



APPLICATION(S):	769-23-000083-PLNG – Zoning Map Amendment
MEETING DATE:	February 6, 2024
PUBLIC HEARING:	Yes
Report Date:	February 6, 2024
Applicant:	Roger Mitchell
Owner:	201 N Holladay Lodge LLC
Location:	201 N Holladay Dr., Seaside, OR 97138
Major Street Access:	N. Holladay Dr.
Parcel Number(s) & Size:	6-10-21AA-10300 Approximately .23 Acres
Parcel Zoning:	Medium Density Residential (R-2)
Adjacent Zoning:	Medium Density Residential (R-2), General Commercial (C-3)
Current Use of Parcel:	Former Masonic Lodge
Adjacent Uses:	Single-Family Residential, Commercial Offices, Hotel, Church
Previous Meetings:	None
Previous Approvals:	None
Type of Action:	Legislative
Land Use Authority:	City Council
Planner:	Jeff Flory, Community Development Director

A. Summary:

A zone change request by Roger Mitchell for the property located at 201 N. Holladay Dr. (6-10-21AA-10300). The proposal will rezone the approximate .23-acre property from Medium Density Residential (R-2) to General Commercial (C-3).

Staff Recommendation:

Staff recommends the Planning Commission conduct a public hearing on the application, take public comments, and review and discuss the request. The Planning Commission should consider any public comments, the findings presented in the staff report, and the applicant’s justifications and make a recommendation to the City Council to approve, or deny the applicant’s request.

B. Exhibits:

1. Public Comments

C. Corrections to the Staff Report

Under the Existing Conditions section, the description of the parking lot encompasses the north and east sides of the building, not the north and west sides. Under the Background section in the 1949 revised Sanborn Maps description, the buildings were removed from the east side and not the west side. Under the Comprehensive Plan section, the church described was incorrectly named. The Seaside United Methodist Church neighbors the applicant's property, not the Calvary Church.

D. Written Comments

The applicant submitted several letters in support of the zone change.

1. Ruth Swenson wrote in support of the zone change as an advocate for “preserving Seaside history while creating economic growth.” Ruth states the Lodge's location and significance as a cultural landmark makes it an ideal candidate for the conversion.
2. Kerri Lambert’s letter of support states that in her position as the manager of the Times Theater and Public House she receives numerous phone calls and emails weekly asking to rent the Times for small, private events. Kerri states that they are unable to accommodate 80% of the inquiries at a cost that is feasible for the customer. Kerri believes the Masonic Lodge could fill this void.
3. Taylor Bowyn of Bowyn Entertainment LLC. states that as a caterer and event planner, there are not enough venues and community meeting centers in Seaside. Taylor believes having this event space will benefit many local businesses and will preserve the historical value of the Lodge.
4. The owner of two nearby commercial properties, David Koller, wrote in support of the zone change and believes the residential zoning seems outdated. The unique structure is more suitable for commercial use and the property has never been used residentially.
5. Owner of the Starry Night Inn, Anastasia Corya, states the Lodges use as a residence does not make sense due to its size and design. Anastasia states the building sitting empty is of no use to anyone. The location on Holladay is mainly commercially zoned and the change in zoning of this property would be a benefit to the community.
6. Owners of 749 4th Ave., Dick and Carole Demaret and Matt and Michelle Saruwatari, are in favor of the zone change as the Lodge has “great potential to be a public resource with the proper zoning in place.”
7. Destiny Deras, owner of Chez and The Culinary Concierge, states the zone change would be a boost for the local economy. Destiny states the historic building is currently underutilized and has a great deal of potential for both locals and tourism. Seaside is a town with a rich history and the Masonic Lodge is one of the few remaining buildings that reflects that history. The proposed conversion would allow the historic building to be restored to its former glory and used in a way that benefits the community and small catering and event businesses.
8. Briana Smith states the “Lodge’s strategic location and its significance as a cultural landmark makes it an ideal candidate for this conversion.”
9. Eric Saucedo, of 109 N Holladay, wrote in support of converting the Masonic Lodge to commercial use. The distinctive character is a reminder of the town’s past and a source

of pride for many residents. The development would create new jobs and businesses in the neighborhood and would lead to increased spending at other businesses which benefits the entire community. The proposed conversion would enhance the overall appeal of Seaside and its central location would be a welcome addition to the downtown business district.

