

ATTACHMENT A  
PLAZA IN 1970's



Monday, January 11, 16

## Broadway Plaza – Request for Expression of Interest

The following is a letter of interest response for the Broadway Plaza development parcel.

It has become clear after the proposal by a local developer to purchase and build a new building on the mentioned site that the Community has made it very clear that this main intersection open space should be maintained. The current space and current uses do not fulfill nor result in an active open space. There currently is not an active open space in the central business district. There is a difference in an open space and an active open space.

The open spaces currently are ornamental and park like open spaces and do not contribute nor stimulate adjacent development. The inhabitants of the current space have become a nuisance to those property owners and tenants within the downtown. It's because the open space lacks activity. The adjacent buildings to the South and East offer nothing to stimulate that space.

And currently the space offers nothing to those adjacent buildings and uses. A developer of these adjacent sites would want to be a partner to take advantage of this potential open space. Filling the "hole" will not contribute to all of the noted goals and "C" objectives for the downtown as stated in the Request for Interest.

The development of an active open space and a means to stimulate and attract more development is the basis for this proposal.

In reading the page 1 provided "Overview" of the request, this proposal focuses on option "B." It will accomplish, guarantee and exceed all of the stated objectives with a minimum of Public Investment.

In particular it would guarantee and provide an "active open space" at the major intersection of downtown and will attract major development from the proposed developer and/or from another developer. An "Active Open Space" relies on the buildings and uses that surround, connects and participates with it.

This is in comparison to the Park Blocks, the Hult Center and the new City Hall that is park-like or ornamental open space. "Active Open Space," particularly that at this major downtown intersection provides for an urban partnership.

The open space becomes active and full of activity and the surrounding development profits from the support and connection of and to the open space. This proposal is for a real public/ private/ community partnership. In addition, "Active Open Space" does not require activities by staff or associations to plan the activities; they occur as the result of this adjacency.

This proposal would provide for downtown both an "Active Open Space" and for increased density development. Not just one or the other. The Community and the Developer both provide what the community goals suggest and require.

**Now the proposal:**

The City takes a proactive/partnership role and directs the entire development. Proactive means not simply reviewing proposals as judges in a contest, but rather the City promotes and participates in a direct way to promote and facilitate both the "Active Open Space" concept and the Developer/Development opportunities.

1. The City either purchases the two adjacent buildings and offers the land for sale to developers after generating goal statements, development criteria, guidelines and review for development proposals

**Or**

2. The City partners with the current adjacent building and land owners for them to provide the land and existing buildings as an equity partner with either the current developer/proposer or other developer/proposers.

**And**

The City commits to adjusting the current property lines of the Plaza to fit the proposers demonstrated needs.

**And**

The City or Developer and/or the development partnership agree to renovate the existing Plaza as necessary for the combination of the Communities needs and the Developer's needs.

A proactive proposal will provide for the community's needs. This win-win proposal will not require City funds other than staff or retained consultant fees.

**Important and creative solutions require creative approaches not simply show me what you can do and simply only be the bystander and be satisfied with we get.**

I am requesting an interview to discuss this option, the mechanism, the process and the advantages to all of the parties involved.

Sincerely



Otto P. Poticha FAIA

The Following material is in direct response to the material requested in the C objectives and D the submission Requirement of the "Request for Expression of Interest".

**C. Objectives**

- **Experience (with unique vision), Uses and development experiences that has exceeded the City's policies and goals.**

- **Smeede Hotel Building, Willamette St, Eugene, OR. (National AIA Design Award)**

Poticha was the Architect and Developer of the.

A building was to be torn down during the renewal process.

After a 3 year discussion with the Eugene Renewal Agency Poticha and Partners bid and purchased the building and site from the agency and converted it from a transient hotel to a 3-story retail and office building. It has been fully occupied during its 35 years of extended life and is only one of the few historic and productive buildings left standing after "renewal". The building is listed on the National Historic Registry.

- **The Quackenbush Building, Broadway Avenue, Eugene, OR (National AIA Design Award)**

A Historic hardware store building on East Broadway in Eugene. The building was proposed to be torn down by the Eugene Renewal Agency. Poticha became involved and became a partner and co-developer with the Quackenbush Family. Poticha convinced HUD and the Agency to modify their standards so as to allow renovation of the building as a retail and office building. The other building in Downtown listed on the National Historic Registry.

- **The Granary Building, 5<sup>th</sup> Ave, Eugene OR (Local AIA Design Award)**

Poticha and Partners were the Architect and Developer of an abandoned Granary Building that redeveloped the derelict granary into an office and retail building on E. 5th Ave. The entire area was a former "one stop"-shopping shopping place for the Southern Valley farming industry. The buildings on both sides of the street were vacant and in poor shape. The area was zoned industrial and the City would not allow retail and offices as an accepted land use.

Poticha and Partners bought the building and convinced the City that rezoning was important for the entire area to see development. The City agreed but were not able to process the zoning documents since "spot zoning" was not supported and there were not the resources or interest to rezone the entire area from High St. to Willamette St. Poticha suggested to the City that this was a unique part of the City where substantial buildings were on both sides of the street and faced each other. He proposed that the City understand that unique neighborhood and consider retaining the current zone and add a zoning suffix called "Special District". The City had no suffix and said it would take one or two years to write that ordinance. Poticha volunteered to write the ordinance and have it approved within 60 days. That did occur. Poticha then applied for that suffix for the 5<sup>th</sup> Ave district for the whole designated. The proposed plan required design standards, review and sidewalks. The suffix was approved and within 60 days ALL of the adjacent properties were purchased and development plans submitted. Without the Granary development the 5<sup>th</sup> St. Market would not have been developed or the other adjacent development.

- **The High St. Row Houses at the north end of High St., Eugene, OR (Local and NW Regional Design Award)**

Poticha and Partners were the Architects and developers for the Brick row-house units at the North end of High St. The site had on 3 existing houses, divided by an alley and an R1 Zoning Classification. The City had condemned these houses for occupancy. The goal of the developer was to make and design an example of how and what sustainable housing or housing that would be substantial and long lasting could be like in Eugene. The concept was to visually anchor and form the intersection and terminus of High St. as it moved into the park. It was the first set of urban condominium row houses in the City. The City approved of the idea and concept but the neighbors objected. There was a 3-year process and dispute period with the neighbors. The project was built and on the first open house day all of the 18 units were

purchased. Over this 35-year period there has been little or no vacancy or units on the market for over 30 days.

• **The Parkway-Willamette Building (the building currently owned by LCOG), Willamette St. Eugene, OR. (AIA Design Award)**

Poticha and partners were the architect and a developer partner. The project started as a design competition with the criteria being the best use of the site including rehab of the three older remaining buildings on the site. The other competitors proposed only to redevelop those remaining 2 story buildings. We felt that this approach was not appropriate for the future of our Downtown. The design and the eventual development was the winning proposal. It provided for the rebuilding of the three older buildings and using them to establish a cornice line along Willamette St. and W. Park St. then we set back the addition for a greater density and better land use. It also included extending the building into the Mall that was termed "the hole in the mall". There was an excavation built into the mall to access the basement for a dinner theatre. (The City removed portions of the "hole in the mall" when they reopened Willamette St. The top or penthouse floor had penthouse and roof terrace housing to enjoy the Park Blocks and Willamette St. but the City would not approve the housing without "on site" parking which was not feasible. We attempted to lease long term parking in the Overpark for those tenants but the City refused, so the housing was eliminated. This would have been the first new urban housing in Downtown after the renewal. The urban design statement of the building was for two distinct facades, one bold, straight and strong to Willamette St. and one undulating and reflective to reflect the tall trees of the Park Blocks. This building was "before it's time" in Eugene.

