



**Request for Expressions  
of Interest**  
*for*  
**Redevelopment Site**  
*in*  
***Florence, Oregon***

**Issued July 1, 2020**

*by*

**Florence Urban Renewal Agency**

**DEADLINE FOR FIRST REVIEW:**

**Friday, August 14, 2020**

**at 12:00 p.m.**

**FURA**

**FLORENCE URBAN  
RENEWAL AGENCY**

**OREGON**

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**For more information on the property, or quick links to references in this document,  
please visit the project page at:**

**<https://www.ci.florence.or.us/urbanrenewal/quince-street-request-expressions-interest>**

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# **Welcome to Florence!**

## **We hope you love it here as much as we do.**

My home of Florence, Oregon is a community with an estimated population of 8,850 people within the City limits and a regional population of approximately 17,000. It is set at the halfway point of the 363-mile Oregon Coast. Florence is nestled in the peninsula formed by the Siuslaw River, amidst a chain of freshwater lakes. Within the Siuslaw National Forest, Florence is the northern entry to the Oregon Dunes National Recreation Area. Known for its natural beauty and rich history, Florence is now a bustling community that attracts close to one million visitors each year.

Established in 2007, the Florence Urban Renewal Agency's vision is to revitalize the Downtown area as the primary cultural, tourist, commercial, and community core to serve all of Florence's citizens and visitors, while encouraging continuing growth, development, and enhancement consistent with Florence's small-town ambiance and character.

As the chairperson of the Florence Urban Renewal Agency, I am proud to be leading the project to revitalize and develop the Quince Street property offered in this Request for Expressions of Interest. We know that this project will serve as a cornerstone of the Florence Urban Renewal Area and the community as a whole.

**Bill Meyer, Chairperson**  
**Florence Urban Renewal Agency (FURA)**



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# Quince Street Site Map



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# Introduction

The Florence Urban Renewal Agency seeks expressions of interest from creative, experienced development teams to redevelop a 13.4-acre site located within the City of Florence, owned by the Florence Urban Renewal Agency. *(For a quick overview of the site, please view the 1 ½ minute site video at <https://vimeo.com/340742193>.)*

The Agency seeks expressions of interest to develop the property in a manner that provides Florence with anchor businesses that inspire additional growth and development. We are looking for developers with the talent and expertise to take advantage of the unique location and visibility of the site. Business partners are sought who will deliver a development that will draw visitors and residents to the Florence region and to inspire pride among Florence citizens. In short, the Agency is seeking developers who want to make an investment in an up-and-coming City along the Oregon Coast.

Incorporated in 1893, Florence is a scenic seaside community at the confluence of the Siuslaw River and the Pacific Ocean. The City is located along the Pacific Coast Scenic Byway (Highway 101), only one-hour west of Eugene, and is served by a marina and boasts its own airport.

Florence is a dynamic city that strives to live up to its tagline of ‘A City in Motion.’ Over the past few years, the City has completed over 10 million dollars in capital improvements, including streetscape improvements to Florence’s Highway 101 and 126 corridors known as ReVision Florence, utility extensions along Highway 126 and Highway 101, improvements to the City’s recreation amenities, and many other improvements.



The City has grown at a modest pace since 2000, an average of 0.8% annually, to a population of 8,850 (as of July 1, 2019). The regional population base that depends on Florence as their regional service center is approximately 17,000. With tourism, population numbers can swell to 40,000 or more with many tourists to the City’s hotels and campgrounds and many more daytime visitors.

Only three hours from Portland, an hour from Eugene, and only minutes away from the Oregon Dunes National Recreation Area, Florence is a popular tourist destination. Home

to a Historic Old Town district, Florence developed from its roots as a charming 1900s fishing village built along the Siuslaw River. The district offers lovely scenery, unique shopping, and a variety of high-quality dining experiences. Quaint-but-never-commercial shops, breathtaking galleries, and a picturesque marina are blended with lovely parks along the river, where you can sip a cup of coffee or have a cool drink at riverside tables.

Along the Siuslaw waterfront, the Port of Siuslaw has built a boardwalk bordering its updated and expanded marina providing up-to-date amenities for commercial and recreational users. The Siuslaw River Bridge, which connects Highway 101, across the Siuslaw River, is visible from much of Old Town. The iconic Siuslaw River Bridge, designed by Conde B. McCullough, was completed in March of 1936 as part of the Coast Bridge Project. In March of 2019, the Oregon Department of Transportation completed a three-year major refurbishment of the Bridge that included seismic upgrades and cathodic protection.



The Florence area is rich with outdoor pursuits. Beaches, parks, hiking trails, lakes, and creeks are found throughout this premier coastal community. The City has two golf courses, the world’s first ever sand board park, and is located minutes away from the Oregon Dunes National Recreation Area. Within the Siuslaw National Forest, the dunes are the largest coastal sand dunes in North America.

**COVID-19 and Florence:**

The Florence Urban Renewal Agency acknowledges the implications of the COVID-19 crisis on the hotel and tourism industries and understand the implications of the pandemic on this important industry for the Oregon Coast. The recently released visitor economic impact numbers ([Oregon Travel Impacts Dean Runyan Report](#)) show that the travel and tourism industry in Western Lane County generated \$146.1 million in 2019, a 2.2% increase over the previous year. Over the last decade, travel and tourism sector jobs increased by 2.7% on average annually, with wages increasing 6.5% annually. Up until mid-March of 2020, Western Lane County was on track for a tenth consecutive year of growth in hotel revenues County wide, which was up 5.19%.

Since the State of Oregon’s Stay Home, Save Lives executive order began in March, the City of Florence has taken strides to implement recovery initiatives to support its local businesses, particularly those who cater to travel and tourism. Florence, through its partnership with Travel Lane County and the Florence Area Chamber of Commerce, has seen its web research numbers increase since April 2020, as customers consider and plan their upcoming post COVID-19 trips. Thus, the Florence Urban Renewal Agency and the City of Florence anticipates tourism markets to rebound, particularly those looking for safe places to travel and explore in their backyards, and we anticipate a strong market for additional hotel rooms over the development timeline of the Quince Street opportunity.

# Recreational & Cultural Opportunities

The Florence Area is popular as a diverse and rich playground destination, where green forests meet the ocean's edge. Florence is situated amid the Oregon Dunes and Siltcoos Recreation Areas, and close to major Oregon Coast attractions, such as the Sea Lion Caves, Heceta Head Lighthouse, Oregon Coast Aquarium, casinos, and outlet malls.



Florence's location provides convenient access to a number of popular state parks and recreational areas, including the Oregon Dunes National Recreation Area, Neptune State Park, Devil's Elbow State Park, Washburne State Park, and Honeyman State Park.

## **Fishing:**

Florence fishing is year-round, with the Pacific Ocean, Siuslaw River, 17 freshwater lakes, and 75 creeks in the area. Some of the best trout and bass fishing in the state can be found in the area's

freshwater lakes. Salmon, trout, shad, large-mouth bass, catfish, perch, sturgeon, blueback, and steelhead pack the waters of the Siuslaw.

Florence's coastal proximity also makes it a perfect jumping-off point for deep-sea fishing adventures, where one can charter a fishing vessel in town and voyage to some of the best deep-sea fishing spots on the mighty Pacific. Seasonal Coho salmon, Chinook, halibut, and surf perch are caught by the thousands every year off the coast. Bottom fishing is also popular throughout the year.

Crabbing and clamming is also popular activities for all, and require much less skill and knowledge. Both options are widely available in the Florence region along the Pacific Coastal beaches.

## **Water Sports:**

The Florence area has many outstanding opportunities for watersports, including:

*Swimming and Boating Areas:* The Florence area boasts 75 creeks and rivers into the Pacific Ocean in approximately 30 miles of beach-covered coastline. Several lakes are ideal places to bring families, such as Cleawox Lake and Buck Lake, where the sand dunes cascade right into the water.



*Scuba Diving:* Scuba Diving is common off the south jetty dock, the north jetty fish ladder, or into the opening of the Siuslaw River. Woahink Lake provides an underwater park. Outlets in Florence can supply any gear needed.

*Wind Surfing:* Florence offers wind surfing opportunities, with its many fresh water lakes and the Siuslaw River. The lakes offer a calm, safe space for beginners to learn, while those with experience are often seen during the summer on the South Jetty jumping waves and impressing all those on land.

