Request for Proposals (RFP)

Feasibility Study: Highest and Best Use Analysis for Former Rogue Brewery Building

2320 SE Marine Science Drive, Newport, Oregon

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1. Request for Proposals

The Port of Newport ("Port") invites qualified consulting firms, multidisciplinary teams, or development feasibility specialists to submit proposals to conduct a comprehensive **Highest and Best Use Feasibility Study** for the former Rogue Brewery building located at **2320 SE Marine Science Drive, Newport, Oregon**.

The selected consultant will evaluate the property's physical condition, market opportunities, regulatory constraints, redevelopment potential, and financial feasibility in order to identify and recommend the most viable future use(s) for the facility and site.

The study will provide the Port with a data-driven basis for strategic decision-making regarding the future disposition, redevelopment, adaptive reuse, or long-term utilization of the property.

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2. Background

The former Rogue Brewery building is situated within Newport's South Beach area, adjacent to marine science, commercial, tourism, and coastal resources that contribute significantly to the region's economy. The property represents a strategic asset with potential for a variety of future uses.

The Port seeks an independent, objective analysis to determine the highest and best use of the property, considering:

- Economic viability
- Legal permissibility
- Physical suitability
- Market demand
- Community benefit
- Alignment with Port strategic goals

- Long-term asset value maximization

The Port anticipates using the study results to guide future planning, financial investments, partnership opportunities, and potential redevelopment initiatives.

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3. Project Objective

The objective of this project is to determine the most economically viable, legally permissible, physically possible, and market-supported use of the former Rogue Brewery building.

The study shall:

- Maximize the property's long-term value.
- Evaluate preservation opportunities and adaptive reuse potential.
- Consider redevelopment alternatives.
- Assess community, economic, environmental, and cultural impacts.
- Support informed decision-making regarding future investment and development opportunities.

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4. Scope of Work

The selected consultant shall perform, at a minimum, the following tasks.

Task 1: Property Assessment

Evaluate existing site and building conditions, including:

Building and Site Conditions

- Review existing building condition and overall functionality.
- Assess structural integrity and remaining useful life of major systems.
- Evaluate building layout and suitability for alternative uses.
- Identify deferred maintenance and capital improvement needs.

Historical and Cultural Resources

- Identify any historic, heritage, or preservation designations.

- Evaluate impacts of preservation requirements on redevelopment options.
- Identify opportunities for adaptive reuse.

Infrastructure and Utilities

- Review existing utility services and capacity, including:
    - Water
    - Sewer
    - Electrical
    - Communications
    - Stormwater systems
- Assess transportation access, parking, and circulation.
- Evaluate Americans with Disabilities Act (ADA) accessibility considerations.

Building Code Review

- Identify major code compliance issues.
- Assess implications of current Oregon building and life-safety requirements associated with likely reuse scenarios.

Task 2: Market Analysis

Conduct a market assessment to identify demand and competitive positioning.

Market Conditions

- Analyze local and regional economic trends.
- Evaluate demographic and industry growth patterns.
- Identify key market drivers relevant to potential property uses.

Potential Use Identification

Evaluate potential market demand for uses including, but not limited to:

- Commercial office
- Retail

- Hospitality
- Marine-related industries
- Research and innovation facilities
- Educational uses
- Cultural and community facilities
- Recreational Uses
- Mixed-use development
- Institutional uses

Market Feasibility

For each viable use:

- Estimate market demand.
- Assess competitive supply.
- Estimate absorption rates.
- Identify achievable sales or lease rates.
- Evaluate long-term growth potential.

Task 3: Regulatory and Zoning Review

Review the regulatory framework affecting development and reuse opportunities.

Land Use Analysis

- Review applicable zoning designations.
- Analyze development standards and restrictions.
- Identify permitted, conditional, and prohibited uses.

Entitlements

- Identify potential rezoning, variances, and conditional use processes.
- Estimate feasibility and risks associated with entitlement approvals.

Environmental and Sustainability Considerations

- Review applicable environmental regulations.
- Identify known environmental constraints.
- Consider sustainability and resiliency opportunities.
- Evaluate coastal development considerations, if applicable.

Task 4: Financial Feasibility Analysis

Prepare financial evaluations for all viable alternatives identified.

Cost Analysis

Provide preliminary cost estimates for:

- Building renovation
- Adaptive reuse
- Major rehabilitation
- Partial redevelopment
- Full redevelopment alternatives

Revenue Projections

Develop revenue projections including:

- Lease income
- Operating revenues
- Sales values
- Public-private partnership opportunities, if applicable

Financial Modeling

For each viable alternative:

- Estimate development costs.
- Estimate operating costs.
- Estimate net operating income.
- Analyze return on investment.

- Evaluate payback periods.
- Assess long-term financial performance.

Sensitivity Analysis

Evaluate impacts associated with:

- Construction cost escalation
- Financing assumptions
- Market demand fluctuations
- Revenue variability
- Operating cost changes

Task 5: Risk and Impact Assessment

Assess risks and broader impacts associated with each alternative.

