



# Table of Contents

OVERVIEW.....	3
BACKGROUND .....	3
SITE LOCATION.....	5
PRICE AND TERMS .....	6
SUBMITTING PROPOSALS .....	6
DESIGNATED CONTACTS .....	6
DEVELOPMENT POLICY .....	7
SITE INFORMATION .....	8
DEVELOPMENT OBJECTIVES .....	10
SUBMISSION REQUIREMENTS .....	13
SELECTION PROCESS AND SCHEDULE.....	15
OTHER INFORMATION .....	15
APPENDICES .....	17





## OVERVIEW

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The Urban Renewal Agency of the City of Eugene is pleased to announce the availability of a downtown development site at 10<sup>th</sup> Avenue and Charnelton Street. Through this Request for Proposals (RFP), the Urban Renewal Agency is seeking proposals that will complement a mix of uses in the project area including the new downtown Eugene Public Library, the Lane Transit District (LTD) Downtown Station, the recently completed EmX bus rapid transit system, and the Broadway Place mixed-use development that includes residential, public parking, and retail/commercial. Development of the 10<sup>th</sup> & Charnelton site is a key step in the implementation of the Downtown Plan and the long-term Vision for Downtown Eugene. Because this highly visible site is located in an increasingly vital area of Downtown, the Urban Renewal Agency expects that the project will:

- Include a development team with a proven track record of successfully completing mixed-use developments in urban, downtown settings;
- Incorporate high-quality urban design and architecture;
- Include active ground-floor uses;
- Complement the existing and planned public and private investments in the area; and
- Serve as a catalyst in revitalizing the downtown area.



*Eugene Public Library & LTD*

## BACKGROUND

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Located in the fertile Willamette Valley between the rugged Oregon Coast Range and the breathtaking Cascade Mountains, the Eugene/Springfield metropolitan area is the Pacific Northwest's sixth most populous metro area. Downtown Eugene is a dynamic regional destination where a widerange of people come for work, commerce, entertainment, and living. Downtown has the largest concentration of employment in the region, with municipal, county, state, federal, and other professional offices patronized by citizens from throughout the metro area. The University of Oregon, a comprehensive research university, is immediately adjacent to Downtown.

The Downtown Plan adopted in 2004, is currently being implemented. The forward-thinking Vision seeks to capitalize on development opportunities; strengthen Downtown's role as a regional center; expand housing, cultural, and recreational opportunities; create great streets and special places; and transition Eugene into a more vibrant city on the river.



**Commercial Office.** Downtown is the premier location for commercial and government office development. With significant office space in the core area, including major city, county, and federal government office facilities, Downtown has maintained its role as a dense employment center. Recent additions to Downtown include the 100,000 square foot U.S. Bank Center, the 38,000 square foot Heron Building, and the 64,000 square foot 10<sup>th</sup> and Mill Building.



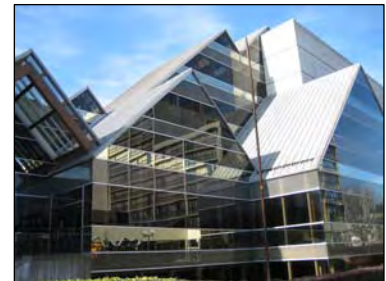
*U. S. Bank*

**Retail.** The Downtown retail environment has evolved into a mix of small specialty retail shops catering to the population of people that work, live, and visit Downtown. The 5<sup>th</sup> Street Public Market and East Broadway retail shops have maintained an attractive mix of retail tenants. With the reopening of Broadway, Willamette Street, and Olive Street (formerly the pedestrian mall), signs of retail revitalization are emerging along these streets, and consistent nightlife offerings can be found throughout Downtown.



*East Broadway Retail*

**Arts and Entertainment.** The Hult Center for the Performing Arts, one of the finest performing arts facilities in the Northwest, is the site of the annual Oregon Bach Festival and the place where eight resident companies perform. Other performing arts venues are also located Downtown, including the historic McDonald Theatre, the WOW Hall, Lord Leebrick Theater, Actor’s Cabaret, and The Shedd Institute for the Arts, home of the Oregon Festival of American Music. Downtown also offers many galleries, fine restaurants, small music venues, and the Saturday Market and Farmer’s Market that feature local artisans, growers, and international food.