10. Terry Bichsel, owner of the Rivertide Suites states the Lodge has a strategic location near the Seaside Civic and Convention Center and is in favor of it being rezoned so it can be converted to event space.

Staff received one letter expressing some concerns.

1. Deborah Vail, Council President of the Seaside United Methodist Church, states they “fully support the applicant’s desire to preserve the historical essence of the landmark.” The church is concerned about the change to commercial zoning and retail businesses and the potential impact that could have if the applicant sells the building due to unforeseen circumstances. The zone change could potentially make the applicant’s property significantly more valuable and a new owner could demolish the building and establish a new business that could irreversibly impact their neighborhood. The church is concerned about the prospect of being exposed to the scents of a restaurant or brew pub and becoming neighbors to a noisy establishment, including a bakery. The Church Council is conflicted in making a definitive proposal to the Commission and is requesting to extend the date of the Commission’s decision so they can gather as a congregation and neighborhood to arrive at a decision.

Staff Note: The Planning Commission does not make the final decision on a zone change, they only make a recommendation to the City Council. The City Council will also hold a public hearing on this matter. Further public comment can be presented to the Council should the Commission recommend approval.

E. Recommendation:

Staff Recommendation:

Staff recommends the Planning Commission conduct a public hearing on the application, take public comments, and review and discuss the request. The Planning Commission should consider any public comments, the findings presented in the staff report, and the applicant’s justifications and make a recommendation to the City Council to approve, or deny the application.

Alternative 1:

The Planning Commission may choose to continue this request and schedule a future, Planning Commission meeting to allow the Commission time to review submitted evidence or to allow the applicant, other affected parties, and the public, additional time to review or submit further evidence, rebuttals, or justifications.

Alternative 2:

The Planning Commission may choose to hold the public hearing and review additional submitted comments or evidence. If new evidence justifies the denial of the applicant’s request, the Planning Commission could move to recommend the denial of this application.

Alternative 3:

The Planning Commission may choose to leave the record open and continue the public hearing to a later date. Unless the applicant waves the 120-day decision timeframe, the Commission will have to schedule a special meeting on February 14, February 15, or February 16, 2024, to conclude this hearing.

The information in this report and the recommendation of staff are not binding on the Planning Commission and may be altered or amended during the public hearing.

Ruth Swenson
118 N Columbia Street
Seaside, Oregon 97138

City of Seaside Planning Commission
989 Broadway
Seaside, Oregon 97138

Subject: Support for Masonic Lodge Zoning Conversion to Commercial

Dear Members of the Planning Commission,

I am writing to express my support for the proposed zoning conversion of the historic Masonic Lodge from residential to commercial use. The Lodge's strategic location and its significance as a cultural landmark make it an ideal candidate for this conversion. As some of you may know, I am a strong proponent of preserving Seaside history while creating economic growth.

The project enjoys broad neighborhood support, reflecting its potential positive impact on the area's development.

Please consider granting approval for this zoning conversion, as it aligns with the vision of progress and community prosperity.

Thank you for your attention to this matter.

Sincerely,

Ruth Swenson

Kerri Lambert
765 4 th Ave
Seaside, OR 97138
Subject: Support for Masonic Lodge Zoning Conversion to Commercial

Dear Members of the Planning Commission,

I am writing to express my support for the proposed zoning conversion of the historic Masonic Lodge from residential to commercial use. The Lodge's strategic location and its significance as a cultural landmark make it an ideal candidate for this conversion. Converting the Lodge to a commercial space will preserve its historical value while promoting economic growth in our community. The project enjoys broad neighborhood support, reflecting its potential positive impact on the area's development. I have lived two blocks from the Masonic Lodge for over four years and would love to see this building used commercially. Given the number of vacant residential properties in this neighborhood, I do not believe converting the Masonic Lodge into a residence would improve our neighborhood.