**Golf:**

Florence is home to two 18-hole golf courses, while also being relatively close to the world-famous Bandon Dunes Golf Resort in Bandon, Oregon.



Florence Golf Links (formally Sandpines Golf Links) was designed by Rees Jones and features wooded holes, evoking comparisons to Pinehurst and links holes reminiscent of the Monterey Peninsula, with the “crescendo” played around the great central lake. Florence Golf Links was voted “Best New Public Course in America” by Golf Digest in 1993, voted #1 in Golf Digest’s 1996/1997 “America’s Top Affordable Courses,” and voted one of the “Top 5 Courses to Play in Oregon” in 1996.

Ocean Dunes Golf Links was design by William G. Robinson, with a par of 70 and a slope of 124. Ocean Dunes offers links style pot bunkers, a double green, sand dunes, beach grass, and beautiful views. Complete with a clubhouse with snack bar, 18 fun and exciting holes, carts available for rental, and a vista of dunes, mountains and forests, Ocean Dunes Golf Links makes a perfect site for family and company gatherings.

**Oregon Dunes National Recreation Area:**

Forty-plus miles of the central Oregon coast, stretching from Florence south to Coos Bay, are home to the Oregon Dunes National Recreation Area. Here, sand dunes hundreds of feet high provide a habitat for forests, river, wetlands, and wildlife. Recreational opportunities abound for hikers, nature-lovers, photographers, and off-road vehicle enthusiasts. The National Recreation Area includes numerous campgrounds, hiking trails, boat launch sites, and picnicking areas. Outlets in Florence are available to rent Off-Road Vehicles and sandboards, as well as give tours of the dunes.



### **Historic Old Town:**

Historic Old Town Florence is located on the waterfront below Highway 101's Siuslaw River Bridge. Bay Street runs the length of Historic Old Town Florence and offers glimpses into the past with historic buildings, open spaces, and friendly faces. This hidden gem is a popular place to spend time exploring art galleries, antique stores, gift and specialty shops, wine tasting, and the many unique local restaurants serving regional food and wines. Florence's Old Town is also the hub for the local arts community, finding home to over eight different art galleries, including Backstreet Gallery, a local artist co-op, and Florence's Regional Art Alliance, which hosts monthly art classes for adults and youth, as well as art shows for local and regional artists. Old Town is also home to a significant collection of public art, including Art Exposed, an outdoor rotating public art gallery where the pieces sold go towards future acquisitions to the public art collection.



### **Heceta Head Lighthouse:**

North of Florence lies the Heceta Head Lighthouse. Managed by Oregon State Parks, this Heceta Head Lighthouse is surrounded by trails that lead beyond the lighthouse and the lighthouse-keeper's house to a series of paths that provide spectacular views of both the rugged seacoast and its wild inhabitants. Heceta Head Lighthouse is famous for being one of the most photographed lighthouses in the United States.



### **Sea Lion Caves:**

Located 11 miles north of Florence, Sea Lion Caves is the world's largest sea cave. Formation of the cavern began about 25 million years ago. It now soars to the height of a 12-story building and stretches the length of a football field. Care is taken not to disturb the natural habitat of the wild animals that dwell there. Sea lions gather in this natural amphitheater, usually during the fall and winter. In spring and summer, they breed and have their young on rock ledges just outside of the cave.

### **Florence Municipal Airport:**

The Florence Municipal Airport (FAA LID: 6S2) is located at 2001 Airport Way and situated right in the heart of Florence. The Airport features a 3,000-foot paved and lighted runway and self-serve fuel which is available 24 hours, 7 days a week. A courtesy car and bicycles are available for pilots who fly in and want to explore Florence.



## **Florence Events Center:**

The Florence Events Center is a 21,000 sq. ft. conference and performance center owned and operated by the City of Florence. The facility accommodates everything from a simple board meeting to a Broadway-style theatre production.



The Florence Events Center space includes:

- a full commercial kitchen including on-site catering,
- a 455-seat theater,
- 6,000 sq. ft. of meeting space covering 5 flat floor rooms with moveable walls and multiple configurations.

In 2019, the property held 399 events over 255 days covering multiple festivals, conferences, and twelve overnight events. The overnight events hosted in 2019 drew in over 5,000 people. In 2018, the property held 427 events over 280 days.



In 2016, the City of Florence purchased the property directly to the north of the Florence Events Center with the eventual plans to expand the center to allow for more conference and meeting space.

More information can be found at the Florence Events Center website at [www.eventcenter.org](http://www.eventcenter.org).

## **Examples of Events Held in 2019 at the Florence Events Center:**

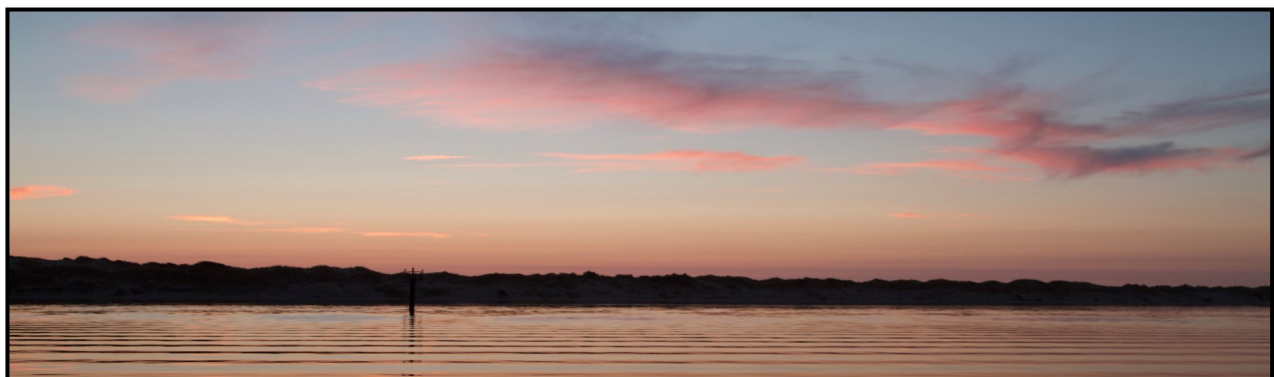
- ◆ Winter Music Festival  
*1,413 Attendees*
- ◆ FlorenceFest (Regional Wine, Art, and Jazz Show)  
*687 Attendees*
- ◆ Home & Garden Show  
*2,350 Attendees*
- ◆ Florence Festival of Books  
*302 Attendees*



# Property Information

(For a visual overview of the site, please view the 1 ½ minute site video at <https://vimeo.com/340742193>)

<b>Owner</b>	Florence Urban Renewal Agency
<b>Location Brief</b>	<p>Located at the entrance to Florence along Highway 126, near the corner of Highway 101 and Quince Street. The property consists of two tax lots</p> <ul style="list-style-type: none"> <li>• Taxlot 18-12-26-33-00900</li> <li>• Taxlot 18-12-26-33-00901</li> </ul>
<b>Size</b>	<p>Total Site = 584,134 square feet (13.41 acres)</p> <ul style="list-style-type: none"> <li>• TL 901 - 276,600 sq footage – 6.35 acres</li> <li>• TL 900 – 307,534 sq foot – 7.06 acres</li> </ul>
<b>Zoning Brief</b>	<p>Base zoning (both taxlots) = Old Town Area C.</p> <ul style="list-style-type: none"> <li>• The base zoning district is intended for mixed uses which provide a range of housing and hospitality options around the Florence Events Center that take advantage of the surrounding natural features and views of the river.</li> <li>• The majority of TL 900 and the eastern fringe of TL 901 (Approximately 336,598 sq. ft. or 7.73 acres) is within the Natural Resource Conservation Shoreland Management Unit designating the need for additional review (<i>generally Type II staff approval</i>) to ensure the use will not adversely affect the aesthetic and biological characteristics of the area and that waters are protected from pollution.</li> <li>• The eastern, estuarine portion (below mean high-tide – approximately 59,719 sq. ft. or 1.37 acres) is zoned Natural Estuary and set aside for protection of significant fish and wildlife habitats with limited to no development ability.</li> </ul> <p>For more information on zoning, check out the zoning property information memo at the project website: <a href="https://www.ci.florence.or.us/urbanrenewal/quince-street-request-expressions-interest">https://www.ci.florence.or.us/urbanrenewal/quince-street-request-expressions-interest</a></p>



## Description:

The parcel is vacant and the former site of the Siuslaw Middle School facility, which was deconstructed in 2008. At that time, the site received design review approval for a 120-unit time share resort project applied for by Wyndham Vacation Ownership (Resolution PC 08 15 DR 04). The Wyndham design rendering from 2008 is pictured to the right.



