

South Beach / US 101 Refinement Plan



2.3 Urban Renewal Agency Site on SE 35th St./US 101 - Redevelopment Concepts
September 2021

Development Opportunity: US 101 / SE 35th Street in Newport

Site Vision:

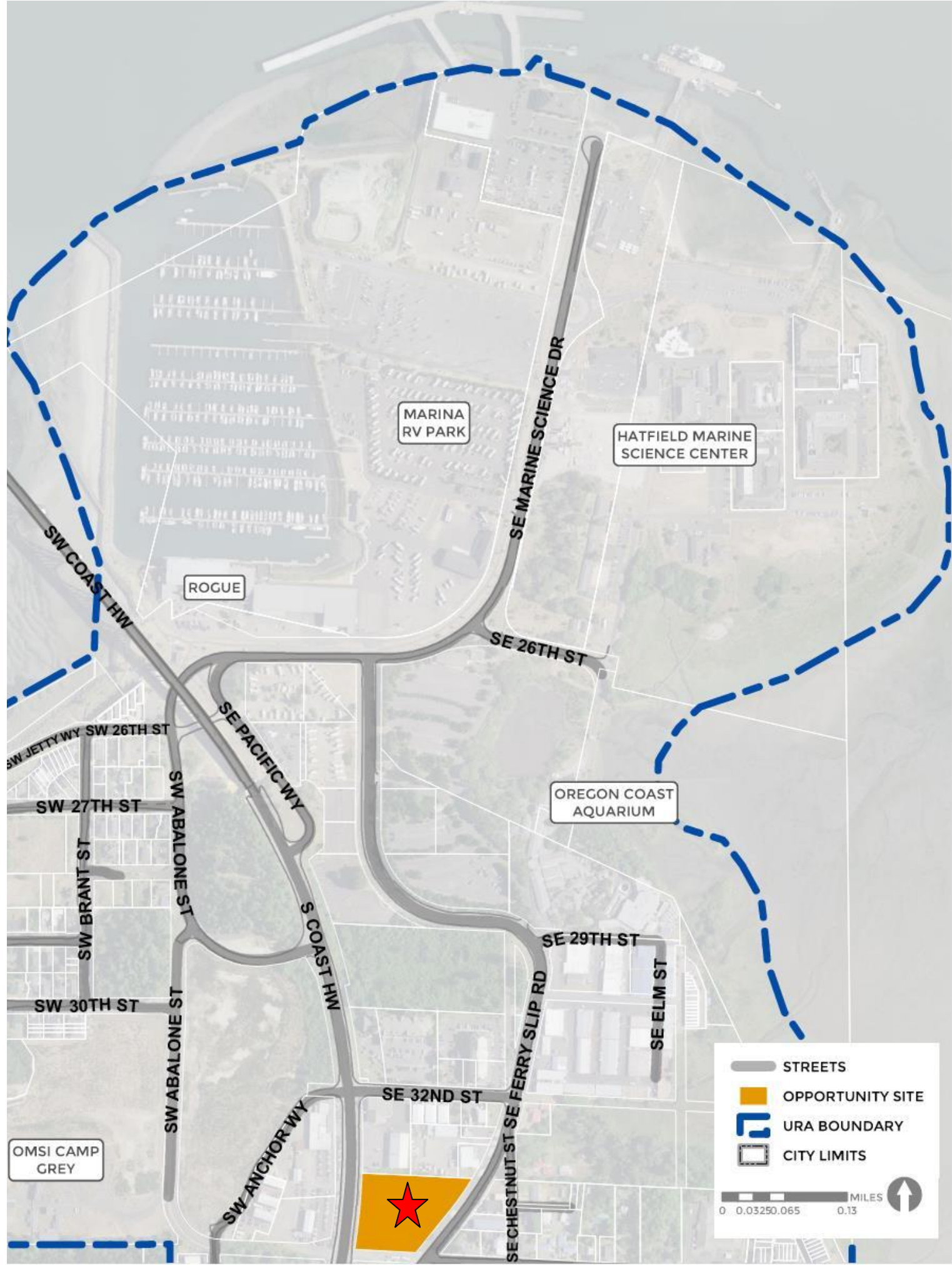
- The 2.3-acre site will become the gateway to South Beach.
- Its visible and central location on US 101 could attract investments in buildings that could house additional services or retail (e.g. specialty grocery, restaurants, shops) as well as a central gathering space for eating and convening of groups to serve South Beach area residents and employees.
- The site will also serve as a key node along South Beach's iconic bicycle and pedestrian loop, which connects all of the key destinations in the area, including the Newport Aquarium, Hatfield Center, South Beach State Park, Rogue's pubs, OMSI's Camp Gray, and Aquarium Village.

Next Steps:

The Urban Renewal Agency intends to:

- Demolish the remaining buildings from the 2.3 acre property using urban renewal funds.
- Make the site available to developers through a competitive RFQ/RFP process in 2022 that identifies key objectives for the site and potential partnership opportunities.