**It should be evident, by these referenced development projects that as developer/architects Poticha and partners have demonstrated their passion about Eugene City and have made more than just buildings. These follow and lead the City's goals and fit the criteria of "unique".**

**D. Submission Requirements**

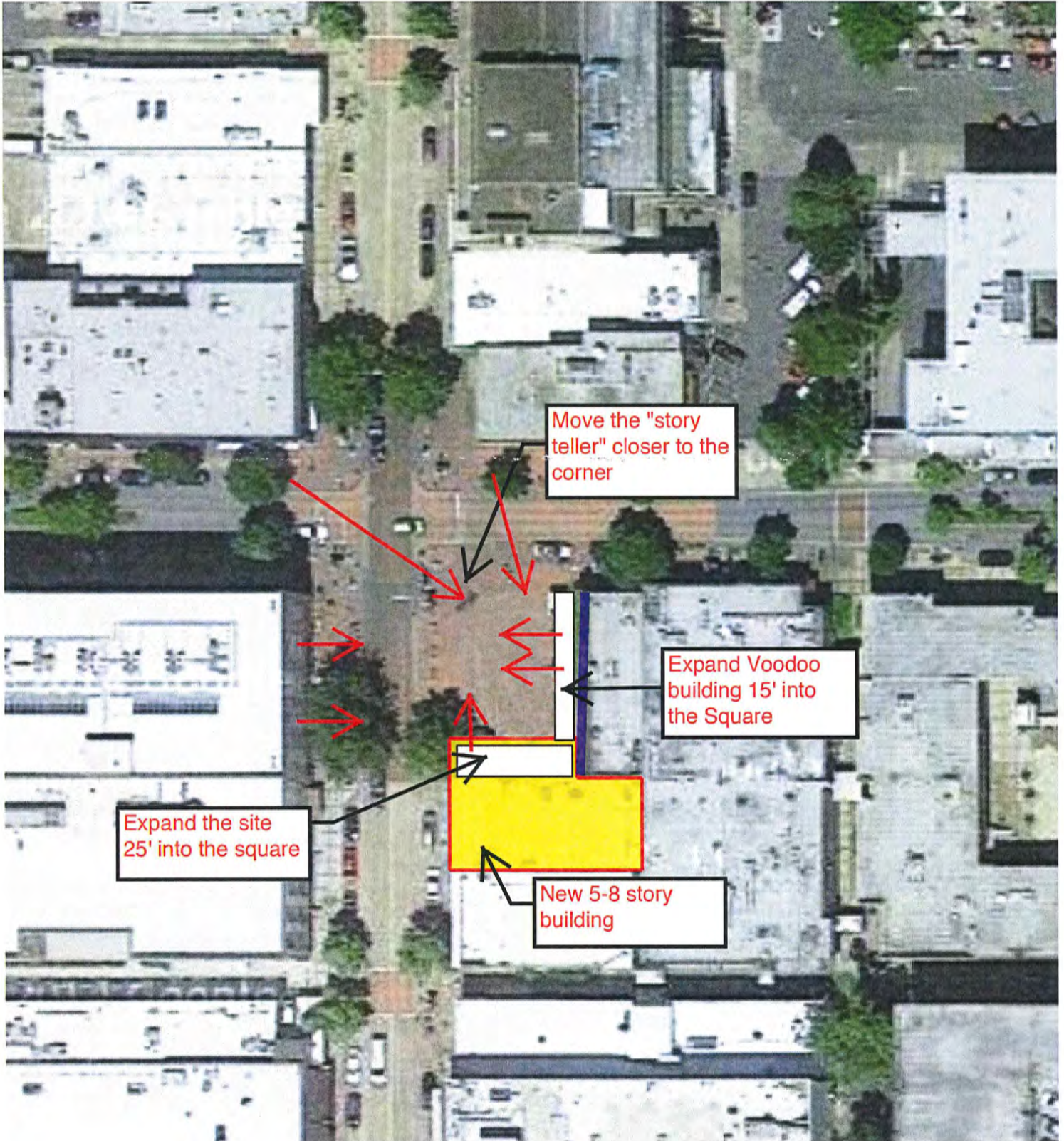
- **Experience see C above**
- **Additional Architectural and Urban Planning Experience:**
  - Design of the master plan for the Oregon State Capitol Mall /parking / future buildings / Mall
  - Master plan and urban design guidelines for the waterfront to Franklin Blvd in Glenwood, OR.
  - Generated design concepts and workshops to establish goal, criteria and examples for the pedestrian district or the Eugene Downtown Mall
  - Too many projects to list. Poticha has completed urban projects in 13 States in the US and projects in Japan for the US State Department, major governmental building in the Netherlands, England, Chile and Argentina. The Firm has been awarded over 52 design awards for their past works and Poticha has taught many urban design studios as a faculty member @ the University of Oregon.
  - Poticha was elected to the College of Fellows of the American Institute of Architects for his design contributions to the profession. (one of the highest honors bestowed by the profession)
- **Use: See C Above.**
  - **Concept for suitable home for the Kesey Statue; see-attached drawing**

**Graphic display of this proposal; see attached.**

## Kesey Square Proposal

### Broadway Plaza

See attached description of this Proposal. It proposes a redevelopment of the adjacent buildings plus minor development of the Square or Plaza,



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](mailto:nwpersianrugs@yahoo.com)  
 Architect: **TVA Architects**: 920 SW Sixth Avenue, Suite 1500, Portland, OR 97204, 503.220.0668

