

CITY OF COOS BAY URBAN RENEWAL AGENCY
Agenda Staff Report

MEETING DATE August 6, 2013	AGENDA ITEM NUMBER
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TO: Chair Melton and Board Members

FROM: Eric Day, Community Development Director
Through: Rodger Craddock, City Manager

ISSUE: Hollering Place Request for Proposals (RFP)

BACKGROUND:

In order to promote development of the site known as the Hollering Place, City staff is recommending that the Urban Renewal Agency advertise an RFP to the public with the intention of soliciting proposals for the site.

Schedule

- Once the RFP is issued, there would be a one month waiting period for interested parties to submit a letter of interest.
- After the one-month waiting period has ended and at the next available URA meeting, the Agency will have an opportunity to review the letters of interest and select one development team with which staff can negotiate terms for the development of the site.
- Once the development team has been selected, there would be a maximum 120-day negotiation period. Staff would present the results of the negotiation at the next available URA meeting for their comments and then final approval of the agreement.

This is a relatively abbreviated process to attract a wide variety of interested parties. While preliminary master planning has been completed for the site, staff hopes to receive a range of proposals and are open to creative solutions and concepts which may not fit within the current master plan and adopted zoning. The 120-day negotiating period allows the City and the winning team to develop a plan for the site, and then present that to the URA for review and approval. The winning team would then need to work with the City to formally acquire the property and submit plans for land use approval.

The RFP will be advertised in the World Newspaper, the Daily Journal of Commerce, the City's website, and by press release.

ADVANTAGES:

By transferring the site to private property, the City will increase its tax base and provide for additional jobs to the area economy.

DISADVANTAGES:

By having an abbreviated timeline, the City may decrease the amount of interested parties that submit letters of interest.

BUDGET IMPLICATIONS:

The increase in property taxes and jobs in the City will impact the City budget in a positive direction. The amount of the tax base increase will be impacted by the cost of the improvement and amount of jobs added to the City. These ought to be two of the factors when weighing the letters of interest and in selecting the winning team.

ACTION REQUESTED:

Staff requests the URA to direct staff to advertise an RFP to the public with the intention of soliciting proposals for the Hollering Place site.



City of Coos Bay Urban Renewal Agency

Development Solicitation Request for Qualifications

The Historic Hollering Place Development

For More Information Contact:

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I. DEVELOPMENT OPPORTUNITY

The Coos Bay Urban Renewal Agency seeks proposals from qualified development teams for the development of an approximately 3.27 acre site in the City of Coos Bay's Empire District.

A. THE SITE

Situated at the junction of Newmark Avenue and Empire Boulevard (Cape Arago Highway), the Historic Hollering Place site is the terminating vista as one travels west through the Empire District before making a left turn to continue south. The Agency developed Lot 6700 as the Hollering Place Wayside in 2010. The site is comprised of three lots (# 6000 on the upper bluff and 300 & 301 on the lower bench), with a total area of 3.27 acres. The site is cleared of all buildings, and has been issued a letter of "No Further Action" (NFA) from the Oregon Department of Environmental Quality which is a designation that states that the area is clean from environmental contaminants.



The City of Coos Bay has enacted a special Hollering Place zoning district for the site, which is intended to be developed through a *Site Plan/Architectural Review* (SPAR) land use process based on the guidelines and requirements contained in the code and the Hollering Place Master Plan. A cohesive design celebrating historic seaside architecture, reclamation of native shoreline habitats, sustainability, interpretation of local history and reconnection to the water are unifying elements relevant to the zoning district.

B. PROJECT OBJECTIVES

The project objectives for this site are consistent with the community objectives outlined in the Hollering Place zoning district as well as the Urban Renewal Area's 2008 master plan for the site. Specifically, the URA is looking for a plan that will:

- Preserve and utilize the views
- Encourage economic revitalization of the Empire Business District
- Present the history of the site
- Maximize water-related activities and facilities
- Provide benefit for the urban renewal district

Development on the site must complement and connect with the existing business district to the east and act as a catalyst to help spur additional development and investment in the Empire area. A small-scaled gateway development near the intersection of Newmark Avenue and Empire Boulevard should act as a connection to the existing business district and as an entry statement signaling the presence of the remainder of the project. Preserving and enhancing views is a key component and must be balanced with achieving the right development mix and ensuring access for people and vehicles. The myriad of weather and environmental factors is also significant as is making sure the new development is complementary to adjacent uses.

The site can be broken up into two distinct parcels as follows and may be developed either as a whole or piecemeal:

- Upper Bluff – The northern section of the eastern portion of the site, approximately 0.45 acres in size with frontage on Empire Boulevard.
- Lower Bench – The area at the bottom of the bluff, approximately 2.11 acres in size. ¹

Development of the Upper Bluff portion of the site is expected to strengthen the connection to the existing Empire business district, as well as serving as an anchor and entry statement. The City has recently developed a wayside on a portion of the property which contains XX parking spaces.

