

# URA

Forest Grove  
Urban Renewal Agency



## Site B Proposal

Paul Downey, Administrative  
Services Director  
Bryan Pohl, Community  
Development Director



May 11, 2020

# Purpose:

- Consider proposal for Site B and discuss next steps.
- Consistent with URA Action Plans 1.1, 3.1, 4.5, 4.6, and 5.1 to consider “disposition alternatives for Site B.”

# Background:

- The Board held Work Sessions on November 25, 2019 and January 27, 2020. A consensus was reached to offer a Request for Proposals (RFP) that included the following objectives:
  - Enhance the downtown and adjacent neighborhood.
  - Maximize taxable assessed value.
  - Encourage new investment and development that brings people downtown.
  - Provides tangible benefit to the urban renewal area and City such as needed retail, services, housing and/or employment.
  - Provides a transition between the downtown and residential and commercial districts.
  - Housing is not required. If housing is included, a project may contain a mix of housing types and there is a requirement to include affordable housing. Any housing project must include at least 30% of the units for households earning at least 60% of the Washington County's area median income.
  - Commercial is not required. If a commercial project is proposed, then ground level retail uses are required.

# Background:

- An RFP was widely advertised for two months.
- All parties who expressed prior interest in Site B were sent an RFP notice.
- Proposals were due April 9.
- One proposal was received.
- Staff reviewed the proposal and found it qualifies for consideration by the URAC and URA Board.
- The URAC considered the proposal on May 7<sup>th</sup>. Their comments will be given to the Board during the May 11 work session.

# Process:

- The Board can either reject the proposal and re-advertise or accept the proposal and enter into negotiations. If accepted, the following process would occur:
  - 1) Consensus to allow staff to negotiate an Exclusive Negotiating Agreement (ENA).
    - 1) The ENA authorizes exclusive negotiations with the proposer. The means no other proposals will be considered while the ENA is in effect.
    - 2) The ENA addresses pre-development assistance, studies, access, insurance, and base development criteria, i.e., parking.
    - 3) Once negotiated, the ENA requires Board approval by resolution.
    - 4) The ENA is normally 8-10 pages.

