

1/15/2016

From: Ali Emami, 941 Willamette Street, Eugene, 97401
To: City Of Eugene: Attn: Nan Laurence
Subject: Letter of Interest: Broadway & Willamette Parcel RFEI

Greetings to all,
Thanks for issuing the recent RFEI for Broadway & Willamette Parcel (Plaza/Kesey Square).
This letter is a response to this RFEI.

My response (proposals) to this RFEI consists of two independent concepts (Option A & Option B) that both address many of the concerns that the city is currently facing with the Eugene Downtown Plan and the public. Neither of this proposals requires the purchase of the Kesey Square, and the Kesey Statue remain at its current place.

Option A: This concept provides 55 apartment living units into the down town core. This option is a six level complex which provides for ground floor retail that will activate Kesey Square with the potential for restaurants, Voodoo Donuts, coffee shops, and retailers bringing energy and new business into downtown and above anything preserves Kesey Square as a special public space for the people of the city of Eugene to continue to enjoy. (Please see Option A in the attached binder).

The feasibility study, and details of this option requires 90 days extension, after which correct financials, timeline, and key milestones for the project could be provided.

Option B: This option is a two phased proposal which are independent from each other (Please see Option B/Plan B in the attached binder).

Phase I: The primary proposal is to open up the walls of the buildings (941 Willamette & 20 East Broadway) that have common walls with Kesey Square in order to create viable cultural, social, and commercial activities in the Square. This phase will allow new storefronts to open towards the Kesey Square and create foot traffic towards the new storefronts.

Phase II: When the walls are opened, establish a 10 bbl Micro-Brewery incubator supported by restaurant businesses inside 941 Willamette south of the Kesey Square. The micro-brewery Incubator anchors businesses in the Square, supporting the Oregon's growing brewery, food and tourism industries and Eugene's economic development. This project contributes toward building an active, inviting and economically strong Eugene downtown.

The adoption of any of the above proposals will insure the long-run success of the Eugene Downtown Plan's vision for creation of a strong, active, distinctive urban center. The Kesey Square is a distinct anchor for Eugene downtown's future developments. This Square provides a cultural, social and entertainment center for Eugene residents and her guests in the center of our town. I look forward to discuss these interest with the city.

Respectfully,


Ali Emami

Principal Contact: Ali Emami, 541-579-0412, nwpersianrugs@yahoo.com

Architect: **TVA Architects:** 920 SW Sixth Avenue, Suite 1500, Portland, OR 97204, 503.220.0668