As the manager of the Times Theatre & Public House I receive numerous phone calls and emails weekly asking to rent the Times for small, private events. We are not able to accommodate 80% of these inquiries at a cost that is feasible for the customer. A moderately sized and dedicated event space would fill the void left between the small conference rooms available at the neighborhood hotels and the size and expense of the Seaside Civic & Convention Center. I also believe that allowing the Masonic Lodge to operate as an event space will help other neighborhood businesses succeed by increasing the foot traffic to the area. The blocks between Holladay and Roosevelt on First and Ocean Way have struggled in this area.

Please consider granting approval for this zoning conversion, as it aligns with the vision of progress and community prosperity.

Thank you for your attention to this matter.
Sincerely,
Kerri Lambert

**BOWYN ENTERTAINMENT LLC
4580 FAIRWAY DR S
GEARHART, OR, 97138**

Issued: 08/24/23



989 Broadway
Seaside, OR 97138]

Subject: Support for Masonic Lodge Zoning Conversion to Commercial

Dear Members of the Planning Commission,

I am writing to express my support for the proposed zoning conversion of the historic Masonic Lodge from residential to commercial use. The Lodge's strategic location and its significance as a cultural landmark make it an ideal candidate for this conversion. In my time spent as an event planner and caterer in the area, I have found that we are in desperate need of more venues and community meeting centers in Seaside. We have a serious need for more development in this area and the ability to provide more venues will benefit many local businesses, including, but not limited to my own.

Converting the Lodge to a commercial space will preserve its historical value while promoting economic growth in our community. The project enjoys broad neighborhood support, reflecting its potential positive impact on the area's development.

Please consider granting approval for this zoning conversion, as it aligns with the vision of progress and community prosperity.

Thank you for your attention to this matter.

Sincerely,
Taylor Bowyn



Taylor Bowyn,
4580 Fairway Dr S
Gearhart, OR 97138

530-205-8814
taylorbowyn@gmail.com

February 6, 2024

Seaside Planning Commission,

I am writing this letter in support of a requested zone change at the property located at 201 S. Holladay. I own two C3 properties on First Avenue (748 and 719) and would welcome the zone change on this particular property. Historically, this property has not been used residentially although it is currently in an R2 zone. The current R2 zone seems outdated.

The current structure is unique and more suited to a commercial use, and the property is adjacent to the existing C3 zone. There is ample parking at this location for most commercial uses so it does not seem like it would put added parking stress on nearby businesses. Hotels and lodging have expanded across the street so it makes sense that we would expand the commercial area to serve additional visitors.

Best Regards,

Dave Koller

To whom it may concern,

I am a small business owner in Seaside, Oregon. I have a small Inn on 1st Ave called the Starry Night Inn. We are part of a small business section of downtown Seaside.

The Masonic Lodge that is located around the corner from us would be a great addition to the business and local economy if it could be used as a commercial space. It does not make sense as a residence with its size and design and when it sits empty, it is of no use to anyone.

The property is on Holiday street and is mainly a commercial zone. Please consider the benefit to the community that a thriving local economy would provide. Please consider changing this property to a commercial use and get it back to its glory days of entertaining the local community.

Thanks for your consideration,
Anastasia Corya

Dick and Carole Demaret and Matt and Michelle Saruwatari
749 4th Ave
Seaside OR 97138

To the City of Seaside.

We are neighbors of the Masonic Hall at 201 N Holladay Drive.

We wholeheartedly endorse this change of zoning from R2 to C3. The Lodge has great potential to be a public resource with the proper zoning in place.

Thank you



To the Seaside Planning Commission,

I am writing to express my support for the proposed conversion of the Masonic Lodge from residential to commercial use. I am a member of the Chamber of Commerce & a small business owner in Seaside, and I believe that this development would be a major boost for the local economy, as well, very beneficial for my business and others alike.