The site is currently accessed off of Quince Street directly across from the Florence Events Center. The property overlooks the Siuslaw Estuary and is an approximate 5-minute walk (0.3 miles) from the Port of Siuslaw Marina and Boardwalk, and Florence's Historic Old Town district with its shops and dining opportunities.

The western most parcel (TL 901) is generally free of vegetation, except for the north eastern and southwestern corners. The eastern most parcel (TL 900) contains the portion of the site where the property slopes into the Siuslaw River Estuary. At this point the property becomes thickly wooded, steeply sloping into the Siuslaw estuary.

## Zoning Quick Facts:

- Maximum building height is four stories or 55 feet.
- Front setbacks are 15 feet; side and rear setbacks are five feet (zero lot line side spacing is possible).
- Minimum parking requirements are determined by use.
  - *For lodging, one space per hotel unit, plus spaces required for ancillary uses*
- More Information can be found in zoning memo at the project website.

## Development Concepts:



The Urban Renewal Agency's goal is for the site to be developed for a 90+ room hotel, or other similar sized lodging facility, with a preference for a 100+ room facility. The intent is for the hotel to serve as an anchor for the site, as well as a complement to the Florence Events Center.

In addition to a lodging development, ancillary developments would also be considered for the site, including any of the following mixed-use developments:

- Food and beverage uses complimentary to the lodging use, including, but not limited to, restaurant, brewery, coffee, quick service, or other similar development.



- Other residential facilities or mixed-use with particular focus on efforts to promote higher-density workforce housing, including, but not limited to:
  - ⇒ Townhomes
  - ⇒ Condominiums
  - ⇒ Cottage Cluster Housing
  - ⇒ Live-Above Mixed-Use Units



The uses listed above are the Agency’s development goals for the site, but they will consider all proposals for development opportunities. In addition, although the primary goal is to achieve a viable lodging facility proposal

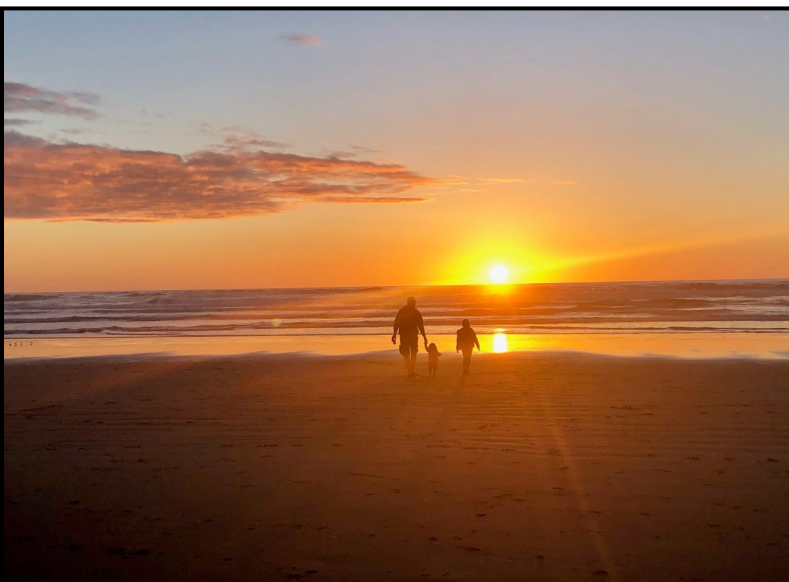
as an anchor business for the site, the Agency will consider the opportunity to select more than one proposal, or a proposal different than a lodging facility, should it be warranted and/or the uses be compatible. However, all proposed developments should be for-profit enterprises subject to property tax.

**Infrastructure:**

The Florence Urban Renewal Agency completed a series of infrastructure improvements in 2012 and 2013 that improved water, wastewater, and stormwater management in the area. A 16-inch water main extends from Hwy 126 south along Quince Street to the intersection of 2<sup>nd</sup> Street and Kingwood Street. A 12-inch water main was extended from the new 16-inch water main to the east side of Quince Street, just north of 6<sup>th</sup> Street. The 12-inch water main is capable of delivering over 3,500 gallons per minute under fire flow conditions.

Recent projects installed new sanitary sewer line on Quince Street from just north of 6<sup>th</sup> Street to Harbor Street. A 6-inch sewer service lateral was stubbed to the property at approximately 6<sup>th</sup> Street. Additionally, an 8-inch sewer line extends across Quince Street within the 8<sup>th</sup> Street right-of-way that is available to provide service to properties east of Quince Street.

The infrastructure improvements within this area of Quince Street (from Hwy 126 to 2<sup>nd</sup> and Harbor) included the reconstruction of the street section.



**Siuslaw Estuary Trail:**

The City is currently in the process of developing the Siuslaw Estuary Trail with the ultimate goal to connect the Boardwalk in Florence’s Historic Old Town to the south end of the Munsel Creek Bike Path along Hwy 126. The City has identified and budgeted funding in the 2019-2021 biennium to complete engineering, design, and construction of the first phase of the Siuslaw Estuary Trail.

The most recent proposed design includes a trail along the estuary with access points from the site. The City is currently in the process of performing survey work along the Siuslaw Estuary Trail to determine the final location for the first phase of the path. When complete, the trail will allow for an off-street option for residents and visitors to the Quince Street property site to traverse into the Old Town area and enjoy the Siuslaw River Estuary.

The Florence Urban Renewal Agency intends to negotiate with the selected team(s) to integrate the design of the Siuslaw Estuary Trail with the proposed site development to ensure a quality amenity for both the site and the community at large.

**ReVision Florence Streetscape Improvements:**

The Florence Urban Renewal Agency, in partnership with the Oregon Department of Transportation, the City of Florence, and Lane County, have completed streetscape improvements to the Highway 101 and Highway 126 corridors known as ReVision Florence. The project extends along Highway 101 between the Siuslaw River Bridge and Highway 126, and east along Highway 126 to Spruce Street. The project includes the following highway beautification and safety elements:



- Sidewalks & Bike Lanes
- Defined Parking
- Landscaping & Plazas
- ADA Improvements
- Street & Pedestrian Lighting
- Undergrounding Utilities
- Visual Clues to Slow Down Traffic
- Repaving Highway 101 from Siuslaw River Bridge to Highway 126 junction

A key component of the ReVision below above will be constructed at Maple Street on Highway 101. The gateway will include signage, public art, landscaping, and pedestrian amenities. Construction of this monument is currently underway with completion scheduled for Summer 2020. An additional monument is proposed for the intersection of Hwy 126 and Quince Street, within one block of the project site, with final monument design to be determined in the future.



# Development Offering Overview

## Development of the Property:

The property to be developed was acquired in 2018 by the Florence Urban Renewal Agency as an opportunity to gain control of the property and its development opportunities. The goal of ownership and eventual development of the site is to make the property available for development of a 90+ room hotel, or other similar lodging facility, with opportunities for ancillary developments for mixed-use commercial/residential or straight residential developments.

The Florence Urban Renewal Agency seeks to negotiate a sale or ground lease of the property with a party interested in developing the site for that purpose in order to increase property values and transient room tax revenue for the City of Florence and the Florence Urban Renewal Agency, and support the activities of the Florence Events Center.

The property is owned outright by the Agency. A summary of the property, along with observations about the Agency's objectives, are provided beginning on page 15.

## Development Offering Overview:



This offering is intended to be flexible. The Florence Urban Renewal Agency is not seeking detailed proposals or architectural plans for the site, although it will not reject any specific proposals that developers or others may seek to put forward. Rather, the Agency seeks expressions of interest from developers, business owners, or others who have a compelling vision for the site, including preliminary thoughts about programming, phasing, and deal structures. The expressions of interest will need to demonstrate the capacity and experience to deliver on that vision.