# Process: cont...

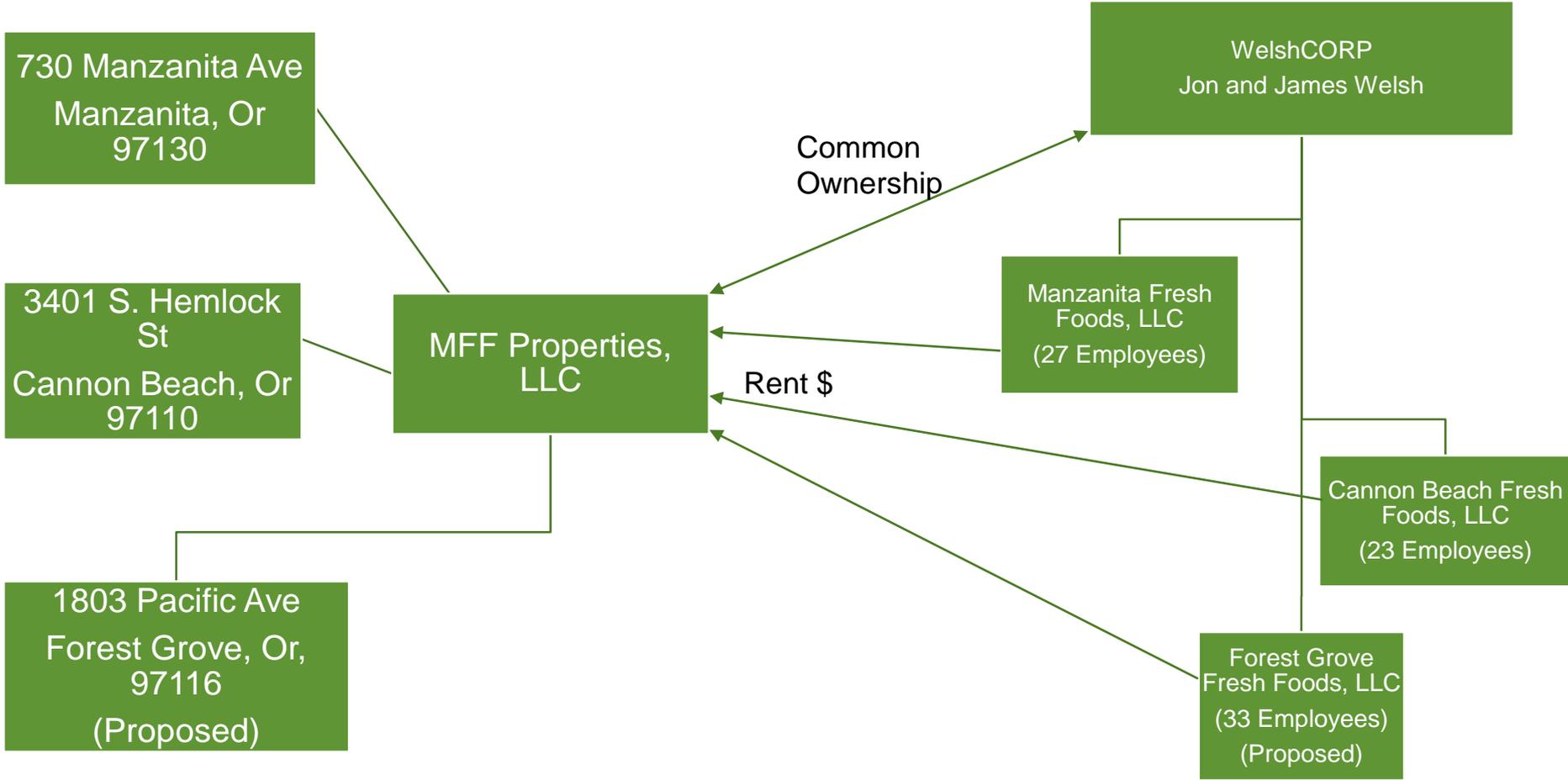
- 2) Hold a work session with the URAC and Board prior to scheduling the ENA for approval. The ENA will likely take 2-4 months.
- 3) Once all requirements of the ENA have been satisfied, staff will seek Board consensus to negotiate a Disposition and Development Agreement (DDA).
  - 1) The DDA spells out all the terms and conditions under which the property is disposed of, the project is constructed, and any Board or City assistance is provided.
  - 2) A DDA requires a public hearing and Board approval.
  - 3) If City assistance is provided, it also requires the Council's approval.
  - 4) The DDA is normally 60-80 pages.
  - 5) Staff would hold work sessions during the DDA negotiations to assure project goals and objectives are met.
  - 6) The DDA normally takes 4-6 months.

# The Proposal:

- The following slides are verbatim excerpts from the proposal submitted by Welsh Corp. to the URA on April 9.

# Forest Grove Urban Development Proposal Times-Litho Site B







The President of WelshCORP, managing member of MFF Properties, LLC and Chief Executive Officer of Fresh Foods is Jonathan Welsh. Jon has served in this role since 2006; during his tenure, the business has transferred from a general partnership to a corporation, sub chapter S. The business has increased its product and services, compensation of employees, bottom line profits and assets, all while decreasing liability and exposure. No stranger to the retail grocery environment, Jon grew up in grocery stores since birth. With over 22 years experience, he has held every position from courtesy clerk to store manager.

It was Jon's vision that prompted the expansion of the Manzanita Store in 2012. He oversaw the process, from concept to completion, directly involved with all financial aspects and the development of protocols necessary to adjust to an operation 6 times the size of the previous one. In 2016, Jon led the process of opening Fresh Foods second location in Cannon Beach from land acquisition, to financing and completion.

Prior to his position with the store, Jon served in various positions as an Officer in the United States Army. After serving as a combat infantry leader with multiple tours in the Global War on Terrorism, Jon was selected, as a junior Captain, to serve as his Battalions Logistic and Property Book Officer, a position usually reserved for senior Captains.

