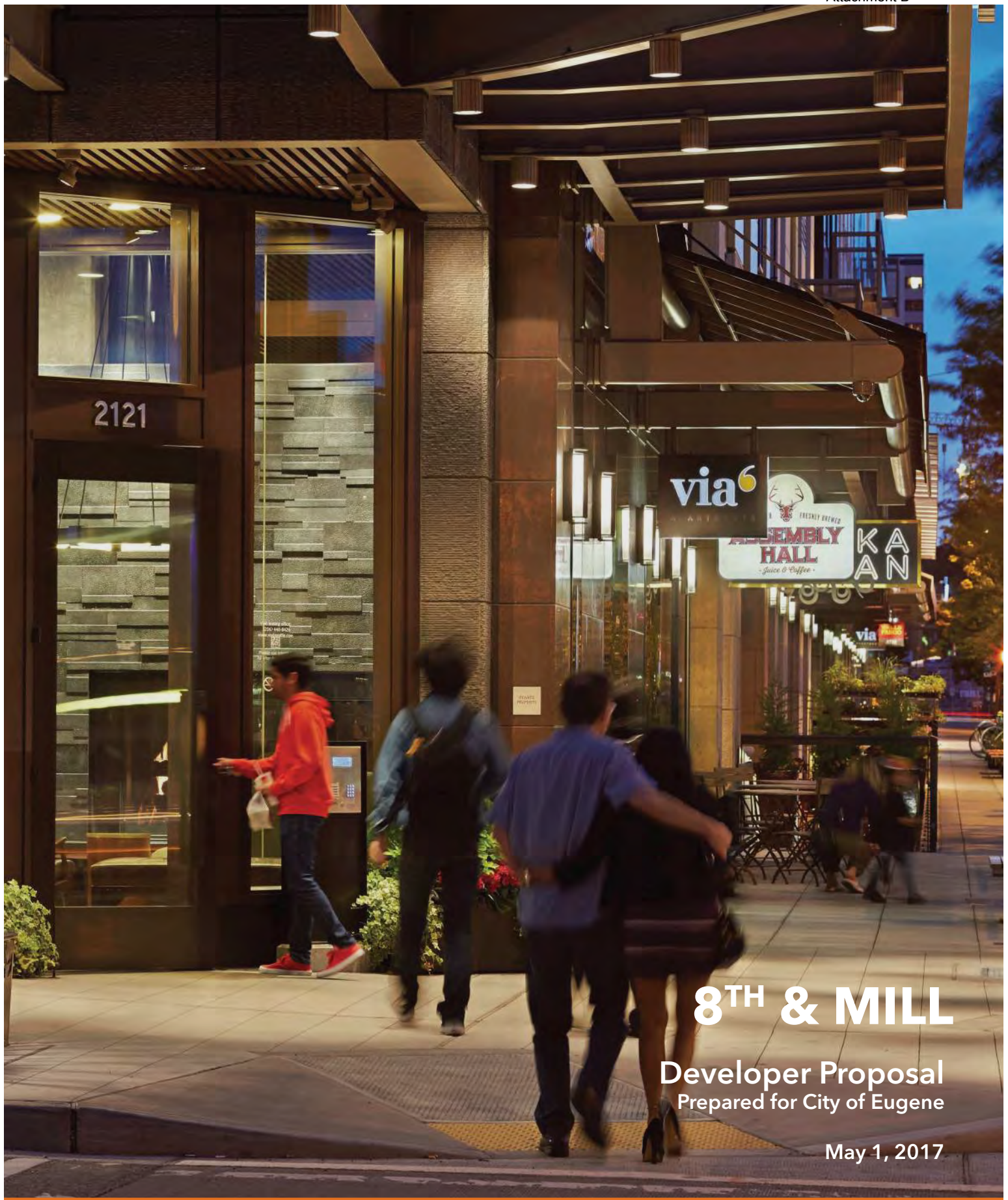
Staff Contact: Amanda D'Souza

Telephone: 541-682-5540

Staff E-Mail: Amanda.m.dsouza@ci.eugene.or.us

Attachment A – Site Map





G Group, LLC

CHASE
MIKSI



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P.O. Box 11942 | Eugene, Oregon 97440
p | 541.232.2508 f | 541.636.0220 w | www.dechase.com

May 1, 2017

City of Eugene
Attn: Amanda D'Souza
99 West 10th Avenue
Eugene, OR 97401

RE: Developer Proposal for 8th & Mill

Dear Ms D'Souza,

G Group and deChase Miksis Development are excited to respond to the City of Eugene's Request for Proposals to purchase 8th and Mill Site at 440 East 8th Avenue. We propose to purchase the 8th and Mill site and combine this property with G Group's adjacent holdings for a unified development proposal. This proposal provides the opportunity for a comprehensive redevelopment that will create a vibrant, urban gateway project consistent with the city's downtown planning efforts. G Group has a proven track record of successful investment and development in Eugene's downtown core. Together with deChase Miksis we have assembled a team that brings together the intimate knowledge of the planning and development goals of this district as well as the regional expertise to execute large scale, complex redevelopment projects.

This block uniquely connects to and knits together the most important public corridors and planning efforts of Eugene's Downtown. The development of this block provides the opportunity to strengthen these key corridors connecting the Downtown to both the Riverfront and to the University. No other proposal or development team is as uniquely positioned to deliver these important community goals.

G Group is a community minded capital partner with the equity required to complete the purchase of the 8th and Mill site and implement the larger development contemplated for the assembled properties of the block. We eagerly await the opportunity to discuss this project with you.

Sincerely,

David Davini
G Group LLC
p: 541.465.1600 | e: davidd@ggroup.com

Mark Miksis, AIA, LEED® AP
deChase Miksis Development, LLC
p: 541.232.2508 | e: mark@dechase.com





33 East Broadway
Rowell Brokaw

01 Experience and Financial Capacity

Team Firm: **Developer**



deChase Miksis specialize in the execution of complex mixed use, multi-family, office and commercial development projects. The team at deChase Miksis has been involved with the visioning, design, and construction of over 2,000,000 sq. ft. of commercial and multifamily real estate projects. We are a values based company that ensures our client's interests are represented through every stage of development, helping navigate complexity, save time, minimize risk, and maximize return.



01 Experience and Financial Capacity

Team Firm: **Design Lead**

GGLO

DESIGN

Founded in 1986, GGLO is a 100-person integrated design firm providing architecture, landscape architecture, research, planning, urban design, and interior design with an established reputation as a leader in the Northwest. Our firm's mission remains the same as it did 30 years ago, *to design distinct places where communities of people connect and thrive*. We seek to bring the essence of community alive in each of our projects – believing that the fundamental desire to interact and feel a part of something can be evoked through design.

Our work has served a broad spectrum of end users including innovative workforce housing, beautiful open spaces and parks, successful and prosperous planned neighborhoods, premiere hospitality destinations, and senior living communities.

We are experts in residential design and continue to expand our expertise in the development of innovative low, mid- and high-rise projects around the world. We have produced more than 50,000 residential units and more than 30,000 units in our home city of Seattle. In 2015 the U.S. Green Building Council named GGLO the nation's Best Residential Design Firm.



01 Experience and Financial Capacity

Team Firm: **Planning & Local Lead**



Rowell Brokaw Architects, PC is a 19-person design firm based in Eugene, Oregon with ten licensed architects on staff. Led by John Rowell, AIA and Gregory Brokaw, AIA, the firm offers urban design, architectural, interior, and furniture design services as well as programming, visioning, and master planning to a variety of public and private clients. The firm's work has been honored by the local and regional chapters of the American Institute of Architects (AIA) and numerous business and community organizations.

Rowell Brokaw has established a reputation for effective leadership, diligent research and analysis, creative and responsive design, collaborative process, and meticulous, accountable service. We strive to uncover the critical, unique conditions in every project and to offer thorough, practical, beautiful solutions to our clients.





5th & Idaho Boise, ID

CLIENT: 5th & Idaho LLC

deChase Miksis and GGLO collaborated together to develop and design the 5th & Idaho project. This multifamily development fits respectfully within the context of the historically-rich and distinct Old Boise commercial district. Surrounded by blocks with a diversity of architectural styles, the design of 5th & Idaho seamlessly integrates with complimentary architecture and pedestrian-scale massing consistent with the district.

The building pays homage to the adjacent historic building by stepping back and inserting a neighborhood gathering space that will become a public park. The design of 5th & Idaho celebrates Paulsen's work through simple, modest materials and forms that are consistent with other projects in the district.

In alignment with Boise's planning goals, 5th & Idaho's parking is all underground or within the alley. This allows the project to make use of its key corners where retail can encourage visitors and residents to gather and create community.





The Allison Inn & Spa Newberg, OR

CLIENT: Springbrook Properties

The Allison Inn and Spa is an award-winning 85-key luxury destination resort situated in Oregon's Wine Country. Sumptuous, oversized rooms and suites reflect the character of the surrounding vineyards and invite guests to immerse themselves in the Willamette Valley experience and create their own unforgettable moments.

The lobby reflects the rugged beauty of the natural surroundings with reclaimed limestone floors, slate and a rich combination of Northwest woods. Adjacent to the lobby area and restaurant is the cozy great room featuring a massive two-sided stone fireplace. Guests can admire the view inside and out while sipping a drink at an adjoining bar. Large shade trees greet arriving guests who also enjoy territorial views of the nearby mountains and meadows, from the vineyard-lined entry drive.





AML South Lake Union Seattle, WA

CLIENT: AML Residential

PHASE 1 STATISTICS: 0.7 acre site area, 175 units
159,835 sf residential, 4,002 sf commercial,
Completed in Spring 2014

PHASE 2 STATISTICS: 0.47 acre site area, 118 units,
111,000 sf residential, 6,398 sf amenity,
Completion 2015

Located in Seattle's growing South Lake Union is this two-phase multifamily project that interprets timeless forms. The two phases act as counterparts to each other, while different in concepts and materials, they share amenities between the two buildings and overall complement one another.

Phase 1, "Life in Motion" has ground floor retail, a common lobby and lounge mixing with the large public plaza with lush landscaping and a signature specimen tree. An upper level clubroom, theater style courtyard, and rooftop garden provide additional amenities to the resident community. The residential units feature open floor plans. Phase 2, "Internal Hearth" has multiple amenities surround the space and providing opportunities for creative expression and exploration by the tenants. Both phases are LEED® Silver certified.





Alley 111 Bellevue, WA

CLIENT: Skanska

PHASE 1 0.95 acre site area, 260 units
STATISTICS: 215,275 sf residential, 10,000 sf amenity, 4,722 sf commercial, Completed in 2015

Located prominently in Downtown Bellevue, Alley 111 is a mixed-use apartment community that aims to create a pedestrian connection and neighborhood gather place among the busy downtown streets and to create an active urban 'alley' where residents and passersby can connect and thrive together. This unique ground floor experience draws inspiration from neighborhood alleys that highlight locally sourced restaurants and coffee houses and pubs. Transparent storefronts and weather protection expand the spaces outside into the outdoor alley areas - further engaging visitors through design. Festival lighting and landscaped, urban parklets unify the character and identity of the space.

Courtyard units look out onto green roofs. Upper level units take advantage of views out to the mountains in. The roof deck, designed as an urban oasis for residents in the middle of downtown includes an outdoor lounge, park-like pet area, and indoor-outdoor kitchen and dining elements. This amenity expands on the ground level's design philosophy, expanding the indoor spaces outside with flexible landscaped gathering areas for entertaining or reflection.





Northwest Community Credit Union Support Center Eugene, OR

CLIENT: Northwest Community Credit Union

The NWCU was previously housed in an old furniture warehouse on the outskirts of the city. This new facility brings their operations downtown to a brownfield redevelopment site at the city center--a part of the city that is currently undergoing a complete revitalization. This project plays an important role in connecting the adjacent Willamette River to the downtown core.

In their old facility, the community-based values that prompted the founders to start the credit union were not represented for their employees. Through this new project, the leaders were able to show their staff and the community how those values translate to their operations today. The central atrium they now enjoy creates a hub in the building to promote collaboration, community and activity. The many meeting rooms give options for large and small gatherings and places to retreat to for individual work.

The tall windows in the open offices flood the workspaces with daylight and views to downtown and the river offering each department a connection to the outdoors. Secure bike parking, showers, and locker areas encourage employees to use alternate forms of transportation or enjoy the paths along the river for afternoon breaks. Finally, in the spirit of their founders, the Community Room on the first floor is available, free of charge, to anyone in need of a gathering space--even with a lunchbox.





Crescent Village Eugene, OR

CLIENT: Arlie & Company

Crescent Village East was the first mixed-use building at Crescent Village. It was designed in tandem with Crescent Village West across the street. These two buildings are filled with a vibrant mix of retail, restaurants, and housing. They both form the heart of the village center. Each building has underground parking and exterior walkways cutting the large buildings into parts with bridged connections above. The sensation of walking between these forms recalls an urban intimacy found in older European cities.

The housing above the retail has some of the widest variety of unit sizes and design layouts of any residential buildings this size. Units range from 475 sf to over 1,600 sf. On the fourth floor of each building several units are two levels tall with double-high living volumes offering spectacular views of the the neighboring hills.





Eugene Riverfront Eugene, OR

CLIENT: Eugene Water & Electric Board

COMMUNITY ADVISORY TEAM MEMBER: Dean Pape

In early 2009, RBA was selected to lead the master planning and public involvement process for Eugene's 27-acre downtown riverfront. This completed master plan models sustainable, mixed-use redevelopment in a variety of ways: it creates 8 acres of new riverfront open space, requires LEED certification for all new construction, adds meaningful residential capacity at the city center, improves public access and the Riverbank Trail System, and proposes numerous ways to teach about our river, our history and our city. With the nine-member Community Advisory Team's counsel, a series of form-based design guidelines and an ecological assessment were both completed to before finalizing the master plan. During the 12-month design process, more than 1,000 community members participated in the plan's development.

In June 2010, the master plan was unanimously approved by the EWEB Board of Commissioners after receiving consensus approval from the Community Advisory Team. In November 2010, RBA partnered with CMGS Landscape Architects & Planners to complete the land-use phase and codify the master plan's vision in 2011-2012. This master plan represents the final step in a decade-long planning process to renew the connection between downtown Eugene and the Willamette River.



01 Experience and Financial Capacity

Relevant Project Experience



First on Broadway

Adaptive Reuse Eugene, OR

This adaptive reuse project by Master Development of Eugene transforms an existing building into a major mixed-use apartment and retail presence in downtown Eugene. The upper floor converted office space to 16 units of rental apartment housing includes two two-story loft apartments with two bedrooms and two baths each. The rest of the second floor is a mix of studios, one and two-bedroom units, and includes some of Eugene's first micro-studio units. These smaller units have private patios, tall ceilings, and some have storage lofts.

The smaller units are intended to make solo living in the center of downtown more affordable and expand the building's tenant pool. The retail level was outfitted for a major restaurant tenant on the corner, with other entertainment-oriented uses along Broadway, in what is becoming the restaurant and entertainment heart of Eugene. New ground-floor tenants include the First National Taphouse, the new Bijou Metro movie theater, Townshend's Tea House, and the Red Wagon Creamery.

The skin on the building is an exterior insulated finish rain screen system with a stucco appearance, lpe hardwood accents, and aluminum curtain wall storefront glazing with clear glass. Steel horizontal canopies are found at the Broadway Willamette corner of the building, and metal roofed steep angled awnings shelter the remaining storefront windows, while strengthening the urban street edge, providing pedestrian shelter, and reinforcing the vertical bays of the building.



01 Experience and Financial Capacity

Development Team Resumes



MARK MIKSIS AIA, LEED® AP
Developer

Mark Miksis has more than 18 years experience in delivering high-quality, high-efficiency developments that respond appropriately to the needs of their users and the goals of their owners. Mark combines superior process driven project management,

design and communication skills with a depth of experience in all aspects of real estate development, including project sourcing, feasibility, financing, planning, construction, leasing and property operations. This unique blend of skills and experience has produced outstanding results in all aspects of his clients' development projects.

Prior to joining deChase, Mark spent seven years as the Director of Real Estate Development for Arlie & Company where he managed the design and construction of Crescent Village. Mark's focus on green building lead the company to achieve LEED Platinum and Gold certifications on two projects within this \$80 million mixed-use urban village. In addition, Mark's commitment to delivering spaces that truly work for their users, while also meeting financial goals, resulted in the apartments in the Village consistently achieving rental rates that were 30% greater than other high end units in Eugene, and vacancy rates of less than 5%.

Relevant Project Experience

5th & Ash Workforce Housing | Boise, ID

Acorn Park Retail | Eugene, OR

The Andy | Eugene, OR

1203 Willamette Mixed-Use | Eugene, OR

Crescent Village*

Arlie & Company Headquarters*

Kavli Institute | Stanford University*

Debs Park Audubon Center | Los Angeles*

*Project(s) completed while at previous firm(s)



Dean Pape
Developer

Dean is a partner of the company he established in 2007 as deChase Development Services, now deChase Miksis, and oversees all aspects of project development. Dean has 12 years of experience in real estate development, construction, financing,

and management in Oregon, Idaho, Montana, and Alaska. He is a member of numerous development teams that have won awards and recognition including the OHSU Center for Health and Healing (the first large medical facility to receive LEED Platinum certification) and the Kendall Toyota of Eugene (the first auto dealership to received LEED Platinum).

Dean relocated to Boise in 2013 to continue the management of Kendall Development Group's real estate portfolio, while working with land owners, business owners, and others on other development opportunities. He is currently working with downtown Boise property owners to create a new vibrant, pedestrian friendly, mixed-use district. He is also the managing partner and developer for the 5th and Idaho mixed-use project that will commence construction in the coming months.

Relevant Project Experience

5th & Ash Workforce Housing | Boise, ID

The Janey | Portland, Or

Kendall Toyota of Eugene | Eugene, Oregon

Skybox | Eugene, Oregon*

Courtside | Eugene, Oregon*

The Meriwether | Portland, Oregon*

OHSU Center for Health and Healing | Portland, Oregon*

*Project(s) completed while at previous firm(s)

01 Experience and Financial Capacity

Development Team Resumes



Tom Sheldon AIA, NCARB, DBIA

Principal-in-Charge, Design

Tom is a senior Principal leading teams on large mixed-use urban infill projects that encompass housing, retail, entertainment facilities, grocery and other urban uses. He has over 30 years of experience in design and construction of urban mixed-use projects in the major municipalities within Oregon, Washington, Idaho, and Northern California. Tom is an active board member of the WSU School of Design and Construction and holds a Design Building Institute certification.

He was the Principal-in-Charge of numerous Urban Mixed-Use projects in the bay area of San Francisco and the award-winning Via6 project in Seattle. Tom's knowledge of design and construction has given him the background to assist clients in the lengthy and ever-changing process of design and permitting, working with the client and local municipalities to achieve winning results. Under Tom's design leadership, his projects have received over 30 industry design awards.

Relevant Project Experience

Via6 | Seattle, Washington

AMLI South Lake Union | Seattle, Washington

Hercules Bayfront Mixed-Use | San Francisco, California

Allez Mid-Rise Apartments | Redmond, Washington

5th & Ash Workforce Housing | Boise, Idaho

The Afton Mid-Rise Apartments | Boise, Idaho



Mark Sindell ASLA, LEED® AP BD + C, LFA

Landscape Architect Principal

Mark is committed to the creation of vibrant, sustainable places for people. He has over 18 years of experience working corroboratively with multi-disciplinary design teams providing leadership, design inspiration and technical expertise on complex projects. He is involved on the outset of the design process, ensuring that opportunities for value creation are holistically integrated into each project. Mark's professional experience includes urban infill mixed-use, hospitality and

open space projects for both private and institutional clients. Mark's practice has included implementation of green roofs, urban agriculture and rain gardens on the first Living Building in the state of Washington and wide ranging LEED certified projects. He takes pride in getting the most out of each project for his clients.