The Agency's primary objective of this opportunity is to achieve a lodging facility on the site. Should a submittal for a suitable lodging facility be obtained through this request for expressions of interest, the agency would consider other alternatives uses for the site including mixed use developments, attractions, residential, retail and / or office. The agency would welcome a variety of options regarding phasing of development where applicable. Submitted responses can be for the entire site, for a specific portion of the site, or for a general desire to work with the agency on development. The Agency also welcomes responses to this Request for Expressions of Interest.

The Florence Urban Renewal Agency and the City of Florence have identified a variety of measures they will consider to assist in the feasibility of the project, depending on the developer's responsiveness to the Agency's objectives (see page 21 for more information).

As a summary, the Agency seeks teams that can demonstrate the capacity to deliver projects that best fulfill the goals expressed in the selection criteria.

This RFEI sets forth the Agency's intentions for the site, including the selection criteria, selection process, and other information and requirements. Once the Agency has selected preferred teams, the Agency intends to enter into exclusive negotiations with those teams, with the intention of initiating at least the first phase of development for the properties as early as late 2020. Others may require longer periods of due diligence.

**The deadline for first review of this RFEI is Friday, August 14, 2020 at 12:00 p.m. PST.**

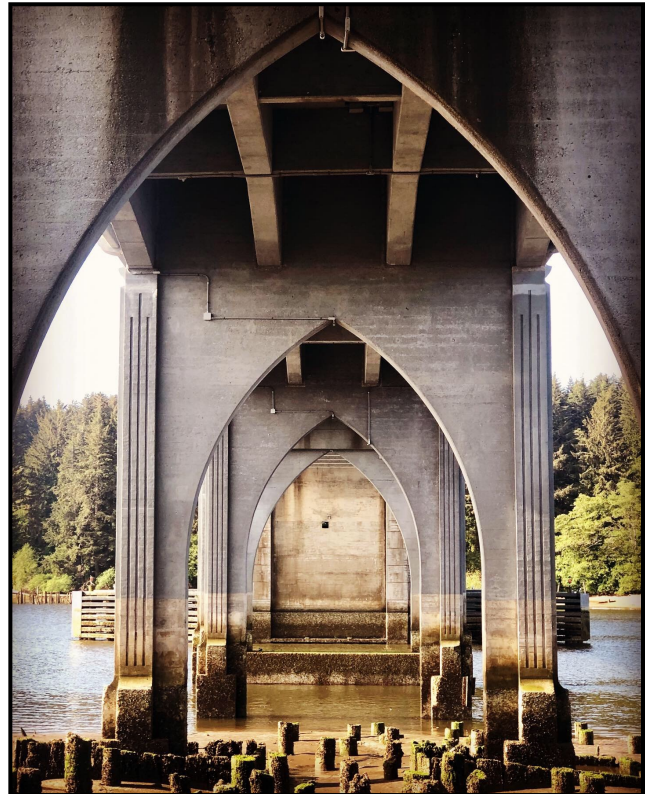
**Responses should be addressed to:**

Kelli Weese, City Recorder/Economic Development  
Coordinator  
250 Hwy 101  
Florence, OR 97439  
[kelli.weese@ci.florence.or.us](mailto:kelli.weese@ci.florence.or.us)

**Pre Submittal Meeting:**

The Urban Renewal Agency Staff will conduct two optional pre-submittal stakeholder meeting / tours on **Friday July 31, 2020 at 9:00 a.m. and 2:00 p.m.**

The optional pre-submittal meetings will be followed by a tour of the property. The meeting and tour are not mandatory, but prospective respondents to this RFEI are encouraged to attend.



Due to COVID-19 responses, meetings and tours will meet the requirements of social distancing and wearing of facial masks / shields due at the time of the tour. The meetings and tours will be subject to the requirements in place at the time of the event including potential move to full virtual tours and / or cancellation, should such changes be necessary to meet Oregon Health Authority guidance.

In addition to in person meetings and tours, the afternoon meeting prior to the location tour will be presented virtually on the GotoWebinar meeting platform and recorded for future viewing. The meeting and tour are not mandatory, but prospective respondents to this RFEI are encouraged to attend.

Those who want to participate in the meeting and/or tour should contact Kelli Weese ([kelli.weese@ci.florence.or.us](mailto:kelli.weese@ci.florence.or.us)) **no later than Friday, July 17, 2020 at 4:00 p.m.**

As a note, if you are planning to attend the tours, we recommend making reservations as soon as possible. July is the busiest season for hotels and vacation rentals, and can be difficult to book. Please visit the Florence Area Chamber of Commerce webpage for recommendations on where to stay at [www.florencechamber.com](http://www.florencechamber.com).

# Deals & Partnerships

## Deal Structure Options:

The Florence Urban Renewal Agency is open to a variety of possible deal structures for the project, including those listed below. The following is not intended to be exhaustive, nor is there any priority in the order of ideas listed. Whatever deal structures are negotiated will be memorialized in a binding development agreement.

- Standard Purchase and Sale: The Urban Renewal Agency sells the property to the developer team, either for cash, or seller-financed. Note that, under state law, the Agency may dispose of land for what they determine to be a fair reuse value in their discretion. This value may be set to assure the property is developed or otherwise used to best carry out the purposes and goals specified in its Urban Renewal Plan.
- Ground Lease / Long Term Lease: The Urban Renewal Agency enters into a long-term lease agreement with the developer team. Such lease agreement might include an option-to-purchase.
- Joint Venture: The Urban Renewal Agency may enter into a joint venture with the selected developer team, with the land serving as the Agency's contribution to the joint venture.

## Possible Public Assistance:

The Agency anticipates the redevelopment of the site may require a public-private partnership to achieve their goals. While the City of Florence and the Florence Urban Renewal Agency have limited resources available, the following is a preliminary list of possible funding tools they have identified. Please note, there is no definitive commitment to these tools or forms of assistance. However, the City and the Agency are committed to working with the selected developer teams to



secure funding necessary to create a development that aligns with their aspirations. The tools may include:

- Land Write-Down: The Urban Renewal Agency may consider offers that include a discounted sale price (or lease payment), as long as the Agency determines, in its their sole discretion, that the resulting development satisfies goals set forth in the Urban Renewal Plan or other guiding document as applicable.
- Urban Renewal Economic Toolbox: The site is owned by the Florence Urban Renewal Agency, who will consider a limited use of funds to assist with a project. Urban Renewal funds may be used for a variety of purposes, including pre-development work or technical studies such as environmental, geo-technical,



appraisals and preliminary design. The Urban Renewal Agency is open to other ideas for the use of its funds, subject to availability and the proposed use of funds being consistent with the Urban Renewal Plan.

- Assistance with Other Financing Sources: The Urban Renewal Agency may provide letters of support to developer teams seeking other potential financing sources for the project.

- Existing Technical Studies: The City and Urban Renewal Agency shall provide copies of all reports and technical studies

in their possession, including environmental, title report, and surveys, as available.

- Enterprise Zone: Enterprise zones are a state authorized incentive under which certain uses are eligible for a 3 or 5 year property tax abatement on new improvements. While the site does not currently fall within the boundaries of an enterprise zone, it is possible that the City of Florence and Lane County could amend the boundaries of its enterprise zone.
- System Development Charge (SDC) Financing or Credits: The City and/or Urban Renewal may consider financing SDCs. This could be paid using developer funds, City or Urban Renewal Agency funds, or a combination of both.
- Assistance in Negotiations: The Urban Renewal Agency may assist the team in negotiating any necessary agreements with other property owners and regulatory agencies as applicable related to use of the property.

In addition to the various forms of financial assistance noted above, the City and the Urban Renewal Agency will consider providing other forms of assistance to the developer team:

- Land Use/ Permitting: The City will work with the selected developer team to make sure the permitting process goes forward efficiently.
- Community Relations: The City will work with the selected developer team to coordinate communications with the community and build community support for the ultimate development of the site.
- Unforeseen Challenges: The City recognizes that once the development process is initiated, unforeseen challenges may arise. The City and the Urban Renewal Agency are committed to quick characterization and resolution of such challenges.

