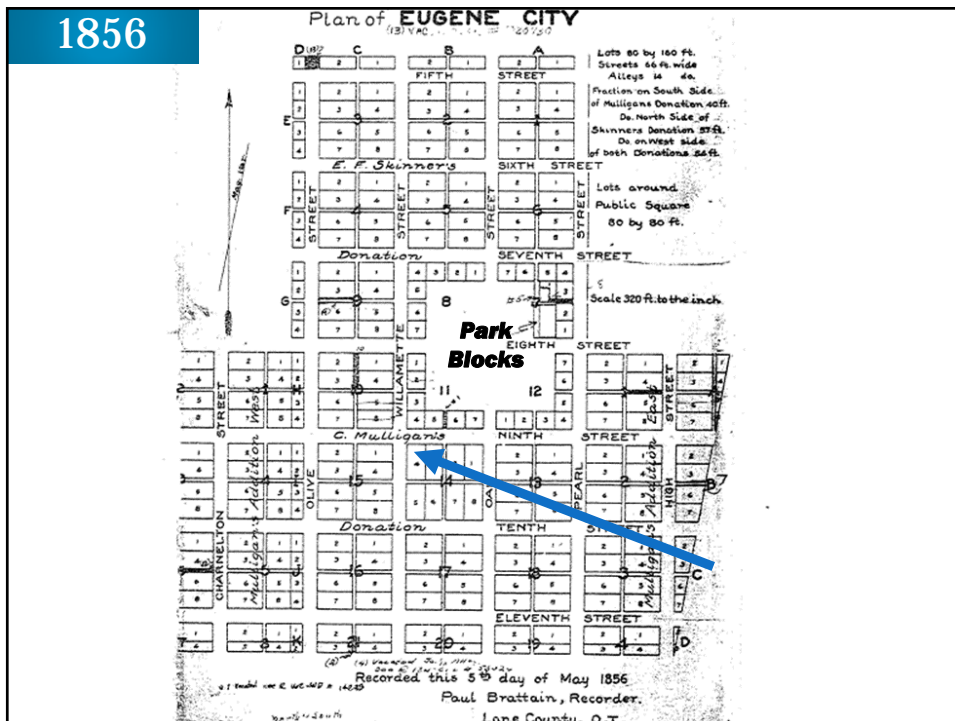
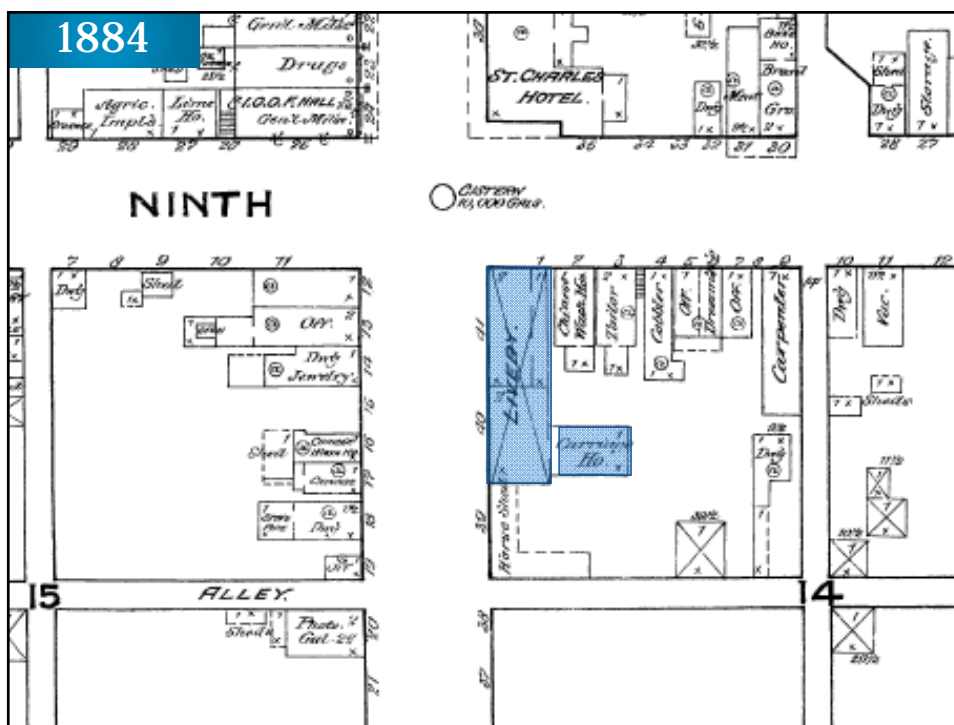