Relevant Project Experience

5th & Ash Workforce Housing | Boise, Idaho

The Allison Inn & Spa | Newberg, Oregon

Alley 111 | Bellevue

AMLI South Lake Union | Seattle, Washington

Burien Town Square | Burien, Washington

Allez Mid-Rise Apartments | Redmond, Washington



Blake Williams AIA, NCARB, LEED® Green Associate

Design Architect

Blake has over 20 years of architectural experience working on a wide array of project types including public housing, educational facilities and luxury residential projects. He approaches each project with an inter-disciplinary eye, finding inspiration in cultural media such as literature, music and the visual arts. Blake believes that client and team collaboration best excels when design is driven by themes that connect physical and cultural elements to the developing site.

Blake takes a keen interest in exploring the possibilities of experiential phenomena, tactile details and the engagement of the body in space. He believes that space that engages all of the senses creates some of the most fascinating and humane architecture.

Relevant Project Experience

5th & Ash Workforce Housing | Boise, Idaho

WSU Chinook Student Center | Pullman, Washington

Hercules Bayfront | San Francisco, California

Packer's Oyster Bar & Pierside Kitchen |

Blaine, Washington

01 Experience and Financial Capacity

Development Team Resumes



JOHN ROWELL AIA
Principal

John Rowell is a principal at Rowell Brokaw Architects, and takes an active role in the planning, design and management of projects. With 25 years of experience, John is a skilled designer and effective leader in the design process. Working with

complex client groups, he listens to different points of view and builds trust. John has led many of the firm's projects including key roles in Straub Hall Classroom building at the University of Oregon, Crescent Village in Eugene, The EWEB Riverfront Master Plan, UO University Street Planning Study, and the UO East Campus Open Space Framework Plan.

Relevant Project Experience

1203 Willamette Street | Eugene, Oregon

Amazon Corner Mixed-Use | Eugene, Oregon

Tykeson Hall, College and Careers Building
University of Oregon | Eugene, Oregon

Eugene City Hall, City of Eugene | Eugene, Oregon

EWEB Riverfront Master Plan | Eugene, Oregon

Northwest Community Credit Union Corporate Headquarters | Eugene, Oregon

Crescent Village Mixed-Use | Eugene, Oregon

University Street Planning Study
University of Oregon | Eugene, Oregon



Lorri Nelson AIA, ASLA
Urban Planning & Landscape Design

Lorri Nelson is both a Senior Project Architect and Landscape Architect at Rowell Brokaw and has extensive experience integrating planning, landscape architecture and architecture that results in cohesive, complete projects. As the Site Design and

Coordination point person she is an effective team-builder and works toward consensus for the project direction. Her recent design work includes complex master planning projects such as Crescent Village Mixed-Use Development, EWEB Riverfront Master Plan and the EWEB Riverfront Land Use Phase. Lorri's role in nearly all of our projects is to bridge between the world of buildings and the landscape around them.

Relevant Project Experience

Amazon Corner Mixed-Use | Eugene, Oregon

EWEB Riverfront Master Plan | Eugene, Oregon

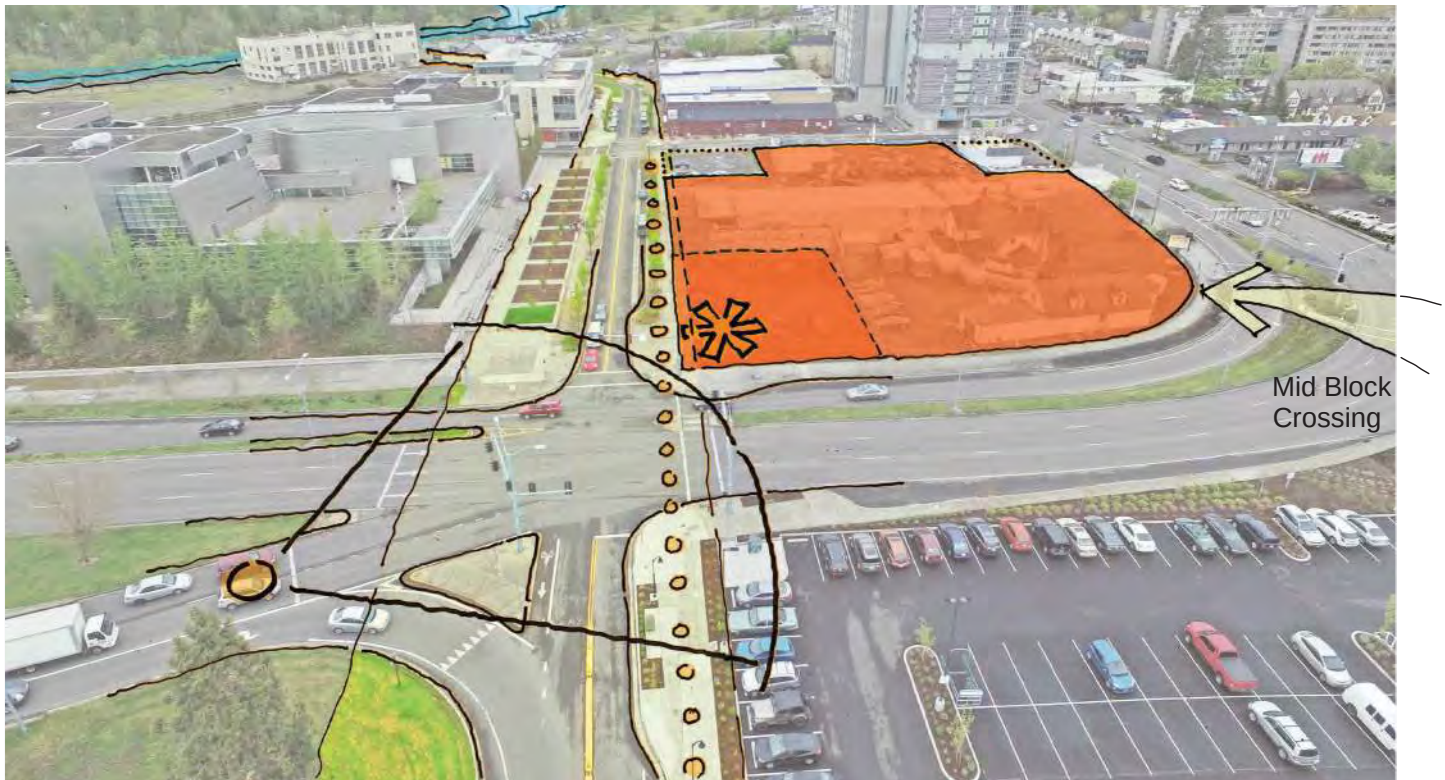
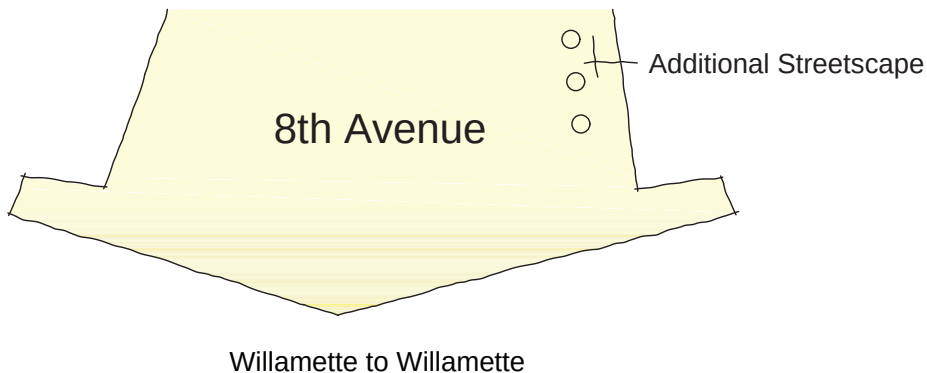
Crescent Village Mixed-Use | Eugene, Oregon

University Street Planning Study
University of Oregon | Eugene, Oregon

Glade Run Lutheran Services Facility Expansion & Park | Zelienople, Pennsylvania

Edwards Center Mixed-Use | Aloha, Oregon

02 Vision



Urban Gateway

This block has the potential to be one of the most visible and transformational developments in Eugene. It is a prominent arrival view of Downtown Eugene from Ferry Street Bridge. It is a key to completing the City's 8th Avenue vision connecting Willamette Street to the Willamette River.

The corner of 8th and Mill should have compelling presence, complementing the Federal Courthouse and Whole Foods. We envision this to be a combination of strong and appealing building form, urban streetscape, active uses and art.

A coordinated development along 8th Avenue offers the best possibility to continue the enhanced pedestrian edge established along the north edge of the Whole Foods site. We see this as a positive for the street experience and for the development opportunities along this edge.

The Courthouse and Northwest Community Credit Union have set a standard that makes 8th Avenue attractive for high quality development.



02 Vision



Knitting Together Downtown Commercial

The pedestrian crossing at East Broadway and Mill St should link to the successful commercial revitalization of Broadway, and extend this energy to the east. With amenities like Whole Foods, the Shedd, cafes and restaurants along Broadway, the crossing is a significant opportunity in the development of the whole block.

Given the busy traffic of E Broadway and Mill, the arrival at the east side of the street needs to be more substantial than just a sidewalk. We see the opportunity for mid-block breaks that allow pedestrians to move through the block, possibly aligned with the crossing. Pedestrian-oriented alleys can help create breaks between building masses and help overall scale.

Including the 8th and Mill site within a larger block development offers the best opportunity to enhance connectivity and desire paths from Broadway through to the amenities of this block and to the Riverfront beyond.

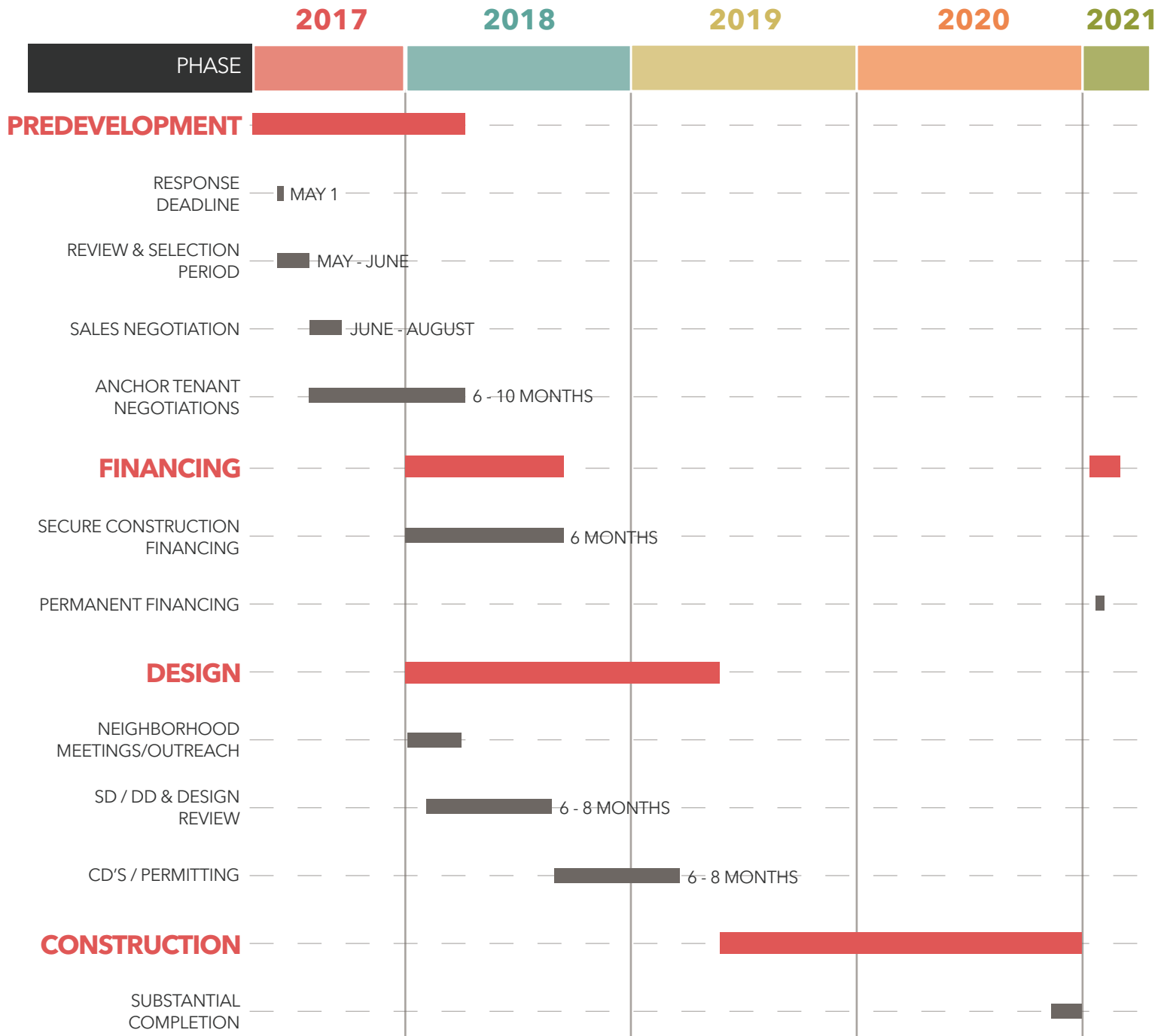




First on Broadway
Rowell Brokaw

02 Vision

Preliminary Development Timeline





Burien Town Square
GGLO

03 Purchase Offer

G Group will pay fair market value for the subject parcel as determined by a MIA appraiser. In addition we are willing to provide easements across the additional parcels under G Group ownership along 8th Avenue to assist in completing the Willamette to Willamette Initiative. G Group will convey these easements based on a MAI appraisal.

G Group is not requesting any public assistance in connection with this project.



G Group, LLC

P.O. Box 529 | Eugene, Oregon 97440

p | 541.456.1600



P.O. Box 11942 | Eugene, Oregon 97440

p | 541.232.2508 w | www.dechase.com



- Could you provide a list of some of G-Group's relevant project experience? (A list similar to what you provided on p. 17 would suffice.)

G Group invests in, develops and holds property throughout the Northwest. G Group currently owns and manages assets in Seattle, Portland and Eugene. Some select Eugene development projects include:

- Broadway and Pearl Historic District redevelopment, Eugene: Redevelopment of several key buildings (including the Quackenbush Building) along with public way lighting improvements between Pearl and Oak.
- Eugene Hotel Historic Renovation, Eugene
- Whole Foods Market, Eugene
- Office Building, 200 International Way, Springfield

- What type of uses do you envision for the site and/or what process would you take to identify those uses? (This would not be something you would get locked into. Rather, we just want to be able to provide City Council with some more information about what you are currently considering.)

Currently G Group is evaluating market conditions and development feasibility for a variety of different uses. This includes mixed use buildings consisting of retail/restaurant, hospitality and housing. The final configuration of uses is being finalized through market analysis and strategic partnerships with development partners, operators and tenants.

- Have you built contingency into the proposed timeline?

The current high level schedule represents an accurate time frame for the development of a large scale, complex project. Contingencies have been included.

- What is included in "substantial completion"?

Substantial completion represents when the project will be complete and ready for its final use.

- Clarification about the financial assistance.

Although we will partner with the the city throughout the entitlement and approval process we are not requesting any public financial assistance in connection with this project.



REQUEST FOR PROPOSALS: 8TH & MILL SITE (440 E. 8TH AVE)

March 16, 2017

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Overview

The City of Eugene is pleased to announce the sale of the 8th & Mill Site at 440 East 8th Avenue. Through this Request for Proposals (RFP), the City seeks proposals that will provide a distinctive urban vision to generate positive activity in an urban downtown setting and complements recent investment in the area. The City expects that proposals will:

- Include a buyer with a proven track record of establishing high-quality, attractive and distinctive uses for buildings in urban, downtown settings;
- Incorporate high-quality urban design;
- Include desired vision to integrate with adjacent properties for an overall high quality urban development; and
- Complement the existing public and private investments in the area.

Given the property's location on a key downtown corner and a major corridor, the sale of this site presents an opportunity in an increasingly vital area of downtown. The purpose of the RFP and proposed sale is to encourage redevelopment for a use or mix of uses compatible with a high quality, pedestrian friendly, downtown urban environment, in alignment with the Downtown Plan, Envision Eugene, the Riverfront Urban Renewal Plan and current implementation efforts such as the [Willamette to Willamette Initiative](#). With the 2021 Track



Eugene looking west.

and Field Championships on the horizon, the City is preparing Eugene for the global stage and envisions redevelopment of this site as contributing to that effort, as well as the community's long-term vision for the area. As the City moves forward with redevelopment of the riverfront property formerly used for EWEB operations along the Willamette River, the 8th & Mill Site will serve as a key entrance from downtown to the Riverfront.

Downtown Eugene continues to grow as a dynamic regional destination for live, work, and play. Guided by the Downtown Urban Renewal Plan and the Downtown Plan, the City has worked with the private sector to facilitate a number of redevelopment projects. Additions include the Broadway Commerce Center, the Woolworth Building, Whole Foods, new hotels, new residential development and new retail. With a number of art, entertainment, and culture offerings, such as Saturday Market and Farmers' Market, downtown continues to draw residents, students, and visitors to the core.

A variety of housing options and densities exist downtown, and demand for downtown housing units continues to grow. Residential development has increased over the past 15 years. The Hub, completed in 2015 and located 2 blocks from the property, provides 192 units of housing to over 500 students.

Property Information

The 8th & Mill Site at 440 E. 8th Ave. is a 0.26-acre property that currently functions as a parking lot and is located across from the Wayne Morse Federal Courthouse to the north and Whole Foods to the west (Tax Lot 03003, Assessor's Map 17-03-32-23). See Appendix A and B for site maps and photos.

The site is zoned C-2 (Community Commercial) and is in the Nodal Development Overlay Zone¹, which calls for higher density, mixed-use, pedestrian friendly development.

Property Advantages:

- Prominent location of the 8th Avenue entrance to the anticipated Riverfront Redevelopment
- Within walking distance of numerous cultural, entertainment, and retail venues
- Adjacent to 8th Avenue and Mill Street, a major thoroughfare between downtown, the riverfront, and the UO
- Adjacent to Wayne Morris Federal Courthouse
- Proximate to Northwest Community Credit Union Support Center (150+ employees)
- Proximate to The HUB, student housing (500+ students)
- Located along the Willamette to Willamette corridor
- Proximate to the new Whole Foods, located across Mill Street

See Appendix C for a complete area profile.

The property is offered as is. The existing building was formerly a motor vehicle body shop. Utilities are available to the site, including water, sewer, gas, electricity, and cable television. Potential buyers should review utility information to determine availability and capacity for their proposed projects. Reuse of the building is not a necessary component of proposals, and more density is preferred.

The 8th and Mill Site has approximately 125 feet of street frontage on the north boundary (8th Street) and approximately 91 feet of street frontage on the west boundary (Mill Street).



Federal Courthouse

¹ A mixed use, pedestrian friendly land use pattern that seeks to increase concentrations of population and employment in well-defined areas with good transit service, a mix of diverse and compatible land uses, and public and private improvements designed to be pedestrian and transit oriented.

Zoning

The site is zoned C-2 Community Commercial, which is intended to include a range of uses including retail, entertainment, office and housing (Eugene Code 9.2161-9.2181). The property is also located in the /ND Nodal Development Overlay Zone (Eugene Code 9.4250), which encourages mixed-use pedestrian friendly development and may allow a reduction in minimum parking requirements. Parking requirements for this site are dependent on uses, and can be found in Eugene Code 9.6410.