Suggested potential uses included in the code include but are limited to:

- Dining establishment – fast order food and sit-down
- Visitor Information service
- Retail sales
- Office/reservations for Lower Bench area uses
- Cultural exhibit area

The Lower Bench portion of the site is expected to include a range of uses which may include but are not limited to:

- Commercial
- Residential
- Overnight lodging

¹ 0.79 Ac of the lower bench are below the high water line leaving 1.32 developable acres.

EDUCATIONAL AND RECREATIONAL MASTER PLAN

A. PROGRAM

The Urban Renewal Agency commissioned a Master Plan of the site in 2008, which is outlined in this section. The “Master Plan” was prepared not as a detailed requirement, but as an example of the uses, property organization and development, site design, and architectural form and composition that can meet the intent of the code.

The Master Plan for the Hollering Place site anticipates a range of uses that include: commercial; residential; overnight lodging; and educational. The plan was designed to allow for phased development of the site, within the constraints of an overall development program. The bluff portion of the site could include an overlook area, as well as an interpretive area, public restrooms and a small area of open space.



The program and master plan should be viewed as guidelines, with the final program elements, location and characteristics are open to negotiation. The retail overlook on Empire Boulevard and Heritage Campus are expected to be completed independent of the remaining development, but the URA would like coordination between the uses during the planning phases.

The Heritage Campus component of the program, a boat building center, has been established on private property immediately north of the Hollering Place property. The City completed improvements of the parking area at the top of the slope along the Cape Arago highway, leaving a commercial opportunity site at the northern portion of the property’s upper bench in 2010.

II. SUBMISSION REQUIREMENTS

The Coos Bay Urban Renewal Agency (URA) will be seeking preliminary submission of Qualifications from interested development teams. Proposals will be accepted for the entire site, or only the Upper Bluff or Lower Bench portions of the site. A coordinated development approach to both portions is preferred but not required, and respondents are encouraged to consider the entire property.

Timelines

Aug. 12, 2013 – RFP is noticed

Sept. 13, 2013 - Letters of Interest to the URA deadline

Oct. 10, 2013 – URA reviews letters of interest and chooses winning development team

The Development Team chosen will be granted exclusive negotiation rights with the URA for a 120-day period. A non-refundable security deposit of \$10,000 (the “Security Deposit”) shall be required upon notification of the selected developer to enter exclusive negotiations. This Security Deposit may be refunded to the Selected Developer in the event a development agreement (“Development Agreement”) cannot be reached within a 120-day period.

In order to be considered all letters of interest must contain the following information in the format described below:

Cover Letter

Provide a signed cover letter from an authorized officer or director of the Development Team submitting the proposal, summarizing the proposed development.

Development Program and Design

Describe how your proposed development will meet the objectives outlined. Address each of these specific items to the extent relevant:

- A. Housing: type/units/size/orientation
- B. Commercial Space
- C. Parking
- D. Design aspects and quality standards (drawings of the proposal are highly recommended)
- E. Open/green/public space if any
- F. Relationship to adjacent uses and the Empire District

Development Team Capability

Outline of Development Team, including:

- A. Principals, members and/or owners of Development Team
- B. Project Manager
- C. Ownership Entity
- D. Development Experience
- E. Status of Projects and Locations of Projects
- F. References

All correspondence and submittals for this project should be directed through Eric Day, Community Development Director.

Eric Day
eday@coosbay.org
541.269.8916

III. EVALUATION CRITERIA

All complete and responsive submittals will be evaluated by the Urban Renewal Agency. The evaluation will be based on the information submitted as well as any related information that the URA may discover in analyzing or verifying information submitted in the proposal; or subsequently requested. In addition, to the extent that the proposed project meets the project objectives described earlier, the following additional criteria will be considered in evaluating responsive proposals:

Development Program and Design

- Extent proposed development meets community objectives
- Extent the proposal demonstrated quality site planning concepts, architectural design and character, and urban design considerations based upon the required development program and design submittals.

Development Team Capability

- Demonstrated ability of the Development Team in the successful development, operations and economic performance of projects of comparable type, size, scale and complexity.
- Demonstrated ability of the Development Team in financing, constructing and completing projects of comparable type, size, scale and complexity on time and within forecasted budgets.
- The quality of architectural and urban design aspects of other projects completed by the Development Team
- Financial capacity of the Development Team to complete the project as proposed

IV. ADDITIONAL INFORMATION

Note: While the Hollering Place Master Plan serves to facilitate the development of the site, the URA is also interested in other alternatives even if they necessitate a land use action requiring an amendment to the Plan or Code.

Supporting materials will be posted at the following web site:

www.coosbay.org/HistoricHolleringPlace.html

The site will include links to the following documents, as well as any updated information as it becomes available:

- Hollering Place Zoning Code
- Hollering Place Master Plan