*Hult Center*

**Housing.** Demand for Downtown housing units is growing rapidly. Downtown residents can walk, bike, ride or take public transit to work, entertainment, or recreation. A variety of housing densities and types exist Downtown. Approximately 300 new Downtown residential units have been constructed, including High Street Terrace, Broadway Place, the Aurora Building apartments, and the Tate Condominiums. WestTown on 8<sup>th</sup>, an 111-unit mixed-income housing project, is under construction and scheduled to be completed by Spring 2008.



*The Tate Condominiums*



## SITE LOCATION

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The 10<sup>th</sup> & Charnelton development site is located in the southwest section of the central business district of Eugene in the downtown core. A mix of uses surrounds the site, including the Eugene Public Library, Lane Transit District's Downtown Station, Broadway Place apartments, government offices, and specialty retail.

The 10<sup>th</sup> & Charnelton development site includes one half-block (approximately 51,200 square feet). The half-block site includes four adjoining parcels (Tax Lots 6600, 5300, 5200, and 5100, Assessor's Map 17-03-31-13). Tax Lots 6600 and 5300 are owned by the Urban Renewal Agency. The Urban Renewal Agency has a purchase option on Tax Lots 5100 and 5200, and expects to purchase by October 2008. The site is located within the Downtown Urban Renewal District and parking exempt zone. See Appendices A - D for the area map, site map, site aerial, and plat map.

Site advantages include:

- One of the largest cleared development sites in the Downtown core area;
- Adjacent private property owners on this block have expressed an interest in partnering, collaboratively redeveloping, or selling their properties; therefore, there are multiple redevelopment opportunities on the subject block;
- Adjacent to the 740-space City-owned Broadway Place parking structures;
- Adjacent to the Downtown Eugene Public Library, an architectural landmark and a destination for over one million visitors each year;
- Adjacent to the Lane Transit District Downtown Station, a significant generator of foot traffic, and to the western end of the EmX bus rapid transit system which provides service from Downtown Eugene to the University of Oregon and eastward to Downtown Springfield.
- Within walking distance of numerous cultural, entertainment, retail and recreational venues.



## **PRICE AND TERMS**

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Purchase proposals that reflect at least fair market value are preferred but not required. The Urban Renewal Agency is willing to negotiate based on the overall public benefit provided by the project. 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 Urban Renewal Agency.

## **SUBMITTING PROPOSALS**

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The Urban Renewal Agency invites proposals from prospective purchasers setting forth details regarding the development concept, offer to purchase, and other issues identified in this RFP. The format for submitting proposals and the details of the selection process are included in the Submission Requirements and Selection Process and Schedule sections of this RFP (pages 12-14). **The deadline for submitting proposals is 5:00 p.m. (PST) on May 30, 2008.**

Please submit one original proposal, plus an electronic version of the entire RFP response on CD-ROM.

Proposals should be addressed to:   Attn: Denny Braud  
Urban Renewal Agency of the City of Eugene  
99 West 10<sup>th</sup> Avenue  
Eugene, OR 97401

## **DESIGNATED CONTACTS**

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

Denny Braud                   541-682-5536   Email: (denny.braud@ci.eugene.or.us)  
Mike Sullivan               541-682-5448   Email: (mike.c.sullivan@ci.eugene.or.us)

Community Development Division  
99 West 10<sup>th</sup>  
Eugene, OR 97401  
Fax: (541) 682-5572

For general City 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>.



## DEVELOPMENT POLICY

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**Downtown Plan.** The general policy for the development of this site comes from the 2004 Eugene 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 Urban Renewal Agency encourages proposals that are consistent with the policies and strategies identified in the Plan. Copies of the Plan are available upon request.

**A Vision for Greater Downtown Eugene.** The 2000 Vision for Greater Downtown Eugene created the framework for the Downtown Plan. The Vision seeks to expand housing, entertainment, recreational and cultural activities Downtown and to strengthen Downtown's role as a dense regional center for employment, government, and education. A specific redevelopment concept for the 10<sup>th</sup> & Charnelton site that achieves diverse, high-density development is a key next step identified in the Vision. Copies of the Vision are available upon request.