Price and Terms

Purchase proposals that reflect fair market value are preferred but not required. The City is willing to negotiate based on the overall public benefit provided by the proposal. A fee simple sale is preferred. A good faith deposit equal to ten percent of the sale price is required upon signing of the purchase and sale agreement. Broker fees will not be paid by the City.

Objectives

The sale of this site presents an opportunity in an increasingly vital area of downtown. The overall objective for redevelopment of this parcel is an urban use, designed to encourage a lively, attractive, and safe pedestrian realm. Proposals should reflect and support the surrounding public and private investments with appropriately urban, high quality, pedestrian friendly developments. The City encourages creativity in the concepts and intends to allow flexibility in future use of the property provided that the proposal is consistent with the Eugene Downtown Plan and the Eugene Land Use Code, and complements the Riverfront Urban Renewal Plan goals and the objectives provided in this RFP.

The following objectives will be used to evaluate proposals:

- **Experience:** Buyers should have a proven track record of completing successful, high quality urban projects and have a vision for the parcel that is compatible with recent and anticipated development nearby. Buyers should also show evidence of financial capacity to implement quality urban projects.
- **Vision:** The vision should maximize the property's development potential and:
 - Factor in the site's prominence as highly visible from the Ferry Street Bridge, either from north or south.
 - Integrate with adjacent properties for an overall high quality urban development.
 - Contribute to an active downtown with a conceptual mix of uses such as retail, office, entertainment, restaurant, hotel, or residential with building components that contribute to an inviting pedestrian environment.

- o Complement recent public and private investments made in the surrounding properties, including Whole Foods, Northwest Community Credit Union, the Wayne Morse Federal Courthouse, Barn Light East, Sam Bond's Brewing, and the Hub student housing.
 - o Incorporate an enhanced, well designed pedestrian path as part of the Willamette to Willamette Initiative, which is a City-led effort to connect Willamette Street to the Willamette River via improvements and redevelopment along 8th Avenue.
- **Timeliness and Feasibility:** Preferred proposals will include:
 - o Reasonable timeline; completion of redevelopment prior to the 2021 World Track and Field Championships is strongly encouraged.
 - o Demonstrated understanding of market potential for the proposed vision.
- **Financial benefit:** Preferred projects will have the purchase price reflect the fair market value of the property.
- **Consistency with City Policies and Goals:** The Downtown Plan is the primary policy document and applies directly to this site. Other plans and policy documents also apply, including the Riverfront Urban Renewal Plan and Envision Eugene. The City expects the proposed vision will be consistent with the policies and goals for downtown as reflected in these documents. See the City Policies section of this RFP on pages 9-11.



Northwest Community Credit Union

Submission Requirements

The City invites proposals from prospective purchasers setting forth details regarding the applicant's vision for the property, offer to purchase, and other issues identified in this section.

The deadline for submitting proposals is 5:00pm (PST) on May 1, 2017.

Please submit one original proposal using 8 ½" x 11" size paper and an electronic copy to the e-mail listed below. Proposals should be addressed to:

City of Eugene
 Attn: Amanda D'Souza
 99 West 10th Avenue
 Eugene, OR 97401
Amanda.m.dsouza@ci.eugene.or.us

A. Experience and Financial Capacity

1. Provide the name(s), address(es), telephone number(s), and e-mail address(es) of the buyer. Identify the principal person(s) authorized to negotiate on buyer's behalf.
2. Identify and describe any relationship the buyer may have with subsidiaries, joint venture partners, or others who are significant to the project.
3. Provide documentation demonstrating that the buyer is qualified to undertake the proposed project, including:
 - i. Experience with projects similar to the proposed project, developments in urban areas, public/private development, and
 - ii. Examples, including images, of prior projects that demonstrate high-quality urban design and use.
4. Provide evidence of prior ability to finance and complete similar projects and evidence of private financing commitments for the proposed project.

B. Vision

1. Provide a detailed description of the respondent's vision and possible use(s), and how they meet the RFP objectives for "Vision" listed on page 4 & 5. The City will be involved in the design review process and will use the Community Design Handbook (<https://www.eugene-or.gov/2977/Community-Design-Handbook>) and other Plans during this process.

2. Provide a preliminary schedule for the proposed project that addresses, at a minimum, property acquisition, design and preparation of plans, start of construction, completion of construction, and tenancing. The schedule should provide for development in a logical and expeditious manner.

C. Purchase Offer

1. Provide the amount and terms of the purchase offer.
2. Describe any public assistance requested.

Selection Process and Schedule

The City will conduct a fair and impartial process for the selection of a buyer based upon satisfaction of the objectives in this RFP. The City may utilize a combination of staff and third parties in the review process. Following the initial review, some or all of the respondents may be interviewed or contacted to provide clarification or amplification of the material submitted. The Eugene City Council will select a buyer with whom to enter into a definitive purchase and sale agreement. The City may elect to reject all proposals.

Preliminary schedule

The selection process is expected to be completed in June 2017. The preliminary schedule for the process is as follows:

City issues RFP	March 16, 2017
Responses due	May 1, 2017 at 5:00 pm
Staff review complete	May 9, 2017
Supplemental information due	May 19, 2017
City Council review & selection	June 2017

Designated Contacts

The following City of Eugene staff are the designated contacts for information or questions related to this RFP:

Nan Laurence, Downtown Projects Manager
541-682-5340 nan.laurence@ci.eugene.or.us

Amanda D'Souza, Business Development Analyst
541-682-5540 amanda.m.dsouza@ci.eugene.or.us

Mailing Address & Fax Number:

Community Development Division
99 West 10th Avenue
Eugene, OR 97401
Fax: (541) 682-5572

For general information, please visit the City of Eugene website at <http://www.eugene-or.gov/>

For information on downtown Eugene, please visit the downtown website at <http://www.eugene-or.gov/downtown>



Looking west on East 8th Avenue.

City Policies and Initiatives

Downtown Plan

The general policy framework for the sale of the 8th & Mill Site comes from the Downtown Plan. The central themes in the Plan are 1) reinforce downtown Eugene as a strong regional center, and 2) strengthen downtown as a cultural center and the center of community life. The Plan calls for development of downtown as an urban center with unique qualities, character, vitality, intensity, and diversity of uses. The City encourages proposals that are creative and consistent with the policies and strategies identified in the Plan.

Riverfront Urban Renewal Plan

The Riverfront Urban Renewal Plan contains goals and objectives for projects within the Riverfront Urban Renewal District. The Plan outlines a number of goals and objectives for relevant projects including:

- To improve the function, condition, and appearance of the development area;
- To eliminate existing blight and blighting influences;
- To strengthen the economic and environmental conditions of the plan area and the metropolitan area;
- To stimulate development activity and amenities near the new federal courthouse
- To improve connections between the core of downtown, Riverfront, and the University of Oregon

Envision Eugene

Envision Eugene outlines goals and land use policies to manage growth over the next 20 years in a way that protects and enhance the quality of life and reflects our shared values and addresses the future of Eugene through goals and regulatory policies regarding land use. The seven pillars of Envision Eugene are the foundation for policies, guidelines, and actions of Envision Eugene: Vision to Action. The redevelopment of the 8th & Mill Site is directly encompassed in two Envision Eugene pillars:

- Provide ample economic opportunities for all community members.
 - Meet all of the commercial land needs (office and retail) within the existing Urban Growth Boundary.
- Promote compact urban development and efficient transportation options.
 - Integrate new development and redevelopment in the downtown, in key transit corridors and in core commercial areas.

EWEB Riverfront Master Plan

The Riverfront Master Plan is the result of a master planning and public involvement process for the 27-acre downtown riverfront. The master plan reflects the community's vision for the riverfront property and models sustainable, mixed-use redevelopment in a variety of ways, incorporating open space, residential uses, public access, and educational components. The plan gives form and specificity to the Downtown Plan goals and principles, and also includes design guidelines and descriptions of design intent. The Master Plan can be found here:

<https://www.eugene-or.gov/documentcenter/view/28890>

Vision 2021

Thousands of people will visit the region's restaurants, shops, hotels, and attractions, when the World Track and Field Championship comes to Eugene in the summer of 2021, marking the first time this event will be held in the United States. In collaboration with regional partners, the City is working on a number of improvements to both enhance the experience during the event and be a part of the legacy that remains after the games. Many of these improvements are focused on development along the riverfront, making it a destination for residents and visitors alike.

Willamette to Willamette Initiative

The Willamette to Willamette Initiative aims to link the heart of our evolving city to the river that has shaped our identity via improvements and development along 8th Avenue. The initiative will provide a critical connection between the natural and urban, two complementary components of our community's identity. In order to create this connection, projects along the Willamette to Willamette path will focus on four key elements: art, history, materials, and street. More information can be found at www.eugene-or.gov/w2w.



Regional Economic Prosperity Plan

In February 2010, the elected officials of Lane County, and the Cities of Eugene and Springfield jointly adopted the Regional Prosperity Economic Development Plan. The plan includes a set of ambitious goals and specific tactics for the region, and identifies seven targeted areas for collaboration to achieve economic prosperity. Information on the plan, including updates, can be found here: <https://www.eugene-or.gov/815/Regional-Economic-Development-Plan>

City Council Goals and Outcomes

In 2010, City Council identified Sustainable Development as one of its goals, stating that “A community that meets its present environmental, economic, and social needs without compromising the ability of future generations to meet their own needs.” Council outlined “increased downtown development” as one of the outcomes the City can work towards to achieve this goal.

Other Information

The objectives listed in this RFP will be used for the evaluation of the proposals. All or part of the objectives may or may not be implemented in the final agreement with the chosen buyer. The City of Eugene reserves the right to negotiate details within the objectives after acceptance of the proposal and prior to the final agreement. The City also reserves the right to extend the deadline for RFP responses, interview respondents, or to modify the selection process or other aspects of this property offering, at its sole discretion.

The City reserves the right to accept proposals, even if the respondent has not submitted all information referenced in this RFP. The City reserves the right to reject all submittals in response to this RFP without cause.

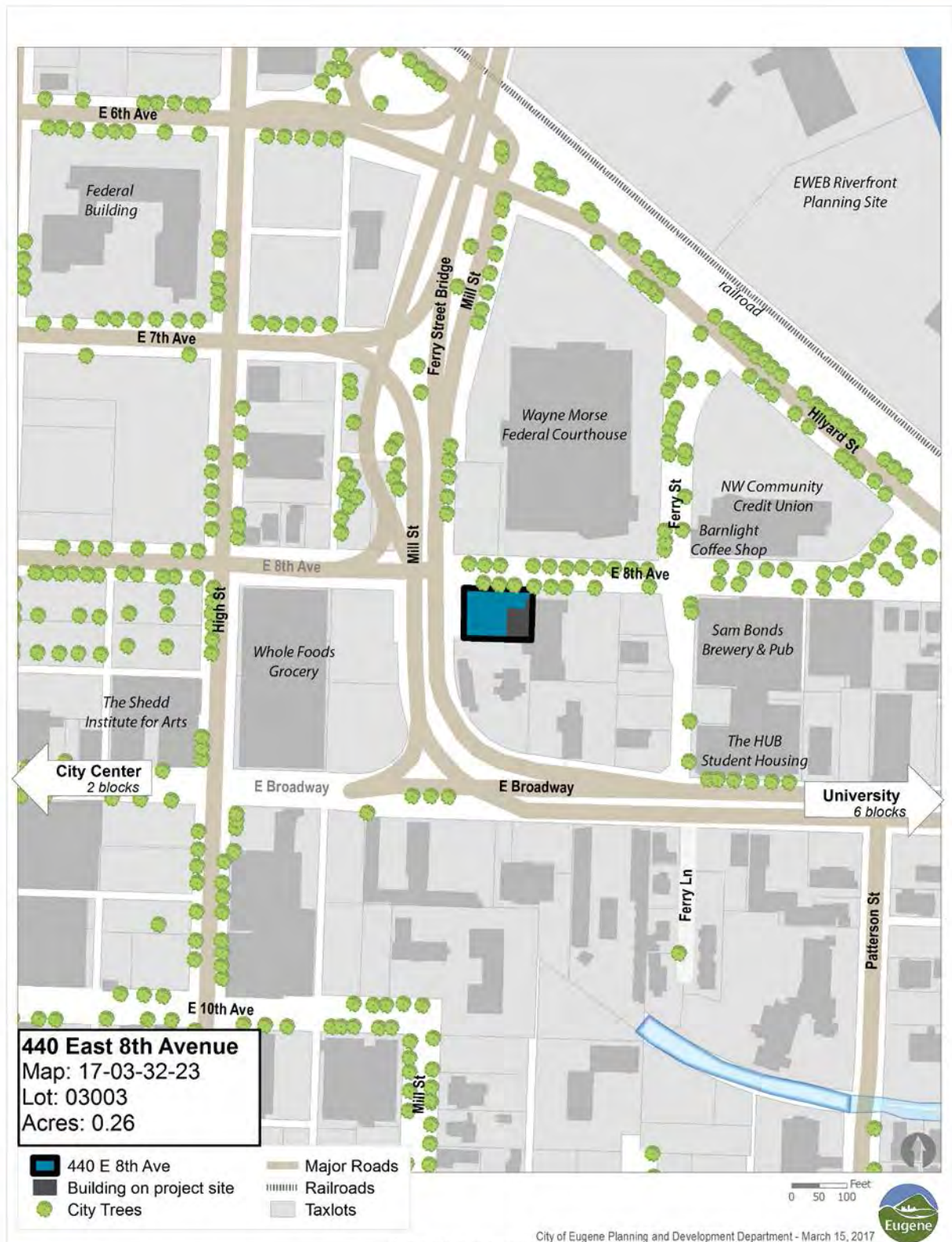
In the interest of a fair and equitable selection process, the City retains the sole responsibility to determine the timing, arrangement, and method of proposal presentations throughout the selection process. Respondents are cautioned not to undertake any activities or actions to promote or advertise their proposals except in the course of authorized presentations.

All facts and opinions stated in this RFP and all supporting documents and data are based upon information available from a variety of sources. No representation or warranty is made with respect thereto.

Appendices

- A. Site Map
- B. Site Photographs
- C. Area Profile
- D. Downtown Public Parking
- E. Downtown Tools and Incentives

Appendix A – Site Map



Appendix B – Site Photographs



← Looking east from Mill Street.

Looking east from Mill Street. →



← Looking north along Mill Street.

Looking west along
8th Avenue.



Looking south from 8th Avenue.

Looking southeast from
8th Avenue.



Appendix C – Area Profile



Quick Facts

Downtown Plan Statistics

Total Population: 19,867

Total Downtown Employees: 7,611

Workers aged 29 or younger: 1,843 (24%)

Workers with earnings more than \$40K per year: 3,028 (40%)

University of Oregon Enrollment

Total students: 23,634

Undergraduates: 20,067

Graduates: 3,567

Full-time: 21,336

Part-time: 2,298

Oregon residents: 51%

Out-of-state residents: 36%

International: 13%

LTD Downtown Bus Station

10,324 boardings per day (October 2016, LTD)

Recent and Upcoming Downtown Projects

Northwest Community Credit Union Support Center

Located at the corner of 8th Avenue and Ferry Street, Northwest Community Credit Union Support Center was completed in 2014. Designed by Rowell Brokaw Architects and managed by deChase Miksis Development Services LLC, the 68,000 square foot building cost \$24.5 million houses 150 employees, with the capacity to expand to more than 300 employees.



6th Avenue Development

Former Eugene mayor Brian Obie is in the process of expanding his Fifth Street Public Market onto vacant land located on 6th Avenue between Oak and Pearl Streets. The project is estimated to cost around \$50 million and would include market-rate apartments and ground floor retail space. Construction is expected to start in late 2017 or 2018.



Whole Foods – 8th and Mill

Opened in September 2016, Whole Foods Grocery Store is downtown Eugene's newest development along 8th Avenue. Located at 353 E. Broadway, the store is over 36,000 square feet, with 140 full and part-time employees. The building is owned by Broadway and High LLC, and construction costs totaled about \$10 million.



Olive Lofts

Olive Lofts is an upcoming mixed use development located in downtown Eugene. Located at 844 Olive Street, the property is the former site of Rogue Brewery, which has been vacant since 2014. The proposed project will be five stories, with four new floors of housing over an existing ground floor. Altogether the project will include 36 housing units and ground floor commercial space. The project is being constructed by Granite Properties, and is expected to cost \$5.4 million and be completed in 2018.

Former LCC Downtown Center

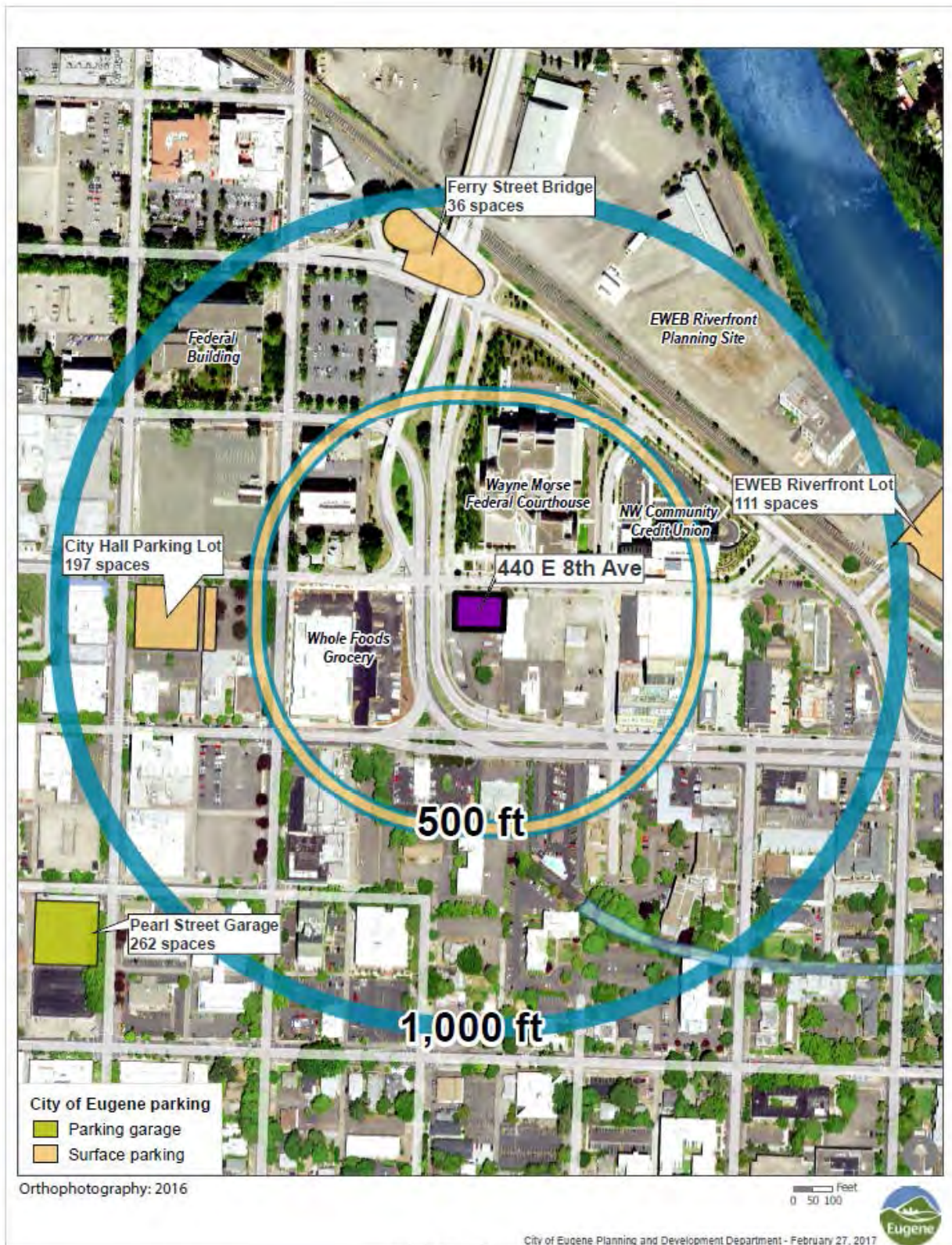
The former Lane Community College (LCC) downtown center at 1059 Willamette Street is located across from the Lane Transit District Bus Station. The 66,000 square foot building was vacated in 2013 when LCC opened its new Downtown Campus at 10th Avenue and Olive Street. The City of Eugene is collaborating with LCC to identify a redevelopment concept that will benefit the community in the long term. The project is eligible for Downtown Urban Renewal District funds for redevelopment of the property.