The Masonic Lodge is a historic building that is currently underutilized & has a great deal of potential for both locals and travel/tourism. The proposed conversion would generate new jobs for the community, and it would attract more visitors to the area through the use of it as a venue/hall.

Seaside is a town with a rich history, and the Masonic Lodge is one of the few remaining buildings that reflects this history. The proposed conversion would allow this historic building to be restored to its former glory and used in a way that benefits the community & small catering/event businesses like myself.

In addition to the economic benefits, the proposed conversion of the Masonic Lodge would also help to enhance the overall appeal of the Seaside area. The lodge is located in a central location, and it would be a welcome addition to the downtown business district. It would also be a popular destination for tourists, who would be drawn to its historic charm and its unique character.

I believe that the proposed conversion of the Masonic Lodge is a wise use of this historic property. It would preserve the building's distinctive character, create new jobs and businesses, attract more visitors to Seaside, and help other businesses in the area- mine included. I urge the Planning Commission to approve this proposal.

Sincerely,

Destiny D Deras
Owner of Chez & The Culinary Concierge
destiny@theculinaryconcierge.com
(503) 917-0808

Briana Smith, 872 15th St Astoria, OR, 97103

Subject: Support for Masonic Lodge Zoning Conversion to Commercial

Dear Members of the Planning Commission,

I am writing to express my support for the proposed zoning conversion of the historic Masonic Lodge from residential to commercial use. The Lodge's strategic location and its significance as a cultural landmark makes it an ideal candidate for this conversion.

Converting the Lodge to a commercial space will preserve its historical value while promoting economic growth in our community. The project enjoys broad neighborhood support, reflecting its potential positive impact on the area's development.

Please consider granting approval for this zoning conversion, as it aligns with the vision of progress and community prosperity.

Thank you for your attention to this matter.

Sincerely,
Briana Smith

Eric Saucedo 109 N Holladay Seaside, OR, 97138

02/05/2024

To Whom It May Concern,

I am writing to express my support for the proposed conversion of the Masonic Lodge at 123 Main Street to commercial use. I am a resident of Seaside for over 30 years, and I have seen the neighborhood evolve over time. The Masonic Lodge is a beautiful building with a rich history, and I believe that it has the potential to be a valuable asset to the community.

The Masonic Lodge is one of the few buildings in Seaside that still retains its distinctive character. It is a reminder of the town's past, and it is a source of pride for many residents. The proposed conversion would allow the building to be restored to its former glory and used in a way that benefits the entire community.

This development would create new jobs and businesses in the neighborhood, and it would also attract more visitors to the area. This would lead to increased spending at local businesses, which would benefit the entire community.

In addition to the economic benefits, the proposed conversion of the Masonic Lodge would also help to enhance the overall appeal of the Seaside area. The lodge is located in a central location, and it would be a welcome addition to the downtown business district. It would also be a popular destination for tourists, who would be drawn to its historic charm and its unique character.

I believe that the proposed conversion of the Masonic Lodge is a wise use of this historic property. It would preserve the building's distinctive character, create new jobs and businesses, and attract more visitors to Seaside. I urge the Planning Commission to approve this proposal.

Sincerely,

Eric Saucedo

Rivertide Suites

Rivertide Suites
102 N Holladay Drive, Seaside, OR 97138

August 16, 2023

Seaside Planning Commission

989 Broadway

Seaside OR 97138

Re: Conversion of the Masonic Lodge Zoning to Commercial

Dear Planning Commission;

My name is Terry Bichsel and I am writing in support of the conversion of the Masonic Lodge (located on Holladay Drive) to Commercial Zone allowing it to be converted into event space.

The Lodge has a strategic location near the Seaside Civic and Convention Center and most of the City's major hotel rooms, downtown retail and area restaurants. It is a cultural landmark making it ideal for a re-investment. Its historic value will be preserved allowing for outside visitors and locals within the community to enjoy its historic nature.

As owner of the Rivertide Suites Hotel for the last 16 years (and previous of the Best Western Plus Ocean View Resort for the last 20 years) I can attest that the conversion of this building to event space would promote the kind of growth consistent with the City of Seaside's charter.