# KESEY APARTMENT CONCEPTS

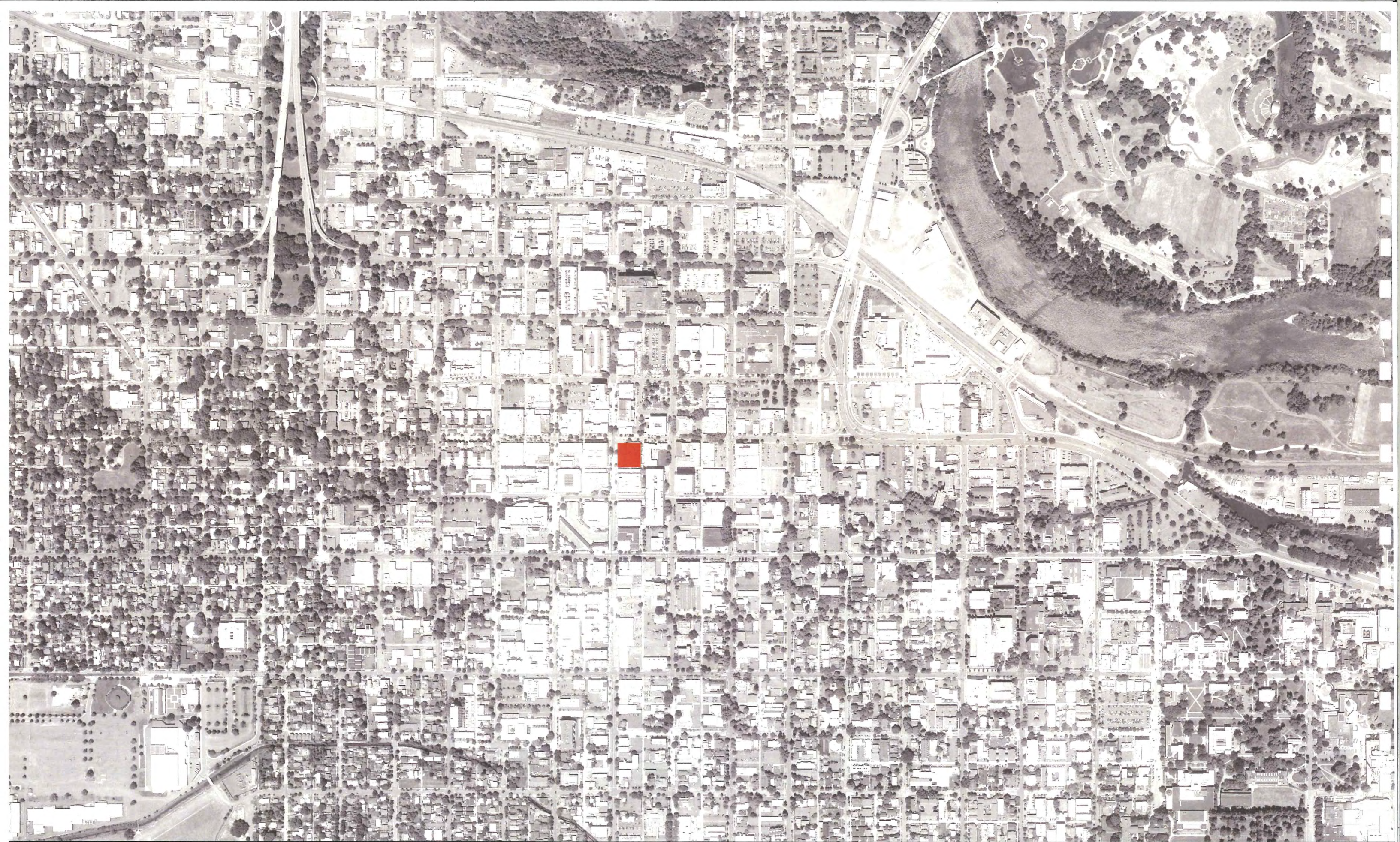
EUGENE, OREGON  
JANUARY 15, 2016



**tva architects inc.**

920 sw sixth avenue | suite 1500 | portland, oregon 97204  
phone: 503 220 0668 | [www.tvaarchitects.com](http://www.tvaarchitects.com)









# CONCEPT BUILDING PROGRAM

## PROGRAM PROVIDED

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

# OPTION A



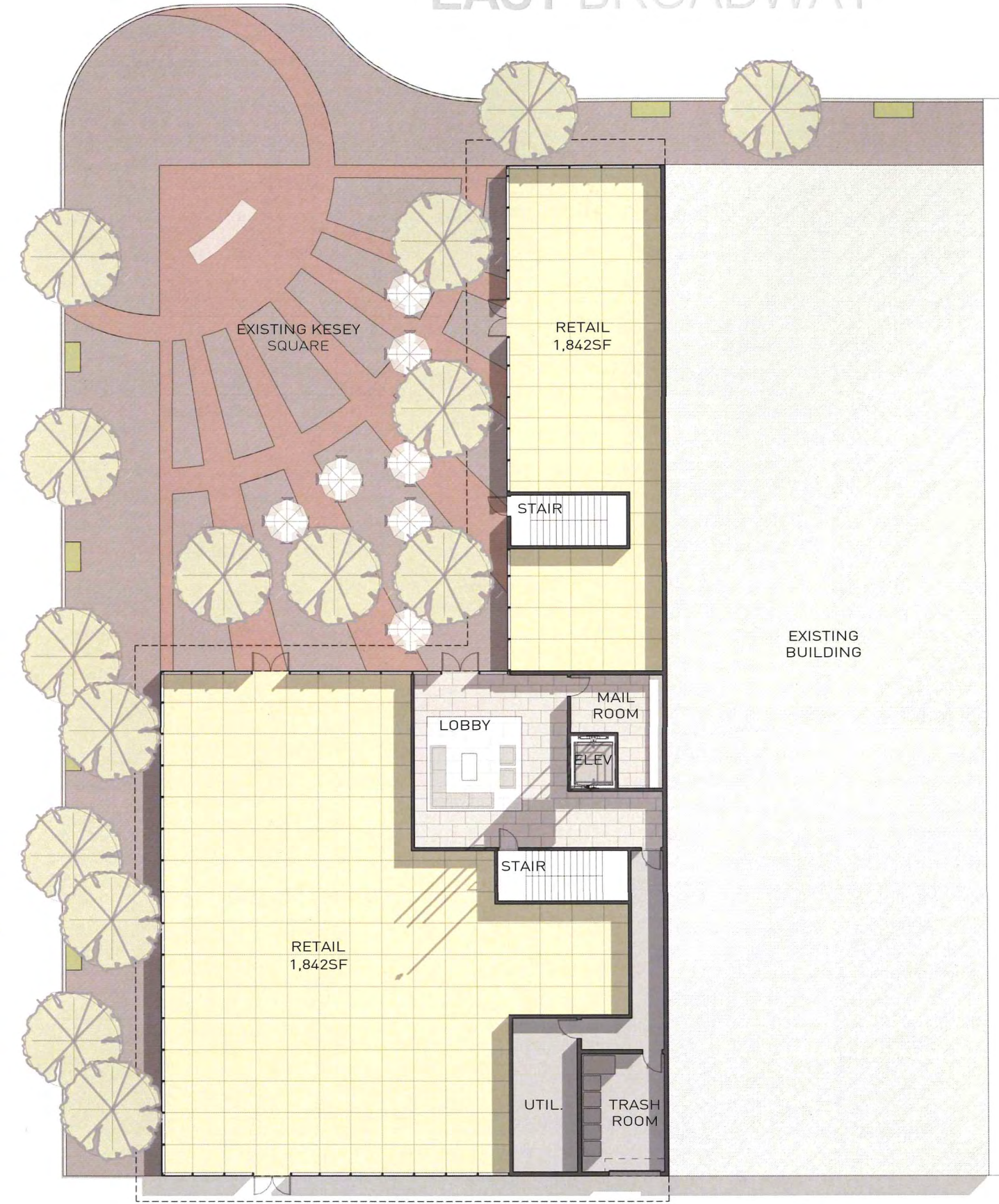
# LEVEL 01 FLOOR PLAN

## PROGRAM

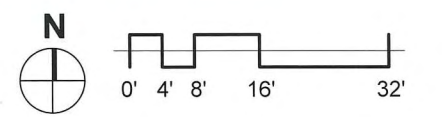
level	program	area
L01	Retail	6,128sf
	Lobby	800sf
	Building Core	1,472sf
	<b>Total</b>	<b>8,400sf</b>