**Urban Renewal Plan.** The 2004 Urban Renewal Plan for Central Eugene Project (Downtown Urban Renewal Plan) contains goals and objectives for projects within the Downtown Urban Renewal District. Primary goals for the Downtown Urban Renewal Plan are to 1) strengthen the economic conditions of the plan area and to improve Downtown's importance in the region by strengthening its economic base and 2) enhance its role as a central location for public and private development and investment. Copies of the Downtown Urban Renewal Plan are available upon request.

**Urban Renewal Agency West Broadway Recommendations.** In September 2007, the West Broadway Advisory Committee (WBAC) presented recommendations regarding mix of uses, parking options, public open space, design elements, and business transition planning for the West Broadway Redevelopment Area, an area which includes the 10<sup>th</sup> and Charnelton site. The WBAC Final Report was accepted by the Urban Renewal Agency, with minor amendments. To the extent possible, respondents to the RFP should address these recommendations, which are included in Appendix E.

All of the documents referenced above are available upon request and can be found on the City's Downtown Planning webpage: <http://www.eugene-or.gov/downtownplanning>.



## SITE INFORMATION

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The subject property is currently offered as is. The former Sears department store building, which occupied the quarter-block Tax Lot 6600, was demolished in 2005. The building's basement walls and floor structure remain. Tax Lots 5100, 5200, and 5300 are currently paved surface parking lots. Utilities are available to the development site, including water, sewer, gas, electricity, steam heat, cable television, and a fiber optic core line on 10<sup>th</sup> Avenue. Developers should review utility information to determine availability and capacity for their proposed projects.

**Site Context.** The four parcels that comprise the development site contain approximately 51,200 total square feet. The site contains approximately 320 feet of street frontage on the south boundary (10<sup>th</sup> Avenue), 160 feet of street frontage on the west boundary (Charnelton Street), and 160 feet of street frontage on the east boundary (Olive Street). The \$36 million, four-story, 90,000 square foot downtown Eugene Public Library faces the property to the south, across 10<sup>th</sup> Avenue. The Library attracts approximately 3,000 visitors per day. The development site has a 14 foot alleyway on the north boundary. There is a 14 foot alleyway which runs north-south between Tax Lot 6600 and Tax Lots 5100, 5200 and 5300 that can potentially be vacated to create a continuous development footprint. The City-owned Atrium building houses City of Eugene and other business offices to the east of the property across Olive Street. Office and retail face the property to the west across Charnelton.

The site is adjacent to the Lane Transit District Downtown Station and Broadway Place mixed-use development. Approximately 10,000 persons per day use the Downtown Station. Broadway Place includes a parking structure, 170 apartment units, and ground-floor retail. Demand for the Broadway Place apartments is very high. (See Appendix F for a complete area profile.)

Three large public structured parking facilities are located within two blocks of the site, including the 740-space Broadway Place structure at Broadway and Charnelton Street, the 596-space Overpark at 10<sup>th</sup> Avenue and Oak Street, and the 438-space Parcade at 8<sup>th</sup> Avenue and Willamette Street. (See Appendix G for a map of Downtown Eugene public parking.)

**Zoning.** The site is zoned C-3, Major Commercial District, which allows a broad range of uses. The Major Commercial regulations are intended to accommodate office and retail uses, government and educational opportunities, culture and entertainment facilities, multi-family housing, hotels, and services that attract people from the entire metropolitan area. The building height limit is 150 feet. The site is located within the parking exempt zone; therefore, on-site parking is not required. Land use application fees are waived for projects within Downtown.



The site is located within the Transit Oriented Development Overlay Subdistrict (TOD). The TOD is intended to promote the creation and retention of mixed land uses in areas with high potential for enhanced transit and pedestrian activity. The development standards for this district provide for intensification of development and require a minimum density of 2.0 floor to area ratio (FAR). The standards are designed to encourage compact urban growth, opportunities for increased choice of transportation mode, reduced reliance on the automobile, and a safe and pleasant pedestrian environment.