Risk Analysis

Identify and evaluate:

- Financial risks
- Regulatory risks
- Environmental risks
- Operational risks
- Stakeholder and community opposition risks

Community and Economic Impact

Evaluate:

- Job creation potential
- Economic impacts
- Workforce development opportunities
- Tourism and visitor attraction potential
- Community benefits

Cultural and Environmental Impact

Assess:

- Cultural impacts
- Historic preservation opportunities
- Sustainability implications
- Environmental outcomes

Strategic Alignment

Evaluate how each alternative advances and supports the Port's:

- Strategic goals
- Economic development objectives
- Community development priorities
- Long-term asset management strategies

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5. Deliverables

The selected consultant shall provide the following deliverables:

A. Existing Conditions Memorandum

A summary of:

- Property conditions
- Regulatory constraints
- Initial opportunities and challenges

B. Market and Feasibility Analysis Report

Comprehensive evaluation of:

- Market demand
- Potential development scenarios
- Regulatory considerations
- Financial feasibility

C. Comparative Alternatives Analysis

Comparison of viable alternatives including:

- Benefits
- Constraints
- Risks
- Financial performance
- Community impact

D. Final Highest and Best Use Report

The final report shall include:

- Executive summary
- Methodology
- Findings
- Comparative analysis
- Final ranking of development alternatives
- Highest and best use recommendation
- Supporting rationale and data

E. Conceptual Development Plan

For the top recommended option(s):

- Site concept
- Development program
- Implementation considerations
- Phasing opportunities

F. Financial Projections

For top recommended scenarios:

- Preliminary capital costs
- Revenue projections

- Operating assumptions
- Return-on-investment projections
- Funding considerations

G. Economic Impact Summary

Including:

- Job creation estimates
- Revenue generation estimates
- Economic development impacts

H. Presentation

Provide one presentation of findings to the Port Commission and relevant stakeholders, either in person or virtually.

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6. Project Schedule

The anticipated project schedule is as follows:

Milestone	Target Date
RFP Issued	07/29/2026
Mandatory Site Tour	08/10/2026
Proposal Submission Deadline	09/10/2026
Consultant Selection	09/22/2026
Contract Award	09/28/2026
Notice to Proceed	09/28/2026
Project Completion	6-8 Weeks After Notice to Proceed

The Port reserves the right to modify the schedule as necessary.

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7. Proposal Requirements

Proposals shall include the following:

Firm Qualifications

- Firm background and experience.
- Relevant experience conducting highest and best use studies, redevelopment feasibility studies, market analyses, and economic development planning.

Project Team

- Key personnel and roles.
- Resumes of project manager and principal staff.
- Identification of subconsultants.

Project Approach

- Understanding of the project.
- Proposed methodology.
- Description of stakeholder engagement approach.

Relevant Experience

Provide examples of at least three similar projects completed within the last five years.

Project Schedule

Include a detailed work plan and schedule demonstrating completion within the proposed timeframe.

Cost Proposal

Provide:

- Total project cost
- Labor breakdown by task
- Reimbursable expenses
- Optional services, if any

References

Provide three client references for similar projects.

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8. Evaluation Criteria

The Port Executive Director or appointed contact will evaluate each submitted proposal and report to the Port Commission with a recommendation. The Port Commission shall make the final selection and reserves the right to reject any proposal not in compliance with all prescribed public bidding procedures and requirements, and may reject for good cause any or all proposals upon finding that it is in the public interest to do so.

Proposals may be evaluated using the following criteria:

Criteria	**Weight**
Relevant Experience and Qualifications	20%
Project Understanding and Methodology	20%
Qualifications of Project Team	20%
Ability to Meet Schedule	10%
Quality of Previous Similar Projects	10%
Cost Proposal	20%

The Port reserves the right to interview selected firms before making a final selection.

a. Approach and evaluation of the past experience of the individuals who would be performing the work for the Port.

b. The results of reference checks including the ability to meet permit requirements.

c. Responsiveness to proposal specifications and required information.

d. Fee for services performed.

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9. Contract and General Conditions

- The selected consultant will enter into a professional services agreement with the Port.
- The Port reserves the right to reject any or all proposals.
- The Port may request clarification or additional information from proposers.

- All materials submitted become public records subject to Oregon Public Records Law.
- The selected consultant shall maintain all required insurance coverage and licenses.

9.1. Insurance: Upon acceptance, Consultant will provide proof of proper business licensing and registration in Lincoln County, Oregon, and will maintain all required licensing and permits required by Local, State or Federal jurisdictions to perform the services of this agreement. Consultant will provide proof of business liability insurance with a minimum of $2,000,000 liability coverage and maintain required liability insurance at all times for services and their responsible employees while on Port owned property. Consultant will be fully responsible to maintain all employee workmen's compensation insurance as mandated by Local, State and Federal requirements. Consultant shall name the Port of Newport as an Additional Insured and provide a Certificate of Insurance confirming Liability and Workers Compensation with a 30 day Notice of Cancellation, prior to starting any work. Consultant shall pay any and all payroll and withholding taxes and any other sums that is required by Local, State or Federal agencies.

9.2. Prevailing Wages: The Consultant may be required to pay prevailing wage rates, depending upon the final total price of the project, in conformance to ORS 279C.800 thru 279C.870. A current copy of Prevailing Wage Rates for Public Works contracts in Oregon is available from the State of Oregon, Bureau of Labor and Industries.

9.4. Nondiscrimination & Affirmative Action: The Port of Newport is an equal opportunity employer and provider and requires all Proposers to comply with policies and regulations concerning equal opportunity. The Proposer, in the performance of this Agreement, agrees not to discriminate in its employment because of an employee’s or applicant’s race, religion, national origin, ancestry, sex, age, or physical handicap.

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10. Submission Instructions

Proposals shall be submitted electronically in PDF format to:

Port of Newport
Attn: Paula Miranda
Executive Director
pmiranda@portofnewport.com
(541)265-7758

Proposal Due Date: 09/10/2026 at noon

Late submissions may not be considered.

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11. Point of Contact

All communications regarding this RFP shall be directed to:

Same as above

Unauthorized contact with Port Commissioners or staff regarding this solicitation may result in disqualification.

Port of Newport
RFP: Highest and Best Use Feasibility Study
Former Rogue Brewery Building, 2320 SE Marine Science Drive, Newport, Oregon