WILLAMETTE STREET

EAST BROADWAY



BASED ON A 5'x5' GRID

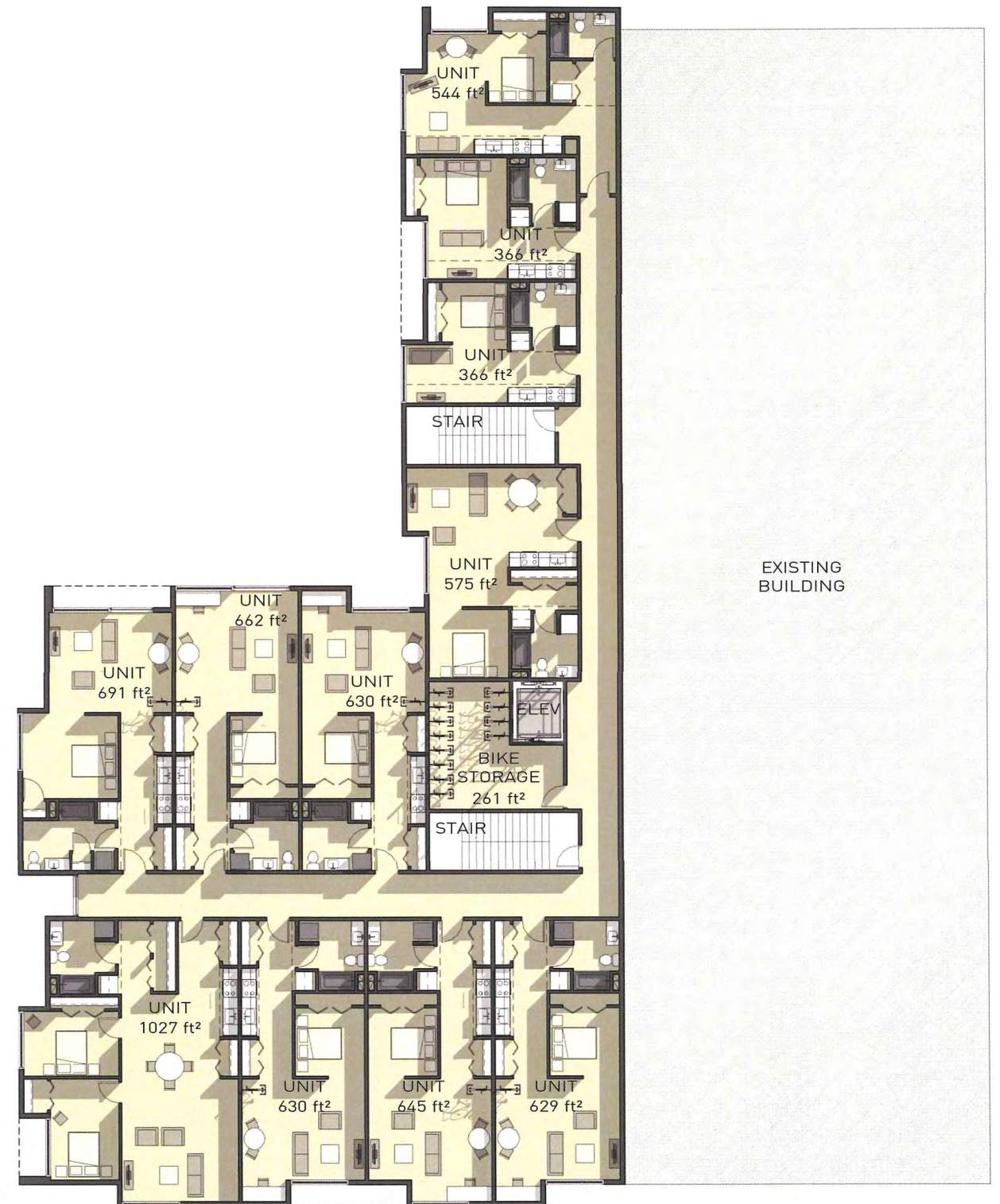


# OPTION A

# LEVELS 02-06 TYPICAL FLOOR PLAN

## PROGRAM

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



# 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



2EB

City of Eugene

Request for Expression of Interest  
Broadway & Willamette Parcel

January 15, 2016

Nan Laurence and Jon Ruiz  
99 West 10th Avenue  
Eugene, OR 97401

January 15, 2016

Dear Ms. Laurence and Mr. Ruiz:

A junior at South Eugene High School student reporter recently emailed us to ask, “What’s this project all about?” We thought the best way to convey our interest and vision for this project would be to share our candid reply to this student:

*Hi Jake,*

*We’re proposing a mixed use building—the kind that great cities are made of—with a fun, very tall commercial level: garage doors, micro-food entrepreneurs, a place to meet, a place for a stand up gathering like First Friday Art Walk. It will be very open to the street when the weather is good, but also works when it’s rainy (like today) so the corner is not dead all the time. The upper floors are apartments, which means they are for rent. There’s strong demand now for places to live downtown, and live without depending on a car. It’s sustainable, more connected, and it’s what younger people want. Right now you have to move to Portland or Seattle to find this kind of housing, which is not good for our local economy. It’s also attractive to an older demographic that wants to downsize and live a more urban lifestyle. We’re proposing micro-units and some one and two bedroom units to get a mix of residents. We’re targeting to meet the MUPTe workforce housing requirement (1/3 of the units meeting an income threshold that makes these affordable for working people).By the way MUPTe, which stands for Multi-Unit Property Tax Exemption, is a program that temporarily reduces property taxes in order to encourage developers to build downtown housing projects that otherwise could not be built. It’s a big win all around because the value of the property with the new building is so much greater than it ever would have been if left empty or underutilized.*

*This project is not moving anyone out, since the vast majority of the time the corner is empty. Travelers seem to be hanging out at the Park Blocks now, probably because they too need cover from the rain. Street buskers, panhandlers, and others trying to make it on the streets tend to hang out where there are businesses. That’s how they make a living. So they will be more attracted to this corner because there will be more activity. Dead corners don’t make sense for anyone. We have no illusions that this will change the homelessness situation in Eugene, and the idea that the square is*

*important for the homeless doesn't make sense. We've met with folks from Occupy and even they start getting excited about the project once they understand it.*

*As a contribution to the future of the city, the proposal builds on the idea of an exciting commercial street. I'm sure you've walked down one of these in other cities. To be successful, intensity is what it's all about. Retail, restaurants, teahouses, cafes, all that fun stuff thrives on cross-traffic, visibility from the street, and urban intensity. We're starting to see it on Broadway, but we have a long way to go. Wouldn't it be great to walk from Whole Foods to Noisette—5 blocks—and feel like you're in a fun city the whole way? That's the official downtown plan. Strong corners are key to drawing people along a street. This project helps by bringing life to a key corner.*

*Open space is an emotional issue, and an important one. We believe we need to focus on remaking the Park Blocks for a thriving farmers market, connecting 8th Ave to the river where there will be a new park, and building city hall along the way with its new plaza. We will have no shortage of good open space if we focus on getting that done.*

*We've met a number of times with members of the Kesey Family to understand their hopes for the sculpture. They are not happy with the current context, and want to see something better. We are committed to saving the sculpture and base and placing it in a public spot, accessible 24 hours a day. We're also exploring ways to tell Ken Kesey's incredible story. He left an important artistic and literary legacy, and that is what we want to amplify. We're working with folks in the tech community to create an interactive, dynamic installation that could introduce light, words, etc. to the corner that could expand on the message. It gives a reason to come to the corner, and there's no entry fee. It may be mounted on the face at street level, at a canopy level, or up the side of the building.*

*Have a look at our Information. This 2EB might help change where you decide to live some day.*

This is how we talk about our proposal when the future of Eugene asks. We hope you and the City's leadership will find it compelling and a demonstration of our commitment to this community.

Sincerely,



Mark Miksis



Kazem Oveissi



John Rowell



Greg Brokaw

# EXPERIENCE

*1. Provide the name(s), address(es), telephone number(s), and email address(es) of the interested party. Identify the principal person to contact with questions or comments.*

## **Principal Contact**

Mark Miksis  
mark@dechase.com  
P.O. Box 1194, Eugene OR 97440  
P: (541) 232-2508

## **Additional Members**

Kazem Oveissi  
kaz@oveissico.com  
22 W 7th Ave, Eugene, OR 97401  
P: (541) 485-5204

John Rowell  
john@rowellbrokaw.com  
1 East Broadway, Ste 300, Eugene, OR 97401  
P: (541) 485-1003

Greg Brokaw  
greg@rowellbrokaw.com  
1 East Broadway, Ste 300, Eugene, OR 97401  
P: (541) 485-1003

*2. Identify and describe any relationship with subsidiaries, joint venture partners, or others who are significant to the project.*

## **Advisors**

Hugh Prichard  
hugh@prichardpartners.com  
2671 Emerald Street, Eugene, OR 97403  
P: (541) 729-4960

Harris Hoffman  
harris@hoffmangray.com  
2475 Van Ness Street, Eugene, OR 97403-1878  
P: (541) 515-6875

## **General Contractor**

Shaun Hyland  
shaun@jhconst.com  
1941 Laura Street, Springfield, OR 97477  
P: (541) 726-8081



## TEAM MEMBERS



MARK MIKSIS, AIA, LEED AP  
deChase Miksis Development  
Development Manager

**Mark Miksis (MM)** has more than 18 years experience delivering high quality, high efficiency developments that respond appropriately to the needs of their users and the goals their owners. Prior to forming deChase Miksis, 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 was the Owner’s Rep for the Northwest Community Credit Union headquarters project.