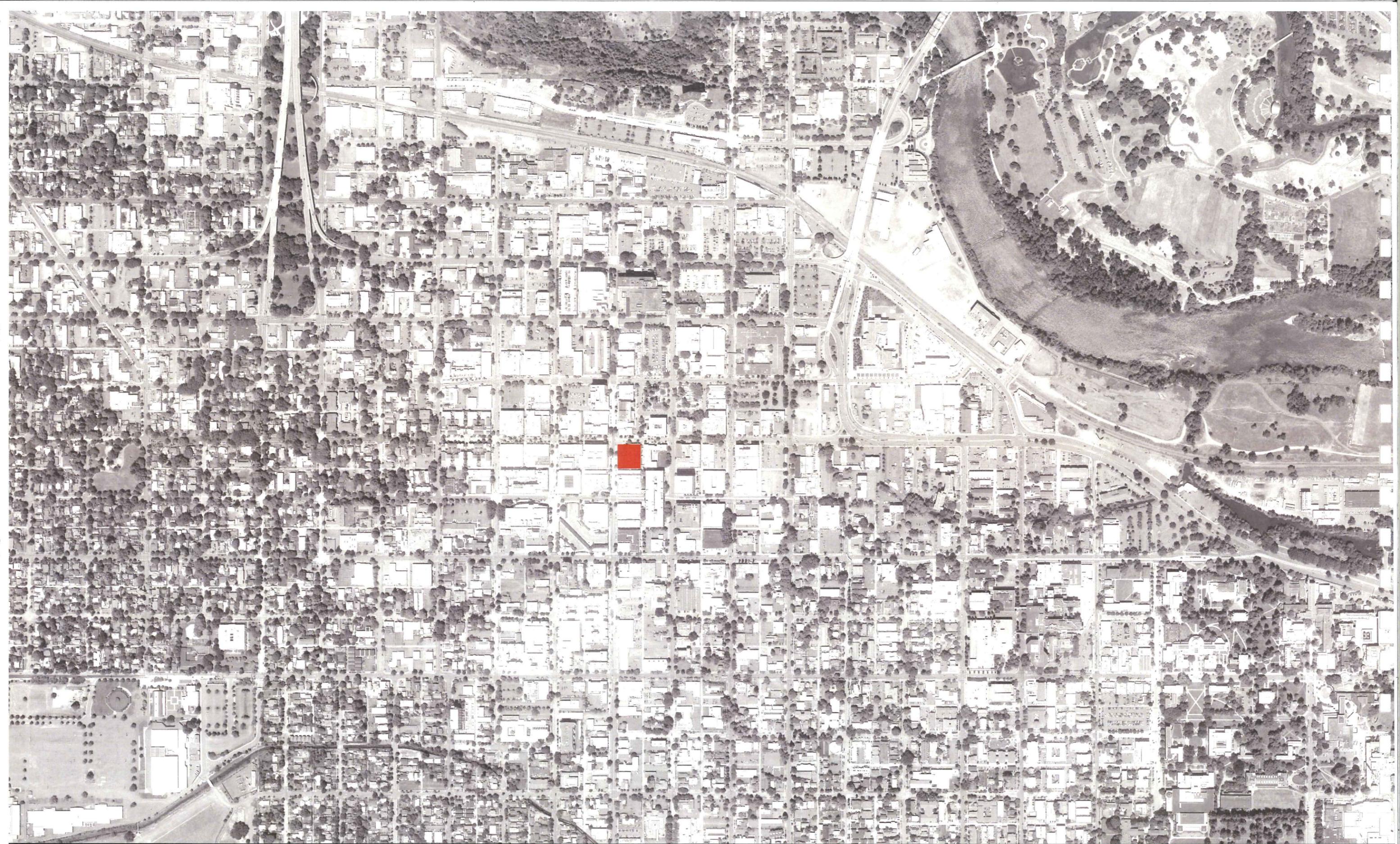
KESEY APARTMENT CONCEPTS

EUGENE, OREGON
JANUARY 15, 2016



tva architects inc.

920 sw sixth avenue | suite 1500 | portland, oregon 97204
phone: 503 220 0668 | www.tvaarchitects.com







CONCEPT BUILDING PROGRAM

PROGRAM PROVIDED

level	program	area
Level 01	Retail	6,128sf
	Lobby	800sf
	Building Core	1,472
	Total	8,400sf
Levels 02-06	Residential (per floor X 5 Floors)	8,326sf
	Building Core	743sf
	Total	9,069sf
	Total Retail Area	6,128sf
	Total Lobby Area	800sf
	Total Residential Area	4,1630sf
	Total Building Core	5,581sf
	Total	53,746sf
Levels 01-06	TOTAL BUILDING AREA	53,746sf