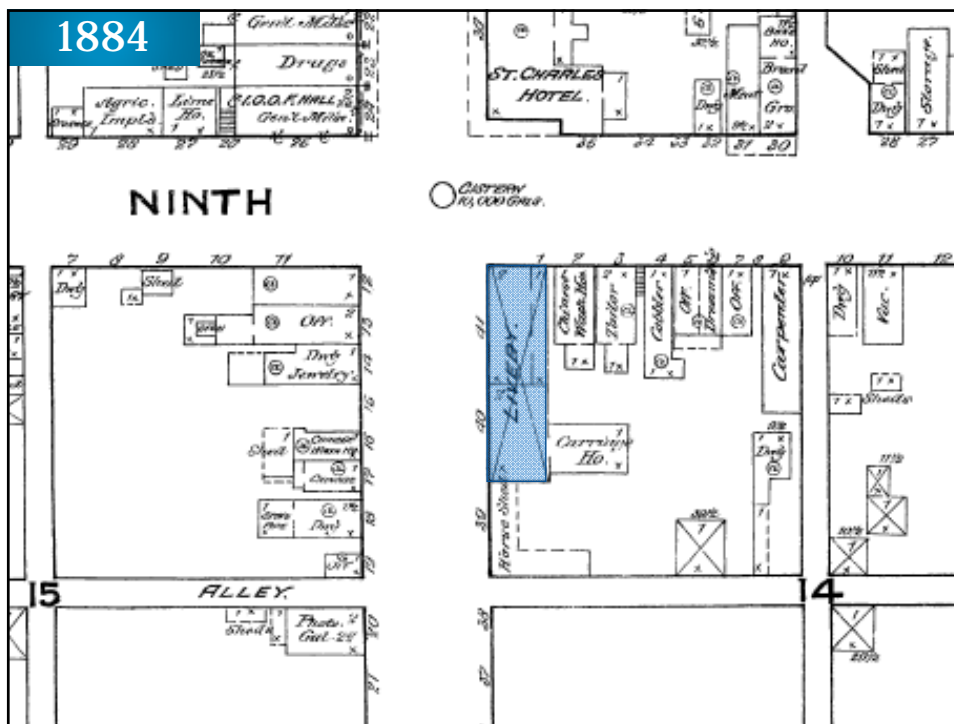