KAZ OVEISSI  
Perugino Cafe, Owner  
Oveissi & Company, Owner  
One East Broadway, Owner

**Kaz Oveissi (KO)** is a business owner of three Downtown Eugene establishments—Perugino, Oveissi & Company and One East Broadway LLC, and also owner of Opus VI and Opus VII galleries. He also worked as an educator, with a Doctorate degree from the UO in Telecommunication and Film. Kaz’s projects have won 3 AIA People’s Choice Awards in Downtown Eugene. Kaz has served on several nonprofit boards including the Eugene Symphony and Downtown Eugene Inc. An advocate for downtown, Kaz is committed to creating and executing concrete projects to transform our Eugene downtown.



JOHN ROWELL, AIA  
Rowell Brokaw Architects  
Principal-in-Charge

**John Rowell (JR)** is a principal at Rowell Brokaw, 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 Crescent Village and the EWEB Riverfront Master Plan. He is currently leading the Eugene City Hall project.



GREG BROKAW, AIA  
Rowell Brokaw Architects  
Managing Principal

**Greg Brokaw (GB)** is the managing principal at Rowell Brokaw and takes an active role in leading the planning, design and management of projects. He has extensive experience with public and private multi-building and multi-phased complex facilities. Greg had a lead role on Crescent Village, the First on Broadway and the Northwest Community Credit Union projects. He is currently leading the 33 East Broadway project.

**Hugh Prichard (HP)** and **Harris Hoffman (HH)** have collaborated on development projects in the Northwest for more than three decades. Notable Eugene developments include U.S. Bank Center, Broadway Place, Woodleaf Village, and Lincoln School Apartments.

Hugh has been a partner in two prominent real estate companies: Prichard, Evans, and Elder, Inc., and Jean Tate Real Estate, Inc. As a member of the Eugene Planning Commission and co-chair of the Downtown Plan, Hugh has worked for decades on land use and economic issues.

Harris served as executive director of the Pike Place Market for four years before becoming a partner in Lorig Associates, a Seattle development firm responsible for such landmarks as Queen Anne High School, Lincoln School, and numerous mixed-use and affordable urban projects.

**Shaun Hyland (SH)** is the president of John Hyland Construction. Shaun serves as a direct link for the Owner, Architect, and Project Manager during a project. He attends project meetings, assists Project Managers with subcontractor relations, handles equipment allocations, conducts regular job site inspections, organizes labor forces and works directly with the project manager to maintain the integrity of the project schedule. He managed the Tate Condominiums Project and the recent Hub on Campus project.

### *Experience Image Grid*

The experience image grid shows the team’s breath of experience with mixed-use projects in Eugene and surrounding areas. Team members are identified with their initials on the images. Mark Miksis (MM), Kaz Oveissi (KO), John Rowell (JR), Greg Brokaw (GB), Hugh Prichard (HP), Harris Hoffman (HH), Shaun Hyland (SH).



HUGH PRICHARD  
Community and  
Financial Advisor



HARRIS HOFFMAN  
Community and  
Financial Advisor



SHAUN HYLAND  
John Hyland Construction  
President

## SIMILAR PROJECTS

*3. Describe experience with projects similar to the proposed concept, developments in urban areas, public/private development, and examples of prior projects that demonstrate high quality urban design and use.*

### 2EB LLC

2EB LLC is a 4-person group of local business people who believe that a beautiful and vibrant downtown is critical to Eugene's future. Mark Miksis, Kazem Oveissi, Greg Brokaw, and John Rowell are partners in the project. Other participants include Hugh Prichard, Harris Hoffman as advisors, and contractor, Hyland Construction (Shaun Hyland).

Collectively, our team offers proven community leadership, a participatory process tailored to Eugene, and expertise in development projects. This opportunity requires nimble thinking and a high level of integration. We have a track record of leading highly qualified projects to create memorable building and spaces. We think of ourselves as visionary realists focused on great ideas and how they can happen here.

Notable examples of our work (collectively) are:

- First On Broadway (AIA Design Award)
- One East Broadway (AIA Design Award)
- Perugino Coffeehouse (AIA Design Award)
- 33 East Broadway
- Broadway Commerce Center
- Opus VI | VII Galleries
- Northwest Community Credit Union on 8th Ave
- Eugene City Hall (in design)
- EWEB Riverfront Master Plan (AIA Design Award)
- Oveissi & Company (AIA and IIDA Design Award)
- Hult Center Lobby Lighting (AIA Design Award)
- Crescent Village (AIA Design Award)
- The Janey in the Pearl District
- The Tate Condominiums
- Broadway Place



One East Broadway (KO, JR, GB)



Broadway Commerce Center (SH)



Hult Center (JR, GB)



Oveissi & Co | Opus VI, VII (KO, JR)



Eugene City Hall (JR, GB)



33 East Broadway (KO, JR, GB)



EWEB Riverfront (JR, GB, MM)



Broadway Place (HP, HH)



Northwest Community (MM, JR, GB)



Crescent Village (MM, GB, JR)



The Janey (MM)



Perugino Coffeehouse (KO, JR)



The Tate Condominiums (SH)

## EXPERIENCE

### GROUND LEVEL COMMERCIAL

Vibrant street level commercial is essential if you want a great city. It is the punchline of our proposal. The downtown mall killed much of Eugene's street experience, and we are just now seeing it come back. Kaz Oveissi was a pioneer of this renaissance. When Kaz and John created the Oveissi and Co storefront in the Arcade across from the Hult Center in 1998, it declared a commitment to quality warm storefronts that show beautifully. Kaz and John collaborated on Perugino, one of Eugene's beloved cafes, helping bring café culture to downtown. Greg, John and Kaz teamed up in 2004 to be the first redevelopment at the corner of Broadway and Willamette when the streets re-opened. The re-envisioned façade and ground level of 1 East Broadway was a beacon of optimism waiting for the events of the last three years to happen. Mark, Greg and John worked together in the creation of Crescent Village, which created Eugene's first ground up mixed-use development. At Northwest Community Credit Union, we included ground level storefront space anticipating street-oriented commercial. The Barnlight now brings real mixed use street level life right across from Sam Bonds.

More recently, Rowell Brokaw's First on Broadway project brought street level commercial that is a quantum leap for downtown. We know that the building Rowell Brokaw designed is the framework. A big part of this was Steve Master's visionary leasing strategy. Once they have the right space and a great storefront, the tenant is the key. Our team has the track record of being great tenants at street level, and attracting great tenants. Our advisor Hugh Prichard brings years of experience attracting unique tenants like Noisette to Eugene's commercial street level.



PERUGINO COFFEEHOUSE



OPUS 6IX GALLERY



ONE EAST BROADWAY | OVEISSI & COMPANY

## EXPERIENCE

### HOUSING

Our team collectively has tremendous experience with housing and mixed use. deChase Miksis has been involved in many projects, one of many examples we can feature here is The Janey. It is a little larger than 2EB but has similar corner conditions and an important ground floor.