Outside of work, Jon's love is being part of the communities where his businesses are located. He is a board, and founding, member of Neah-Kah-Nie Youth Athletics, devoting his time to coaching children's sports year-round. He acts as the assistant track and Field coach of Neah-Kah Nie-High School and avid supporter of the high schools' various programs. In the community he is a generous donor to the North County Food Bank and various nonprofit agencies that work to benefit the underprivileged.

Jon was formally educated by Jesuit High School of Sacramento, California. He received his bachelor's degree from Washington State University, with a double major in Business Administration and Political Science, earning his Pre-Law Certificate. In addition he was commissioned as an Infantry Officer in the United States Army, earning Distinguished Military Graduate honors. He is a graduate of the United States Infantry Basic Officer Course, Airborne Course, Air Assault Course, Mortar Leader Course, Sniper Employment Course, Unit Level Safety Course, and Defense Department Accounting Course. His decorations include the Army Achievement Medal, the Army Commendation Medal (3) and the Bronze Star Medal for actions in combat. Jon also earned multiple All-Academic Conference honors as a track and field athlete, as well as being a multiple time Conference Champion and All-Conference athlete in the PAC-10 while at Washington State University.



Fresh Foods is family owned, veteran run, full-service grocery store specializing in natural, organic, gluten-free, vegan and environmentally-friendly products, as well as traditional favorites. Established in 1997, Fresh Foods has grown to serve locals, the numerous tourist and second homeowners that frequent the coastal area due to the abundance of natural beauty. During our time in business, we have grown from a single store with \$600,000 in annual sales, to 2 locations (Manzanita and Cannon Beach) with over \$12,000,000 dollars in sales. Fresh Foods employs 55 people with steady, year-round jobs, a rarity on the coast. A proud partner of the O.L.C.C, Fresh Foods holds both On and Off Premise Licenses and is one of the few grocery stores in the state to act a Liquor Agent for the state.

Fresh Foods is a very responsive business, able to adapt quickly to the changes in the economic climate, customer desires and product offering. With development, and luck, we have carved out a niche market on the North Oregon Coast. With virtually no commercial property available, the threat of larger chain stores and further competition moving in is essentially a non-starter. We now look to take our brand eastward to Washington and Yamhill counties, as we have been approached by multiple municipalities as acting as anchor tenant of either their master plans, rejuvenations or expansions.



# The Architectural and Contractor Team



# KEELEY O'BRIEN

OWNER / PROJECT EXECUTIVE  
In construction industry 25 Years

**2011-Present** O'BRIEN & COMPANY  
*Executive Director/CEO*

**2008-2011** O'BRIEN CONSTRUCTORS  
*Project Manager*

**2005-2008** GRAY DEVELOPMENT  
*Senior Development Associate*

**1998-2005** BECHTEL CORPORATION  
*Project Engineer to Area Project Manager*

**1993-1998** O'BRIEN CONSTRUCTORS (OTKM)  
*Laborer and Labor Foremen*

## AFFILIATIONS



AGC  
Associated General Contractors



USGBC  
US Green Building Council

## EDUCATION

**Bachelor of Science**  
Construction Engineering  
Management

Oregon State University  
Corvallis, Oregon

**Bachelor of Science**  
Business Management with  
Minor in Business Finance

Oregon State University  
Corvallis, Oregon



# ROBERT HOFFMAN, AIA

MANAGING PRINCIPAL  
In architecture industry 33+ Years

## EDUCATION

Master of Architecture  
University of Oregon  
Graduate Teaching Fellow

**Bachelor of Environmental Design, Cum  
Laud**

North Carolina State University  
Architecture Faculty Book Award for  
Achievement in Design  
Alpha Rho Chi Medal for Service and  
Leadership of Science

**2019-Present** OPEN CONCEPT ARCHITECTURE, INC.  
*Managing Principal*

**2014-2019** AIA OREGON  
*Executive Vice President/CEO*

**2007-2014** MULVANNY G2  
*Principal*

**2002-2007** FLETCHER FARR AYOTTE  
*Associate Principal*

**1999-2002** BOORA ARCHITECTS  
*Associate, Design Architect, Project Architect*

**1995-1998** MAHLUM ARCHITECTS  
*Associate*

**1991-1995** DULL OLSEN WEEKES ARCHITECTS  
*Project Designer*

**1991-1992** EARNEST MUNCH ARCHITECT  
*Intern*



## MIXED-USE PROPERTIES

**Gray Development - Temple Town  
Lake Luxury Apartments**, Tempe, AZ;  
Negotiated \$56 Million, 1/04 to 6/07;  
**Client:** Bruce Gray