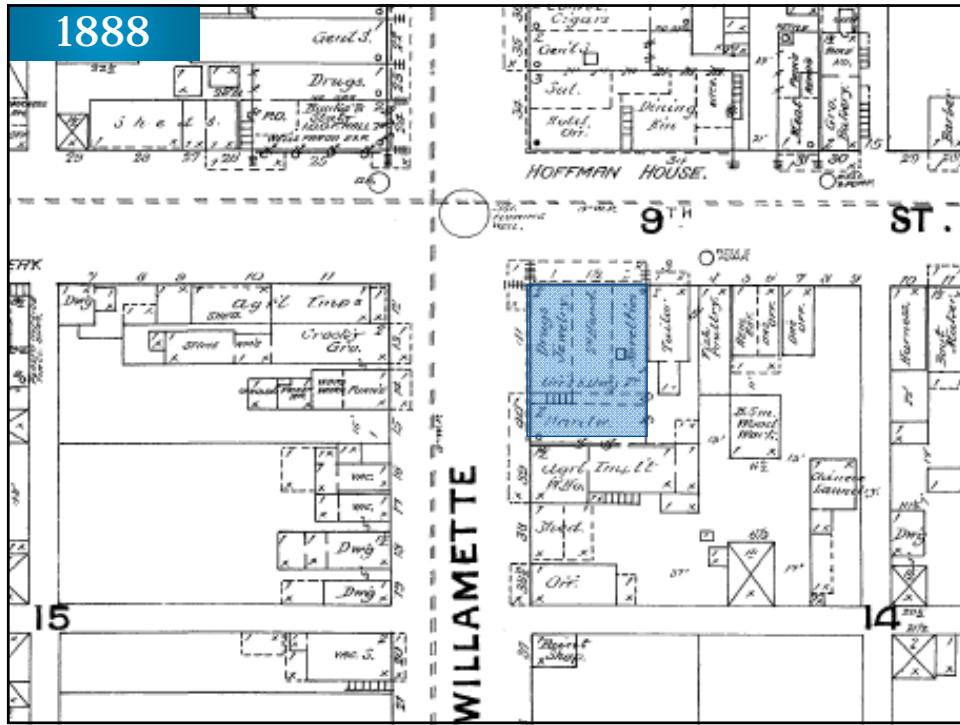


# Broadway Plaza

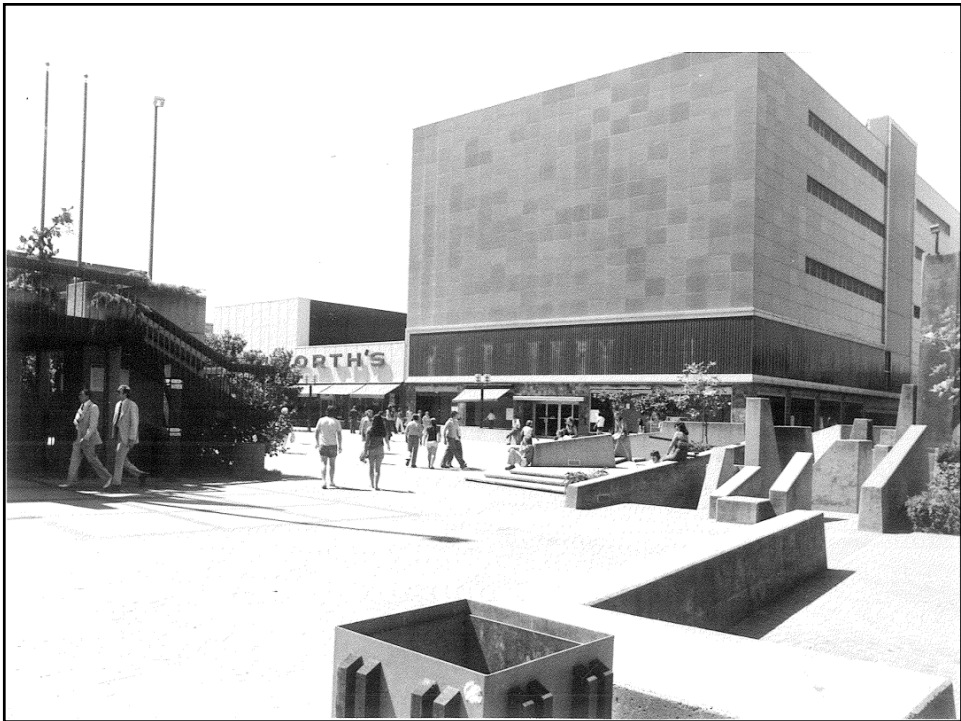
- Historic context
- Downtown context
- Urban design observations
- Expressions of Interest