Shedd Institute Renovation

The John G. Shedd Institute for the Arts, is in the process of undergoing renovations of their school and performance center. Located at Broadway and High, the Shedd is a nonprofit education and performance center that hosts over 100 performances every year and runs a community music school for the public. The renovations are estimated to cost \$15 million and will be completed in two phases.

Appendix D – Downtown Public Parking



Appendix E – Downtown Tools and Incentives

Multi-Unit Property Tax Exemption

The property is located within the Multi-Unit Property Tax Exemption (MUPTE) boundary. The MUPTE program is enabled under state law for the purposes of stimulating the construction of multi-unit housing in the core area and to ensure use of the core area as a place where community members have the opportunity to live and work. Projects eligible for the 10-year tax exemption include construction, addition or conversion of rental or ownership multi-unit housing. City Council updated the program in 2015 to make student housing ineligible, and to include increased energy efficiency, higher quality design standards, expanded neighborhood involvement, and an extensive community review process. Tax exemption requests are reviewed and approved by City Council. For more information: www.eugene-or.gov/MUPTE

Vertical Housing Development Zone

The property is located within the Downtown Eugene Vertical Housing Development Zone (VHDZ). Established under state law, VHDZs encourage mixed-use projects that provide dense urban-style development or redevelopment. Eligible projects consist of ground-level commercial with one or more upper residential floors that have been newly constructed, reconstructed, or rehabilitated. The program offers a 10-year property tax exemption on the new structure, or incremental change in the property value of the building that comprises the project. The program grants a tax exemption of 20% for each floor of housing that is incorporated above ground floor commercial, with a maximum tax exemption of 80% for any single project. Tax exemption requests are reviewed and approved by the State of Oregon. For more information: <https://www.eugene-or.gov/1403/Vertical-Housing-Development-Zone>

Riverfront Renewal Loan Program

The Riverfront Renewal Loan Program (River Loans) is a revolving loan program designed to encourage capital investment within the Riverfront Urban Renewal District. The primary goal of River Loans is to provide funding assistance to projects that meet the goals and objectives of the following planning documents: Riverfront Urban Renewal Plan, EWEB Riverfront Master Plan, and the Eugene Downtown Plan. River Loans are designed to be flexible and responsive to unique redevelopment opportunities and challenges, and individual project financing needs. For more information: <https://www.eugene-or.gov/3497/River-Loans>

Business Development Fund

The City of Eugene's Business Development Fund (BDF) provides assistance to new and existing businesses via the federal Community Development Block Grant (CDBG) program. Established to create jobs and stimulate private sector investment, the BDF has loaned almost \$18 million to over 230 Eugene businesses, leveraging an additional \$58 million in private investment. Since 1984, the BDF has helped to create over 1,300 new jobs. For more information: <https://www.eugene-or.gov/827/Business-Development-Fund>

Attachment D – Outline of Terms for Sale of Property

Buyer: G Group, LLC

Seller: City of Eugene

Property: Land (approximately 0.26 acre) located 8th Avenue and Mill Street (map and tax lot number 17033223-03003)

Purchase Price: Market value as determined by MAI appraisal with the Property valued as a stand-alone parcel. Buyer and seller to split the cost and mutually agree on the appraiser.

Payment of Purchase Price: Cash at closing

Earnest Money Deposit: \$15,000 paid upon execution of a Purchase and Sale Agreement, and non-refundable after the Due Diligence Period. Earnest Money Deposit will be credited toward the purchase price at closing.

Due Diligence Period: Upon execution of a Purchase and Sale Agreement, Buyer will have a period of 60 days in which to review property information and to conduct on site testing to determine condition of the property.

Environmental Condition: During the Due Diligence Period, Buyer will be able to perform environmental investigation to satisfy itself of the environmental condition of the property, the results of which will be provided to the Seller for review. Based on the information provided in the environmental assessment, Buyer may either move forward with the purchase of the site or rescind the offer to purchase the site. If Buyer performs a Level II investigation and terminates the agreement during the Due Diligence Period as a result of environmental conditions, Seller will reimburse the Buyer for one-half of the cost of the Level II study, but not to exceed \$10,000.

Purchase and Sale Agreement: Following City Council's approval of terms, Buyer and Seller shall enter into a formal Purchase and Sale Agreement.

Closing Date: The closing of the sale shall occur 90 days after the due diligence period, or reasonable mutually agreed extension. Prior to the closing of the sale, Buyer shall demonstrate that all financing necessary for the project has been secured.

Project Description: The Property may be consolidated with some or all of the adjacent properties to form a larger unified development which may include retail/restaurant, hospitality, and/or housing. The final configuration of uses to be finalized through market analysis and strategic partnerships with development partners, operators, and tenants. The Property will be redeveloped and will not remain a surface parking lot in its final form.

Parking: After closing, Buyer agrees to manage and keep the property as a public parking lot similar to other parking lots in the area until such time as Buyer is ready to begin development.

Condition of Property at Closing: Buyer is purchasing the Property on an "as is" basis.

Easement: Buyer will dedicate a five-foot wide perpetual easement and right-of-way along 8th Avenue and on the other property the Buyer owns on the same block along 8th.

Condition of Title: Seller shall deliver the Property to Buyer with clear title free of any and all encumbrances and exceptions except those as may have been approved by Buyer in its sole discretion.

EUGENE CITY COUNCIL AGENDA ITEM SUMMARY



Work Session: Property Disposition – Broadway & Hilyard

Meeting Date: July 10, 2017

Department: Planning and Development Department

www.eugene-or.gov

Agenda Item Number: C

Staff Contact: Amanda D'Souza

Contact Telephone Number: 541-682-5540

ISSUE STATEMENT

The purpose of this work session is for council to discuss the disposition of property located at the northeast corner of Broadway & Hilyard (see map in Attachment A). The City issued a Request for Proposals in March 2017 and received two submissions from JR Zukin Corp (Attachment B) and Tom Connor (Attachment C). Council is asked to review the submissions and recommend the selection of a qualified developer or provide other direction.

BACKGROUND

The Broadway & Hilyard site is made up of two parcels totaling 0.27 acres, immediately adjacent to the 66 Motel to the north and east, and across from Café Yumm to the south. The site is zoned C-2 (Community Commercial) is currently vacant and undeveloped. The site is a remnant the City purchased in 2007 and used as part of the Courthouse District transportation infrastructure improvements.

At the February 13, 2017 meeting, council approved the use of a Request for Proposal process and objectives for disposition of the Broadway & Hilyard property. The RFP was issued on March 16, 2017, and remained open for 45 days (see Attachment D). The RFP emphasized the importance of presenting a vision that reflects and supports surrounding private and public investments with appropriately urban, high quality, pedestrian friendly developments.

The City received two proposals, submitted by JR Zukin Corp and Tom Connor. A staff team reviewed the proposals and evaluated how each satisfied the RFP objectives. A summary of the proposals and staff's analysis can be found in Attachment E.

Based on an evaluation of the proposals, staff concluded the vision put forth by Tom Connor best meets the objectives and criteria in the RFP and addresses the challenges associated with redevelopment of the site, that has very limited access. Mr. Connor, who currently owns the adjacent motel, proposes integrating the City's property with his existing development. He partnered with GMA Architects to develop a proposal that envisions the corner as an integral connector between the Franklin Corridor and the Downtown Riverfront, by facilitating the development of an outdoor social hub that brings in bright, fun, and lively uses combined with redevelopment of the motel property. The social hub would include uses such as a food cart pod, landscaped open spaces, a communal hearth, and an anchor use such as a brew pub.

In addition to the City property, Mr. Connor is seeking to purchase the land under and adjacent to his motel to the east. (He currently has 50+ year lease on the motel land.) If successful, he proposes a future large-scale, mixed use redevelopment plan that adds density to the corridor and maintains the pedestrian scale of the property. A larger scale project could strengthen the connection between the UO and the Riverfront.

Mr. Connor has demonstrated experience in downtown Eugene development. He led development of the Eugene Planing Mill District, recruiting REI and other local commercial and retail businesses and developed both the 5th and Pearl Building and Station Square, which are occupied by various office and retail tenants. Mr. Connor is currently in the process of starting redevelopment of the Best Western Greentree, across from Matthew Knight Arena, on Franklin Blvd.

The purpose of the disposition of this property is to encourage redevelopment for a use or mix of uses compatible with high quality, pedestrian friendly, downtown urban environment, in alignment with the Downtown Plan, Envision Eugene, and current implementation efforts such as the Willamette to Willamette Initiative. The Broadway & Hilyard site is located on a key downtown corner and major corridor leading to the future riverfront redevelopment and the entrance to downtown. Mr. Connor addresses these objectives in his proposal and demonstrates his understanding of this site as a gateway and connection between downtown and the future riverfront redevelopment. Mr. Connor has indicated he is willing to work with City staff on the design and form of the redevelopment.

Next Steps

If council selects a developer, staff will move forward with negotiating sale of the property and bring deal points to a future work session for council action.

RELATED CITY POLICIES

The sale and redevelopment of this property addresses many goals for Eugene and downtown, including:

Eugene Downtown Plan

- Build upon downtown's role as the center for government, commerce, education and culture in the city and the region.
- Downtown development shall support the urban qualities of density, vitality, livability and diversity to create a downtown, urban environment.
- Actively pursue public/private development opportunities to achieve the vision for an active, vital, growing downtown.
- Use downtown development tools and incentives to encourage development that provides character and density downtown.
- Facilitate dense development in the courthouse area and other sites between the core of the downtown and the river.

Riverfront Urban Renewal Plan

- Improve the function, condition, and appearance of the development area.
- Eliminate existing blight and blighting influences.
- Strengthen the economic and environmental conditions of the plan area and the metropolitan area.
- Stimulate development activity and amenities near the new federal courthouse.
- Improve connections between the core of downtown, Riverfront, and the University of Oregon.

Envision Eugene Pillars

- Provide ample economic opportunities for all community members.
 - Meet all of the commercial land needs (office and retail) within the existing Urban Growth Boundary.
- Promote compact urban development and efficient transportation options.
 - Integrate new development and redevelopment in the downtown, in key transit corridors and in core commercial areas.

Regional Economic Prosperity Plan

- Continue to work with property and business owners to expand, upgrade, and construct state-of-the-art facilities.

Eugene Climate & Energy Action Plan

- Increase density around the urban core and along high-capacity transit corridors.

City Council Goal of Sustainable Development

- Increased downtown development.

COUNCIL OPTIONS

1. Select a single RFP response and begin working with the selected developer to negotiate deal points for sale of the property.
2. Reject all responses and identify potential next steps.

CITY MANAGER'S RECOMMENDATION

The City Manager recommends moving forward under Option 1 with the selection of Tom Connor based on the RFP criteria that was approved by council.

SUGGESTED MOTION

Move to select Tom Connor and direct the City Manager to work with Mr. Connor to negotiate deal points for sale of the City-owned property at Broadway & Hilyard and bring deal points to council for action.

ATTACHMENTS

Attachment A – Map of Broadway & Hilyard Property

Attachment B – RFP Response - JR Zukin Corp

Attachment C – RFP Response - Tom Connor

Attachment D – Broadway & Hilyard Request for Proposals

Attachment E – Response Summaries and Staff Evaluation

FOR MORE INFORMATION

Staff Contact: Amanda D'Souza

Telephone: 541-682-5540

Staff E-Mail: Amanda.m.dsouza@ci.eugene.or.us



JR Zukin Corporation Response to Request for Proposal



The City of Eugene

Broadway and Hilyard Site (703 E. Broadway)

May 1, 2017



meadowoutdoor.com

*P.O. Box 331 (mailing) • 1201 Bargeway Road (shipping) • The Dalles, Oregon 97058
541-296-9684 • (Toll-free) 1-800-221-4114 • FAX 541-296-1855*

May 1, 2017
Brian Casady
Real Estate Manager
JR Zukin Corporation
PO Box 331
The Dalles, OR 97058

Subject: RFP for the development of 703 Broadway (Broadway & Hilyard Site)

Dear Ms. D'Souza

We are very pleased to submit J R Zukin Corporation's proposal in response to your RFP to develop the Broadway and Hilyard Site. The attached document outlines our proposed approach to the project and addresses the information requirements outlined in the RFP.

With over 70 years of experience in real estate acquisition and development, our firm has the in-depth knowledge and experience to undertake the development of the Broadway and Hilyard site, a development that is a key element in the city's plans for enhancing downtown and the Riverfront Urban Renewal Area, – and we have the capacity to complete the project effectively and in a timely manner. Our staff consists of professionals in real estate, banking, outdoor advertising and construction who have a proven track record of identifying and developing unusual properties that are, like the Broadway and Hilyard site, somewhat challenging for development but which have great potential. In addition to our staff we have a network of professional contractors in and around the Eugene area that we work with on a regular basis.

JR Zukin Corporation, as a real estate and outdoor advertising company, is uniquely suited to envision and implement the redevelopment of the corner of Broadway and Hilyard into a lively, attractive and safe pedestrian realm which highlights the site as a gateway onto one of Eugene's Great Streets, into downtown and the Riverfront area.

We would be pleased to answer any questions you might have regarding our submission.

Thank you for the opportunity to submit our proposal for your consideration.

Sincerely,

Brian Casady
Real Estate Manager
Office: 541.296.9684 | Cell: 541.99.4839 | Email: bcasady@meadowoutdoor.com

Encl. Technical and Financial Proposal:
One soft copy (electronic – via email);
One hard copy (via Overnight mail)

Legal Name of Proposing Company:

JR Zukin Corporation

Address:

PO Box 331
The Dalles, OR 97058

Point of Contact for Proposal:

Brian Casady
Real Estate Manager
541 296-9684 (office)
541 993-4839 (mobile)
bcasady@meadowoutdoor.com

Principal Contacts for Negotiation

- 1) Brian Casady
Real Estate Manager
541 296-9684 (office)
541 993-4839 (mobile)
bcasady@meadowoutdoor.com
- 2) Mike Zukin
Chief Financial Officer
408 358-9500 (office)
408 888-4100 (mobile)
mzuket@meadowoutdoor.com
- 3) Chris Zukin
President and General Manager
541 296-9684 (office)
czuket@meadowoutdoor.com

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List of Attachments

1. Plan view of proposed development
2. Elevation view of proposed development
3. Example of a suggestion for a “Welcome to Eugene” Sign
4. Rendering of Food cart layout in the development
5. Letter from Avid Bank regarding financial capacity
6. Credit Information Sheet with vendor and banking References
7. Rendering of proposed Lane County Willamette River System Inset

I. EXECUTIVE SUMMARY

The Eugene Downtown Plan highlights the importance of building special places in connection with the city's Great Streets in order to create a walkable and memorable urban experience. Collaboration between the public and private sectors in building downtown Eugene as the region's strong heartbeat and the cultural center of the community is identified as a prime vehicle for achieving this. This proposal presents a collaboration between JR Zukin Corporation and the City of Eugene to develop the property at Broadway and Hilyard into a gateway site at the east end of one of the city's "Great Streets" and a hub for pedestrian traffic between downtown, the riverfront and the university area. The proposed development integrates the construction of an open air plaza, the placement of a monument welcoming travelers to the heart of Eugene and a digital advertising display which, when taken together, will create a visually engaging and memorable gateway into downtown and the Riverfront Area. With the upcoming 2021 Track and Field Championships on the horizon, providing a digital display on the edge of downtown Eugene in an open space catering to pedestrian traffic will capture the progressive ethos of the city while at the same time emphasizing the city's unique and friendly commercial and social mix.

JR Zukin Corporation is a family owned company that has been in operation since 1946. Our primary business is outdoor advertising. We also have a large and growing real estate arm with properties from the Bay Area in California to Portland and east to Wyoming. The corporation's outdoor advertising arm is Meadow Outdoor Advertising, which operates more than 600 signs in seven states. Meadow has a number of ongoing relationships with other cities in the region for outdoor advertising signs in conjunction with city property or projects. Meadow has had a presence in Eugene since the early 1980s. In 2007 Meadow purchased Total Communications, a Eugene based outdoor advertising company then owned by Jim Torrey. The purchase of T-Com made Meadow a prominent company in Eugene's advertising and real estate market. Also related to this proposal, Meadow is part owner of the Goodwill Boutique property at 685 E. Broadway, which is immediately across the street from the subject site and which we redeveloped immediately following our acquisition of the property.

Given Meadow's long history in Eugene, our substantial experience in signage and outdoor advertising, and our experience with real estate development we feel that a collaboration between the City of Eugene and JR Zukin Corporation to design and develop the Broadway and Hilyard site as a gateway to downtown Eugene is a partnership that will be advantageous to the city as a whole. The proposed development of a plaza, designed to encourage pedestrian traffic and act as a gateway and hub for existing and planned redevelopment in the area, is in line with the City's vision as outlined in the Eugene Downtown Plan and will capture the opportunities presented by the Broadway and Hilyard site for the benefit of Eugene.

II. CURRENT CONDITION OF THE SITE

The site is an undeveloped lot at the northeast corner of Broadway and Hilyard. It is comprised of 2 parcels containing 0.27 acres. The property is zoned C-2, allowing for commercial activity. Situated as it is on Broadway/Franklin Blvd/Hwy 99 this zoning provides for use as a “Highway Commercial” property. There is currently no ingress and egress from the site onto either Broadway or Hilyard.



The site in present condition

III. VISION FOR THE SITE

The vision presented here is to make the property at the corner of Broadway and Hilyard a landmark entrance to Downtown Eugene and the Riverfront Area. Situated at the eastern opening to one of Eugene’s “Great Streets” and on the southeastern entrance to the Riverfront Urban Renewal Area the site is a hub between access points to downtown, the Riverfront and the University. The intersection at Broadway and Hilyard therefore presents a unique opportunity for highlighting and illustrating Eugene’s progressive and vibrant ethos. Through the placement of informative and artful signage and the creation of an open plaza our vision is



to create a memorable visual experience for travelers and residents entering the downtown area, an experience that is both informative and inviting. Through engagement with local artists on specific design elements and by providing amenities catering primarily to pedestrian and bicycle traffic our design proposal will encourage and facilitate the movement of vehicular traffic on Broadway toward downtown while promoting pedestrian traffic in the area by creating an open space designed to make a visit to the site both comfortable and stimulating, whether as a destination for visitors and nearby residents or as a stopping-off point between downtown, the riverfront, or the university area.

IV. PROJECT SUMMARY

The proposal has two primary elements:

- 1) A memorable and visually engaging “gateway site” at the east end of Broadway, one of the city’s “east-west” Great Street, welcoming people to the heart of Eugene and Lane County from Hwy 99.
- 2) A “Broadway Plaza East” that links this crucial hub between downtown, the riverfront area and the university area, drawing pedestrians from downtown toward the riverfront and pointing people on the east end of downtown toward the center.