## HOSPITALITY PROJECTS

**Headlands Coastal Lodge & Spa**,  
Pacific City, OR; Negotiated w/GMP  
\$9 Million; 11/16 to 12/17; **Client:**  
Nestucca Ridge Family of Companies-  
Jeff Schons, Owner

**Holiday Inn Renovation**, Seaside, OR  
Negotiated with GMP \$2 Million 9/17  
to 6/18; **Client:** Lincoln Assets Torre T.  
Morgal Owner

## EDUCATIONAL FACILITIES

**Nehalem Elementary School Seismic  
Rehabilitation**, Nehalem, OR; CM/GC  
with GMP; \$1.2 Million; 6/17 to 8/18;  
**Client:** Neah-Kah-Nie School District,  
Eriebach, Superintendent

## OTHER PROJECTS

**Bechtel - Southern New Jersey Light  
Rail**, Camden, NJ; CM/GC w/GMP \$128  
Million, 5/01 to 6/03; **Client:** State of  
New Jersey

**Inn at Cannon Beach**, Cannon Beach,  
OR; Negotiated w/GMP, \$3 Million  
Client Escape Lodging 9/17 to 6/18;  
**Client:** Patrick Nofield;  
Owner

**Pelican Pub Brewery**, Cannon Beach,  
OR; Negotiated w/GMP, \$3.5 Million;  
8/15 to 5/16; **Client:** Pelican Pub-Mark  
Dunn, General Manager

**Nestucca Valley Elementary Seismic  
Rehabilitation**, Cloverdale, OR; CM/  
GC w/GMP \$1.3 Million, 6/17 to 8/17;  
**Client:** Nestucca Valley School District  
- Misty Wharton, Superintendent

**Bechtel - Portland Airport Max -**  
Portland, OR; C CM/GC w/GMP \$48  
Million, 1/98 to 5/1; **Client:** Trimet,  
Young Park

**Inn at Nye Beach**, Newport, OR;  
Negotiated \$5.5 Million GMP; 9/15  
to 6/16; **Client:** VIP Hospitality, Robert  
Edmonds, General Manager

**Liberty Elementary Gym Seismic  
Rehabilitation**, Tillamook, OR; CM/GC  
w/GMP \$1 Million, 6/17 to 8/17; **Client:**  
Tillamook School District-Randy Schild,  
Superintendent

**Seaside Convention Center**, Seaside,  
OR; CM/GC with GMP \$11 Million; 6/18  
to 6/19; **Client:** Seaside Convention  
Center; Russ Vandenberg, General  
Manager

## MIXED-USE PROJECTS

- The Wyatt Mixed-Use Development
- North Pearl Mixed Use Development Study
- Villebois Mixed-Use Development
- Southport Mixed-Use Community
- CADA Sites 2 & 3, Mixed-Use
- Development Sutter Community Block Mixed-Use

## EDUCATIONAL FACILITIES

- Culver Elementary School
- Culver Middle School
- Parkrose High School
- Dallas High School Additions
- Clear Creek Middle School
- Crosby-Garfield School Renovation
- Pala Youth Center
- Thompson School Renovation
- Lacomb School Addition

## HOSPITALITY PROJECTS

- Nicholas Jay Winery
- Paige Winery
- White Walnut Vineyard
- Ascend Hotel, Lincoln City
- Domaine Drouhin, Offices

## HEALTH CARE FACILITIES

- Valley Medical Group Office Bldg.
- HAP Providence Senior Housing
- High Desert Medical Center

## COMMERCIAL FACILITIES

- Mesa Arts Center
- Visual Arts Center
- Harrison Library Renovation
- Wake County Attorney Offices
- Wake County Equipment Building
- Wake County Fireman Training Center

