



## **City of Coos Bay Urban Renewal Agency**

### **Development Solicitation Request for Qualifications**

### **The Historic Hollering Place Development**

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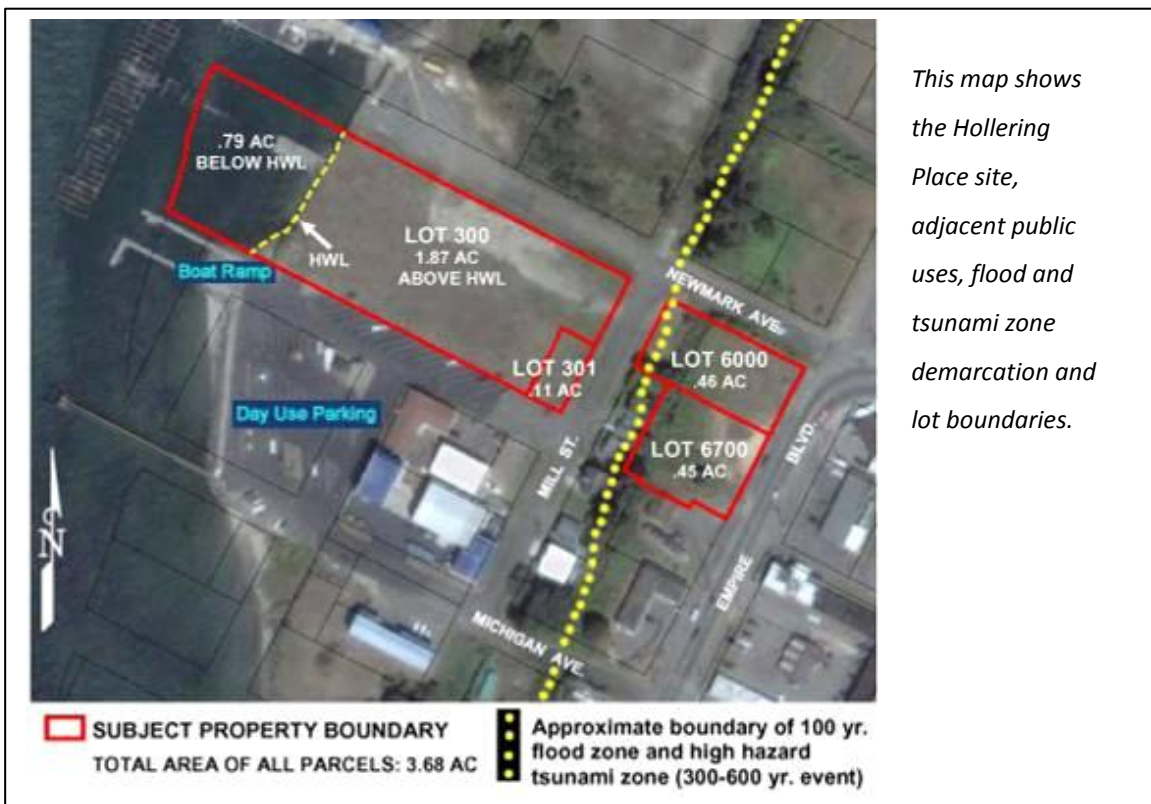


# I. DEVELOPMENT OPPORTUNITY

The Coos Bay Urban Renewal Agency seeks proposals from qualified development teams for the development of an approximately 3.7 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 site is comprised of four lots (lot #s 6000 & 6700 on the upper bluff and 300 & 301 on the lower bench), with a total area of 3.68 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.



The City of Coos Bay has enacted a special Hollering Place zoning district for the site, which is intended to be developed as a *planned unit development* (PUD) 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

The URA desires to work in partnership with the Development Team to facilitate development of the subject site to meet these objectives. Development Teams should feel free to propose on only selected components of the overall plan, or to propose as a master developer that will coordinate but not necessarily personally develop individual components.

