

CITY OF COOS BAY URBAN RENEWAL AGENCY
Agenda Staff Report

MEETING DATE June 18, 2013	AGENDA ITEM NUMBER
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TO: Chair Melton and Board Members

FROM: Rodger Craddock, City Manager *ree*

ISSUE: Development of Hollering Place

BACKGROUND

Mike Babcock, a native Oregonian and founder of Oregon Seafoods, LLC, has been looking for a location to expand his seafood processing business and once-cooked tuna products. Oregon Seafoods is currently located at 723 South 2nd Street near Cash and Carry. While Mike has had to purchase the building alongside his processing plant, there is not enough room to contain his growing business. In just a short time, Mike has been able to market his products in over 800 grocery stores.



Mr. Babcock's vision is to build a new and much larger processing plant on a model of the Tillamook Cheese factory and the new Face Rock Creamery where tourists and local citizens can come in and watch the processing and packaging of his products as well have a retail section where the products can be purchased. The concept has the potential of making the Hollering Place a destination spot. It would add to the improvements to South Empire Blvd and growth of the Boat Building Center, and we would see an exciting development take off in the Empire District.

Mr. Babcock along with Chris Claflin from Business Oregon contacted staff a few weeks ago regarding the possibility of obtaining the Hollering Place property. While Mr. Babcock's vision somewhat fits the intent of the Hollering Place Master Plan (a commercial tourist destination), it's not directly on point.

The Hollering Place is zoned for Planned Use Development (PUD) which is a mix of commercial, retail, overnight lodging, recreation, hands-on educational, and residential use. There is also the requirement that both the upper and lower benches be developed at the same time. Other zoning requirements include design standards for the exterior of the building, undergrounding of utilities, and a requirement that all landscaping plans including the plan for irrigation be approved. The architectural design features should evoke a village feel that is created through the buildings' design, scale, and connections to public space and relationship to each other. As a PUD, the applicant/developer would go through a conditional use process and a Site Plan and Architectural Review (SPAR). In Mr. Babcock's case, he would also need a conditional use permit because his facility is over the 1,500 sq ft footprint limitation.



Planning staff has reviewed the zoning code and determined that only minor changes – depending on the overall plan – to the Hollering Place zoning may be required. A final determination would be made when Mr. Babcock's plan has been reviewed. With the addition of retail to his business of packing and processing, Mike's business fits within the HP zoning.

Other issues Mr. Babcock will need to consider are parking, flood plain and tsunami zone, and height of his building. The whole area of the lower bench is in the flood plain and tsunami zone. As you may be aware, the insurance requirements for structures located in the flood plain have changed. The height is restricted to no more than 35 feet from grade to the highest point on the roof.

ACTION REQUESTED

Should the Urban Renewal Agency be inclined to consider the Hollering Place for relocation of Oregon Seafoods, staff suggests that Agency members conduct a site visit of Oregon Seafoods at its current location and allow public input on Mr. Babcock's conceptual use of the Hollering Place property at the July 2nd URA meeting.

After the conclusion of the site visit and after taking public input, the URA could decide to move forward with the idea, identify criteria for development, and direct staff to conduct a Request for Proposals (RFP) which would allow Mr. Babcock and other interested parties the opportunity to formally present their proposal for URA consideration.