The primary design elements are:

- A “gateway” sign at the corner of Broadway and Hilyard (design and message TBD. Local artists to bid. Vetted by proposer and selected by City.)
- A two sided 9’ x 27’ digital display
- A “Broadway Plaza East” with:
 - food “cart” kiosks (fixed structures)
 - seating, both covered and open, with wifi, lighting and electrical connections
 - a performance space
 - Native “riverine” landscaping
 - Artistic and Educational elements
 - Wall murals (design and story TBD. Local artists to bid, vetted by proposer and selected by City.)
 - Artful “maps” of downtown “Great Streets” and Lane County’s Willamette and McKenzie river system
 - Bicycle racks and Bicycle “Fixtation”
 - Appropriate site amenities such as lighting and garbage/recycling receptacles.

Each of these design elements will be discussed briefly below.

A. “Gateway” Sign

We propose to build an artistic and informative sign at the corner of Broadway and Hilyard which both captures and communicates the progressive ethos of Eugene and welcomes people into the downtown and riverfront area. The Eugene Downtown Plan (EDP) states that “the entrances to downtown Eugene are important opportunities to improve the character and identity of downtown” and that “the most direct and attractive routes into downtown should be identified with appropriate signs so that the quality of the entrance along these routes can be creatively enhanced.” (EDP, p.37) The EDP



Eugene’s “Great Streets”

highlights the importance of improvements along Broadway as “opportunities to create a gateway into downtown from State Highway 99 (Franklin Blvd).” (EDP, p.16. Element III.) The EDP also emphasizes the significance of the entrances onto the city’s Great Streets, saying that “These entrances should be distinct to signify these streets and to reinforce the identity of downtown. A creative solution including public improvements such as landscaping and artful direction and information signs should be crafted for each key location.” (EDP, p.17) The RFP accurately describes the subject property as being “located at a key downtown corner and major corridor [and so] presents an opportunity in an increasingly vital area of downtown.” (RFP, p.2) Given the importance of the site’s location, it is imperative that any development on this site capitalize on the location’s unique situation in order to maximize the opportunity to create a prominent and memorable site for Eugene to meet the goals of the Eugene Downtown Plan for the area. (EDP Element IX, Policy 1, Strategies A, G & H and Project 5) Located as it is, on the east end of Broadway, there is no better place for a sign welcoming visitors into downtown. In keeping with the EDP’s stated policy to “Emphasize Broadway, Willamette Street, 5th and 8th Avenues as Great Streets” (EDP, p.51) and the strategy to include art and information signs, the proposed development will integrate a unique and artistic sign at the corner of Broadway and Hilyard designed to welcome people to Downtown Eugene while



An example of the proposed gateway sign.

communicating a message about the unique character of Eugene. (EDP, Element III, Policy 1 Strategy A). In coordination with the City of Eugene, local schools and organizations such as Lane Arts Council, the design and message of the sign will be

opened for proposals from local artists for designs capturing the essence of Eugene as the center of commercial and cultural life in the region. (EDP, Element 1 Policy 1 Element VII, Policies 1 & 2, strategy D.) An example along the lines of what we envision is illustrated here and as an attachment. The final design will be created by local artists, vetted by the proposer in coordination with the city and finally selected by the city.

B. A Digital Display

A key component of the proposal is to place a two-sided digital advertising display at the corner of Broadway and Hilyard. One of the central themes of the Eugene Downtown Plan is to craft a city that creates a memorable urban experience (EDP, p. 1 & Element III, policy 2.) Some of the most unique and exciting urban spaces in the world are highlighted by digital signs. Think Times Square in New York, Piccadilly Circus in London, Shibuya Street in Tokyo or even the Made in Oregon sign in Portland. The Knight Arena and the Lane County Fairgrounds sport the only two digital signs in Eugene. Both recognize and embrace the vital importance of this forward and visually engaging technology, a technology that adds to the urban texture of any streetscape and makes for a unique and memorable metropolitan experience while adding to the economic vitality of a region. (EDP, Element I, Policy 1) Our



Meadow's Digital Sign in Pendleton

company owns one of the prominent billboard operations in Eugene, Meadow Outdoor

Advertising. Given our experience with building and operating billboards in Eugene and throughout the northwest Meadow is uniquely qualified to implement this project. The site meets all federal and state requirements for billboard placement and Meadow has the required pre-existing state "credit", issued and



Knight Arena Digital Sign

tracked by ODOT, which allows for the legal construction and operation of an outdoor advertising sign. Meadow will work closely with the city of Eugene to acquire the requisite city permits for the sign and will provide gratis “space” on the sign to the city, one out of the eight “clicks” per minute allowed by state regulations, for displaying civic messages chosen by the city. In keeping with the EDP’s Element II, “Building a Downtown,” this proposal demonstrates coordination between public and private interests (EDP, Element II, Policy 1), providing an opportunity for the city to promote local community events or relay important civic messages (EPD Policy VII). With the upcoming 2021 Track and Field Championships on the horizon, providing a digital display on the edge of downtown Eugene in an open space catering to pedestrian traffic will capture the progressive identity of the city, emphasizing Eugene’s unique and friendly commercial and social mix. (EDP Element I, Policy 1 & 2. Element II Policy 1 & 2.)

C. Broadway East Plaza:

A central feature of the proposed development is the creation of an open air plaza, an important feature for any urban space and one that is prioritized in the EDP. (EDP, Element III, Strategy C. EDP Element IV, policy 3. Element VI, Policy 3A. Element IX, Strategy A) In keeping



Broadway Plaza

with the EDP the plaza will provide an inviting open space adjacent to downtown which links downtown to the riverfront area and the university (EDP Element III, Policy 1, Strategy C. Element IV, policy 3). The site is uniquely situated to create a “Broadway East Plaza,” patterned on the Broadway Plaza at the intersection of Broadway and Willamette Street. Broadway Plaza serves as a unique and inviting space that is, in some ways, the heart of downtown. It provides a comfortable area for meeting, eating, entertaining and art. We propose to create a similar space at “the other end” of Broadway, one that draws pedestrians from downtown toward the riverfront area and points people on the east end of downtown toward the center. As such it will serve as a linkage connecting Broadway’s east end to the center of town. The proposed plaza is designed specifically

with the EDP the plaza will provide an inviting open space adjacent to downtown which links downtown to the riverfront area and the university (EDP Element III, Policy 1, Strategy C. Element IV, policy 3). The site is uniquely situated to create a “Broadway East Plaza,” patterned on the Broadway Plaza at the intersection of Broadway and Willamette Street. Broadway Plaza serves as a unique and inviting space that is, in some



The site as it is now, looking west to downtown



An example of an inlaid riverscape

to cater to and attract pedestrian and bicycle traffic therefore no modifications to the site's access will be required for the proposed development. This will enhance the efficient flow of vehicular traffic at this busy and important intersection at the gateway to downtown. (EDP Element IX, policy 1) As the site is part of the Riverfront Urban Renewal Area it seems appropriate for the proposed theme of the plaza be a riverine setting, with appropriate native vegetation and landscaping. Informational visual components will be integrated into the plaza's design, such as a detail of Lane County's Willamette River system and a visual directory of Downtown Eugene's Great Streets inlaid on the ground of the plaza as well as signs for Broadway and Hilyard Streets. (EDP Element II, Strategy A. Element IV, Policy 2, Strategy C. Element IX, Strategy H.) Examples of these design features are illustrated in the plan drawing of the proposed development which is included as the first attachment to this proposal. Covered seating and tables as well as uncovered benches will be provided to invite visitors into the space where they can patronize food carts or enjoy a break from the bustle of the nearby streets. Murals designed and produced by local artists will be a prominent component of the site's aesthetic decor (EDP Element III, Strategy A and project # 5. Element VII, Policy 1, Strategy D. Element IV, policy 1 & 2). Wifi and electrical connections, as well as ample lighting, will add to the site's attraction for visitors interested in spending time in the space. Bicycle racks and a bike "Fixtation" will be integrated into the space to encourage use of the space by Eugene's large and growing cyclist population (EDP Element IX, strategy C & E) A performance space, which can be managed in coordination with the Downtown Eugene Initiative, is integrated into the proposed design to provide a venue where local artists can perform. (EDP Element VI, Policy 1 & 2)



A Bike "Fixtation"

D. Food Cart Kiosks

The proposed development will include the placement of three food cart structures. Food Carts are fast becoming a fixture of urban life, particularly in the Northwest, with “pods” popping up in all the region’s major cities.

There is perhaps no better way to encourage foot and bicycle traffic in an urban setting than to put food at the end (or in the middle) of a pleasant walk or bike ride, whether it be for a Saturday outing or a quick jaunt around

the block during the work week. Encouraging pedestrian traffic is a core element of the proposed development and is also a pillar of the Eugene Downtown Plan. (EDP, Element I, policy 2. Element II, policy 1, Element IV, policies 1, 2 & 3. Element VI, policy 3A. Element IX, policy 1.) In step with the RFP’s vision to encourage development of this site that “contribute to an active downtown with a conceptual mix of uses such as ...entertainment [and] restaurant[s]...that contribute to an inviting pedestrian environment” our vision is to provide three food cart kiosks in the plaza. These will be fixed structures with footings, fully plumbed and wired, designed and situated to have the feel of food carts. Ample seating with



Food carts in Portland’s Pioneer Square



Example of proposed seating pavilions

appropriate rain covers, lighting and wifi/electrical connections will be a prominent feature of the plaza’s interior design, complemented by recycling and garbage receptacles at strategic locations. A food cart pod at this site will provide an accessible and enjoyable venue for residents of the HUB, people working in the growing business and office spaces within the Riverfront Urban Renewal Area such as the Federal Courthouse,

or people travelling to or from downtown, the riverfront, or the university, thus complimenting recent and planned future developments in the Riverfront Urban Renewal Area.

V. EXPERIENCE & FINANCIAL CAPACITY

JR Zukin Corporation has been in business since 1946, working in various aspects of business and real estate, from development and operation of retail and entertainment space, to high density residential, to outdoor advertising. In 2007 JR Zukin Corporation, dba Meadow Outdoor Advertising, purchased Total Communications, a Eugene based outdoor advertising company previously owned by Jim Torrey. While Meadow had a presence in Eugene prior to that acquisition, the purchase of T-Com made Meadow prominent in Eugene's advertising and real estate market. Meadow owns property in Eugene and we recently redeveloped to property



Meadow's property at Broadway and Hilyard

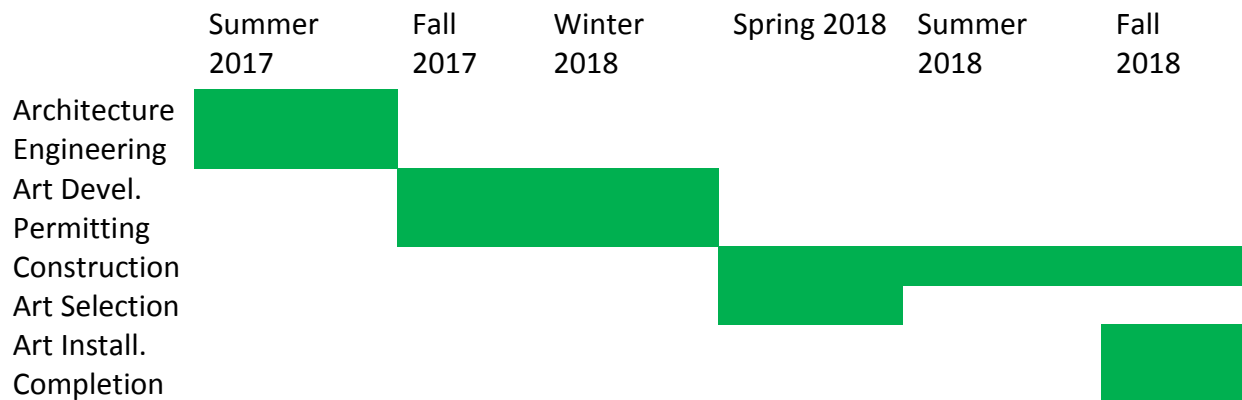
directly across the street from the subject parcel. This new development is currently occupied by the Goodwill Boutique. JR Zukin Corp is presently considering additional real estate acquisitions Eugene as the city is booming and seems to be on an exciting upward trend. JR Zukin Corp has developed and owns retail space in the Bay Area and owns both retail space and apartments in the Portland Metro area, including food

cart vending space. Meadow owns and operates roughly 600 billboards throughout the Northwest. With a breadth of experience in both real estate and outdoor advertising signs Meadow is uniquely equipped to implement the proposed development.

Regarding Meadow's financial capacity to carry out the project, a letter from one of the banks we often do business with is included with this proposal to confirm our capacity to take on a project of this scope, which we estimate will cost in the neighborhood of \$500,000 to implement. Also attached is a credit information sheet providing contact information for our banking and vendor relationships.

VI. TIMELINE

Upon successful selection of this project in June we anticipate that implementation will take one and half years to complete, wrapping up by the end of 2018. Throughout the project local contractors will be given preference.



VII. PURCHASE OFFER

JR Zukin Corporation is offering the City of Eugene, for consideration, “in kind” advertising on the proposed digital display: one eight second “click” per minute on each of the two digital displays. This “space” is conservatively valued at \$300/week. Calculating this over the life of a digital face, estimated at 10 years, multiplied by 2 display faces gives a value of \$312,000. It is anticipated that the provision of this “ad space” to the city will continue beyond ten years but, for calculating a value of our offer we are using the industry standard lifespan of a digital face.

We are also open to discussing alternative ways to structure a collaborative approach between JR Zukin and the City of Eugene to implementing this proposed development.

VIII. ASSUMPTIONS

In preparing and presenting this proposal JR Zukin Corporation has made the following assumptions:

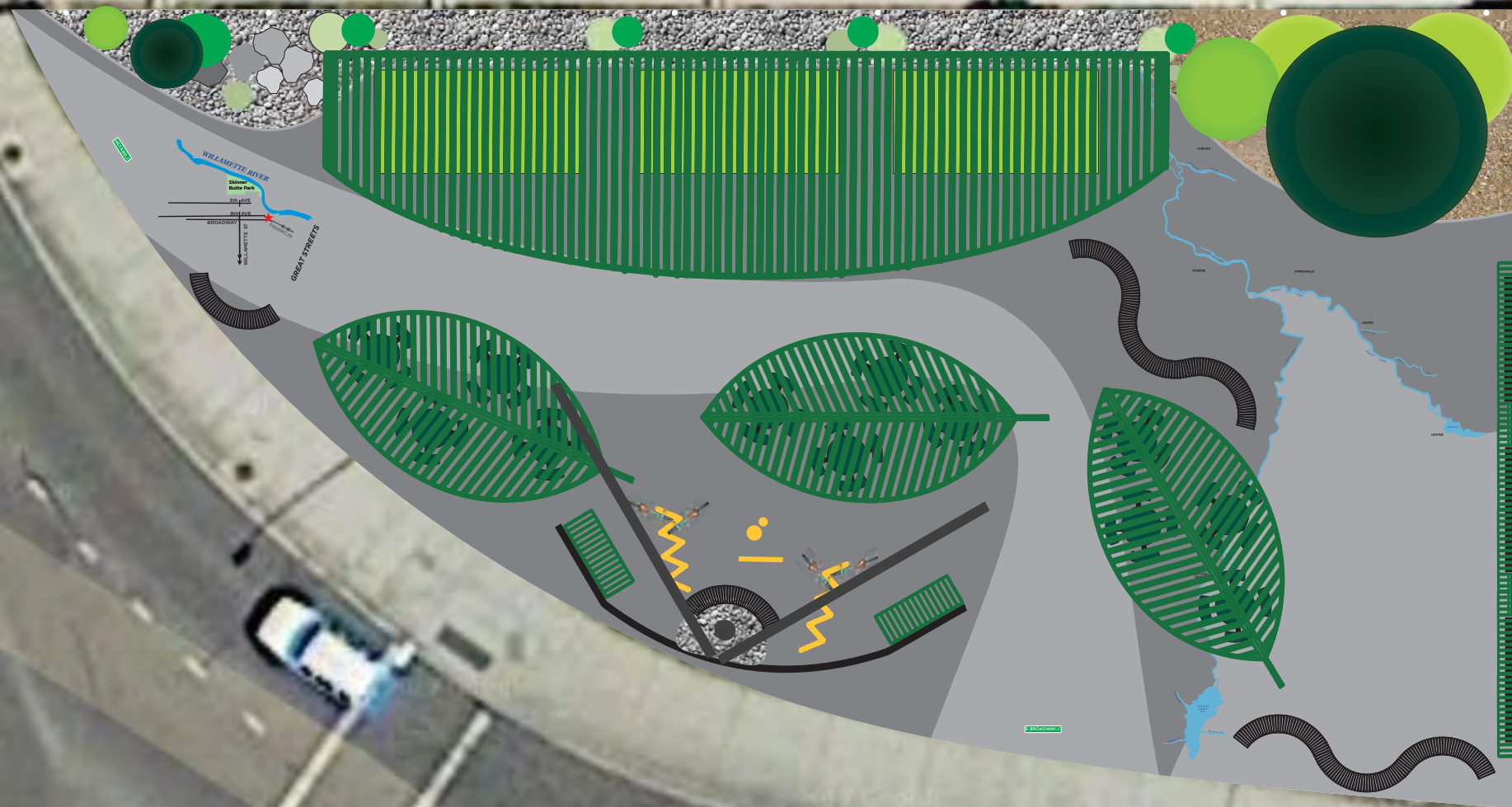
- We will receive cooperation and coordination with both the City of Eugene and local art associations in designing and selecting various components of the proposed project.
- All required permits for the project will be issued by the relevant authorities, including for the food carts and signage.

Thank you for considering this proposal. We welcome any recommendations or suggestions from the City in making adjustments to this proposal or, if selected, to the project in order to ensure that the project meets the City's needs and expectations.