Alt 1: General Merchandiser and Retail

On the 2.3 acre agency-owned site north of 35th, a major tenant like a Bi-Mart style general retailer/grocery, assumed on roughly 75% of site. The rest of the site will fill out with detached additional retail and/or open space with trail amenities.

On the southern parcels, which currently contain Airrow Heating, Columbia Distributing, and Hoover's Pub and Grill, a small retail cluster and single large stand-alone restaurant (new or refresh). The southern parcels are privately-owned and concepts will be influenced by ongoing conversations with the current business and property owners. The site should leverage adjacency to the Ferry Slip gateway site.



New Seasons - Portland, OR



Manzanita, OR



Las Vegas, NV



To Aquarium

**GENERAL
RETAIL / GROCERY
30,000 SF**

OUTDOOR
SEATING

OUTDOOR
GARDEN
RETAIL

PARKING

EXISTING MULTI-USE PATH

BIKE RACKS

PUBLICLY ACCESSIBLE
RESTROOM/DRINKING WATER

SE 35TH

EXISTING MULTI-USE PATH

POTENTIAL MULTI-USE PATH

US 101

PARKING

**SINGLE LARGE
RESTAURANT
6,000 SF**

**SMALL RETAIL
CLUSTER
5,000 SF**

SE FERRY SLIP

**Alternative 1:
General Merchandiser
and Retail**

SOUTH BEACH
GATEWAY AREA

To Wilder/OCCC



0' 50' 100' 200'
1" = 100'

Alt 2: Grocery Plus Microrestaurants

On the agency-owned site, a small/medium grocery with prepared food, deli, and perhaps small counter-service dining. Adjacent to the grocery will be a cluster of food carts with possible structured shelter and partial indoor space, and a micro-restaurant pod with an indoor/outdoor blend.



Tumalo, OR



The Ocean - Portland, OR



COVERED EATING AREA

8-10 FOOD CARTS
5,000 SF

To Aquarium

SMALL GROCERY
6,000 SF

OUTDOOR SEATING

PARKING

SMALL SHELTER FOR AMENITY & INDOOR SEATING
1,500 SF

MICRO RESTAURANT PODS
5,000 SF

EXISTING MULTI-USE PATH

BIKE RACKS

PUBLICLY ACCESSIBLE RESTROOM/DRINKING WATER

SE 35TH

EXISTING MULTI-USE PATH

POTENTIAL MULTI-USE PATH

US 101

EXISTING MULTI-USE PATH

SE FERRY SLIP

Alternative 2:
Grocery Plus
Microrestaurants

SOUTH BEACH GATEWAY AREA

To Wilder/OCCC



0' 50' 100' 200'
1" = 100'

Alt 3: Retail/Service/Microrestaurants

On the agency-owned site, a cluster of smaller retail/service/office uses, such as food carts, offices, coffee shop, retail, small medical (Zoom+Care), and other uses popular in the community survey.

Site should aim to add urban appeal by:

- concealing parking behind and access from Ferry Slip (with just one curb cut on US 101).
- Including open space or park use, assuming the small commercial does not consume 2.3 acres.



Zoom Care



Portland Mercado - Portland, OR



Portland, OR



COVERED EATING AREA

**8-10 FOOD CARTS
5,000 SF**

To Aquarium

**RETAIL W/
SEPARATE PARKING
(ZOOM CARE)
3,000 SF**

**MICRO
RESTAURANT PODS
1,500 SF EACH**

**SMALL RETAIL
1,500 EACH**

**SMALL SHELTER FOR
AMENITY & INDOOR SEATING
1,500 SF**

BIKE RACKS

**PUBLICLY ACCESSIBLE
RESTROOM/DRINKING WATER**

SE 35TH

EXISTING MULTI-USE PATH

**OUTDOOR
SEATING**

**STAND-ALONE
COFFEE SHOP OR
SMALL RESTAURANT
2,000 SF**

POTENTIAL MULTI-USE PATH

US 101

EXISTING MULTI-USE PATH

SE FERRY SLIP

**SOUTH BEACH
GATEWAY AREA**

To Wilder/OCCC

**Alternative 3:
Retail and
Microrestaurants**



0' 50' 100' 200'
1" = 100'

Program Research

Common Square Footage

Stand-alone restaurant	Medium: 3,000 sf Small: 1,500 sf
Attached strip mall commercial - perhaps 6-10 tenant spaces in a single or a few attached clusters	30,000 sf
The Ocean food pod in Portland. NE 24th and Glisan	3,000 sf
Small grocery - like a Green Zebra in Portland	5,500 sf
Medium grocery - like the New Seasons on N Williams and Fremont with building and parking	30,000 sf - building 27,500 sf - parking
Bi-Mart Grocery	28,000 sf 32,000 sf 36,000 sf
Square footage of a food cart pod - perhaps 10-15 carts	6,000 - 9,000 sf
Small medical clinic - like Zoomcare	1,250 - 2,750 sf
Small and medium open spaces, plazas, playgrounds <i>What are some common urban sizes?</i>	https://www.planning.org/pas/reports/report194.htm