# URA

Forest Grove  
Urban Renewal Agency



# JEREMY COGDILL

## LEED AP BD+C

SENIOR PROJECT ARCHITECT  
In architecture industry 15+ Years

### PROGRAMS/CERTIFICATIONS/ACHIEVEMENTS

ACE Mentorship Program (6 years)  
World Affairs Council of Oregon (10 years)

**2019-Present** OPEN CONCEPT ARCHITECTURE, INC.  
*Senior Project Architect*

**2017-2019** COGDILL DESIGN-BUILD  
*Sole Proprietorship Owner*

**2006-2017** ZGF ARCHITECTS, LLC  
*Project Architect and LEED Specialist*

**2003-2007** COGDILL DESIGN-BUILD  
*Sole Proprietorship Owner*

### EDUCATION

Bachelor of Science In Architecture - 5 year accredited degree (Cum Laude)  
University of Oregon  
Eugene, Oregon



### FOOD RETAIL/GROCERY EQUIVALENT PROJECTS

**Whitman College Residence and Dining Halls (LEED Platinum)** Responsible for taking five different projects at Whitman College through the permitting process. The main focus was on a 150 student residence hall along with two new dining facilities, replete with low tech passive solutions that allowed students to be part of the environmental narrative.

### RESIDENTIAL PROJECTS

**Mirror Lake Retreat, Mt. Hood National;** Forest 3,300 SF retreat overlooking a private 5 acre lake. Lumber was milled on site, cedar shakes split by hand, stones collected from the site.

**Mirror Lake Retreat, Mt. Hood National;** 700 SF guesthouse, outdoor pavilion, sauna, artist studio, and 300 person amphitheater.

### OTHER PROJECTS

**US Embassy Compound, Colombo, Sri Lanka (LEED Gold Equivalent, Design Excellence)** Multi-building campus located on a 6.5 acre beachfront site directly across from the Presidential Compound. Oversaw a team of nearly sixty architects and consultants on a fast-track schedule, balancing a low-rise pavilion scheme with highly technical security demands, and complex operational phasing with existing facilities. Scheduled for completion 2020.

**Port of Portland Headquarters (LEED Platinum) 205,000 SF office building.** Worked on project from initial user group discussion and interviews clear through construction. My role focused on the design of extensive and intensive green roofs, conference area, living machine coordination, and large atrium spaces to encourage office-wide cross-departmental interactions in the form of a central living room.

**Technology Headquarters (LEED Gold)** Design of a one million SF high-performance headquarter building for a prominent technology firm. Helped client to redefine workplace culture through innovative social hubs, fostering informal collaboration in a healthy, sustainable environment rich with amenities.

# VITO CERELLI

SENIOR DESIGNER  
In architecture industry 15+ Years

EDUCATION  
Bachelor of Architecture  
University of Oregon  
Eugene, Oregon

**2016-Present** OPEN CONCEPT ARCHITECTURE, INC.  
*Senior Designer*

**2010-2013** TOLOVANA ARCHITECTS  
*Designer*

**2004-2010** MERSERELLI CONSTRUCTION  
*Contractor / Carpenter*

### PROGRAMS/CERTIFICATIONS/ACHIEVEMENTS

Oregon Home - Cover 2018



### GROCERY PROJECTS

**Fresh Foods Marketplace** - Cannon Beach, OR; CM/GC with GMP \$2.5 million; 2016; **Client:** Fresh Foods Marketplace

**Fresh Foods Liquor Store,** Manzanita, Oregon; CM/GC \$120K; 8/19-10/19 **Client:** Fresh Foods, Jon Welsh - Owner

### RESIDENTIAL/MULTI-UNIT PROJECTS

**Arch Cape Loft** - Arch Cape, OR; CM/GC with GMP \$1 million; 2018

**Nazanla Residence** - Cannon Beach, OR; CM/GC with GMP \$750,000; 2017

**Falcon Cove Residence** - Falcon Cove, OR; CM/GC with GMP \$600,000; 2019

**Pacific St. Residence** - Cannon Beach, OR; CM/GC with GMP \$850,000; 2017

### HOTEL PROJECTS

**Astoria Holiday Inn,** Astoria, OR; Negotiated \$4.5 million GMP; 9/15 to 4/16; **Client:** Blue Heron LLC, Dave Weber, Owner