OPTION A



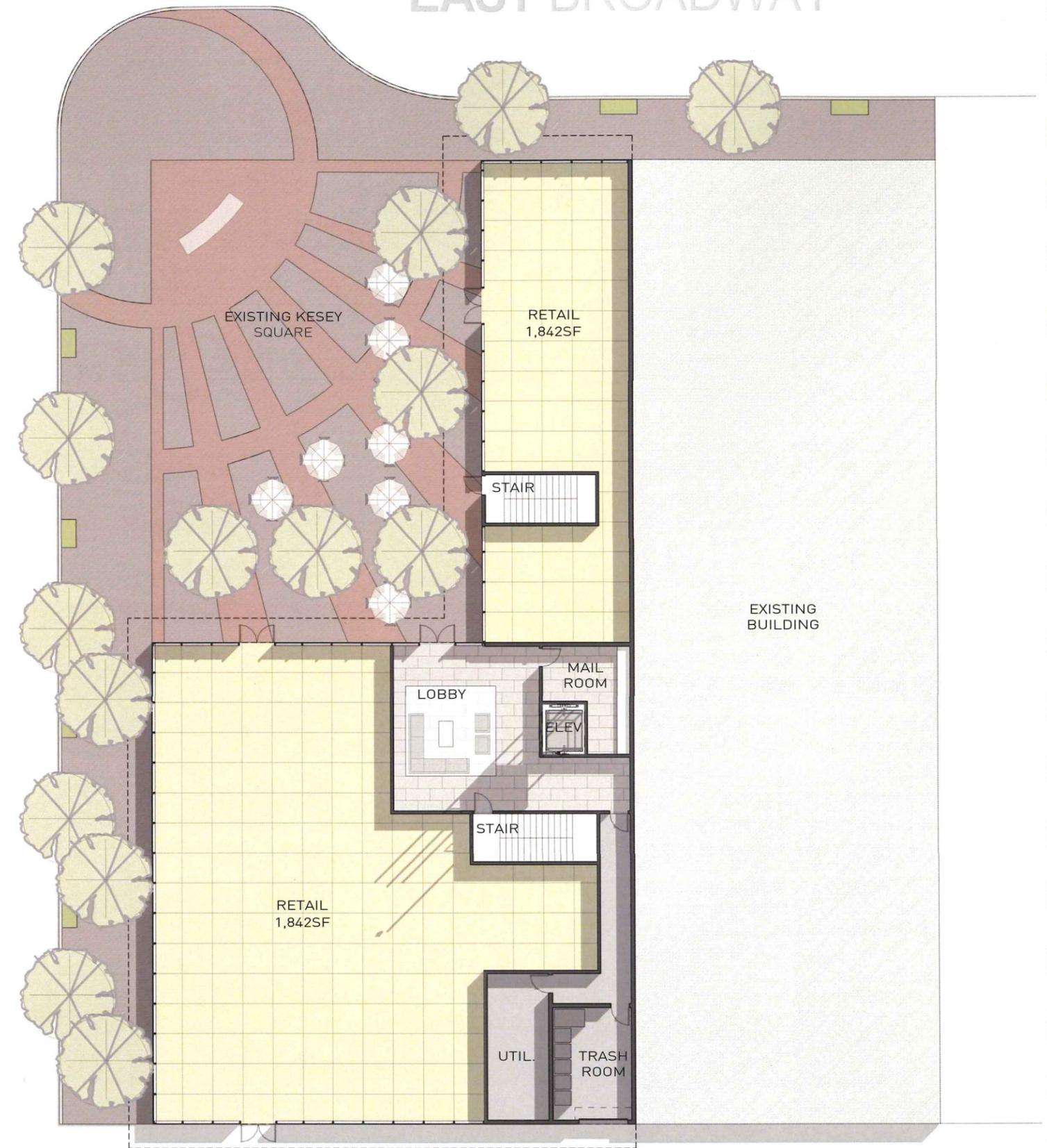
LEVEL 01 FLOOR PLAN

PROGRAM

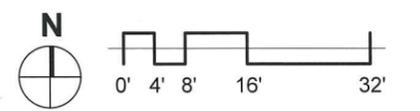
level	program	area
L01	Retail	6,128sf
	Lobby	800sf
	Building Core	1,472sf
	Total	8,400sf

