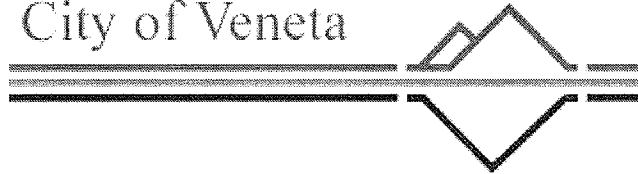


**Agenda**  
**Veneta Urban Renewal Agency Work Session**  
**Monday – November 23, 2009 - 6:00 to 7:00 p.m.**  
Veneta Administrative Center - 88184 Eighth Street - Veneta, OR

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- 1. CALL TO ORDER**
- 2. INTRODUCTION**
- 3. PRESENTATION BY JOHNSON REID**
  - a. Review of Request for Proposal and RFP Process (A)
  - b. City and Urban Renewal Objectives for this Site
  - c. Potential Disposition/Partnership Arrangements
  - d. Timeline for Development
  - e. Questions and Next Steps
- 4. UPDATE OF WEST BROADWAY REDEVELOPMENT ACITVTITIES**
- 5. ADJOURN**

City of Veneta



**City of Veneta, Oregon**

**Development Solicitation  
Request for Proposals**

Highway Lodging & Retail Site  
Tax Lot 600

For More Information Contact:

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(541) 935-2191  
[ringham@ci.veneta.or.us](mailto:ringham@ci.veneta.or.us)

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## I. DEVELOPMENT OPPORTUNITY

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The City of Veneta, Oregon seeks proposals from qualified development teams for the development of an approximately 3.7-acre site adjacent to Highway 126 in Veneta.

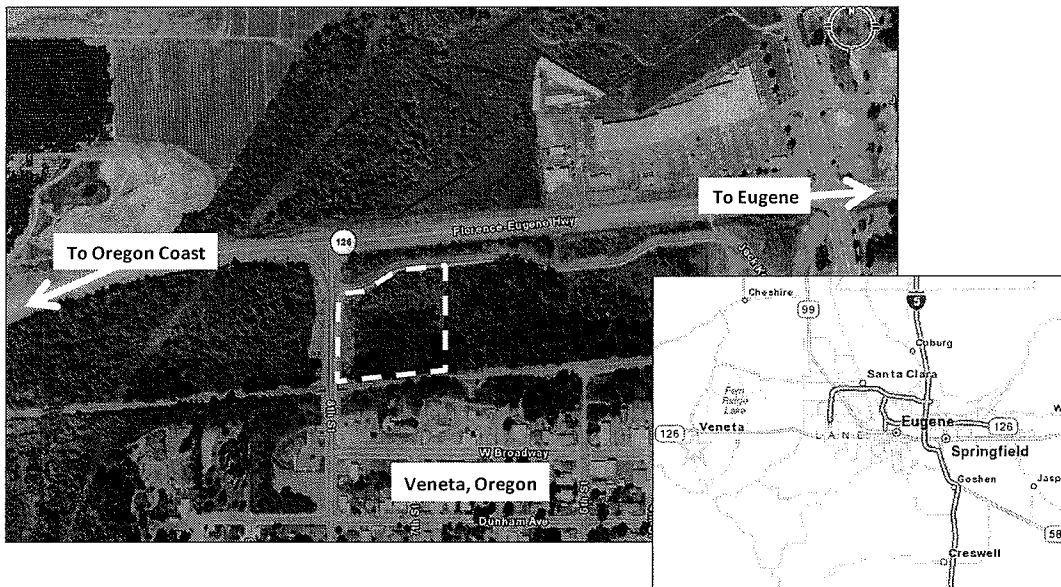
### A. THE SITE

Located near the junction of Highway 126 and 8<sup>th</sup> Street in Veneta, Oregon, this site enjoys excellent highway access and visibility. The well-traveled Florence-Eugene Highway runs from the Eugene/Springfield Metro area to the Oregon Coast.

Veneta is a growing community at the heart of the Fern Ridge Reservoir area, known for its outdoor recreation and wildlife, destination vineyards and the annual events such as the Oregon Country Fair which draws tens of thousands of visitors from around the state and beyond. While surrounded by natural beauty and countryside amenities, the city is less than ten miles from Eugene.

The site, identified as Tax Lot 600, is a total of 3.68 acres. The site is level, currently unimproved, and has access from the Jack Kelly Drive frontage road, which runs parallel to the highway. The site contains limited wetlands, though a variance has already been adopted to allow development. City utilities are at the property line.

The site is currently zoned "Highway Commercial" which allows for a range of retail, commercial service and lodging uses. The City, as owner of the site, is seeking development proposals which include a permanent lodging component, and preferably one or more supportive restaurant or retail uses.



Significant recent planning has been completed in the Downtown Veneta area. The site lies directly adjacent to the Downtown Master Plan Area, which is centered on Broadway Avenue to the south of the site. The site is also included in the local Urban Renewal Area. The City is proactively pursuing the goals of the Downtown Plan, which include both public and private redevelopment.