## DEVELOPMENT OBJECTIVES

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The sale of the 10<sup>th</sup> & Charnelton development site presents an opportunity for new development at a prominent location in an increasingly vital area of Downtown. The block is surrounded by a wide variety of uses, including civic, residential, retail, and office. There is an existing strong pattern of pedestrian activity on 10<sup>th</sup> Avenue, Broadway, and Olive Street, with active first floor uses on surrounding blocks. Proposals which include assembly or joint-development of other adjacent privately-owned parcels are encouraged.

The overall concept for this block is a mixed-use, urban development, designed to encourage a lively, active pedestrian realm. The design of the first floor on this site is critical; use of quality materials and architectural details that provide elements of scale and visual interest is essential.

The site is adjacent to an area of significant public investment, including the Downtown Eugene Public Library, the Lane Transit District Downtown Station, Broadway Place, and the City-owned Atrium building. Any development on this block must reflect and support these investments with a high level of architectural quality on all street sides.

The new Downtown Eugene Public Library is a very special place for the community. It includes both indoor and outdoor public spaces, a children's activity area, public meeting rooms, and a café. Public art is located throughout the building and exterior spaces. The relationship of the proposed development to the Library should be carefully considered.

As a publicly solicited project, with the potential for public subsidies and incentives, this development must address the needs of the community. More housing units and varied housing options are needed to accommodate projected population demographics. Central housing is a key element in the Growth Management Policies and the Downtown Plan. Downtown housing is essential for creating the critical mass of residents to support retail, and to concentrate populations where services already exist within walking distance and where transit and pedestrian amenities are easily and efficiently available. Housing Downtown requires public sector support to be competitive. Preferred proposals will recognize the development site as a rare opportunity to address the significant need for Downtown housing units, including multi-storied, high density housing, accommodating ownership options as well as affordable units. (See Appendix H for a description of Downtown tools and incentives.)

The Urban Renewal Agency encourages creativity in the project design and intends to allow flexibility in the development of the site provided that the proposal is consistent with the Eugene Downtown Plan, Land Use Code, and the objectives provided in this RFP.



The following development objectives will be used to evaluate proposals:

**Development Team Experience.** The Urban Renewal Agency seeks proposals from development teams capable of completing a dynamic project for the 10<sup>th</sup> & Charnelton development site. Preferred development teams will possess the following:

1. Experience with successful developments in urban areas;
2. Track record of superior architectural design;
3. Access to financial resources consistent with project requirements; and
4. Experience with public/private development.

**Urban Design.** The 10<sup>th</sup> & Charnelton development site is in the core of Downtown Eugene. The design of the project should create an inviting urban experience and strengthen the overall desirability of Downtown in the regional marketplace. Preferred projects will include design elements that provide an interesting and inviting pedestrian realm such as the following:

1. Use of high quality materials, particularly on the first floor;
2. Provide prominent entries facing public streets;
3. Place building(s) close to the sidewalk;
4. Provide details and ornamentation, such as a tall first floor; multiple windows, openings, and entries; awnings and overhangs;
5. Respect and compliment the character of adjacent buildings;
6. Provide special treatment of structured parking (if proposed), including embedded or underground with no sloping of the parking structure visible from the street; and
7. Incorporate works of public art.

**Active Uses.** The Vision for Downtown Eugene includes a diverse mix of residential, retail, office, entertainment, and civic uses that energize and enliven the streets. Preferred projects will include uses such as:

1. Active ground floors, such as retail and active office;
2. Dense residential, particularly ownership housing; and
3. Major employment center for high-quality jobs and extended hours of occupancy.

**Sustainable Development.** Eugene seeks to meet its present environmental, economic, and social needs without compromising the ability of future generations to meet their own needs. Preferred projects will include the following sustainable development components:

1. Multi-story, efficient use of the development site;
2. Energy conservation features such as Leadership in Energy and Environmental Design (LEED) standards and green building features; and
3. If housing is proposed, inclusion of affordable units.



**Timeliness.** Key public investments have been made in the area immediately adjacent to the 10<sup>th</sup> & Charnelton development site. For the Urban Renewal Agency to maximize these major public investments, preferred projects will include the following:

1. A commitment to a reasonable, specific time line for development of the site; and
2. Demonstration of financial capacity, tenant commitments, and other project details that assure development of the site in a timely manner.