WILLAMETTE STREET

EAST BROADWAY



BASED ON A 5'x5' GRID

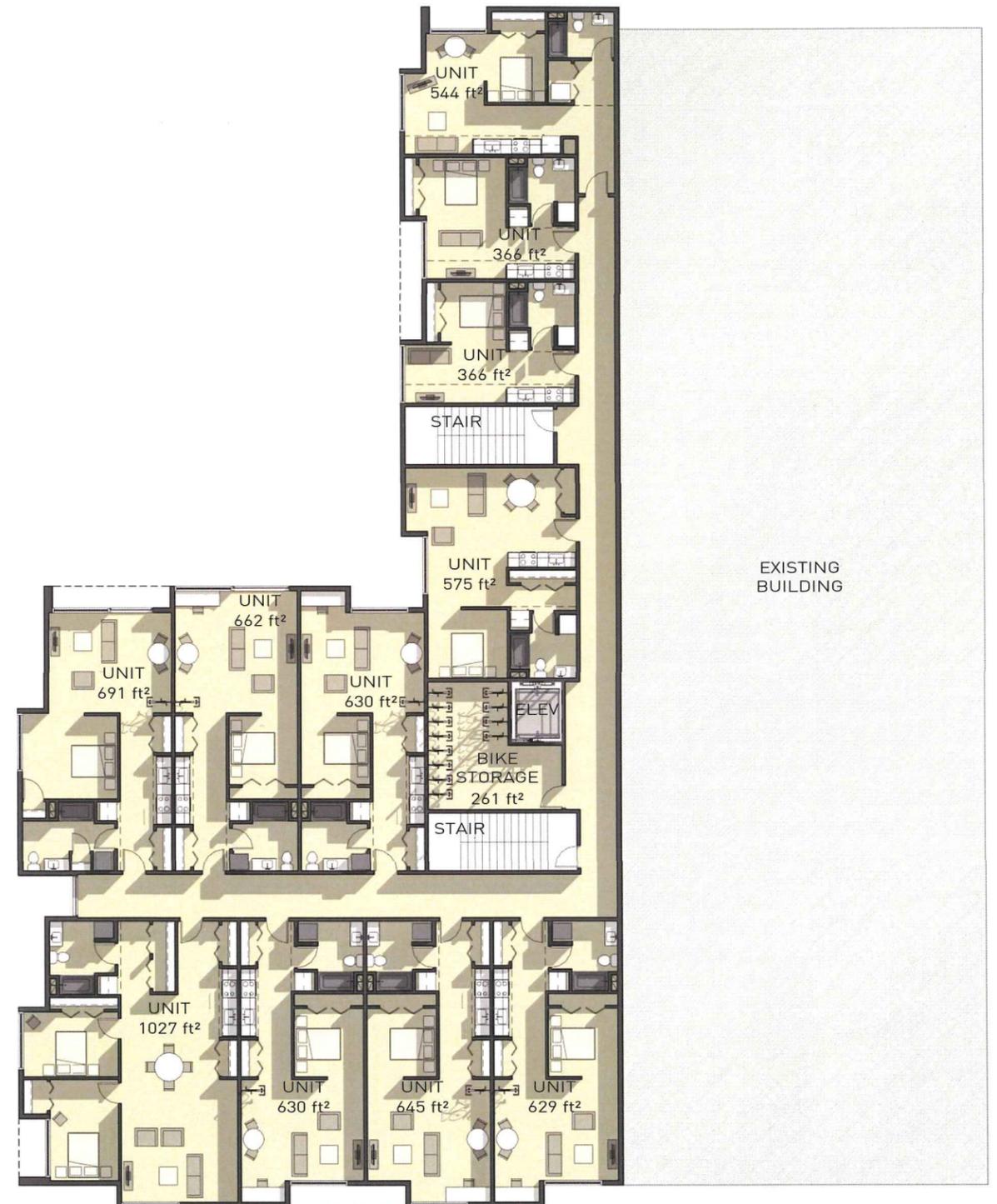


OPTION A

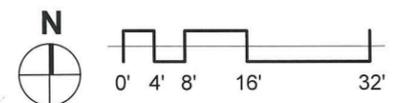
LEVELS 02-06 TYPICAL FLOOR PLAN

PROGRAM

level	program	area
L02-06	Typical Plan Residential	8,326sf
	Building Core	743sf
	Total/Floor	9,069sf
L02-06 Totals	Residential	41,630sf
	Building Core	3,715sf
	Total/Floor	45,345sf



OPTION A





OPTION A

OPTION A





OPTION A



RESPONSE TO REQUEST FOR EXPRESSION OF INTEREST: PLAN B



A SUSTAINABLE PUBLIC-PRIVATE PARTNERSHIP PROJECT

Ali Emami

January 4, 2016

OPTION B

A SUSTAINABLE PUBLIC-PRIVATE PARTNERSHIP PROJECT

RESPONSE TO REQUEST FOR EXPRESSION OF INTEREST: PLAN B

Ali Emami

January 11, 2016

INTRODUCTION

The plan B proposal is a two phased proposal which are independent from each other.

Phase I: The primary proposal is to open up the walls of the buildings (941 Willamette & 20 East Broadway) that have common walls with Kesey Square in order to create viable cultural, social, and commercial activities in the Square. This phase will allow new storefronts to open towards the Kesey Square and create foot traffic towards the new storefronts.

Phase II: When the walls are opened the team suggests a vision for making the Kesey Square site, located at the hearth of Eugene Downtown, an inviting cultural center for Eugene's residents and her guests. This proposal provides the opportunity for a public-private partnership in creation of a 10 bbl Micro-Brewery incubator supported by restaurant businesses inside 941 Willamette south of the Kesey Square. The micro-brewery Incubator anchors businesses in the Square, supporting the Oregon's growing brewery, food and tourism industries and Eugene's economic development. This project contributes toward building an active, inviting and economically strong Eugene downtown.

PROPOSAL

The main objective of this project is to contribute to the Eugene Downtown Plan (April 2004) by building an active, inviting, and socially and economically strong downtown. The phase I of this project requires the City to allow, cooperate and share costs in opening up the walls of the buildings (941 Willamette & 20E Broadway) that have common walls with Kesey Square. Phase II of the project utilizes the storefronts on the Kesey Square for integrating new restaurants, retailers, galleries, micro-brewery and existing businesses behind the walls to the Square activities. This will generate an inviting environment for pedestrians and increased commercial activities for neighboring businesses (Picture on the cover).