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:

- Upper Bluff – The eastern portion of the site, approximately 0.84 acres in size with frontage on Empire Boulevard.
- Lower Bench – The area at the bottom of the bluff, approximately 2.11 acres in size.

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.

Suggested potential uses included in the code include:

- 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:

- Commercial
- Residential
- Overnight lodging
- 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 is envisioned to include an overlook area, as well as an interpretive area, public restrooms and a small space.

The program outlined in the Master Plan included the following components:

- *Hotel/Restaurant: 3 floors, approximately 20,000 square feet*
- *Mixed-use Cottages: 10 units, 2.5 floors, ground floor retail/workshop*
- *Retail Pavilion*
- *Heritage Campus*
- *Empire Boulevard: Retail overlook*
- *Mill Street Cottages*
- *Parking*



The program and master plan should be viewed as guidelines, with the final program elements, location and characteristics 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.

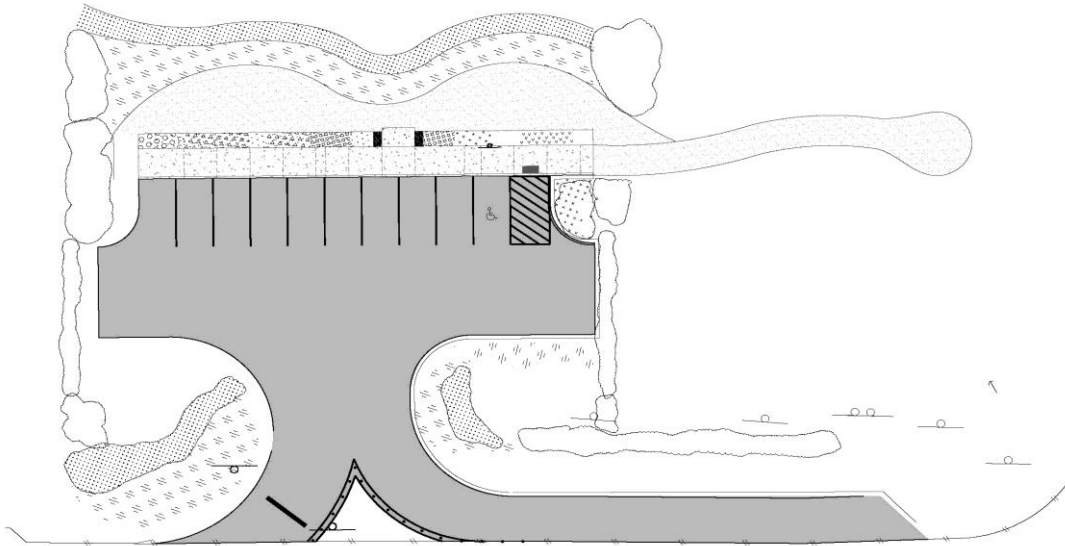


The Heritage Campus component of the program, a boat building center, has been temporarily located immediately north of the property. The URA is open to consideration of a range of proposals for incorporation or integration of this element into the remaining project.

The City has 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.

## **Wayside at the Historic Hollering Place**

Dedicated November 4, 2010



## **II. SUBMISSION REQUIREMENTS**

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The Coos Bay Urban Renewal Agency (URA) will be seeking preliminary expressions of interest, followed by a formal 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, and respondents are encouraged to consider the entire property.

Letters of interest will be accepted through January 7, 2011. Firms and/or teams expressing interest will be provided with any available supporting materials requested, as well as provided tours of the site. Interested teams will then be asked to submit a Statement of Qualifications by February 7<sup>th</sup> for consideration by the URA. Submitted materials will be reviewed by the URA Development Team and interviews by the URA will be held in March. 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 responsive, all Statements of Qualifications 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 which program areas the team is interested in pursuing.

### **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 character and quality standards
- 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 Joyce Jansen, Urban Renewal Economic and Revitalization Administrator.

## **III. EVALUATION CRITERIA**

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All compete 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



## 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

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Supporting materials will be posted at the following web site:

[www.coosbay.org/HistoricHolleringPlace.html](http://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