Please address communications regarding this proposal to:

Brian Casady
Meadow Outdoor Advertising
PO Box 331
The Dalles, OR 97058

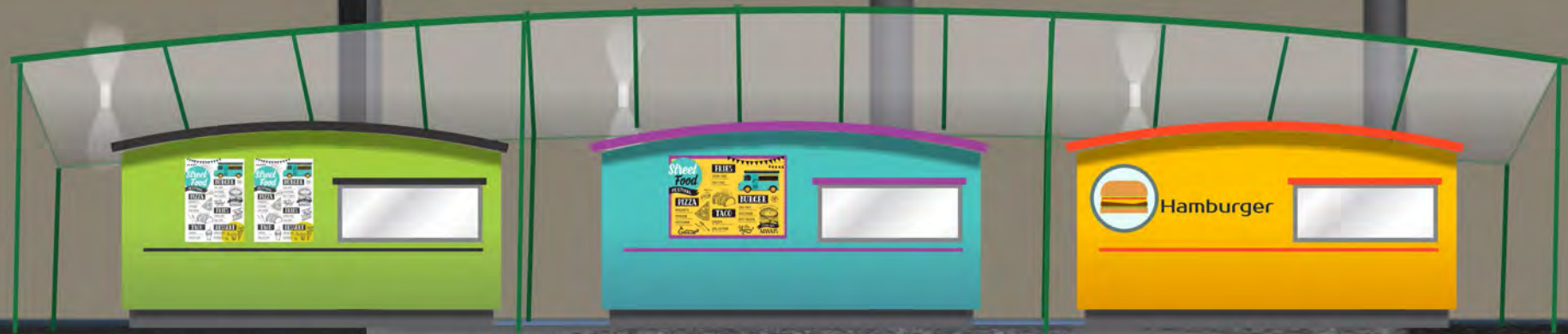
Office: 541 296-9684
Fax: 541 296-1855
Mobile: 541 993-4839
Email: bcasady@meadowoutdoor.com

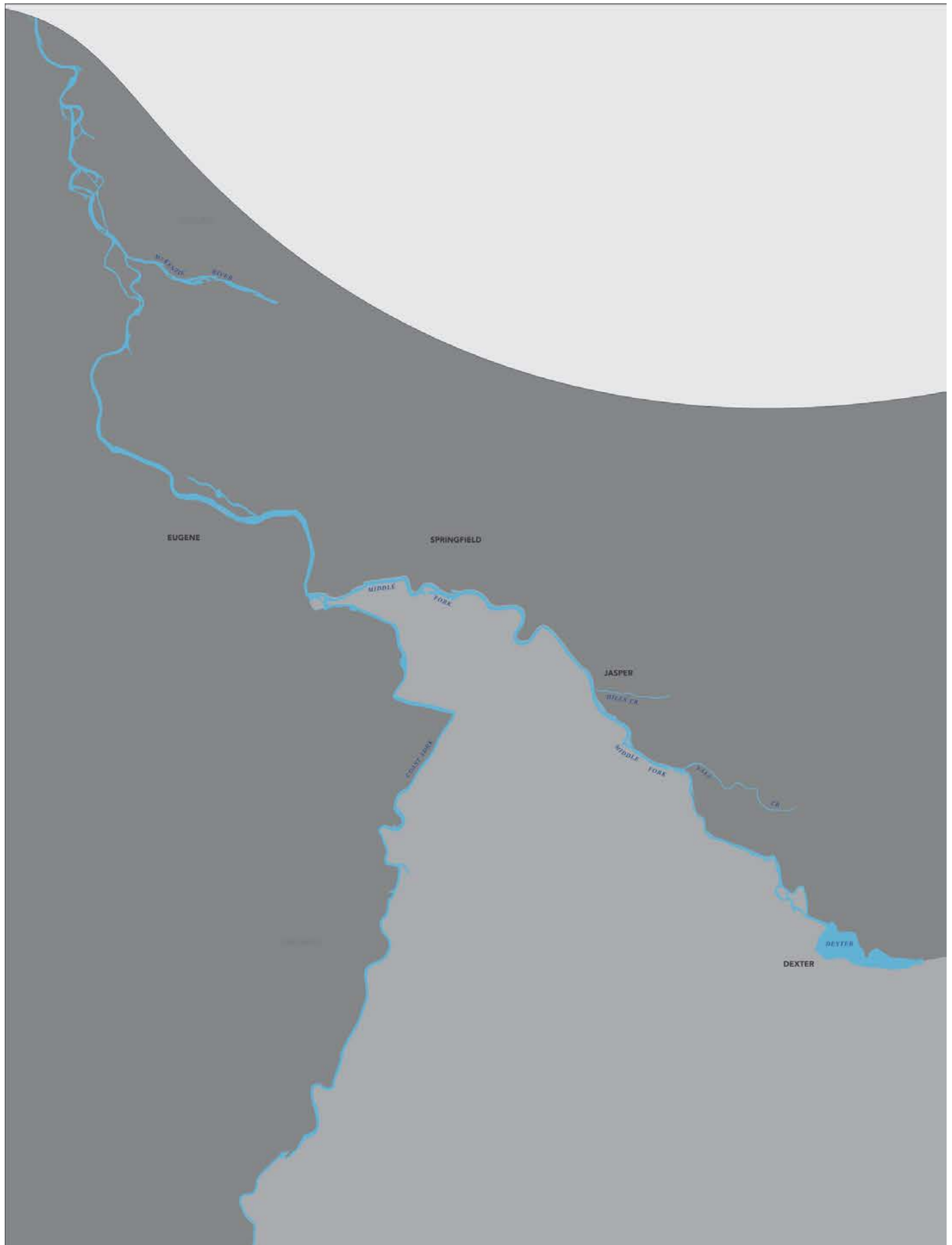




Welcome to Eugene Track Town USA







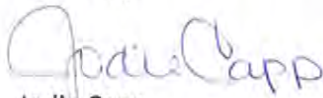
April 27, 2017

City of Eugene
Planning & Development/Community Development
99 West 10th Avenue
Eugene, Oregon 97401
Attn: Amanda D'Souza
Business Development Analyst

Dear Ms. D'Souza,

JR Zukin Corporation has been valued client of Avidbank since October 2009. They maintain borrowings with us in the mid seven figures and have the borrowing capacity to finance the Eugene Hilyard/Broadway project estimated at \$500,000. All accounts have been paid as agreed and handled satisfactorily.

Sincerely,



Jodie Capp
Senior Vice President
650-546-6235

CREDIT INFORMATION - J R ZUKIN CORPORATION
Incorporated in 1946 - Tax ID#95-1478121

MEADOW OUTDOOR ADVERTISING**Main Office**

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 Fax: 541-296-1855
meadow@meadowoutdoor.com

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Phone: 503-892-2663
 Fax: 503-892-2665
jzukin@meadowoutdoor.com

J R ZUKIN CORPORATION**Los Gatos Office**

Mailing: PO Box 1810
 Shipping: 20 S Santa Cruz Ave #307
 Los Gatos, CA 95031
 Phone: 408-358-9500
 Fax: 408-358-9509
mzukin@meadowoutdoor.com

BANK REFERENCES -**Columbia State Bank**

Attn: Mr. Shawn Carroll
 P.O. Box 1030
 The Dalles, OR 97058
 Phone: 541-298-6647
 Fax: 541-296-1372
 Acct.#01-01750-8

Avidbank

P.O. Box 1730
 Palo Alto, CA 94302
 Phone: 650-843-2265
 Fax: 650-289-9192
 Acct. # 150011542

Centerpointe Bank

1100 W Sixth St
 The Dalles, OR 97058
 Phone: 541-298-2600
 Fax 541-298-1377
 Acct. #2500007

Rivermark Credit Union

PO Box 4044
 Beaverton, OR 97076
 Phone: 503-626-6600
 Acct. # 0001522360 BSA #1

SUPPLIER REFERENCES -**Les Schwab Tire Center**

2645 E. Second St.
 The Dalles, OR 97058
 Phone: 541-296-6134
 Fax: 541-416-5531

RMG Outdoor Inc.

4425 N. 24th St., Suite 200
 Phoenix, AZ 85016
 Phone: 602-230-8634
 Fax: 602-230-9071

Oregon Blue Print Co.

732 Hawthorne Blvd
 Portland, OR 97214
 Phone: 503-232-1161
 Fax: 503-232-6677
accounting@obpdigital.com

David Stuck Electric

P.O. Box 2582
 Eugene, OR 97402
 Phone: 541-485-8855
 Fax: 541-485-2207
stuck2582@outlook.com

Outdoor Designs

Attn: Shawn Blanchard
 PO Box 879
 Middleton, ID 83644
 Phone: 208-585-3984
 Fax: 208-585-9212
outdoordesignsinc@yahoo.com

Reliable Electric Products

Attn: Brian Kline
 309 Sam Rayburn Pkwy
 Lenoir City, TN 37771
 Phone: 866-250-6445
 Fax: 865-376-0228
bkline@reliable-electric.com

Eagle Cap Steel & Supply

62460 Commerce Rd.
 La Grande, OR 97850
 Phone: 541-963-6290
 Fax: 541-963-8339

Doug Jenkins Electric

1023 E 14th Street
 The Dalles, OR 97058
 Phone: 541-980-7799 (cell)
 Fax: 541-296-3641

Northern Wasco County PUD

2345 River Road
 The Dalles, OR 97058
 Phone: 541-296-2226
 Fax: 541-298-5407

OXARC

4003 E Broadway
 PO Box 2605
 Spokane, WA 99220-2605
 Phone: 509-535-7794

Obie Construction

Attn: Rick Obie
 3976 W 13th Ave
 Eugene, OR 97402
 Phone: 541-343-2436

Millers Home Center & Lumber

307 Greenwood St
 La Grande, OR 97850
 Phone: 541-863-3113

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 Phne: 541-296-6375
 Fax: 877-625-4324
tpeachey@thedalles-law.com

ACCOUNTANT:

Reagan & Friend
 305 E 5th Street
 The Dalles, OR 97058
 Phone: 541-296-2000

ACCOUNTANT:

Neeson and Forsyth
 31473 Rancho Viejo Rd, Ste 203
 San Juan Capistrano, CA 92675
 Phone: 949-276-2100
 Fax: 949-276-2104

CORPORATE OFFICERS

J. Chris Zukin, President
 John Zukin, Vice President
 Michael Zukin, Vice Pres-Sec-Treas

PO Box 331 The Dalles, OR 97058
 PO Box 331 The Dalles, OR 97058
 PO Box 1810 Los Gatos, CA 95030

czukin@meadowoutdoor.com
jzukin@meadowoutdoor.com
mzukin@meadowoutdoor.com

NOTES: Our Purchase Order Number MUST appear on each invoice. If further information is needed, please contact Chris Zukin at 541-296-9684 or Michael Zukin at 408-358-9500.

SUPPLEMENTAL INFORMATION TO

JR Zukin Corporation Proposal for The City of Eugene



Broadway and Hilyard Site (703 E. Broadway)

May 19, 2017

Please find herein JR Zukin's answers to specific questions (in blue) posed by City staff related to JR Zukin's proposal submitted on May 1, 2017 in response to the City's RFP for development of the Broadway and Hilyard site.

SUMMARY OF PROPOSAL:

JR Zukin proposes to develop the site at Broadway and Hilyard with a two-sided digital advertising display, an iconic sign welcoming travelers to downtown Eugene and an open plaza for public use.

I. Additional Information about JR Zukin Owned food cart and retail projects?

JR Zukin Corporation has acquired, developed/refurbished, owns and operates a number of retail properties. Below is a list of our primary developments. Additionally, JR Zukin Corp has a long-standing relationship with a Eugene-based firm, Metrocom Development LLC. Metrocom owns and develops retail space and operates a number restaurant and vending cart operations. JR Zukin and Metrocom intend to work together on the retail/food cart portion of the proposed development. Below you will find a selection of Metrocom's relevant properties. Metrocom's point of contact is Ramin Shojai, 2350 W. 11th Eugene OR. (541) 515-6424. ramin@metrocomdev.com

JR ZUKIN CORP Retail Space:

a. Goodwill Boutique at 685 E. Broadway, Eugene OR



- b. Salvador Molly Restaurant and other shops at 1523 SW Sunset Blvd. Portland, OR 97239



- c. Little Caesar's, Metro PCS and others at 1060 E. Pacheco Blvd, Los Banos, CA 93635



- d. Kawasaki motorsports store at 1447 NE Sandy Blvd. Portland, OR 9723



- e. Food Cart Pod at 1446 NE Columbia Blvd, Portland OR



- f. Sahara Pizza and Nicholas Glass Art at 918 W. 6th St. The Dalles, OR 97058



- g. Pending Development at 1503 12th St, Hood River, OR 97031



METROCOM'S Restaurant and Vending Cart operations:

- a. RAIN NW Restaurant at 1190 City View St., Eugene OR 97402



- b. Two "METROBRU" Coffee Carts at:
- 2378 W. 11th Ave, Eugene OR, 97402
 - 2135 Newmark Ave., North Bend, OR 97459



II. Is JR Zukin planning on managing tenants, upkeep, and security of the site?

Yes, our proposal is that JR Zukin will oversee the management of the site, including tenants, upkeep and security.

III. Is there a plan to bring a landscape architect in to design the site?

We envision a close partnership between JR Zukin, The City and an architectural firm to develop a comprehensive design for the site that fits with the City's vision for the area. JR Zukin's intention is to engage Pivot Architecture, a Eugene based architectural firm we have experience with. However, we are open to alternative suggestions if the City has specific firms they would like to recommend.

IV. What is the extent of public access to the site?

The intention is for the site to be open to the public during regular restaurant/retail hours.

V. Are your proposal's uses limited to just food carts on the site?

As an "open space" there are a many possible uses for the space at 703 E. Broadway. While we feel that food carts are a good option for site in that they will draw pedestrian traffic to the area we are open to alternative uses suggested and/or preferred by the City. Encouraging pedestrian traffic and facilitating the smooth flow of traffic at this intersection are key policies outlined in the Eugene Downtown Plan and our proposed uses are designed to match the City's policies in this regard. We are happy to integrate alternative/additional elements that the city would like to see here.

VI. Would you be willing to consider monetizing the in-kind proposal and enter into a ground lease or payment plan for the site?

We are open to any suggestions or options the city would like to consider regarding financial remuneration in connections with this site. With the approval and

implementation of the proposed use we value the property at approximately \$300,000. This can be remitted to the city in cash, by providing in-kind advertising, as a lease, or any combination of the above. Most of the relationships we have for signs on publicly owned property are under either long term leases or permanent easements purchased for the operation of the sign. We have such arrangements with The City of Springfield, The City of North Powder, The City of The Dalles, Northern Wasco Parks and Recreation District and others.

Regardless of what arrangements are made for the purchase or lease of the property, if this proposal is successful JR Zukin Corp intends to provide space on the digital displays for emergency notifications for the city or other public entities such as FBI, amber alerts, emergency evacuation instructions, Eugene law enforcement alerts and the like.

VII. Have you considered how you will address parking requirements?

Our intention is to provide no parking for the proposed development. The proposal is designed to create the greatest amount of open space for public use. In terms of code requirements for off-street parking, Eugene Code requires no parking spaces for Park and Playground uses (E.C. Table 9.6410). For “outdoor restaurants” no parking is required where 20 or fewer outdoor seats are provided in association with the outdoor restaurant. (E.C. 9.6410(3)(d)). We can either limit the seating we provide in association with the food carts in order to avoid triggering the requirement of providing off-street parking or we could work with the city to allow a variance so that we could provide more than 20 seats associated with the food carts. Additionally, providing ingress and egress for vehicular traffic onto Hilyard and especially onto Broadway for this site will be problematic as it will hinder the smooth flow of traffic at this crucial intersection. Hindering the flow of traffic here runs counter to the Eugene Downtown Plan’s policy of encouraging the smooth flow of traffic into downtown. Additionally, as the proposed use is specifically designed to encourage and attract pedestrian and bicycle traffic, providing parking would be counterproductive in working to achieve the city’s policy of encouraging walkability in the downtown area and between downtown and the riverfront.

Thank you for considering this proposal. We welcome any recommendations or suggestions from the City in making adjustments to this proposal or, if selected, to the project in order to ensure that the project meets the City's needs and expectations.

Please address communications regarding this proposal to:

Brian Casady
Meadow Outdoor Advertising
PO Box 331
The Dalles, OR 97058

Office: 541 296-9684

Fax: 541 296-1855

Mobile: 541 993-4839

Email: bcasady@meadowoutdoor.com

April 28, 2017

Community Development Division
Attn: Amanda D'Souza
Business Development Analyst
99 West 10th Avenue
Eugene, OR 97401

Proposal for Broadway and Hilyard to enhance the locatioin and to embrace the Willamette to Willamette Initiative

A. EXPERIENCE AND FINANCIAL CAPACITY

Buyer and negotiator for Budgetel Inns of Orgeon

1. Tom Connor JR.
1655 Franklin Blvd.
Eugene, OR 97403
541 554-3952
tomconnorjr@springcapitalgroup.com

2. Representative of the Connor Family

3. Projects that meet the criteria include:

Eugene Planing Mill District: purchase the property, recruited REI, worked with the City to re-zone the area from manufacturing to commercial and retail. On a local basis tenants included Genesis Juice, Crux Gym and numerous other local businesses.

5 TH Street Area: 5th and High-developed Station Square, which at the time was a huge enhancement of the area. Station Square attracted Steelhead Brewery, one of the first brewery's in Eugene. The building is currently occupied by various office and retail tenants.

5th and Pearl Building: This building has gone through many changes since purchase. Previously the building was accessed through interior hallways. It was remodeled to provide street access and entrances, which provide urban look and feel. It is a mixed use of retail on the ground level and office space on the second level.

Happy to discuss other projects with the Community Development Division if desired.

4. Happy to provide financial information at the next step of the project.

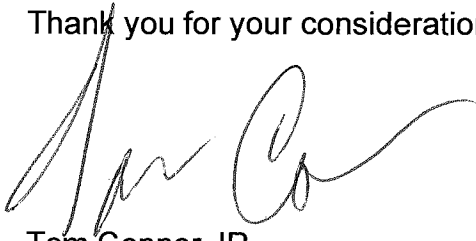
B. VISION

1. The respondent's vision for 703 E. Broadway is to upgrade The 66 Motel with a name change, rebranding and remodeling. This would include enhancement of the corner by providing services to the local community as well as guests to the area. We are prepared to begin immediately upon finalizing the concept and develop the project.

C. PURCHASE OFFER

1. 90,000.00
2. Would like to discuss with the Community development Division any programs available for this site.

Thank you for your consideration,

A handwritten signature in black ink, appearing to read "Tom Connor JR", with a stylized, cursive script.

Tom Connor JR

Expand Map

The LARK Bozeman

6 Reviews

122 W Main St, Bozeman, MT 59715 US
Reservations: 844-230-3817 (tel:844-230-3817)

Check In

Check Out

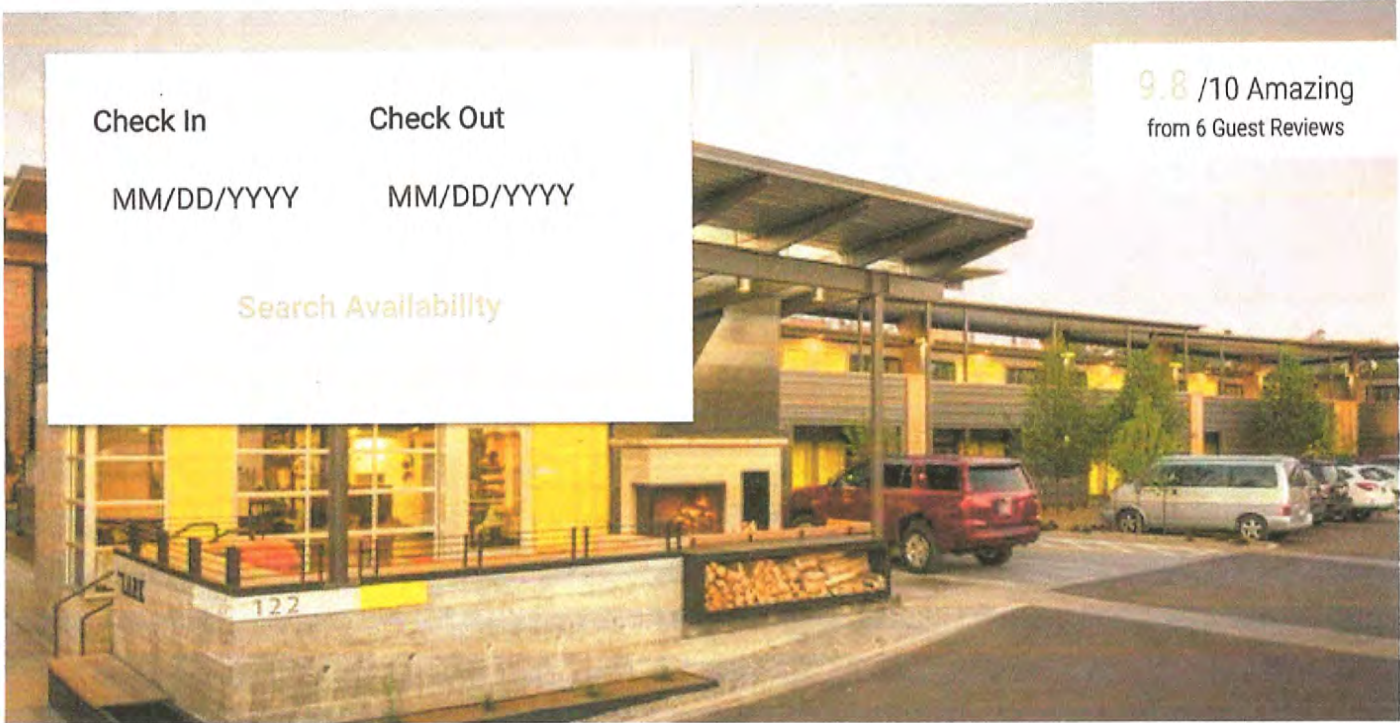
MM/DD/YYYY

MM/DD/YYYY

Search Availability

9.8 /10 Amazing

from 6 Guest Reviews



Rooms & Rates

Hotel Description

Hotel Amenities

17 Photos

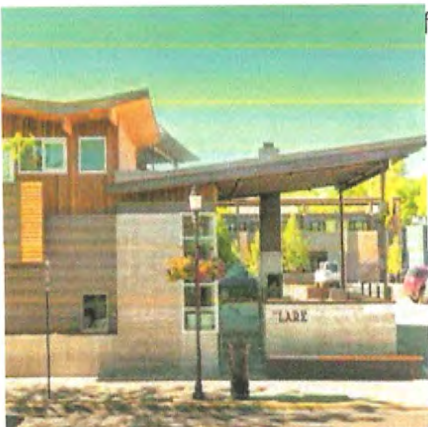
6 Guest Reviews

USD

Hotel Photos



Attachment C



Attachment C



Note: It is the responsibility of the hotel chain and/or the individual property to ensure the accuracy of the photos displayed. Reservation Counter is not responsible for any inaccuracies in the photos.