**Pelican Shores Hotel,** Lincoln City, OR; Negotiated \$2 million GMP; 10/14 to 2/15; **Client:** Westover Inns, Owner

# PHIL ROBERSON

ARCHITECT

In architecture industry 8+ Years

## PROGRAMS/CERTIFICATIONS/ACHIEVEMENTS

Recipient of the Penn Design Dean's Diversity Full Scholarship  
Studio work featured in the Green Urban Global Architecture and Design Exhibition at the AIA Philadelphia

**2016-Present** OPEN CONCEPT ARCHITECTURE, INC.

Architect

**2015-2019** HOLST ARCHITECTURE

Design Staff

**2012** HACKER ARCHITECTS

Intern

**2011** WILLIAM C. TRIPP ARCHITECT

Intern

## EDUCATION

Master of Architecture  
with Certificate in Historic Preservation  
The University of Pennsylvania School of Design  
Philadelphia, PA

Bachelor of Science Cum Laude Portland State University  
Portland, OR



## MIXED-USE PROJECTS

**Revere** - Portland, OR; CM/GC with GMP \$30 million; 03/16-01/18; **Client:** Fore Property Company

**The Fowler** - Boise, ID; CM/GC with GMP \$18 million; 08/15-03/16; **Client:** Local Construct

## HOSPITALITY PROJECTS

**Pullman Wine Bar & Merchant** - Portland, OR; CM/GC with GMP \$950,000; 10/18-07/19; **Client:** Grand Ventures Hotel LLC with David Machado Restaurants

## OTHER PROJECTS

**The Royal Institute of Law Library** - Pangbisa Paro, Bhutan; CM/GC with GMP Undisclosed; 01/18-9/18; **Client:** Bhutan Foundation, Jigme Singye Wangchuck School of Law

**PCC Cascade Hall & Student Union** - Portland, OR; CM/GC with GMP \$36.9 million; 03/12-08/12; **Client:** Portland Community College

O'Brien and Company, LLC is a well-respected construction firm with countless notable projects ranging from PDX Airport retail spaces, to multiple, upscale, award winning wineries not far from Forest Grove. They have been a trusted partner of MFF Properties, LLC dating back to 2011, when Fresh Foods was their first commercial project under Keeley's ownership tenure. They have been entrusted with multiple coastal school districts seismic renovation projects and dominate the hospitality business in the north coastal counties.





# Our Proposed Project

*The rebirth of Downtown Forest Groves' premier location and a visual spectacle for its' citizens.*



AERIAL VIEW SOUTHWEST

OPEN CONCEPT ARCHITECTURE  **O'Brien**  
DESIGN / BUILD

**FRESH FOODS  
FOREST GROVE  
03.31.2020**

**URA**  
Forest Grove  
Urban Renewal Agency  




AERIAL VIEW SOUTHWEST



AERIAL VIEW SOUTHWEST



AERIAL VIEW SOUTHWEST

# Project Highlights

- Simply put, this project accomplishes all the Agencies objectives.
- 20,000 sq/ft Retail Grocery Store that attracts over 750 visits a day, conservatively, enhancing all surrounding businesses (Growler Garage, etc..).
- 12- 900 sq/ft Housing units overhead that will all be in the affordable scale (we reserve the right to maintain one unit for business use).
- 21,000 sq/ft Parking lot with 12 stalls for tenants, with additional 23 stalls for customer/employee use.
- Sloping elevation from the Jesse Quinn to our 3-story project to transition to the residential sector.
- An alternative retail grocery store that provides product that is currently unavailable in Forest Grove and will help alleviate traffic concerns at the east end of town.