# Selection Criteria, Process, & Schedule

## Selection Criteria:

The following are the criteria which the Florence Urban Renewal Agency will use to determine which developer team to select for the site. The Agency seeks responses to this RFEI which:



- Set forth a compelling vision that will meet the Agency’s goals of the site while ultimately spurring further redevelopment in Florence with an active, pedestrian-friendly mix of uses, spaces, and structures.
- Demonstrate the developer’s experience in financing and delivering projects similar in scope and quality to what the developer is proposing in response to this RFEI.
- Demonstrate capability of the project to contribute to Florence’s fiscal stability. Responsible use of Urban Renewal Agency funding or other form of financial participation (as applicable). Demonstration of economic feasibility, with minimal public support relative to the scale of the project and to the public/community benefits of the project.



- Serve as a distinct gateway to the City. Demonstrate quality and consider the coastal context, which may include: sustainable design, building elements, and urban design elements such as pedestrian connections through and within sites, public plazas and open spaces, landscape elements, treatments, and arrangement of parking.

## Selection Process:

The Florence Urban Renewal Agency has appointed a Selection Advisory Committee to review team qualifications and provide input to the full Agency Board of Directors for potential next steps. Upon this initial review of the responses by the Selection Advisory Committee, the Florence Urban Renewal Agency, may elect to proceed in any of the following or possibly other directions:



- The Selection Advisory Committee, Agency Board, Staff, or its Consultant may solicit additional information or clarifications from respondents.
- The Selection Advisory Committee, Agency Board, Staff, or its consultant may score the responses received.
- The Agency Board may select a 'short list' of teams for a second-round process. This second round may include interviews, a formal Request for Proposals (RFP) process, and/or some other means of selection.
- The Agency Board may select a single team for the site, without going to a second-round process, and negotiate the terms of a transaction with that team.
- The Agency Board may opt to reject any or all responses regarding the property.
- The Agency Board reserves the right to recommend that two or more teams consider forming a partnership, if in the Urban Renewal Agency believes such a partnership would be conducive to achieving their goals for the project.

Note: All responses to this RFEI are public records and may be reviewed by any member of the public (see further information about confidentiality under General Conditions, starting on page 29).



## Post-Selection Process:

Upon selection of a team or teams for the site, the Florence Urban Renewal Agency intends to enter into an exclusive negotiating agreement with the team(s), providing for a defined time period during which the parties will attempt to negotiate the deal terms for the transaction. During this period, the Urban Renewal Agency will work with the selected developer team(s) to refine their approaches, including development program, phasing as applicable, site planning, and building design.



This phase will likely include some form of community participation. The Agency anticipates that during this period the program, deal structure, financing, composition of the team, or other components may be modified from what was submitted in response to the RFEI, should a more refined proposal be developed.



During this pre-development phase, the Agency may negotiate with some or all of the selected team(s) a Memorandum of Understanding (MOU) or other agreement

as appropriate, setting forth in non-binding terms the financial, programmatic, and other general aspects of the project. Any such MOU will also serve as the basis for the negotiation and execution of any subsequent binding agreement (which may take any of several forms, including a Disposition and Development Agreement, Lease Agreement, a Purchase and Sale Agreement, or another form; this will be determined as a results of the negotiations). The final, binding document(s) will govern the final disposition of the properties, setting for the terms of the transaction.

Any such MOU will include provisions reserving to the Agency the right to terminate negotiations with the selected developer team, if the Agency, at its sole discretion, determines that negotiations during the predevelopment phase are not progressing in a satisfactory manner. Should this occur, the Agency would then either work with another team, or may decide not to pursue the project further.

**Anticipated Timeline:** *(Subject to Change)*

<b>Wed., July 1</b>	Issuance of RFEI
<b>Friday, July 31</b>	Optional Pre-Submittal Meeting and Tour <i>(see page 20 for more information)</i>
<b>Monday, August 3, 2020 @ 4:00 p.m.</b>	Deadline for Requests for Clarification or Additional Information
<b>Friday, August 14 @ 12:00 p.m.</b>	Deadline for First Review. Responses must be received in City offices by this time.
<b>Week of September 7</b>	Selection Advisory Committee preliminary evaluation of submissions.
<b>September 23</b>	Florence Urban Renewal Agency Board meeting for potential preliminary selection of developer team(s) pending further negotiations.

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# Submission Requirements

12 pages (8 ½” by 11”) or less, not including background materials (i.e. resumes, references, project examples, etc.)

**1. Cover Letter:** Describe the development team and interest in the project. Identify the primary point of contact for the team. Include a statement indicating that the response is valid for six months after submittal.

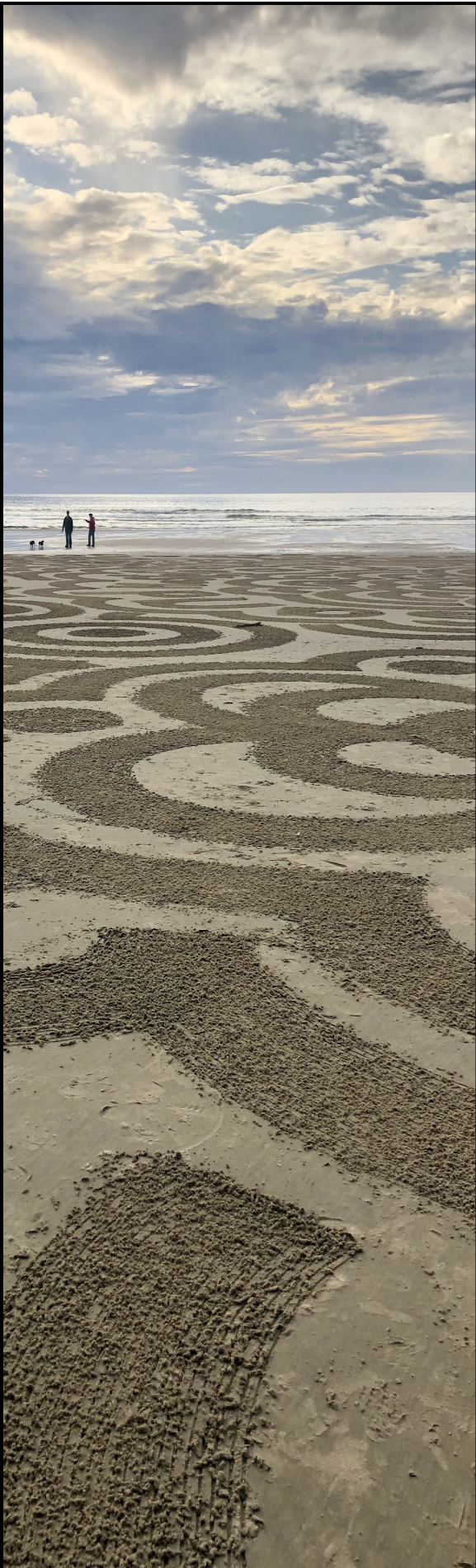
**2. Expression of Interest:** Describe your vision for the site including:

- How is it consistent with the Agency’s aspirations for the site and the surrounding area, particularly in light of the stated selection criteria (page 23), as well as the description of the site’s opportunities (page 15).
- What are your preliminary thoughts about program, phasing, design, and deal terms?
- Do you intend to develop the entire property, or only a portion? If only a portion of the site, what do you hope to see on the balance of the site. Discuss how you anticipate coordinating your efforts with other development partners.
- Does your response anticipate (or require) the acquisition of any other properties adjoining the property? If so, please describe your acquisition strategy. Note, that any confidential aspects of this strategy may be attached separately and indicated as ‘confidential.’
- What type of specific tenant or type of tenant are you considering?
- Are you aware of any City zoning or other codes that may impede your development concept for the site?

**3. Team and Development Experience**

- Identify development team members and roles, and describe their qualifications. Provide resumes for key team members.
- Describe the team’s experience in the development of high quality, successful projects, preferably projects similar in scope and scale to what you are proposing for the Florence site. What is the team’s recent experience with this type of development? It is optional to include photos of recent similar complete projects.
- Describe the team’s previous experience working with public sector partners in public-private partnerships.





