

CITY OF COOS BAY URBAN RENEWAL AGENCY
Agenda Staff Report

MEETING DATE	AGENDA ITEM NUMBER
July 2, 2013	

TO: Chair Melton and Board Members

FROM: Rodger Craddock, City Manager *pec*

ISSUE: Development of Hollering Place

BACKGROUND

Mike Babcock, founder and owner of Oregon Seafoods, LLC, presented a proposal to the City of Coos Bay Urban Renewal Agency at its meeting on June 18th to construct a new facility for his business on the Hollering Place property in the Empire area of the City. Mr. Babcock started Oregon Seafoods in early 2011 with the goal of providing high quality, naturally nutritious product from wild caught albacore tuna. In a short amount of time, Mr. Babcock has been able to market his products in over 800 grocery stores. The operation has outgrown its current facility located at 723 South 2nd Street.

Mr. Babcock's vision is to build a 15,000 sq ft 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 café area to taste the products and a retail section where the products can be purchased. Mr. Babcock's future plan is to rehabilitate the dock to accommodate delivery of fish products to the site.

Mr. Babcock's concept has the potential of making Hollering Place a destination spot, and it fits the intent of the Hollering Place Master Plan adopted in 2008 (a commercial tourist destination), however, it is not directly on point. To proceed with the proposal would require amending the City's Zoning and Comprehensive plan.

As the current Hollering Place Master Plan resulted from a community process, interested members of the community are encouraged to attend tonight's meeting and provide comments on the proposed use of the Hollering Place property to the Urban Renewal Agency.

ACTION REQUESTED

After taking public input and if it pleases the URA, please direct staff identify criteria for development and direct staff to conduct a Request for Proposals (RFP) which would allow Mr. Babcock and other interested parties an opportunity to formally present their proposal for URA consideration.