Please consider approving this conversion.

Thank you for your consideration as well as your service to our community.

Kindest regards,



Terrance J, Bichsel

Owner-Rivertide Suites Hotel

102 N. Holladay Drive

Seaside OR 97138

February 4, 2024

Seaside United Methodist Church
211 N Holladay Drive
Seaside, OR 97138

City of Seaside Planning Commission
City of Seaside
989 Broadway
Seaside, OR 97138

Dear Planning Commission,

We are writing to express our concerns about the proposed changes to the zoning of a portion of our historic block, which holds immense historical significance for our community.

First and foremost, we fully support the applicant's desire to preserve the historical essence of the landmark. The meeting hall has served as an important space for community gatherings since 1921, and we believe it can continue to do so. The applicant has made it clear his intention is to re-create Evergreen Lodge as a community space that complements neighboring venues and provides overflow event space for our city's local events, a sentiment we wholeheartedly support.

However, we are concerned about the proposed change to commercial zoning and retail business, which feels misaligned with the residential character of our neighborhood. Despite its proximity to the downtown core, this area has been consistently zoned R2, a fact well-documented in the staff report. It's perplexing to both the author of the report and to us as readers why the meeting hall has never been reclassified as C3, especially given the numerous opportunities to do so over the years. This situation suggests that planners might have intentionally preserved the residential zoning to protect the neighborhood's ambiance. The historical significance of the Seaside United Methodist Church (misnamed the Calvary Church in the staff report), established in 1899, and its neighbor, Evergreen Lodge, established in 1921, likely contributed positively to the local neighborhood. Their close proximity to residences, reinforces the belief that planners deliberately intended to have this remain R2 to maintain its residential character. It appears that planners did not envision carving out this particular corner lot for commercial use, as proposed in the current application.

What if the applicant discovers that remodeling is financially unfeasible and decides to either sell the land or demolish the building? There is a substantial amount of land available on this lot, 10,000 square feet, which would now be suitable for accommodating a large retail space. And, while we appreciate the good intentions of the applicant, we acknowledge that unforeseen circumstances can arise. Allowing a zoning change could potentially make the applicant's property significantly more valuable. The commercial property's proximity to the downtown core would be highly valuable to a developer if the applicant were to market his property. There is a concern that a new owner may not share the same positive intentions, leading to the demolition of the building and the establishment of a new business, which could irreversibly impact our neighborhood. We are especially concerned about the prospect of being exposed to the scents of a restaurant or brew pub and becoming neighbors to a noisy establishment, including even a bakery. The odors emanating from these businesses could significantly impact our church's worship and fellowship services and our neighbors.

The applicant has indicated he has made an agreement with our church to share the parking lot for overflow parking. We strive to be good neighbors and have willingly agreed, under specific terms and times, to share our parking lot. We currently share it with the AA house next door and the funeral home across the street. However, if a retail business is permitted, we anticipate challenges in maintaining this arrangement, as it would be difficult to regulate parking lot usage during business hours. Our elderly church members heavily rely on the parking spaces we provide and their proximity to the church entrance.

During his presentation to our church council, the applicant presented the idea of reopening the hall as a meeting place. Upon reviewing the application and staff report, it appears that the applicant has changed his mind. It seems the applicant has various ideas for the building's development. This is concerning to our church council as his presentation was different than what is being presented here.

Members of the Commission, we are not planners and are challenged in understanding the impacts of this rezoning application and long-term effects on the neighborhood and the Seaside United Methodist church. This letter states some of our concerns, but our Church Council is conflicted in making a definitive proposal to the Commission at this time. May we request that you extend the date of the Commission's decision so we might gather as a congregation and neighborhood to arrive at a collective decision? Our goal is to present our findings at the next Planning Commission meeting.

Thank you for your time and consideration.

Respectfully,

A handwritten signature in cursive script that reads "Deborah L. Vail". The signature is written in dark ink and is positioned to the right of the typed name.

Deborah Vail
Council President
Seaside United Methodist Church