#### 4. Financial Capacity

- Explain your financial capacity, and share any preliminary thoughts you have about financing approaches for your project ideas. Please discuss, for instance, your likely or possible equity and debt sources. Provide as much information as you wish, such as certified financial statements, credit availability letters, or bank references, to make the case that you have the financing capacity to carry out your proposed project. Any financial documents submitted in response to this RFEI should be placed in a separate envelope and clearly marked 'confidential.' The Agency will maintain the confidentiality of any such information to the extent allowed by law, but please do not submit any information you do not wish to be made public; see also the statement about 'proprietary information' in the general conditions section below.
- Describe any expectations for public financial participation at this stage. The response should include general statements relating to financial participation, assistance with permits, and other potential public funding sources.

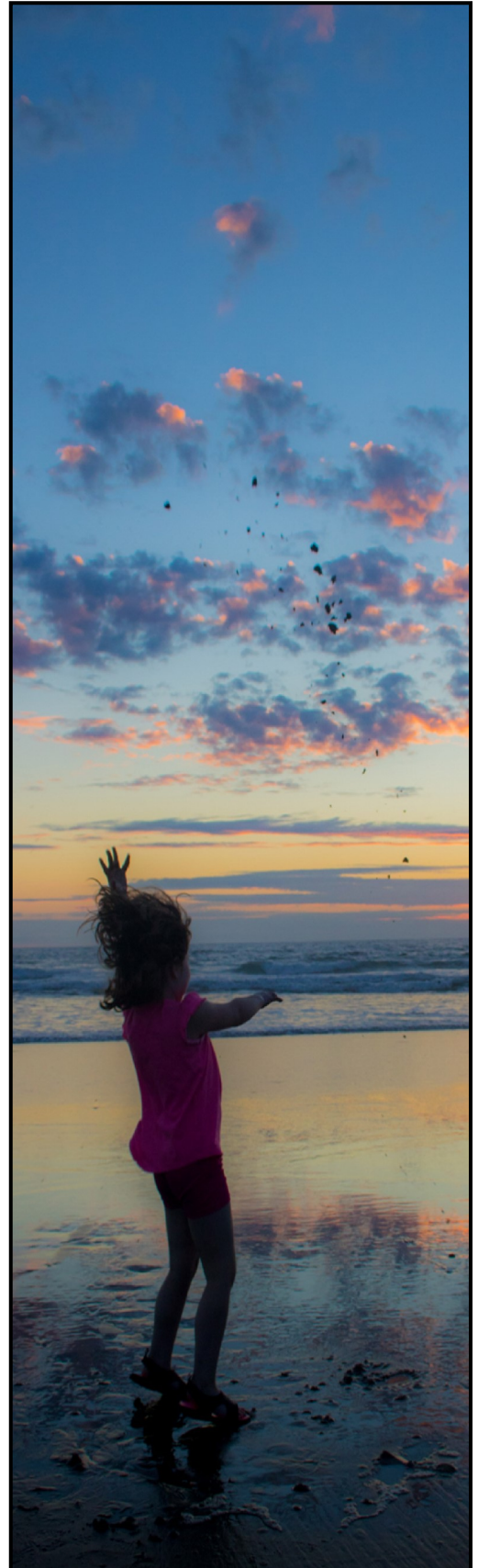
**5. Timing:** Provide a preliminary estimated time frame to carry out the project(s). If you envision a phased approach, please describe.

#### 6. List of References and Project Examples:

- Teams may submit letters of reference above the specified page limit. Teams are also encouraged to include samples of other projects (preferably relevant to what they are proposing for the Florence project), beyond the specified page limit.
- The Agency does not expect architectural drawings as part of team submittals, but will not refuse such drawings. If drawings are submitted, they should be incorporated into the 8 ½" by 11" format described above. No more than 4 drawings (site plans, floor plans, elevations) will be accepted as part of the submittal, above the specified page limit.
- The Urban Renewal Agency reserves the right, in its sole discretion, to accept or reject all responses to this RFEI, without cause.

# General Conditions

- All facts and opinions stated within this RFEI and all supporting documents and data are based on information available from a variety of sources. No representation or warranty is made with respect thereto.
- The Urban Renewal Agency reserves the right, in its sole discretion, to modify the selection process or other aspects of this RFEI, including canceling the RFEI, without selecting a developer or team.
- The Urban Renewal Agency will take reasonable steps to ensure that any modification or clarification or new information related to this RFEI shall be posted on the project website at <https://www.ci.florence.or.us/urbanrenewal/quince-street-request-expressions-interest> by Monday, August 3, 2020 at noon.
- The Urban Renewal Agency reserves the right to request additional information following review of initial submissions. In addition, it may retain consultants to assist in the evaluation of submissions.
- In the interest of a fair and equitable selection process, the City and the Florence Urban Renewal Agency reserve the right to determine the timing, arrangement, and method of any presentation throughout the selection process. Teams are cautioned not to undertake any activities or actions to promote or advertise their expressions of interest except during the Urban Renewal authorized presentations. Developers and their representatives are not permitted to make any direct or indirect (through others) contact with members of the Florence City Council, the Florence Urban Renewal Agency Board, Planning Commission, or Selection Advisory Committee concerning their responses, except in the course of Urban Renewal sponsored presentations. Violations of these rules is grounds for disqualification of the team.
- The Urban Renewal Agency request that developers and members of their team who are considering responding to the RFEI not contact any prospective public agency funding partners.



- Conflicts of Interest. Please disclose any conflicts of interest or potential conflicts of interest that may arise as a result of your company's being selected for this project. Identify and describe fully any family or business relationships which any employees of your company may have or have had with any employee or elected official of the City of Florence, the Florence Urban Renewal Agency, or any affiliated entities. The proposer and sub-consultants shall identify any group, individual, or organization that they may have worked for, or currently work for, that has had ownership, lease, development, related or similar interest in the City of Florence or the Florence Urban Renewal Agency. Failure to disclose any existing or potential conflicts of interest may disqualify the response from consideration.



- Nondiscrimination. The Florence Urban Renewal Agency notifies all possible proposers that no person shall be excluded from participation in, denied any benefits of, or otherwise discriminated against in connection with the award and performance of any contract on the basis of race, religious creed, color, national origin, ancestry, physical disability, sex, age, ethnicity, or on any other basis prohibited by law.
- Proprietary Information. Only information which in the nature of legitimate trade secrets or non-published financial data may be deemed proprietary or confidential. Any materials within a response identified as such must be clearly marked in the response and will be handled in accordance with the Oregon Public Records Act, and applicable rules and regulations. Any response marked as confidential or proprietary in its entirety may be rejected without further consideration or recourse.
- All submissions shall become the sole and exclusive property of the Florence Urban Renewal Agency.



Teams shall not copyright, or cause to be copyrighted, any portion of their submission. Within the bounds of public records laws, the Florence Urban Renewal Agency will maintain the confidentiality of submissions at least until the preliminary selection of developer teams, and possibly as late as the time at which the Florence Urban Renewal Agency enters into a disposition and development agreement with the developer in question. Any proprietary financial information or

other information which developer teams submit will be maintained as confidential as allowed by public records law. Submissions or information that the respondent team would like to remain confidential must be marked confidential.

- The Florence Urban Renewal Agency does not make any representation as to whether or not a project to be developed as a result of this RFEI, or any possible City or Urban Renewal Agency participation therein, is a 'public improvement' project and as such is subject to the prevailing wage requirements of the Oregon Bureau of Labor and Industry.
- News releases by the selected team pertaining to its selection will require prior written approval from the Urban Renewal Agency staff.
- The Urban Renewal Agency reserves the right to verify and investigate the qualifications and financial capacity of any and all members of the proposing teams.
- The Urban Renewal Agency accepts no responsibility or obligation to pay any costs incurred by any party in the preparation or submission or a response or in complying with any subsequent request for information or for participation throughout the evaluation process.