The Janey features 30 one-bedroom and 20 studio apartments in a six story structure with ground floor retail. The building provides value to residents by incorporating features such as a roof deck with a barbecue and fire pit, mechanical stacker parking and individual private terraces. The project achieved LEED Platinum by incorporating features such as roof gardens for stormwater treatment, an energy efficient VRF HVAC system, and responsibly sourced materials.

Although we are not proposing student housing, our collective experience in this type is evidence of our depth of experience in the housing sector in general. Rowell Brokaw has done one student housing project, now called O Town, on 18th and Patterson. deChase Miksis, as a developer, has been a part of numerous high quality projects in Eugene in recent years including 1414 Kincaid, Courtside, The Andy, and the Skybox.

Miksis, Brokaw and Rowell collaborated on Crescent Village starting nearly 10 years ago. Together we completed 102 units of housing, retail, a 5-story office building, and other lower density housing in the village.



THE JANEY (IN THE PEARL)



CRESCENT VILLAGE



THE JANEY (IN THE PEARL)



BROADWAY COMMERCE BUILDING (SH)



ONE EAST BROADWAY (KO, GB, JR, HP)



FIRST ON BROADWAY (GB, JR)

## EXPERIENCE

### URBAN DEVELOPMENTS IN URBAN AREAS

Mixed use urban development requires sophisticated design, development and construction capabilities. Our team has deep experience, including highly regarded projects right across the street from the parcel.

Only ten years ago the intersection at Broadway and Willamette was an urban dead zone. The buildings on the three corners have all been transformed, and all members of our team have been instrumental in one or more of these projects. Urban projects in prime locations are highly visible. The design and the construction quality of these projects represents our commitment to doing projects right. Hyland's site management and attention to impacts on neighbors during the construction of the Broadway Commerce Center demonstrates our ability to complete a multi-story building with almost no staging area.

Team members are currently developing 33 East Broadway, the parking lot east of 1 East Broadway, to be a four story office building. This is an intricate and demanding design and construction problem. The building will be an innovative use of mass timber/CLT, the first mixed use building of its kind in Oregon. We have negotiated the planning, technical and financial hurdles to get this infill project to work.

### PUBLIC / PRIVATE PARTNERSHIPS

Our previous work demonstrates our ability to collaborate with City of Eugene public works, building department, planning and development and others to find win-win solutions. Easements, revocable permits, public improvements, alternate means and methods for code compliance, and other creative measures are all part of the reality of developing urban buildings. There is nothing easy about this, but our team has the know-how to get the job done right.

The key to working in downtowns and highly urbanized areas is always public/private collaboration and cooperation. This makes sense, the greater the density of a place, the greater the importance of working with the public and the importance



33 EAST BROADWAY - CONSTRUCTION START 2016  
(GB, JR, KO, MM)



ONE EAST BROADWAY (KO, GB, JR)



33 EAST BROADWAY (KO, GB, JR)



NORTHWEST COMMUNITY CREDIT UNION (MM, GB, JR)

of working shoulder-to-shoulder with those that represent and manage the public interest, City Council, City staff, and other community stakeholders.

Examples include One East Broadway, owned by Oveissi, Brokaw and Rowell. Purchased as a near vacant building that did not even have a working HVAC system, when we acquired the building in 2004. We borrowed from the City of Eugene's Downtown Revitalization Loan Program the funds required for full renovation. 11 years later, we have fully paid back the loan with interest. There are now over 50 people working in the building and the market value is substantially increased, which directly translates to an increased tax base for the City.

Other public/private experience includes our work on behalf of other developers. One example: Steve Master came us to design the renovation for what is now First On Broadway. This project was also a public/private collaboration that extended beyond the loan program. There were very complex building code, revocable permit, and other complex coordination issues with the City that had to be managed in order for the project to succeed.

Another example of working with the City of Eugene is Northwest Community Credit Union. We were tasked with site selection, we were able to broker the deal that led to NWCU purchasing the site from the City of Eugene, and building their new headquarters in the Courthouse District (MM, GB, JR).

Currently our collaboration skills are being put to good use with 33 East Broadway, a new timber framed office building (GB, JR, KO, MM). This will easily be one of the most complex urban infill projects ever be built in Eugene. It is only possible with extensive communication and coordination with public entities.





## GROUND FLOOR CONCEPT

Broadway and Willamette now has some of the highest foot-traffic in downtown, but people walk by and don't spend time there. Our idea is to give people a reason to stop, meet, socialize and be part of the center of the city.

This as an opportunity to expand on strengths of the district. The ground floor is a generous, tall space on the corner with big garage doors that open to the street. A series of micro-restaurant spaces with shared food prep and kitchen support, and micro retail units create the vibrancy we are after. They will have a small footprint to experiment with new concepts, and have access to what will be the most vibrant corner in Eugene.

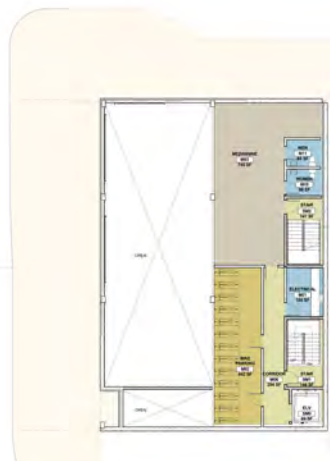
The example in the photo is Berg'n a very successful project in Brooklyn NY. We believe this concept will work very well at 2EB, bringing high energy and added value to the corner. We are proposing a taller double height volume. It will be flexible, and can be used for music, gathering or special events. We see Friday Art Walks using this as a stop. We want to be creative and bring activities for everyone at different times of the year.

We are including a mezzanine to provide support space for ground floor tenants. Ample bike parking is a must, since most people living here won't have cars. The mezzanine creates the opportunity to have a very tall and generous ground floor. This carries forward the sense of space at the corner.

MICRO-UNIT RESTAURANT CONCEPT IN BROOKLYN, NY



COMMERCIAL GROUND FLOOR PLAN



COMMERCIAL MEZZANINE FLOOR PLAN



OPENNESS TO STREET



### UPPER FLOOR CONCEPT

Downtowns are changing. There has been an increasing desire by both young creative entrepreneurs and downsizing retirees to move to locations where they don't have to rely on the car to meet their daily needs. In order to support the increasing desire of a more walkable city, Eugene's downtown not only needs to provide the active, interesting street life and quality places to work but also quality places to live.

We have seen this change in our downtown with the growth of the tech sector and increasing workforce in the core. This project will meet the under-served housing needs of our growing downtown community by providing quality apartments on the upper floors. Our research has shown that there is a strong desire by young creatives to reduce their personal living space and rely on the common social spaces provided both in the building and the downtown.

This building is largely comprised of small one bedrooms and 'micro units' that work well with the building's tight footprint and also meet this market demand. We also propose several larger units that will address the needs of the downsizing empty nester that is transitioning away from the auto oriented suburban life. Our downtown community is also economically diverse. 30% of the units in the building will be reserved to meet the 'moderate income' standards set by council to provide broader economic access to downtown living, social equity, climate action and compact growth.

This project builds on key policy goals set by the council and embraced by the community.



FIRST ON BROADWAY



RESIDENTIAL UPPER FLOOR PLAN



THE JANEY (IN THE PEARL)



**Broadway & Willamette Parcel History**

1) Drug Center Building, 2) Construction of Broadway Plaza (1973), 3) Eugene Downtown Mall, 4) Broadway Plaza Today

## ARCHITECTURAL AND URBAN DESIGN CONCEPT

### History of the parcel

The absence of a building on this corner is a relatively recent event in the history of the city. It was a building for much longer than it has been an open space.