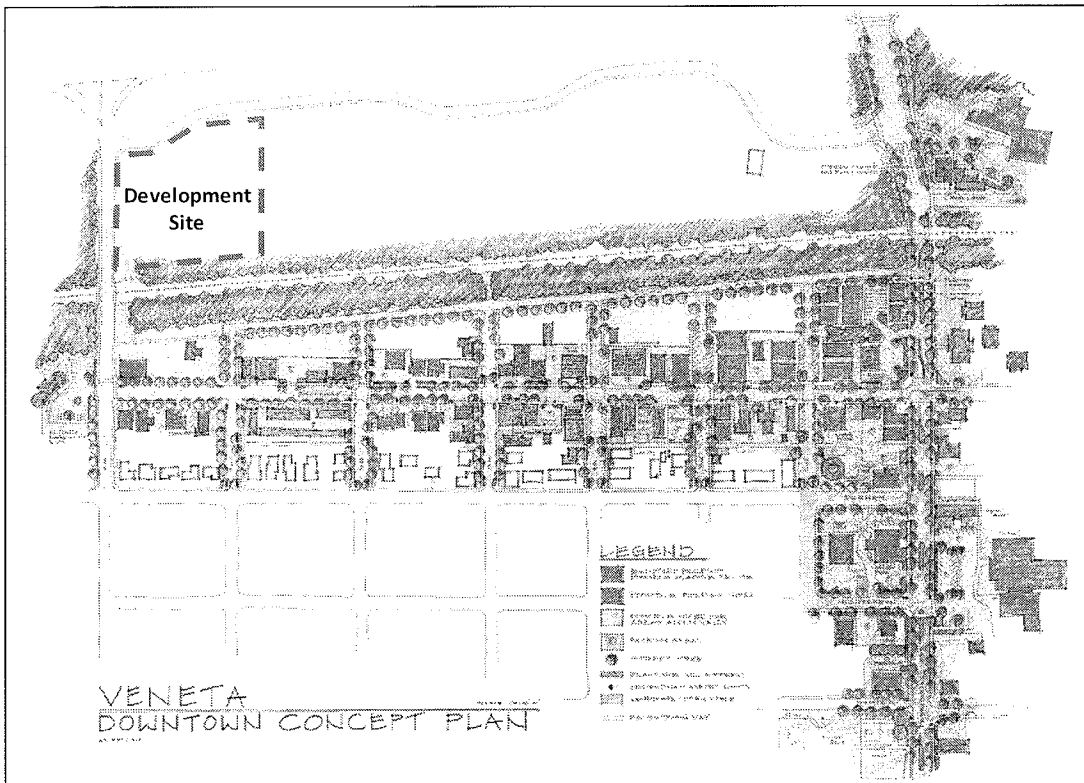
## B. PROJECT OBJECTIVES

The project objectives for this site are consistent with community objectives outlined in the Downtown Master Plan and elsewhere. Specifically, the City is looking for a plan that will:

- Bring a quality lodging use to the area
- Increase the visibility of the City of Veneta
- Serve as an anchor commercial development to the Broadway Corridor
- Provide an example of quality construction and design
- Support the local Urban Renewal Area

The City desires to work in partnership with the Development Team to facilitate development of the subject site to meet these objectives.

### Downtown Veneta Master Plan Area



## **II. SUBMISSION REQUIREMENTS**

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In order to be considered responsive, all proposals 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, introducing the firm(s) involved, and including a statement of financial capacity to undertake the proposed project.

### **Development Program and Design**

Describe how your proposed development will meet the objectives outlined in Section I.b. Address each of these specific items:

- A. Lodging: type/size/rooms/anticipated amenity and pricing level
- B. Supportive Restaurant and/or Retail Space
- C. Parking
- D. Design character and quality standards
- E. Open/green/public space if any

### **Development Team Capability**

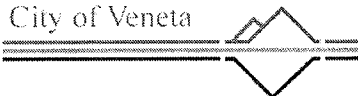
Outline of Development Team, including:

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

### **Proposed Terms**

In this section, provide an overview of the proposed business offer to the City, as well as demonstrate financial feasibility of your project.

- A. Proposed purchase price for the property or alternative ownership structure, as well as terms
- B. Proposed timeline for undertaking and completing the proposed project
- C. Planning-level financial feasibility analysis of proposed project
- D. Anticipated Financing Plan
- E. Public financial assistance requested and its proposed use (if any)
- F. If any public assistance is required, provide a pro-forma income and expense statement for the project



### **III. EVALUATION CRITERIA**

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All compete and responsive proposals will be evaluated by the City. The evaluation will be based on the information submitted as well as any related information that the City 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

#### **Business Deal**

- The feasibility of the proposed business offer and the amount of public assistance necessary, if any, relative to public benefit received and risk assumed.
- The clarity and consistency of the Development Budget, Financing Plan, Proforma and Statement of Financial Capacity.

### **IV. SUBMISSION**

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*TO BE DETERMINED....*