Use

The Eugene Downtown Brewery Incubator (EDBI)

Phase II of this proposal support the Micro-Brewing industry in Eugene which in recent years has become an increasing part of Eugene and Oregon's culture. We propose to have competition twice a year to choose the best small/house brewers to operate and brew their beer using the brewing equipment of the restaurant. The selection of the winning brewer will be representative of our community who love beer. The winner/winners of the competition will run the brewery as an operator(s) and sell their beer at the location. We hope that this way the winner/winners can learn about the

business side of running a brewery and will eventually make a name for themselves and open their own brewery in Eugene.

We propose necessary easement/egress/entry from the city to access to the proposed new openings/store fronts as well as adequate spacing to allow patrons from the two properties to sit on the Kesey Square.

Project's Impact on Willamette-Broadway Area

This project maximizes potential uses of 941 Willamette and 20 East Broadway properties and adds activities in the East and West Broadway area.

The project team have the two properties adjacent to the Kesey Square. At the recent meeting at LCC, "Downtown Solutions Forum", it was clear by the overwhelming public participation that Eugene need more public space and not less. The openings in the walls to buildings that currently houses "Persian Carpet store" and "Voodoo Doughnuts" is the best use of private space as well as allowing the continued public use of the Square.

Project's Contribution to Downtown

This project contributes to an active downtown by incorporating both existing retail and new food and entertainments (including Brewery) to generate commerce in the Southeast corner of Willamette-Broadway intersection.

The prospect of local beer and food (publically selected in competition) is a very attractive proposition to people visiting or living in Eugene. It will further help attracting new foot traffic to the businesses operating close to this project.

This project contributes to environment and prominent businesses in the area. By leaving the square open to public and providing sitting for patrons of the Brewery, we will attract a great deal of foot traffic and enhance the use of the Kesey Square. Storefronts on the walls of Kesey Square will invite pedestrian and will attract more commerce activities for its surrounding businesses.

Related Activities

- Monthly Brewery Festivals
- Monthly Food Festivals
- Annual Eugene Celebration
- Semiannual Art Festivals/Galleries: Bronze, Glass, Wood, Paintings
- Periodic Educational Programs
- Holiday Festivals: Hollowing Party, New Year's Party
- Graduation parties, Wedding parties, Open-air Concerts
- Retirement Parties
- Gossip Party
- Art, Dance, Music
- New "Eugene Celebration"
- Wedding, proposal parties

Project's Urban Design and Compatibility with Adjacent Buildings

From the attached cover picture and related drawings it must be clear that the remodeling will be done in an extremely tasteful manner. We are ready to talk to city staff to ensure that we incorporate their more specific requirements on the remodeling of the building(s).

Project & Downtown Plan

The adoption of this proposal for the above mentioned proposed uses, will insure the long-run success of the Eugene Downtown Plan's vision for creation of a strong, active, distinctive urban center. The Kesey Square is a distinct anchor for Eugene downtown's future developments. This Square provides a cultural, social and entertainment center for Eugene residents in the center of the town. Activating the walls of the square will attracts people to the center of the town and enhances commercial and social activities in the area.

Project and Kesey Statue

We propose to keep the Kesey Statue in its current location.

Timeliness & Feasibility.

We estimate to start construction six months from the time of getting the go-ahead to start construction. The detailed architectural drawing is expected to take two months (most architects are really busy recently) and also it will take a month to get the bid from the contractors.

The construction is estimated to take another 4 months. We hope to have the Brewery open 12 months from the time we get the go ahead from the city for our proposal.

Team Members/ Experience:

Investor:

Ali Emami, Downtown business owner (1987-Current):

Established Forouz The Salon, Inc., at 43 West Broadway 1987-1994

Established Northwest Persian Rugs & Imports, Inc., at 43 West Broadway 1987-1994

Established Forouz The Salon, Inc., at 941 Willamette 1994-current

Established Northwest Persian Rugs & Imports, Inc., at 941 Willamette 1994-current

Established Restaurant at 20 East Broadway 2004-current

Contractors:

2-G Constructions, 1719 Irving RD., Eugene, OR 97402

Mackenzie Glass, Storefront Contractor

TVA Architects (503-220-0668): 920 SW Sixth Ave, Suite 1500, Portland, OR 97204

OPTION B