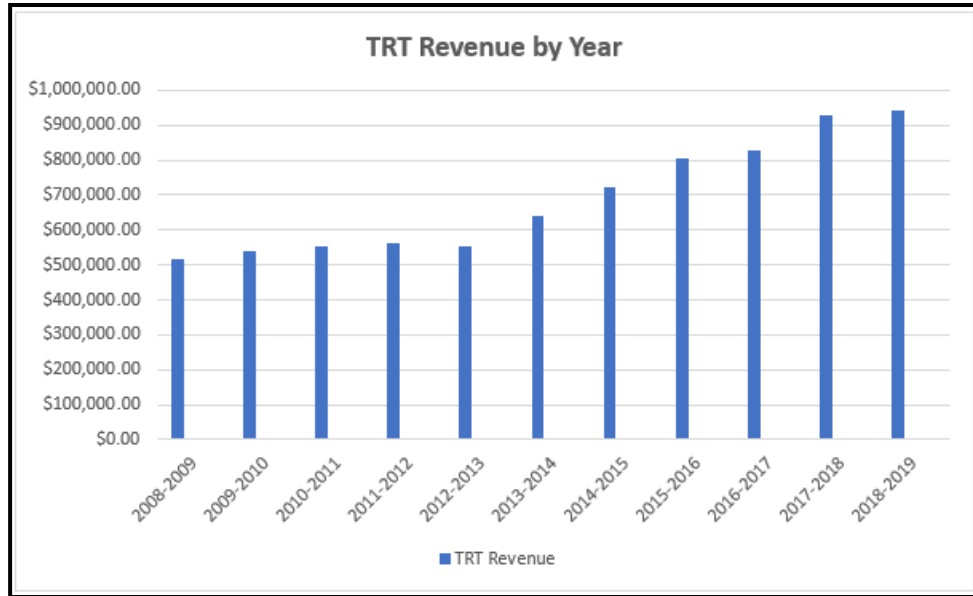
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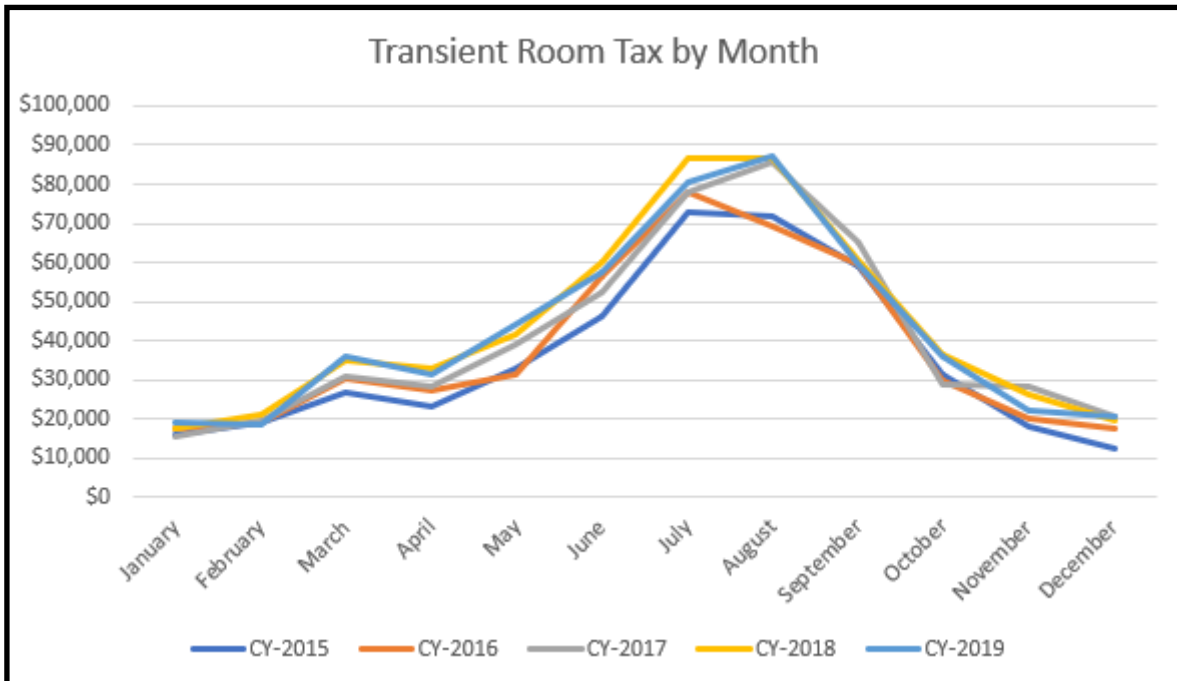


# Economic Snapshot

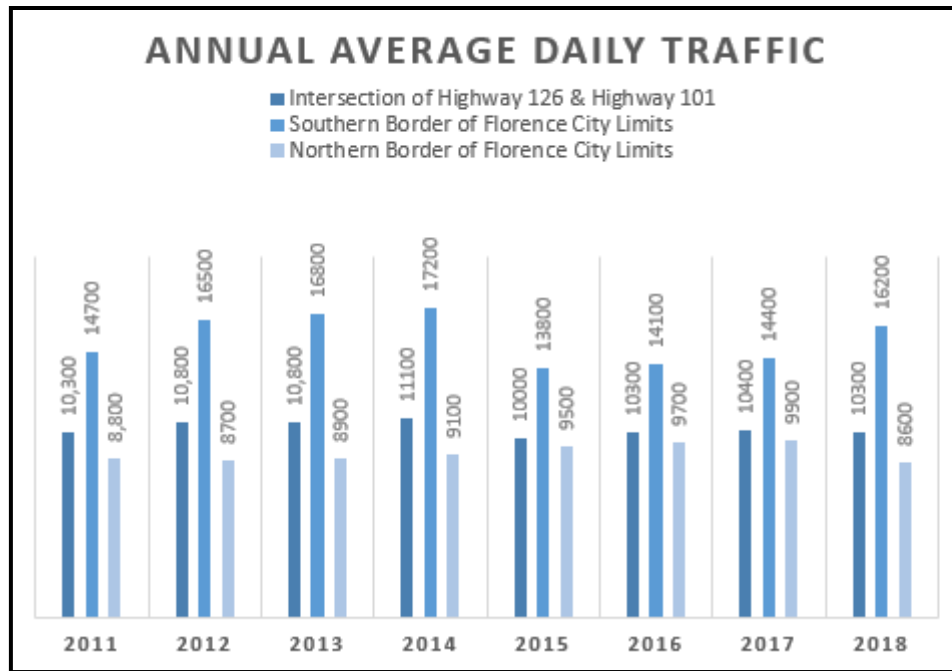
Florence is perfectly placed between the gorgeous rugged central coast of Oregon, a string of freshwater lakes perfect for fishing and recreating, and the nationally preserved Oregon dunes, known for the extreme adventure sports, as well as their peaceful nature. Because of this, we continue to attract guests from around the state, region, and globe. Since the Great Recession, our Transient Room Tax numbers have continuously risen, showing an almost 30% increase between the 2014-2015 season and the 2018-2019 season.



Though economic activity continues to be seasonal in Florence, these numbers also show significant growth in the winter season, showing an almost 70% increase in TRT revenue between December 2015 and December 2019.



Florence is defined by Highway 101, the scenic Pacific Coast Highway, which delivers a tremendous amount of traffic and exposure to Florence’s businesses. However, our most successful businesses are those adept at pulling people off of Highway 101 and into their front door. Our “main street” is Bay Street, which runs east to west along the Siuslaw River, featuring locally-owned shops, delicious restaurants and beautiful parks and view points of the historic Siuslaw River Bridge.