**Financial Feasibility.** The Urban Renewal Agency is seeking a well-conceived, financially feasible project. Preferred projects will include the following:

1. Evidence of market feasibility;
2. Accurate and reliable cost estimate for the project development and operation;
3. Evidence of financing commitments for the project; and
4. Demonstrated track record of completing similar projects within budget.

**Net Financial Cost/Benefit.** The Urban Renewal Agency will consider the overall public benefit provided by a project. Preferred projects will include the following:

1. Purchase price reflecting the fair market value of the site; and
2. Increased assessed value within the district.



## **SUBMISSION REQUIREMENTS**

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### **A. Development Team Identification and Experience**

1. Provide the names, addresses, telephone numbers, and e-mail addresses of the development team. Identify the principal person(s) within the development team authorized to negotiate on its behalf.
2. Identify and describe any relationship the development team may have with subsidiaries, joint venture partners, or others who are significant to the project.
3. Provide documentation demonstrating that the development team is qualified to undertake the proposed project, including:
  - a. Resumes of key development team members;
  - b. Experience with projects similar to the proposed project;
  - c. Experience with developments in urban areas;
  - d. Experience with public/private development;
  - e. Examples, including images, of prior projects that demonstrate high-quality architectural and urban design;
  - f. Access to financial resources consistent with the project requirements; and
  - g. Disclosure of key commercial tenants, if proposed.

### **B. Development Proposal**

1. Provide a detailed description of the proposed project including identification of the proposed mix of uses and the way it meets the urban design, active uses, and sustainable development objectives for the site.
2. Provide graphic information including site plans and elevations containing sufficient detail to show the scale, scope, size, and mix of project elements at a level of detail necessary to demonstrate conformance with the development objectives for the site.
3. Provide a preliminary development schedule for the proposed project that addresses, at a minimum, property acquisition, design and preparation of plans, commencement of construction, and completion of construction. The schedule should provide for development in a logical and expeditious manner.
4. If the project requires acquisition of other properties or agreements with other property owners, provide evidence that these properties can be acquired or that relevant agreements have been initiated.



### **C. Financing Plan and Financial Capability**

1. Provide a proposed financing plan for the project based on and including development and operating pro forma budgets. Include assumptions used in preparing the financing plan.
2. Provide evidence of prior ability to finance and complete similar projects and evidence of private financing commitments for the proposed project.
3. Provide a statement indicating willingness to submit corporate financial statements or other documents indicating the financial condition of the development team.

### **D. Purchase Offer**

1. Provide the amount and terms of the offer to purchase the 10<sup>th</sup> & Charnelton development site.
2. Describe any public assistance requested for the proposed project.



## **SELECTION PROCESS AND SCHEDULE**

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The Urban Renewal Agency will conduct a fair and impartial process for the selection of a developer based upon satisfaction of the development objectives in this RFP. The Urban Renewal Agency may utilize a combination of City of Eugene staff and professional 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, acting as the Urban Renewal Agency, will select a developer for the 10<sup>th</sup> & Charnelton development site who will then be expected to enter into exclusive negotiations with the Urban Renewal Agency for the purpose of executing a definitive purchase and sale agreement. The Urban Renewal Agency may elect to reject all proposals.

### **Preliminary Schedule**

The selection process is expected to be completed in July 2008. This time period does not include negotiation of the purchase and sale agreement. The **preliminary** schedule for the process is as follows:

Urban Renewal Agency issues Request for Proposals	March 3, 2008
Responses to RFP due	May 30, 2008 5:00 pm (PST)
Staff review of proposals complete	June 16, 2008
Interviews/supplemental information requests due	June 30, 2008
Urban Renewal Agency review of proposals	July 14, 2008
Urban Renewal Agency selection of project	July 23, 2008

## **OTHER INFORMATION**

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The development 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 developer. The Urban Renewal Agency reserves the right to negotiate details within the development objectives after acceptance of the proposal and prior to the final agreement. The Urban Renewal Agency also reserves the right to extend the deadline for RFP responses or to modify the selection process or other aspects of this development offering, at its sole discretion.

The Urban Renewal Agency reserves the right to accept proposals, even if the respondent has not submitted all information referenced in this RFP. The Urban Renewal Agency 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 Urban Renewal Agency 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.