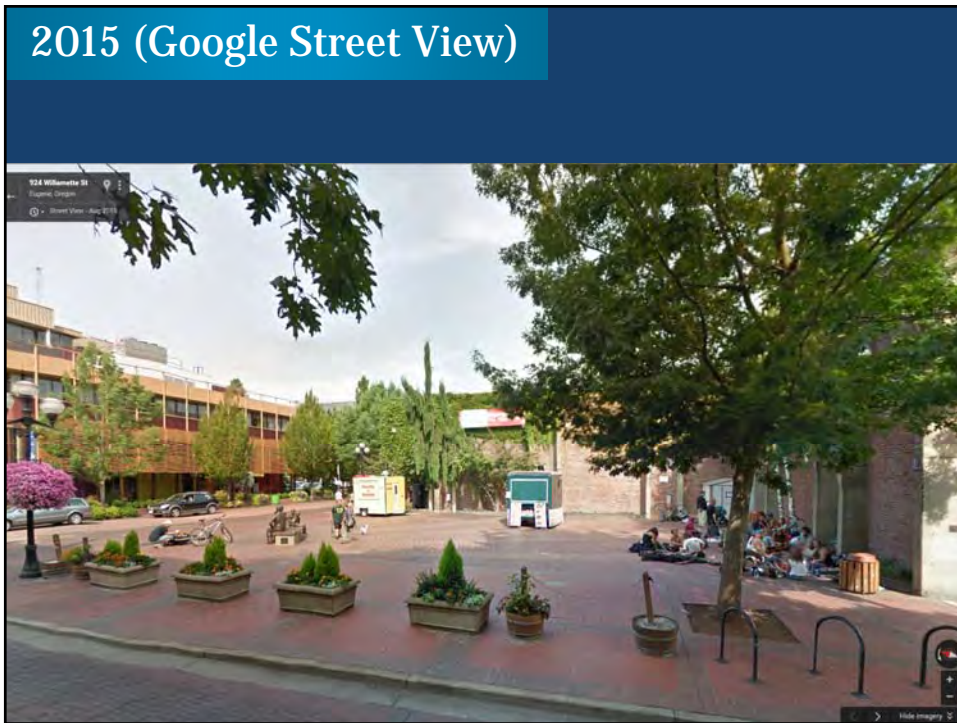
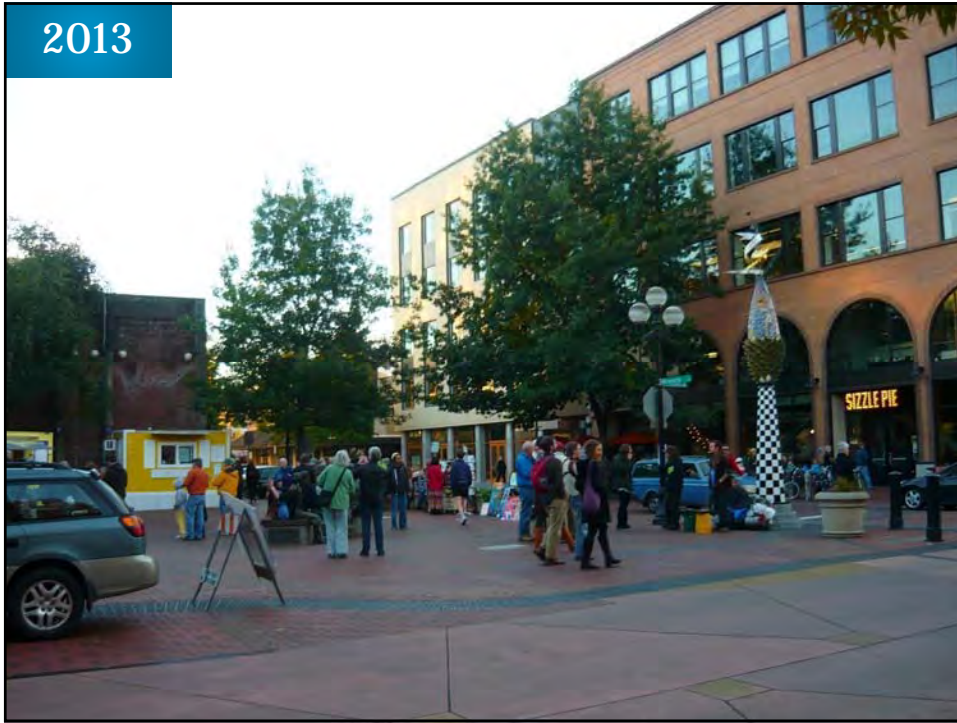












# Broadway Plaza

- Historic context
- Downtown context
- Urban design observations
- Expressions of Interest