This was the site of Drug Center, a two story building that was demolished in the early 1970's to make way for the Eugene Downtown Mall and the Broadway Plaza. It took the community many years to repair the problems the Mall created. The covered area that once lined the blank walls was removed.

The fountain at the crossroads was removed to re-open the streets. The intersection and corner were paved with brick in an attempt to make the remnant space work. The concrete piers and brick wall and the empty corner are the only elements that remain of the Downtown Mall.

### Eugene's Great Commercial Street

We are proposing a mixed use building—the kind that great cities are made of—with a unique, tall commercial level: garage doors, micro-food/retail entrepreneurs, a place to meet, or a place to for a stand up gathering like First Friday Art Walk. It will be very open to the street when the weather is good, but also works when it's rainy so the corner is not dead all the time.

As a contribution to the future of the city, the proposal builds on the idea of an exciting commercial street, the kind we all enjoy walking down.

To be successful, continuity and intensity is what it's all about. Retail, restaurants, teahouses, cafes—they all thrive on cross-traffic, visibility from the street, and a strong street “room.” Essential to drawing people along a commercial street are strong corners.

We're starting to see this come together on Broadway, but we have a long way to go. Wouldn't it be great to walk from Whole Foods to Noisette—5 blocks—and feel like you are in the city the whole way? That's the official downtown plan. This project helps realize the plan.



**WILLAMETTE TO WILLAMETTE:** Connecting great open spaces from the center of the city to the river

**CREATION OF AN INVITING PEDESTRIAN REALM**

**Open Space Downtown**

A number of exciting downtown open space projects are underway which will enhance and expand on what we have. The new plaza at City Hall will add more than twice the space that now exists at Broadway Plaza.

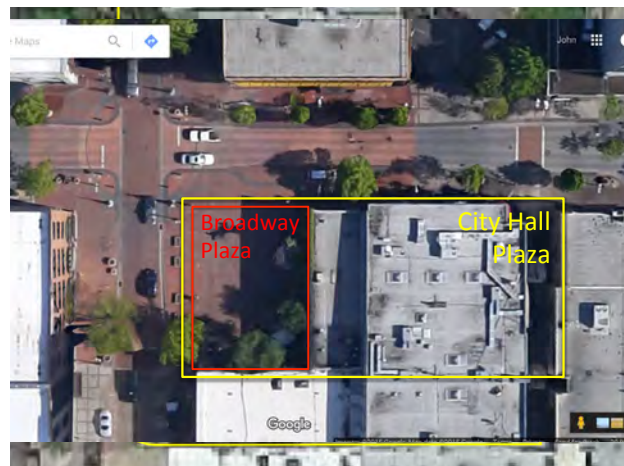
This is a new high quality space with the right orientation for sunlight and be designed for outdoor events. Other projects are the re-envisioning of the Hult Center Plaza, Re-thinking the Park Blocks, the Farmers Market and the Willamette to Willamette initiative along 8th Avenue.

The inactivity of Broadway Plaza on most days makes this more like Eugene’s last “pit” than a positive public open space.



- SOUTH-FACING ACTIVE EDGES
- INDOOR-OUTDOOR CONNECTION
- PLACES TO GATHER
- PLACES TO SIT
- ART
- TREE CANOPY - SHADE
- STORMWATER
- FORMAL AND FUN
- WATER FEATURE

**CITY HALL PLAZA**



**CITY HALL PLAZA.** The City Hall plaza will be three times the size of Broadway Plaza



### Concept for suitable home for the Kesey statue

Our team has met with representatives of the Kesey Family several times, and we keep in regular contact to update them on our proposal. The sculpture is an important element of art and culture in downtown. We are committed to finding a location at the corner, in the public realm, where people can enjoy and interact with the sculpture.

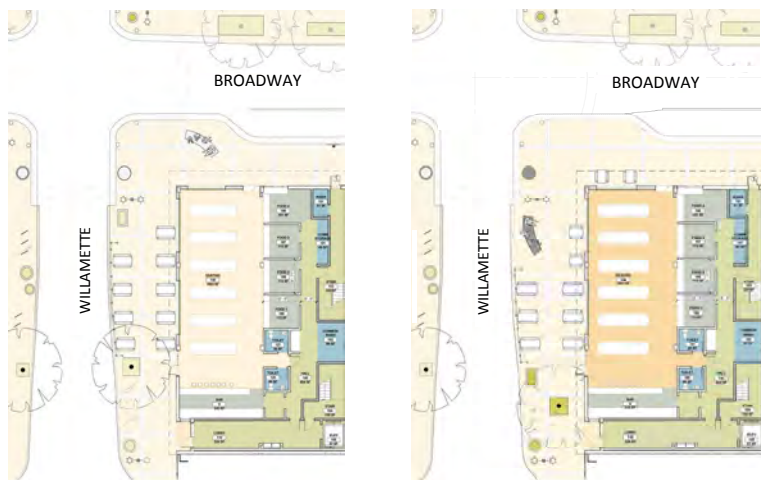
In our conversations, we heard that the Kesey family would support having the sculpture in a better context. They introduced us to the artist Pete Helzer, who helped us understand the elements of the sculpture and how it should be positioned with its base to allow free movement on all sides. The sidewalks along Broadway and Willamette are very large. The plan drawings illustrate several possible locations for the sculpture in the sidewalk area, but this will require further study.

We also learned that there is rich resource in Ken's art that could inspire additional works. We agree with the family that his literary legacy should be a theme that is developed more.

The concept drawing (on left) represents an early idea to expand the Kesey story to the facade of the building. Working with the Kesey family, we have moved toward a more dynamic approach incorporating interactive digital display and lighting.

The Kesey story is "larger than life." We believe this project should go beyond just relocating the sculpture to doing something that engages people in a new way.