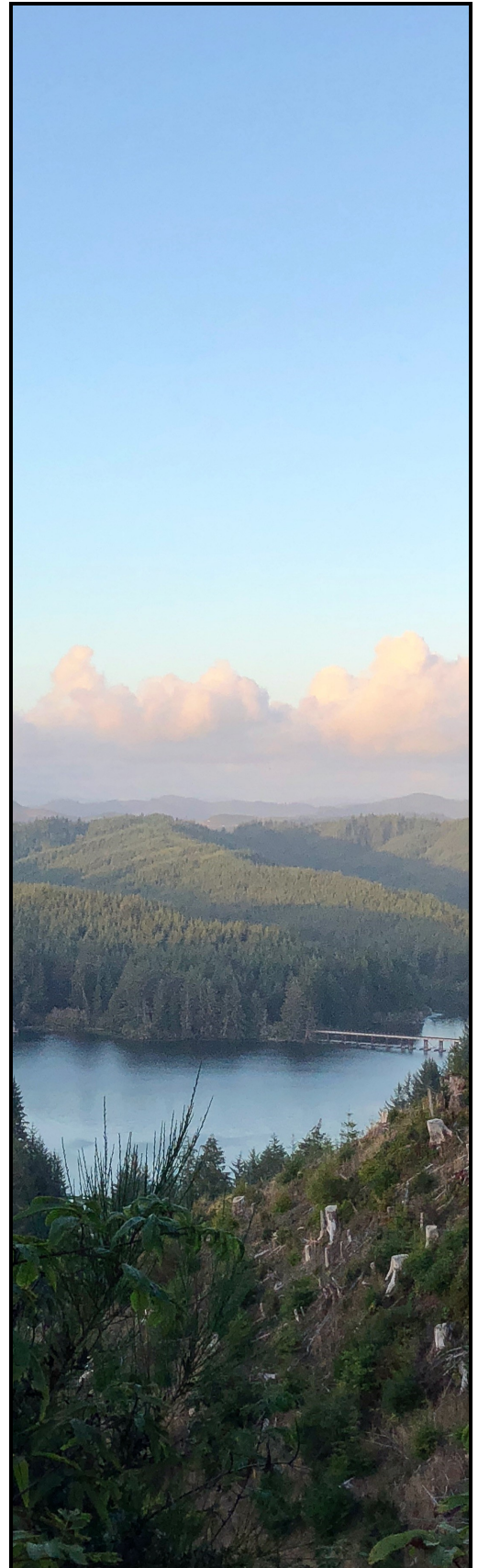
Vehicular traffic along Highway 101 has been documented by Oregon Department of Transportation (ODOT) throughout the years and has showed a steady stream of cars. Though they do not document on a monthly basis, the averages in three different locations in Florence (Southern & Northern border of Florence City limits, as well as the Highway 101 and Highway 126 (Florence-Eugene Highway) stays relatively consistent over the 9 years of data that is available.

Oregon DOT has invested significant funds over the past ten years to ensure that Highway 101 and Highway 126 continue to be as safe as possible. These investments include widening the shoulder lanes, installing guard rails, adding additional passing lanes, restriping the highway, and repaving certain sections of the Florence–Eugene Highway. These increases in safety have allowed for a faster and more streamlined transportation corridor between I-5 and the coast, as compared to other coastal communities. Through these infrastructure improvements, Florence is only 1 hour from the Eugene/Springfield area and 3 hours from Portland.

# Demographics, Housing & Employment Facts, Schools, and Transportation

The following information is derived primarily from the Florence Housing & Economic Opportunity Project, completed in November 2018. The assessment can be viewed in its entirety at <https://www.ci.florence.or.us/planning/housing-and-economic-opportunities-project-completed-nov-2018>.

- **POPULATION:** The City of Florence currently has a population of 8,850 within its City limits, and functions as a regional service center for approximately 17,000 people that live within 20 miles of the City. Since 2000, the population in the City of Florence has increased by 19.5%, up from 7,263 residents in 2000 to 8,680 in 2016 (0.4% annual average growth rate). Population within the Florence Urban Growth Boundary is projected to grow from 10,486 to 12,554 over the next 20 years (0.9% average annual growth rate).
- **HOTELS/MOTELS:** The estimated average annual occupancy rate for hotels is 70% (varying over the seasons). As tourism increases along the Oregon Coast so too will demand for overnight accommodations. An analysis of the lodging market within Florence indicates that the market is currently served by 13 'competitive' lodging establishments including 4 full-service hotels and 9 limited-service facilities. The lodging demand analysis indicates that over the next 20 years there will be demand for approximately 570 new hotel/motel rooms in Florence.
- **MEDIAN FAMILY INCOME:** Median household income in Florence is \$33,950, partially due to the high share of retirees combined with a service-oriented economy.
- **HOME SALES VALUE:** According to Zillow.com, the median home value in Florence is \$276,460. Florence home values have gone up 9.1% over the past year and Zillow predicts they will rise 7% within the next year. The median list price per square foot in Florence is \$241.





- **HOUSING SUPPLY:** There is a total of 5,266 dwelling units – with a demand for 1,600 new dwellings over the next 20 years, with a mix of owner-occupied, renter-occupied, and short-term rental units.
  - ⇒ 56% Single-Family Detached
  - ⇒ 22% Mobile Home / Other
  - ⇒ 13% Multi-Family (5+ Units)
  - ⇒ 9% Townhomes / Plexes
- **EMPLOYMENT:** Major employers in Florence include:
  - ⇒ Peace Harbor Hospital: 400-500
  - ⇒ Three Rivers Casino: 300-400
  - ⇒ Fred Meyer: 200-300
  - ⇒ Safeway: 100-150
  - ⇒ Siuslaw Elementary: 50-100
  - ⇒ R&R King Logging: 50-100
  - ⇒ Regency Florence: 50-100
  - ⇒ Spruce Point: 50-100
  - ⇒ City of Florence: 60-75
- **SCHOOLS:** Several institutions serve the educational needs and interests of western Lane County. The Siuslaw School District operates the elementary, middle, and high schools in Florence. A satellite of Lane Community College (LCC) provides comprehensive, accessible, learning-centered educational opportunities for the Florence community. LCC Florence also offers an extensive lifelong learning program, offering a variety of enrichment classes, professional development classes.
- **TRANSPORTATION:** Highway 101 is the backbone of Florence’s transportation system, intersecting with Highway 126, which runs into Florence after 60 picturesque miles from Eugene. There is regular bus service around Florence, through the Rhody Express, and busses connecting Florence and Yachats, and Florence to Eugene. The closest commercial airport to Florence is Eugene’s airport, Mahlon Sweet Field, which is the second largest airport in Oregon. It has direct flights to 12 airports around the County including Seattle–Tacoma, Phoenix, San Francisco, and Chicago.

# About Urban Renewal



In August 2006 Florence City Council adopted an ordinance approving the Florence Downtown Preservation Plan and Florence voters approved the formation of the Florence Urban Renewal Agency (FURA) district through the adoption of the Florence Downtown Preservation and Renewal Plan. The FURA district encompasses properties along Highway 101 generally south of Highway 126, east of Kingwood Street, and inland of the Siuslaw river. To fund projects within the Plan, FURA uses property tax increment financing, repaid with dedicated property taxes.

Urban Renewal focuses on projects, such as construction and repair of public infrastructure, including parks, streets, and other public facilities; facilitation of public-private partnerships to revitalize and preserve downtown properties; promotion of mixed-use development; and rehabilitation of the waterfront for public and commercial uses.

The Florence Downtown Preservation and Renewal Plan seeks to achieve the following objectives:

- To develop a unified Downtown Area consisting of the neighborhoods and commercial districts on both sides of Highway 101, generally south of Highway 126 and 9<sup>th</sup> Street, east of Kingwood Street and inland from the Siuslaw River Bridge to the Siuslaw River Estuary.
- To enhance the Downtown Area through the promotion of mixed-use development, pedestrian and bicycle accessibility, provision of useful public space, and attractive site and architectural design to create a special place that enables citizens to live, work, shop, and recreate all within easy walking distance.
- To achieve a balanced transportation and land use solution for Highway 101 that maintains its historic function as both the coast's primary transportation route and as the center of Florence's Downtown, and ensuring that the transportation objectives of the Transportation System Plan (TSP), the Oregon Highway Plan, and ODOT's adopted plans for Highways 101 and 126 are consistent with the Downtown Plan.



- To develop safe, convenient, and attractive public parking areas to accommodate residents and visitors that connects with a system of walking, biking, and driving options throughout the Downtown Area.

- To improve access to, and visibility of, Old Town and the waterfront from Highway 101.

- To re-establish a mixed use, retail core along Highway 101 in the Downtown Area, featuring streetscapes and buildings that support the 'main street' character and reflect a unified retail theme with coordinated architectural and voluntary merchandising guidelines.

- To facilitate public/private partnerships to revitalize deteriorating sections of the Downtown Area and adjoining waterfront.

- To restore, revitalize, and preserve waterfront spaces for public access and water dependent recreational, commercial, and industrial uses, which directly benefit the economy of the Florence area.





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**For more information on the property, or quick links to references in this document, please visit the project page at:**

**<https://www.ci.florence.or.us/urbanrenewal/quince-street-request-expressions-interest>**