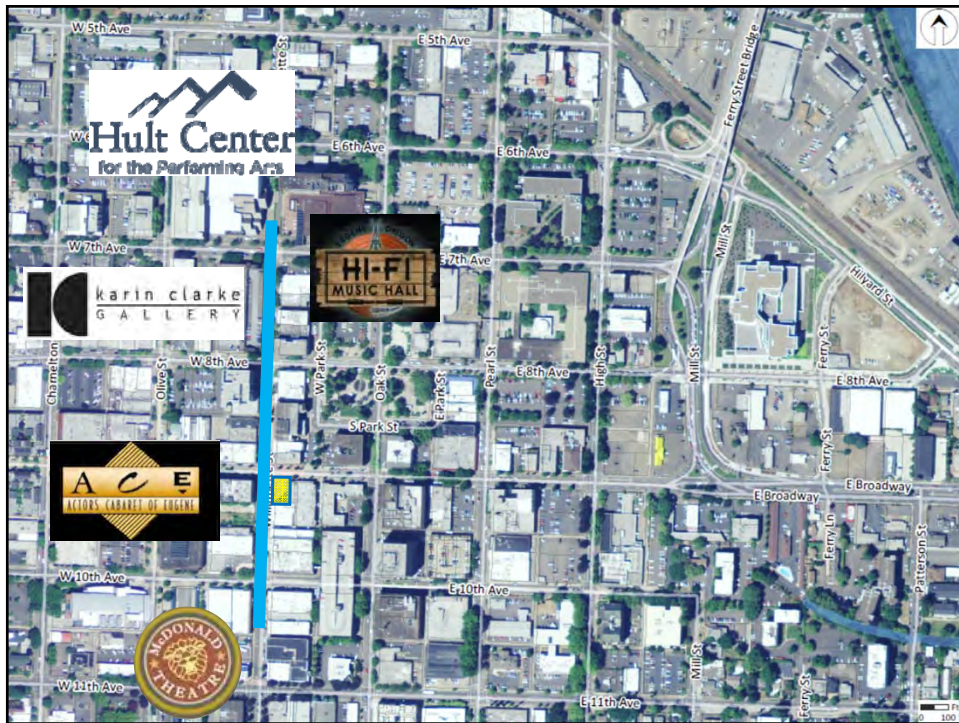


After



Before







# Broadway Plaza

- Historic context
- Downtown context
- **Urban design observations**
- Expressions of Interest



**Urban Design Issue:  
Sunlight**



Plazas that open to the south are more inviting in temperate climates.

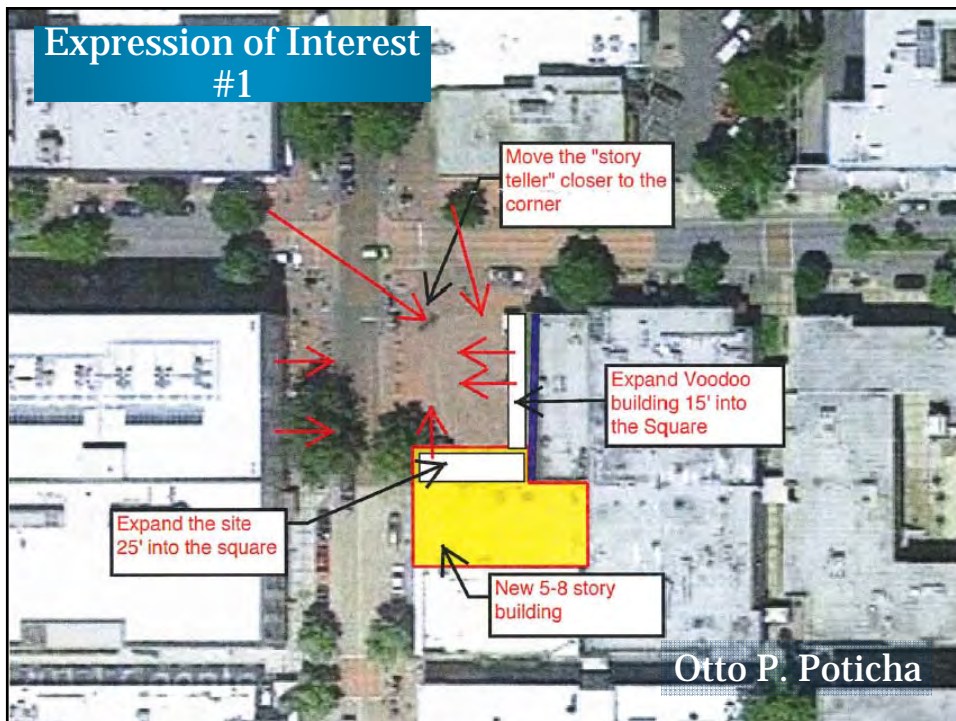
**Urban Design Issue:  
Adjacent Uses**



Successful public spaces thrive on active adjacent uses

# Broadway Plaza

- Historic context
- Downtown context
- Urban design observations
- Request for Expressions of Interest