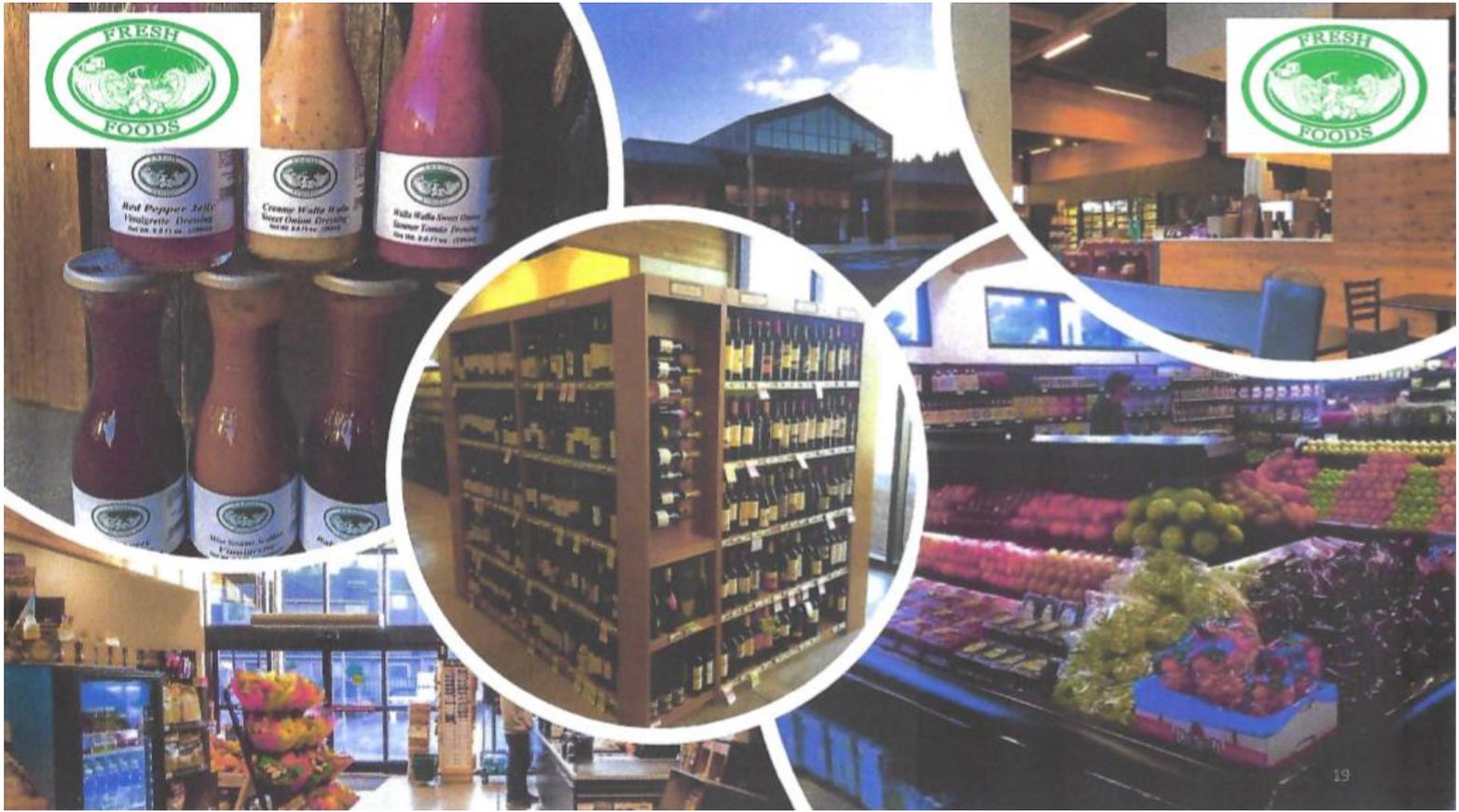
# Building Highlights

- Long lasting metal and cedar envelope materials that pose a modern look, while being sustainably maintained.
- A public sidewalk/seating area outside with clean, green landscaping that will enhance the character of west downtown.
- Extensive glass for natural lighting and visual aesthetics.
- We will adhere to as many LEED practices as the budget will allow for, including LED lighting etc..
- This building has already been built on a slightly smaller scale, is available to see and experience, so we foresee no challenges at this point.



# Our Stores

18



19

# Options:

- Option 1: Reject the proposal and re-advertise. If the Board rejects the proposal, provide input on what criteria would change for the new solicitation.
- Option 2: Accept the proposal and authorize staff to begin negotiating an Exclusive Negotiating Agreement (ENA).