Tom Connor – Supplemental Information

- How the site factors into future access to the riverfront

Currently, the development site acts as gap between the Franklin Corridor and the Downtown Riverfront, interrupting the urban framework. We envision the future of this corner as an integral connector between these districts. The proposed development embraces the opportunity to create a vibrant, outdoor, pedestrian-oriented connection between Broadway and Hilyard. While precise uses are not yet final, the development envisions an outdoor social hub – with a variety of vendors and pedestrian-scale elements such as covered and open seating, landscaped open spaces, and a communal hearth – that will bring people into the space and amplify activity at this critical transition point on the way to the riverfront. The proposed uses will be bright, fun, and lively – an infusion of energy that will be the meeting place for neighborhood residents, commuters, and visitors using the pedestrian pathways that connect downtown, the University, and the Willamette River. It will also add new life and amenities for the remodeled motel, which will be designed to tie-in with the character and energy of the site design. Although the site is relatively small in size, the adjacent properties will provide much needed space for additional support functions, allowing the openness of the corner to remain. Supporting program elements such as storage and delivery areas will be tucked away behind the existing walls, allowing better access to maintain and service the site while maximizing usable and public space. As a hub of activity and a place for the community to connect, this site will be an important and accessible gateway to the riverfront.

- How development of site aligns/supports vision and goals of City plans and policies

The proposed development takes a constructive and additive approach to improving the neighborhood area. The site will be a catalyst for an infusion of activity on the corner as well as the rehabilitation of the 66 Motel. New activities and functions, along with a new look for the surrounding Motel property, are strategically aligned with City goals. The vision for the site also helps further stimulate development activity through rebranding and tailoring the Motel to a demographic that includes more cultural and international tourists. With convenient access to the river, downtown, and the University district, these visitors will add vibrancy and diversity to the neighborhood and help stimulate existing businesses. Potential uses like a food cart pod will provide much needed access to more affordable food options for local residents as well as opportunities for small business start-ups. Local as well as regional success for these types of developments suggest that this project is well-supported, familiar, and resilient – creating economic conditions that foster solid growth in and around the development. This development type is also proven to encourage alternative transportation and walkable neighborhoods, furthering the mission to meet “environmental, economic, and social needs without compromising the ability of future generations to meet their own needs.” (COE Council Sustainable Development goal)

- Clearer vision for future use of the property and how it relates to plans for the adjacent property. What type of “services” does he envision providing on the site?

As outlined above, the vision is centered around a the idea of social/micro retail, food culture, and reimagining the Motel as a unique and modern place to stay – a place visitors will come to start their Eugene adventures and return to for a unique hospitality experience. Creating a social hub and a new look for the entire corner, the vision is grounded in the idea that this place will be a destination and this project will enhance a significant part of the neighborhood, continuing to encourage development along the Franklin Corridor. In the long range, the site is the “keystone” for future large-scale redevelopment plans. If negotiations to purchase the properties to the east of the Motel are successful, the long-range

Tom Connor – Supplemental Information

vision to create a mixed-use project may be feasible. This new development can respond to the scale and need for added density and access to goods and services while still maintaining the pedestrian scale and walkability of the original vision. As the key connector between the properties fronting Hilyard and Broadway on each side, the site is critical to the continuity of the urban framework supporting future access and connectivity to the riverfront.

- How site ownership may impact future plans for redevelopment of the motel

Site ownership is important for redevelopment because it creates a welcoming entry to the motel and adds the much-needed vibrancy fundamental to the rebrand vision. The new vision for the Motel is to make it an open, fun, gathering place. While the Motel currently turns its back to the street, the site offers the opportunity to open a new face to the street and increase the impact of the rebranding. Ownership of this site will provide the visibility and additional development area needed to catalyze the transition and improve the neighborhood on a scale otherwise not possible without it. In the context of a longer-term vision to redevelop the entire site as well as property to the east, this site is even more critical to the viability of the development and to creating a street edge that supports the vision for the Downtown urban framework.

- More information about control of the adjacent site? (e.g. information about the ground lease)

The adjacent Motel site is under long term (50+ years) lease.

- More sense of timeline for redevelopment of the site

The current timeline for redevelopment assumes the remodel and site development will be complete and fully operational in advance of the 2021 World Track Championships. If the City accepts this proposal, the site will be cleaned-up immediately. The site work, connection between Motel property and development site, and supporting infrastructure will target completion in Fall 2018. The motel rebrand and remodel would occur in phases, targeting completion in Fall 2019. If the adjacent property is also acquired, this will open opportunities to complete a more ambitious vision by 2021.

W2W INITIATIVE

66 MOTEL

DEVELOPMENT SITE

RAILROAD

VACANT

TO DOWNTOWN
←

TO UNIVERSITY
→

BROADWAY & HILYARD

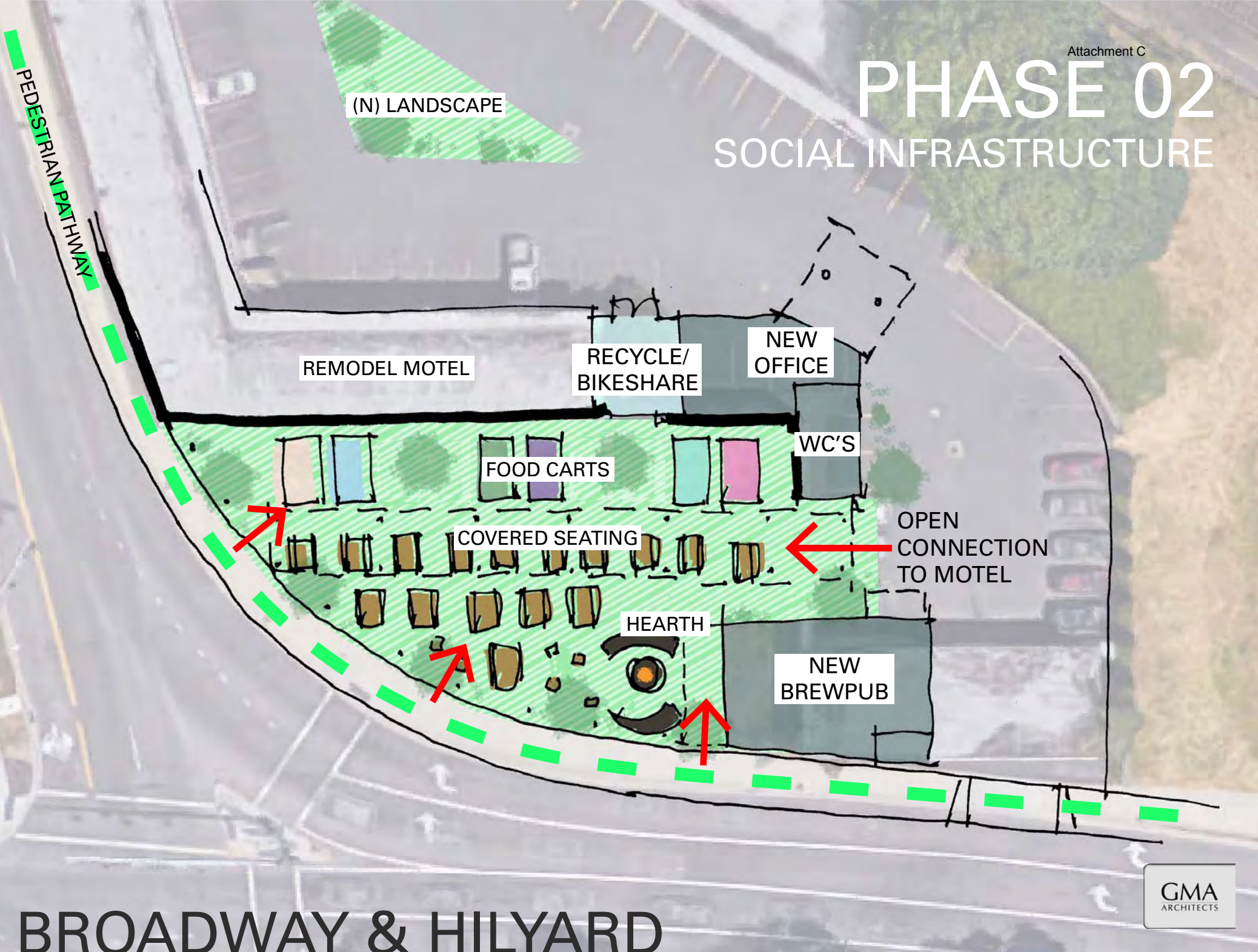
PHASE 01

SOCIAL POP-UP



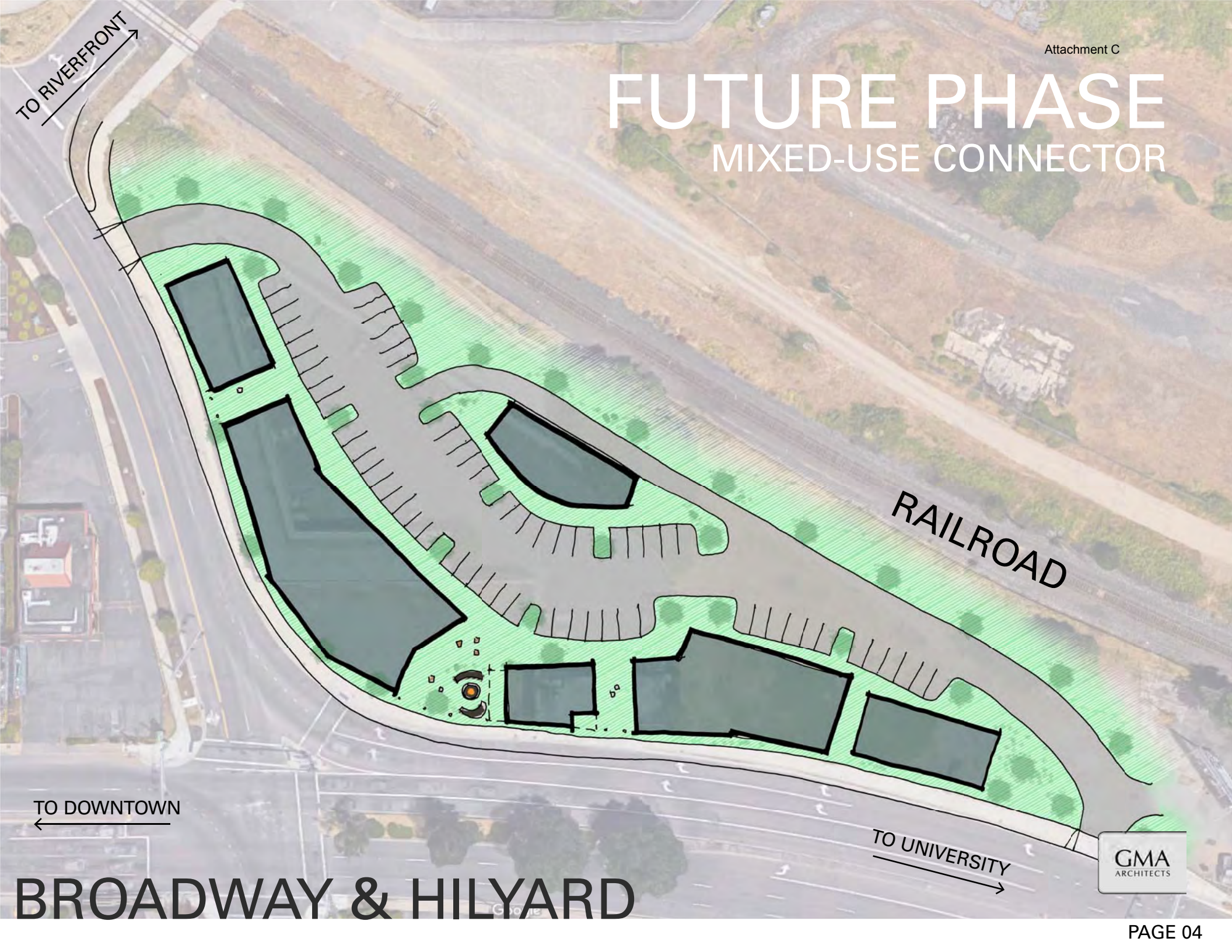
PHASE 02

SOCIAL INFRASTRUCTURE



FUTURE PHASE

MIXED-USE CONNECTOR



TO RIVERFRONT

RAILROAD

TO DOWNTOWN

TO UNIVERSITY

BROADWAY & HILYARD





BROADWAY & HILYARD



BROADWAY & HILYARD



REQUEST FOR
PROPOSALS:
BROADWAY &
HILYARD SITE
(703 E. BROADWAY)

March 16, 2017

99 W. 10th Ave.
Eugene, OR 97401
www.eugene-or.gov

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Overview

The City of Eugene is pleased to announce the sale of the Broadway & Hilyard Site at 703 East Broadway. Through this Request for Proposals (RFP), the City seeks proposals that will provide a distinctive urban vision to generate positive activity in an urban downtown setting and complements recent investment in the area. The City expects that proposals will:

- Include a buyer with a proven track record of establishing high-quality, attractive and distinctive uses for buildings in urban, downtown settings;
- Incorporate high-quality urban design;
- Include desired vision to integrate with adjacent properties for an overall high quality urban development; and
- Complement the existing public and private investments in the area.

Given the property's location on a key downtown corner and a major corridor, the sale of this site presents an opportunity in an increasingly vital area of downtown. The purpose of the RFP and proposed sale is to encourage redevelopment for a use or mix of uses compatible with a high quality, pedestrian friendly, downtown urban environment, in alignment with the Downtown Plan, Envision Eugene, the Riverfront Urban Renewal Plan and current implementation efforts such as the [Willamette to Willamette Initiative](#). With the 2021 Track



Eugene looking southwest.

and Field Championships on the horizon, the City is preparing Eugene for the global stage and envisions redevelopment of this site as contributing to that effort, as well as the community's long-term vision for the area. As the City moves forward with redevelopment of the riverfront property formerly used for EWEB operations along the Willamette River, the Broadway & Hilyard Site will serve as a key entrance from downtown to the Riverfront.

Downtown Eugene continues to grow as a dynamic regional destination for live, work, and play. Guided by the Downtown Urban Renewal Plan and the Downtown Plan, the City has worked with the private sector to facilitate a number of redevelopment projects. Additions include the Broadway Commerce Center, the Woolworth Building, Whole Foods, new hotels, new residential development and new retail. With a number of art, entertainment, and culture offerings, such as Saturday Market and Farmers' Market, downtown continues to draw residents, students, and visitors to the core.

A variety of housing options and densities exist downtown, and demand for downtown housing units continues to grow. Residential development has increased over the past 15 years. The Hub, completed in 2015 and located 2 blocks from the property, provides 192 units of housing to over 500 students.

Property Information

The Broadway & Hilyard Site at 703 E. Broadway is made up of 2 parcels totaling 0.27 acres and is currently undeveloped and vacant. The site is immediately adjacent to the 66 motel to the north and east on Broadway and across from Café Yumm to the south (Tax Lots 01602 and 01700, Assessor's Map 17-03-32-24). See Appendix A and B for site maps and photos.

The site is zoned C-2 (Community Commercial).

Property Advantages:

- Prominent location of the East Broadway entrance to the anticipated Riverfront Redevelopment
- Within walking distance of numerous cultural, entertainment, and retail venues
- Adjacent to Broadway/Franklin and Hilyard Street, major thoroughfares between downtown, the riverfront, and the UO
- Proximate to UO and the planned Knight Campus for Accelerating Scientific Impact
- Proximate to Sacred Heart Medical Center
- Proximate to Wayne Morris Federal Courthouse
- Proximate to Northwest Community Credit Union
- Proximate to The HUB, student housing
- Proximate to the new Whole Foods

See Appendix C for a complete area profile.

The property is offered as is. The site is currently vacant, and shares a wall with the motel located on the adjacent property. Utilities are available to the site, including water, sewer, gas, electricity, and cable television. Potential buyers should review utility information to determine availability and capacity for their proposed projects. The site has about 196 feet of street frontage along the Broadway/Hilyard intersection.



Federal Courthouse

Zoning

The site is zoned C-2, Community Commercial, which is intended to include a range of uses including retail, entertainment, and office. Housing is permitted in this zone. Parking requirements for this site are dependent on uses, and can be found in Eugene Code 9.6410.

Price and Terms

Purchase proposals that reflect fair market value are preferred but not required. The City is willing to negotiate based on the overall public benefit provided by the proposal. A fee simple sale is preferred. A good faith deposit equal to ten percent of the sale price is required upon signing of the purchase and sale agreement. Broker fees will not be paid by the City.

Objectives

The sale of this site presents an opportunity in an increasingly vital area of downtown. The overall objective for redevelopment of this parcel is an urban use, designed to encourage a lively, attractive, and safe pedestrian realm. Proposals should reflect and support the surrounding public and private investments with appropriately urban, high quality, pedestrian friendly developments. The City encourages creativity in the concepts and intends to allow flexibility in future use of the property provided that the proposal is consistent with the Eugene Downtown Plan and the Eugene Land Use Code, and complements the Riverfront Urban Renewal Plan goals and the objectives provided in this RFP.

The following objectives will be used to evaluate proposals:

- **Experience:** Buyers should have a proven track record of completing successful, high quality urban projects and have a vision for the parcel that is compatible with recent and anticipated development nearby. Buyers should also show evidence of financial capacity to implement quality urban projects.
- **Vision:** The vision should maximize the property's development potential and:
 - Factor in the site's prominence as a significant gateway into downtown from the south and east.
 - Integrate with adjacent properties and anticipated nearby development, such as the EWEB Riverfront area, for an overall high quality urban development.
 - Contribute to an active downtown with a conceptual mix of uses such as retail, office, entertainment, restaurant, hotel, or residential with building components that contribute to an inviting pedestrian environment.
 - Complement recent public and private investments made in the surrounding properties, including Whole Foods, Northwest Community Credit Union, the Wayne Morse Federal Courthouse, Barn Light East, Sam Bond's Brewing, and the Hub student housing.

- **Timeliness and Feasibility:** Preferred proposals will include:
 - o Reasonable timeline; completion of redevelopment prior to the 2021 World Track and Field Championships is strongly encouraged.
 - o Demonstrated understanding of market potential for the proposed vision.
- **Financial benefit:** Preferred projects will have the purchase price reflect the fair market value of the property.
- **Consistency with City Policies and Goals:** The Downtown Plan is the primary policy document and applies directly to this site. Other plans and policy documents also apply, including the Riverfront Urban Renewal Plan and Envision Eugene. The City expects the proposed vision will be consistent with the policies and goals for downtown as reflected in these documents. See the City Policies section of this RFP on pages 9-10.