2EB CONCEPT IMAGE



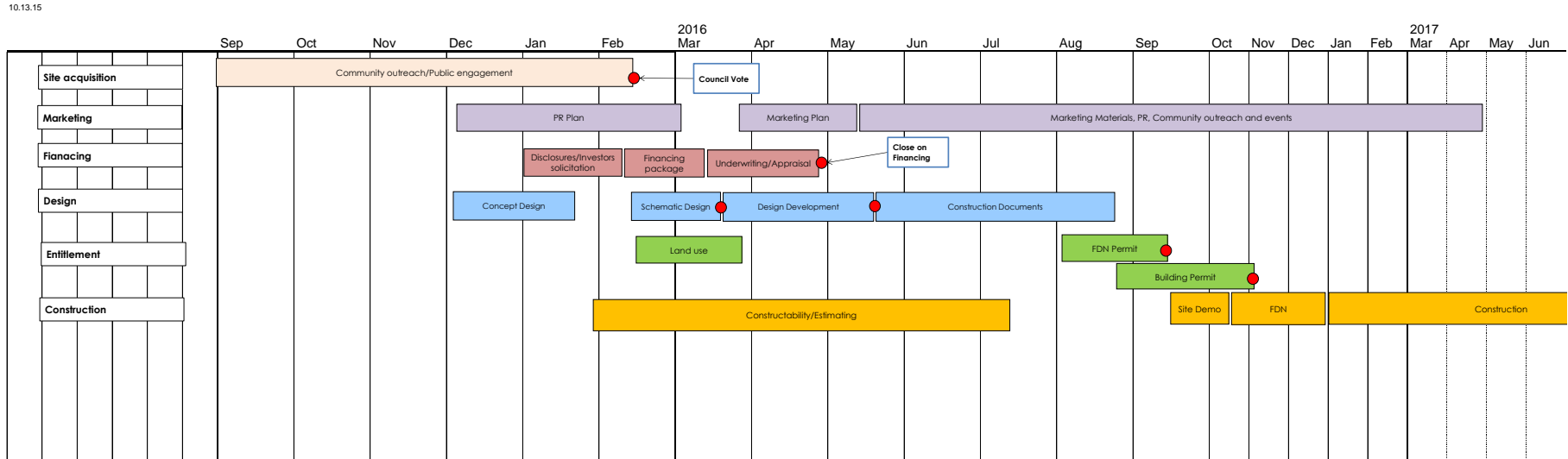
KESEY SCULPTURE LOCATION 1

KESEY SCULPTURE LOCATION 2



LIGHT AT PLAY

# PRELIMINARY TIMELINE INCLUDING KEY MILESTONES



## 2EB PRESENTATIONS TO COMMUNITY GROUPS

- |   |  |
|---|--|
| Arts and Business Alliance                  | Website - public outreach                      |
| DEM - presentation                          | Register Guard meeting                         |
| DEED - presentation                         | Eugene Weekly                                  |
| Kesey Family                                | TV stations - all                              |
| DEI - presentation                          | Downtown Eugene property owners - presentation |
| Pete Helser - sculpture artist              | Occupy Eugene                                  |
| LGAC - presentation                         | Eugene Police staff                            |
| Eugene Chamber Board - presentation         | Eugene City Councilors                         |
| Community Meeting - presentation at Oveissi | 1000 Friends                                   |
| DNA - presentation                          | Eugene City Club - presentation                |
| UO Architecture Faculty - presentation      | Young Professionals Network - presentation     |
| Members of Tech community                   | Wall Street Journal                            |

# FINANCIAL CAPABILITY

*Include a statement regarding capability of the interested party to secure the financing necessary to purchase/lease and redevelop the Parcel, and the level of financing needed for the concept.*

*Also include:*

- *Description of ownership and operating model*
- *Conceptual sources and uses of financing*
- *Statement of proposed acquisition price and identification of and reason for need of public assistance, if any.*

2EB LLC will be the owner and operator of the property. It will be a manager managed LLC made up of the development team and a significant group of equity members from the local community each with small ownership shares in the project.

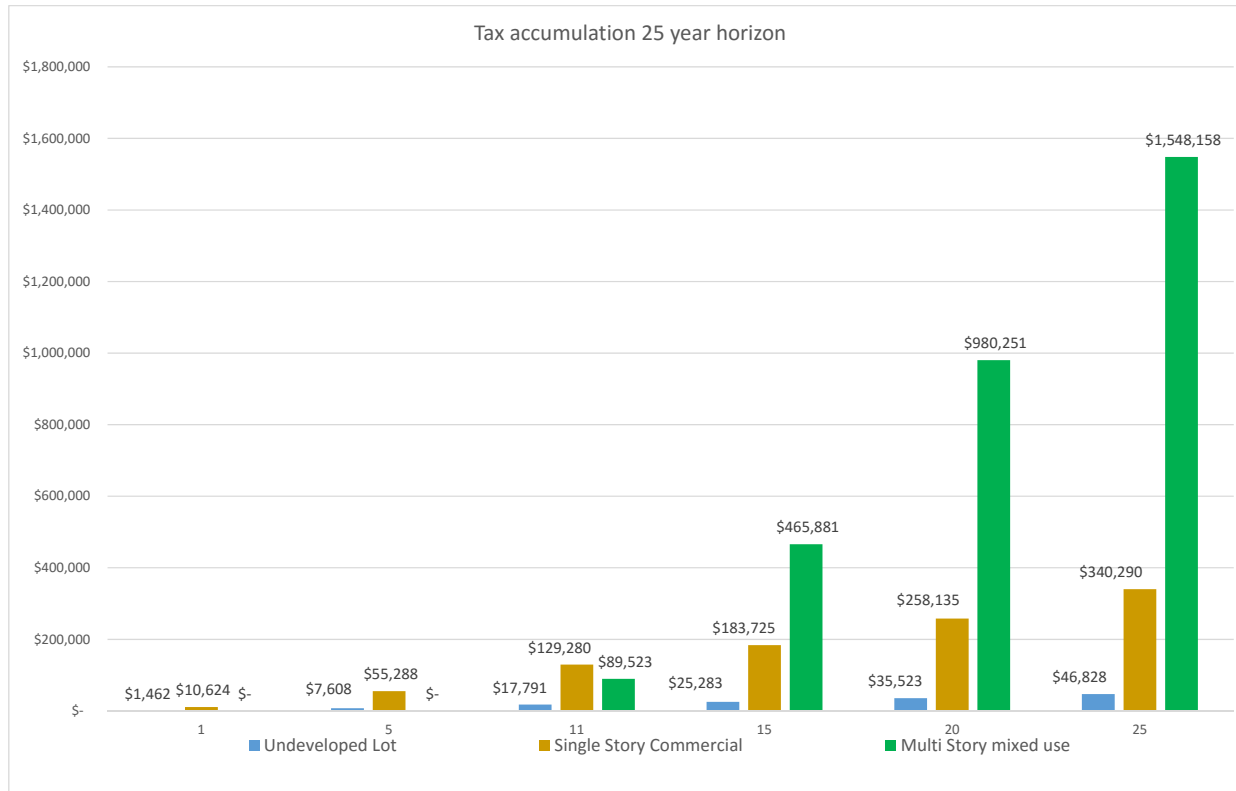
The owners and investors of the project all have a vested interest in the continued growth and success of the downtown. This model will ensure that the investments made in the project stay in the community.

The primary funding source for the project will be a combination of local equity and commercial debt. The development team has met with several local lending institutions and received expression of interest letters with favorable terms.

There has also been significant interest from the local investment community in providing equity to the project due to the potential for this project to transform the downtown core.

We propose to purchase the property at fair market value based on appraisal. The development team anticipates that it will apply for the Multiple Unit Property Tax Exemption (MUPTE) with the 'Moderate Income Housing' provisions under the current guidelines adopted by City Council.

Due to the high cost of developing a mixed use building in the downtown core on a very small site this project would not be feasible but for the tax exemption made available as part of the MUPTE program.



*Comparison of tax base generated over a 25 year period of three development forms on the Broadway Plaza site: vacant lot, single story commercial building, and the proposed mixed use building with 10 year property tax exemption allowed by MUPT. By year 11.5 the proposed mixed use building's tax base has surpassed the other development forms.*

### Why invest in downtown?

The social, environmental and community benefits of a vibrant downtown are obvious but there are also clear economic benefits. An active and safe downtown with housing options and amenities attracts new businesses and young entrepreneurs. We have seen this in the growth of the 'Silicon Shire' and the creation of good living wage jobs that keeps young talent from leaving this community. A vibrant downtown is an asset that not only the community can be proud of but also one we can show to the world when Eugene is on center stage in 2021.

These types of returns are significant but also can be difficult to measure. There are measurable and concrete benefits to the city's investment downtown. Mixed use buildings with appropriate density provide the highest return to the city's tax base. Even with tools like MUPT the returns quickly outpace other development forms once the benefit expires. Investing in downtown where public infrastructure is efficient and in place reduces the need for the most costly infrastructure required to serve low density, single use development on the edges of our community.

There is a history of investment in the downtown by the city and the returns are clear. Projects like Broadway Place, First on Broadway and the Broadway Commerce were all projects where the city made key investments. Broadway Place is now on the city's tax roll and providing significant tax base to support other community priorities. First on Broadway and the Broadway Commerce Center have begun to make the downtown an attractive place to live and work. 2EB will add to the legacy of city investments in downtown with a strategic project that builds on the current momentum at the center of our city.