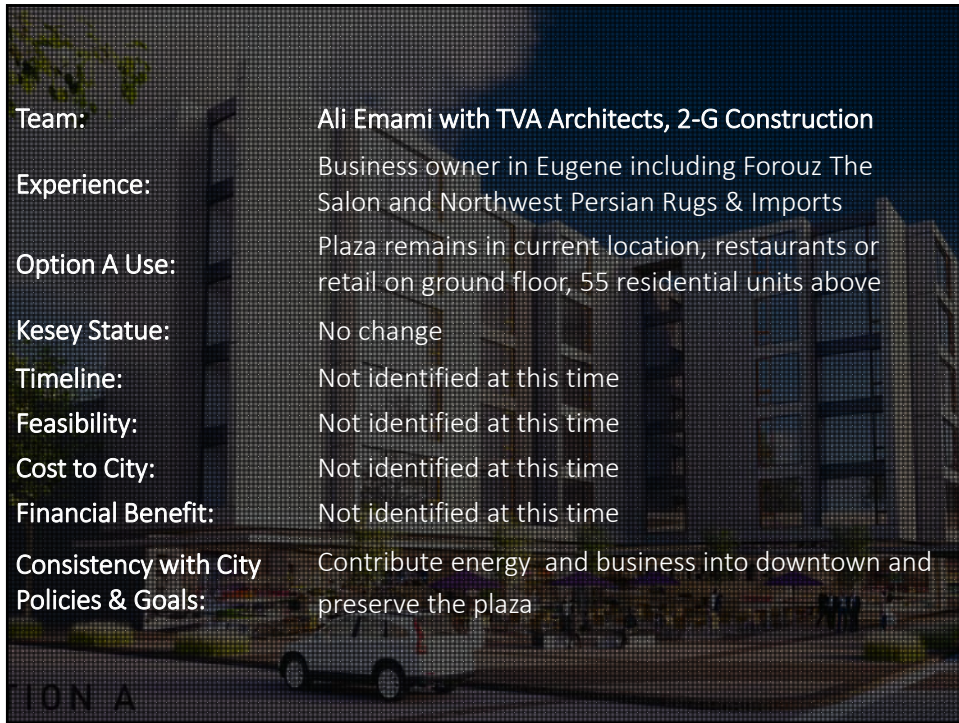


<b>Team:</b>	<b>Otto P. Poticha, Poticha Architects</b>
<b>Experience:</b>	Architect and development partner for multiple projects including the Smeede Hotel Building, the Quackenbush Building, and the Granary Building
<b>Use:</b>	“Active Open Space” with adjacent development, including 5-8 story building
<b>Kesey Statue:</b>	Relocated closer to the corner
<b>Timeline:</b>	Not identified at this time
<b>Feasibility:</b>	Not identified at this time
<b>Cost to City:</b>	Not identified at this time
<b>Financial Benefit:</b>	Not identified at this time
<b>Consistency with City Policies &amp; Goals:</b>	Active Open Space and increased density of development





<b>Team:</b>	Ali Emami with TVA Architects, 2-G Construction
<b>Experience:</b>	Business owner in Eugene including Forouz The Salon and Northwest Persian Rugs & Imports
<b>Option A Use:</b>	Plaza remains in current location, restaurants or retail on ground floor, 55 residential units above
<b>Kesey Statue:</b>	No change
<b>Timeline:</b>	Not identified at this time
<b>Feasibility:</b>	Not identified at this time
<b>Cost to City:</b>	Not identified at this time
<b>Financial Benefit:</b>	Not identified at this time
<b>Consistency with City Policies &amp; Goals:</b>	Contribute energy and business into downtown and preserve the plaza



## Expression of Interest #2b



Ali Emami

<b>Team:</b>	Ali Emami with TVA Architects, 2-G Construction
<b>Experience:</b>	Business owner in Eugene including Forouz The Salon and Northwest Persian Rugs & Imports
<b>Option B Use:</b>	Brewery Incubator with other restaurants, retailers or galleries
<b>Kesey Statue:</b>	No change
<b>Timeline:</b>	Construction begins 6 months after go-ahead from City Brewery opens – 12 months after go-ahead from City
<b>Feasibility:</b>	Not identified at this time
<b>Cost to City:</b>	Share in cost of opening walls
<b>Financial Benefit:</b>	Not identified at this time
<b>Consistency with City Policies &amp; Goals:</b>	Creation of a strong, active, distinctive urban center with cultural, social and entertainment uses.



<b>Team:</b>	Mark Miksis, Kazem Oveissi, John Rowell, Greg Brokaw with Hugh Prichard, Harris Hoffman and Shaun Hyland
<b>Experience:</b>	Development partner – Crescent Village, Broadway Place Architect – Crescent Village, Eugene City Hall, First on Broadway Business owner – Perugino, Oveissi & Company, Opus VI and Opus VII Construction manager – Broadway Commerce Center, the Tate, The Hub
<b>Option B Use:</b>	Micro retail/restaurant space with 35-40 residential units above, including 1/3 of units “workforce” units
<b>Kesey Statue:</b>	Relocated on adjacent sidewalk
<b>Timeline:</b>	Design, estimating and financing – Spring/Summer 2016 Construction begins – January 2017
<b>Feasibility:</b>	Funded through combination of local equity and commercial debt.
<b>Cost to City:</b>	MUPTe anticipated
<b>Financial Benefit:</b>	Purchase at fair market value, anticipated tax base of appx. \$90,000 per year after MUPTe term
<b>Consistency with City Policies &amp; Goals:</b>	Contribute to active, interesting street life; quality places to live; moderate income housing; creating continuity of urban experience