Northwest Community Credit Union

Submission Requirements

The City invites proposals from prospective purchasers setting forth details regarding the applicant's vision for the property, offer to purchase, and other issues identified in this section. **The deadline for submitting proposals is 5:00pm (PST) on May 1, 2017.**

Please submit one original proposal using 8 ½" x 11" size paper and an electronic copy to the e-mail listed below. Proposals should be addressed to:

City of Eugene
Attn: Amanda D'Souza
99 West 10th Avenue
Eugene, OR 97401
Amanda.m.dsouza@ci.eugene.or.us

A. Experience and Financial Capacity

1. Provide the name(s), address(es), telephone number(s), and e-mail address(es) of the buyer. Identify the principal person(s) authorized to negotiate on buyer's behalf.
2. Identify and describe any relationship the buyer may have with subsidiaries, joint venture partners, or others who are significant to the project.
3. Provide documentation demonstrating that the buyer is qualified to undertake the proposed project, including:
 - i. Experience with projects similar to the proposed project, developments in urban areas, public/private development, and
 - ii. Examples, including images, of prior projects that demonstrate high-quality urban design and use.
4. Provide evidence of prior ability to finance and complete similar projects and evidence of private financing commitments for the proposed project.

B. Vision

1. Provide a detailed description of the respondent's vision and possible use(s) and how they meet the RFP objectives for "Vision" listed on page 4 & 5. The City will be involved in the design review process and will use the Community Design Handbook (<https://www.eugene-or.gov/2977/Community-Design-Handbook>) and other Plans during this process.

2. Provide a preliminary schedule for the proposed project that addresses, at a minimum, property acquisition, design and preparation of plans, start of construction, completion of construction, and tenanting. The schedule should provide for development in a logical and expeditious manner.

C. Purchase Offer

1. Provide the amount and terms of the purchase offer.
2. Describe any public assistance requested.

Selection Process and Schedule

The City will conduct a fair and impartial process for the selection of a buyer based upon satisfaction of the objectives in this RFP. The City may utilize a combination of staff and third parties in the review process. Following the initial review, some or all of the respondents may be interviewed or contacted to provide clarification or amplification of the material submitted. The Eugene City Council will select a buyer with whom to enter into a definitive purchase and sale agreement. The City may elect to reject all proposals.

Preliminary schedule

The selection process is expected to be completed in June 2017. The preliminary schedule for the process is as follows:

City issues RFP	March 16, 2017
Responses due	May 1, 2017 at 5:00 pm
Staff review complete	May 9, 2017
Supplemental information due	May 19, 2017
City Council review & selection	June 2017

Designated Contacts

The following City of Eugene staff are the designated contacts for information or questions related to this RFP:

Nan Laurence, Downtown Projects Manager
541-682-5340 nan.laurence@ci.eugene.or.us

Amanda D'Souza, Business Development Analyst
541-682-5540 amanda.m.dsouza@ci.eugene.or.us

Mailing Address & Fax Number:

Community Development Division
99 West 10th Avenue
Eugene, OR 97401
Fax: (541) 682-5572

For general information, please visit the City of Eugene website at <http://www.eugene-or.gov/>

For information on downtown Eugene, please visit the downtown website at <http://www.eugene-or.gov/downtown>



Looking northwest along Hilyard Street.

City Policies and Initiatives

Downtown Plan

The general policy framework for the sale of the Broadway & Hilyard Site comes from the Downtown Plan. The central themes in the Plan are 1) reinforce downtown Eugene as a strong regional center, and 2) strengthen downtown as a cultural center and the center of community life. The Plan calls for development of downtown as an urban center with unique qualities, character, vitality, intensity, and diversity of uses. The City encourages proposals that are creative and consistent with the policies and strategies identified in the Plan.

Riverfront Urban Renewal Plan

The Riverfront Urban Renewal Plan contains goals and objectives for projects within the Riverfront Urban Renewal District. The Plan outlines a number of goals and objectives for relevant projects including:

- To improve the function, condition, and appearance of the development area;
- To eliminate existing blight and blighting influences;
- To strengthen the economic and environmental conditions of the plan area and the metropolitan area;
- To stimulate development activity and amenities near the new federal courthouse
- To improve connections between the core of downtown, Riverfront, and the University of Oregon

Envision Eugene

Envision Eugene outlines goals and land use policies to manage growth over the next 20 years in a way that protects and enhances the quality of life and reflects our shared values. The seven pillars of Envision Eugene are the foundation for policies, guidelines, and actions of Envision Eugene: Vision to Action. The redevelopment of the Broadway & Hilyard Site is directly encompassed in two Envision Eugene pillars:

- Provide ample economic opportunities for all community members.
 - Meet all of the commercial land needs (office and retail) within the existing Urban Growth Boundary.
- Promote compact urban development and efficient transportation options.
 - Integrate new development and redevelopment in the downtown, in key transit corridors and in core commercial areas.

EWEB Riverfront Master Plan

The Riverfront Master Plan is the result of a master planning and public involvement process for the 27-acre downtown riverfront. The master plan reflects the community's vision for the riverfront property and models sustainable, mixed-use redevelopment in a variety of ways, incorporating open space, residential uses, public access, and educational components. The plan gives form and specificity to the Downtown Plan goals and principles, and also includes design guidelines and descriptions of design intent. The Master Plan can be found here:

<https://www.eugene-or.gov/documentcenter/view/28890>

Vision 2021

Thousands of people will visit the region's restaurants, shops, hotels, and attractions, when the World Track and Field Championship comes to Eugene in the summer of 2021, marking the first time this event will be held in the United States. In collaboration with regional partners, the City is working on a number of improvements to both enhance the experience during the event and be a part of the legacy that remains after the games. Many of these improvements are focused on development along the riverfront, making it a destination for residents and visitors alike.

Regional Economic Prosperity Plan

In February 2010, the elected officials of Lane County, and the Cities of Eugene and Springfield jointly adopted the Regional Prosperity Economic Development Plan. The plan includes a set of ambitious goals and specific tactics for the region, and identifies seven targeted areas for collaboration to achieve economic prosperity. Information on the plan, including updates, can be found here: <https://www.eugene-or.gov/815/Regional-Economic-Development-Plan>

City Council Goals and Outcomes

In 2010, City Council identified Sustainable Development as one of its goals, stating that "A community that meets its present environmental, economic, and social needs without compromising the ability of future generations to meet their own needs." Council outlined "increased downtown development" as one of the outcomes the City can work towards to achieve this goal.

Riverfront Park Study

The site is also located within the Riverfront Park Study which outlines policy objectives for the development of properties within the Riverfront area. More information on this plan can be found here: <https://www.eugene-or.gov/DocumentCenter/Home/View/24906>

Other Information

The objectives listed in this RFP will be used for the evaluation of the proposals. All or part of the objectives may or may not be implemented in the final agreement with the chosen buyer. The City of Eugene reserves the right to negotiate details within the objectives after acceptance of the proposal and prior to the final agreement. The City also reserves the right to extend the deadline for RFP responses, interview respondents, or to modify the selection process or other aspects of this property offering, at its sole discretion.

The City reserves the right to accept proposals, even if the respondent has not submitted all information referenced in this RFP. The City reserves the right to reject all submittals in response to this RFP without cause.

In the interest of a fair and equitable selection process, the City retains the sole responsibility to determine the timing, arrangement, and method of proposal presentations throughout the selection process. Respondents are cautioned not to undertake any activities or actions to promote or advertise their proposals except in the course of authorized presentations.

All facts and opinions stated in this RFP and all supporting documents and data are based upon information available from a variety of sources. No representation or warranty is made with respect thereto.

Appendices

- A. Site Map
- B. Site Photographs
- C. Area Profile
- D. Downtown Public Parking
- E. Downtown Tools and Incentives

Appendix A – Site Map



Appendix B – Site Photographs



Looking southeast from Hilyard Street



Looking north from East Broadway



Looking northwest from East Broadway



Looking northeast from intersection of East Broadway & Hilyard Street

Appendix C – Area Profile



Quick Facts

Downtown Plan Statistics

Total Population: 19,867

Total Downtown Employees: 7,611

Workers aged 29 or younger: 1,843 (24%)

Workers with earnings more than \$40K per year: 3,028 (40%)

University of Oregon Enrollment

Total students: 23,634

Undergraduates: 20,067

Graduates: 3,567

Full-time: 21,336

Part-time: 2,298

Oregon residents: 51%

Out-of-state residents: 36%

International: 13%

LTD Downtown Bus Station

10,324 boardings per day (October 2016, LTD)

Recent and Upcoming Downtown Projects

Northwest Community Credit Union Support Center

Located at the corner of 8th Avenue and Ferry Street, Northwest Community Credit Union Support Center was completed in 2014. Designed by Rowell Brokaw Architects and managed by deChase Miksis Development Services LLC, the 68,000 square foot building cost \$24.5 million houses 150 employees, with the capacity to expand to more than 300 employees.



6th Avenue Development

Former Eugene mayor Brian Obie is in the process of expanding his Fifth Street Public Market onto vacant land located on 6th Avenue between Oak and Pearl Streets. The project is estimated to cost around \$50 million and would include market-rate apartments and ground floor retail space. Construction is expected to start in late 2017 or 2018.

Whole Foods – 8th and Mill

Opened in September 2016, Whole Foods Grocery Store is downtown Eugene's newest development along 8th Avenue. Located at 353 E. Broadway, the store is over 36,000 square feet, with 140 full and part-time employees. The building is owned by Broadway and High LLC, and construction costs totaled about \$10 million.



Olive Lofts

Olive Lofts is an upcoming mixed use development located in downtown Eugene. Located at 844 Olive Street, the property is the former site of Rogue Brewery, which has been vacant since 2014. The proposed project will be five stories, with four new floors of housing over an existing ground floor. Altogether the project will include 36 housing units and ground floor commercial space. The project is being constructed by Granite Properties, and is expected to cost \$5.4 million and be completed in 2018.

Former LCC Downtown Center

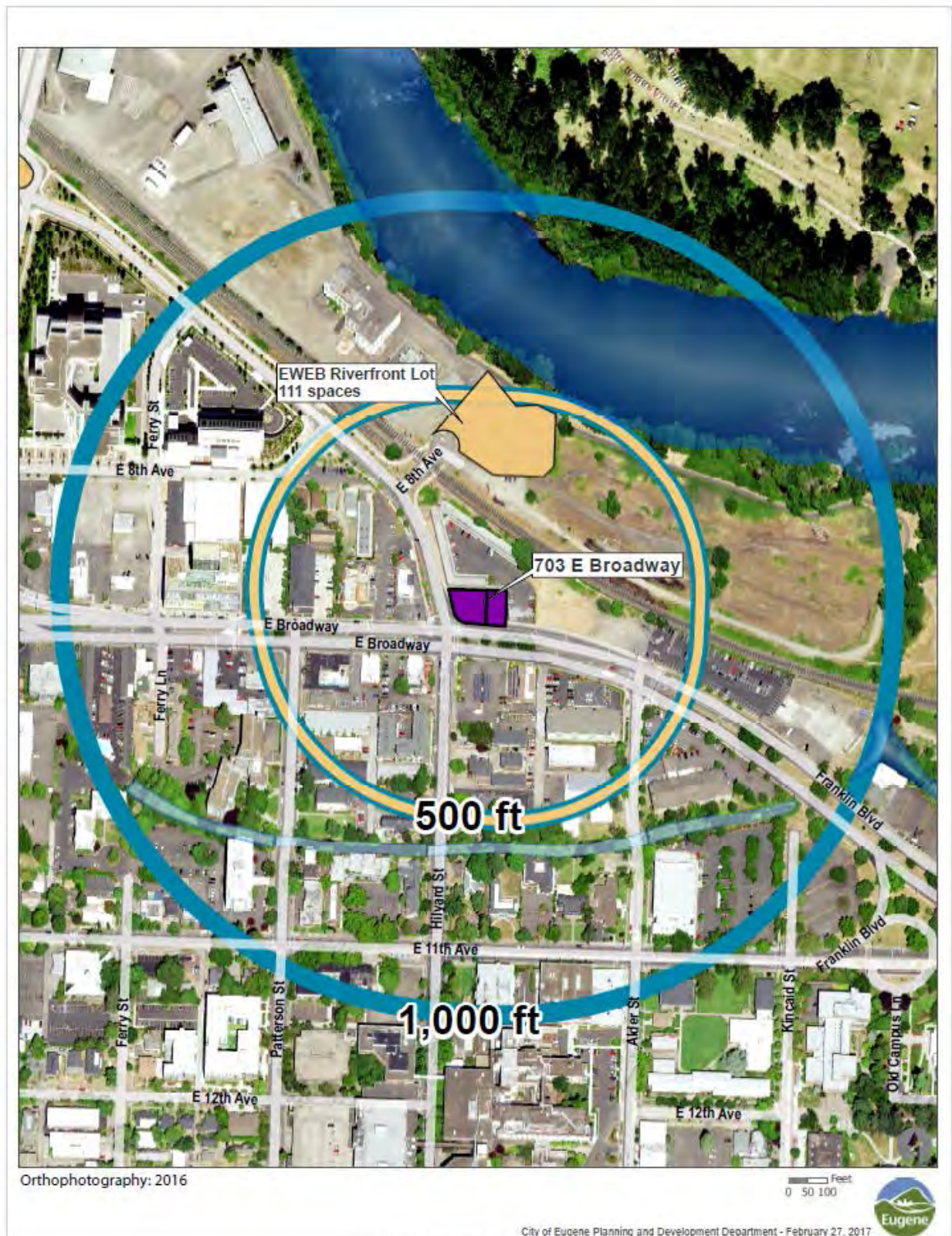
The former Lane Community College (LCC) downtown center at 1059 Willamette Street is located across from the Lane Transit District Bus Station. The 66,000 square foot building was vacated in 2013 when LCC opened its new Downtown Campus at 10th Avenue and Olive Street. The City of Eugene is collaborating with LCC to identify a redevelopment concept that will benefit the community in the long term. The project is eligible for Downtown Urban Renewal District funds for redevelopment of the property.



Shedd Institute Renovation

The John G. Shedd Institute for the Arts, is in the process of undergoing renovations of their school and performance center. Located at Broadway and High, the Shedd is a nonprofit education and performance center that hosts over 100 performances every year and runs a community music school for the public. The renovations are estimated to cost \$15 million and will be completed in two phases.

Appendix D – Downtown Public Parking



Appendix E – Downtown Tools and Incentives

Multi-Unit Property Tax Exemption

The property is located within the Multi-Unit Property Tax Exemption (MUPTE) boundary. The MUPTE program is enabled under state law for the purposes of stimulating the construction of multi-unit housing in the core area and to ensure use of the core area as a place where community members have the opportunity to live and work. Projects eligible for the 10-year tax exemption include construction, addition or conversion of rental or ownership multi-unit housing. City Council updated the program in 2015 to make student housing ineligible, and to include increased energy efficiency, higher quality design standards, expanded neighborhood involvement, and an extensive community review process. Tax exemption requests are reviewed and approved by City Council. For more information: www.eugene-or.gov/MUPTE

Vertical Housing Development Zone

The property is located within the Downtown Eugene Vertical Housing Development Zone (VHDZ). Established under state law, VHDZs encourage mixed-use projects that provide dense urban-style development or redevelopment. Eligible projects consist of ground-level commercial with one or more upper residential floors that have been newly constructed, reconstructed, or rehabilitated. The program offers a 10-year property tax exemption on the new structure, or incremental change in the property value of the building that comprises the project. The program grants a tax exemption of 20% for each floor of housing that is incorporated above ground floor commercial, with a maximum tax exemption of 80% for any single project. Tax exemption requests are reviewed and approved by the State of Oregon. For more information: <https://www.eugene-or.gov/1403/Vertical-Housing-Development-Zone>

Riverfront Renewal Loan Program

The Riverfront Renewal Loan Program (River Loans) is a revolving loan program designed to encourage capital investment within the Riverfront Urban Renewal District. The primary goal of River Loans is to provide funding assistance to projects that meet the goals and objectives of the following planning documents: Riverfront Urban Renewal Plan, EWEB Riverfront Master Plan, and the Eugene Downtown Plan. River Loans are designed to be flexible and responsive to unique redevelopment opportunities and challenges, and individual project financing needs. For more information: <https://www.eugene-or.gov/3497/River-Loans>

Business Development Fund

The City of Eugene's Business Development Fund (BDF) provides assistance to new and existing businesses via the federal Community Development Block Grant (CDBG) program. Established to create jobs and stimulate private sector investment, the BDF has loaned almost \$18 million to over 230 Eugene businesses, leveraging an additional \$58 million in private investment. Since 1984, the BDF has helped to create over 1,300 new jobs. For more information: <https://www.eugene-or.gov/827/Business-Development-Fund>

RFP Summaries and Staff Evaluation

JR Zukin Corp

Summary: JR Zukin Corporation proposes to develop the site at Broadway & Hilyard with a two-sided digital advertising display, an iconic sign welcoming travelers to downtown Eugene, and an open plaza for public use. The company has acquired, developed, and operates a number of retail properties in Oregon and California, including the Goodwill Boutique across from the Broadway & Hilyard site. They also have a long-standing relationship with Metrocom Development, LLC, a Eugene-based firm that owns, develops, and operates a number of retail establishments.

JR Zukin proposes the development of an open plaza with an informative digital display located on the site. The applicant has proposed a “Broadway Plaza East” with features such as fixed food cart structures, open and covered seating areas, performance space, native landscaping, artistic elements, and bicycle racks.

Price: JR Zukin’s proposed purchase offer includes “in-kind” advertising equal to one 8-second click per minute. They have also indicate they are willing to monetize this, either through purchase or lease of the property.

Staff Evaluation

Strengths	Concerns
<ul style="list-style-type: none"> • Open plaza/food cart pod introduces active uses to the property. • Realistic timeframe for development. • Flexibility in proposed site uses and purchase price. 	<ul style="list-style-type: none"> • Limited demonstration of high quality urban development. • Size of digital sign is not compatible with the emerging urban corridor; the aesthetics do not fit with the desired scale and are not pedestrian friendly. • Regular servicing of the site will be challenging with limited access. • Limited experience with urban restaurant and commercial development. • No demonstration of experience doing catalyst development.

Tom Connor

Summary: Mr. Connor currently owns the adjacent motel and has a long-term lease on the property. Mr. Connor proposes integrating the City's property with his existing development in order to address the site's limited access. He has partnered with GMA Architects to develop a proposal that envisions the corner as an integral connector between the Franklin Corridor and the Downtown Riverfront, by facilitating the development of an outdoor social hub that brings in bright, fun, and lively uses combined with redevelopment of the motel property. The social hub would include uses such as a food cart pod, landscaped open spaces, a communal hearth, and an anchor use such as a brew pub.

Mr. Connor is also seeking to purchase the land under and adjacent to his motel to the east. If successful, he proposes a future large-scale, mixed use redevelopment plan that adds density to the corridor and maintains the pedestrian scale of the property. If feasible, a larger scale project could strengthen the connection between the UO and the Riverfront.

Purchase Price: Respondent has proposed a purchase price of \$90,000.

Staff Evaluation

Strengths	Concerns
<ul style="list-style-type: none"> • Applicant has demonstrated ability to complete local, high quality urban development. • Space is anchored by the motel, enhanced by remodel and possible brewpub. • Integrated site plan addresses the parcel's very limited access. • Ability to service the site from their adjacent property. • Possibility of connecting the property into a larger redevelopment plan for the area and incorporating a more diverse set of uses; could be a strong urban connection between UO and riverfront and downtown. • Realistic timeframe for redevelopment. 	<ul style="list-style-type: none"> • Applicant will need to demonstrate ability to meet parking needs of social hub and motel. • Uncertainty of outcomes for the larger plan to consolidate the properties.