



Florence City Hall
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Florence, OR 97439

www.ci.florence.or.us

City Manager's Office
541-997-3437

Building Department
541-997-2141

Code Enforcement
541-902-2180

Finance Department
541-997-3436

Florence Events Center
541-997-1994

Municipal Court
541-997-3123

Planning Department
541-997-8237

Police Department
541-997-3515

Public Works
541-997-4106

Senior Center
541-997-8844

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Siuslaw Bridge photo courtesy of Joshua Greene, © 2011 All Rights Reserved

Focus on Florence

April 2016

City of Florence

Oregon's Premier Coastal Community

REVISION FLORENCE

Florence Urban Renewal Agency



Have you heard people talking about ReVision Florence? The Florence Urban Renewal Agency and the City of Florence are working on a streetscape design in conjunction with the Oregon Department of Transportation to improve the visual, pedestrian, gateway, and safety aspects of our Highway 101 and 126 corridors in Florence.

The Florence Urban Renewal Agency (FURA) has been working with Murray Smith & Associates (MSA) and Dougherty Landscape Architects (DLA) on conceptual designs for ReVision Florence.

The Oregon Department of Transportation (ODOT) will be repaving the segment of Highway 101 from the Siuslaw Bridge to the Highway 126 intersection. Their paving project will also include ADA improvements along the highway. To leverage the work being planned for 2017-18 by ODOT, the FURA Board is working on a streetscape plan for the Highways 101 and 126 corridors. ReVision Florence will improve the visual aesthetics of these major transportation facilities through the heart of our community.

Throughout this project, MSA has been meeting with business and property owners along the highways for input and coordination, working with City staff on planning, reviewing the Florence City Code and past planning documents, and coordinating with ODOT on their repaving project planned in the corridor.

"ReVision Florence will revitalize our highway corridors and contribute greatly to the economic development efforts in Florence."

— Joe Henry,
Florence Mayor

"ReVision Florence is a major step in transforming a multi-lane highway into an authentic and visually appealing first impression to local citizens and visitors alike. The wide sidewalks, open spaces, benches, trees, and public art will enhance Florence's gateway."

— Joshua Greene,
FURA Chairperson

See ReVision Florence, Page 3

COMMUNITY SPOTLIGHT



Splash Off—April 8th

Later this month, the Dancing with Sea Lions project will hit the streets of Florence, Newport, and Reedsport. To celebrate 20 years of the Florence Events Center (FEC) giving back to the arts community, twenty fiberglass

painted sea lions will dance across the Oregon Coast. Follow the trail and view all 20 uniquely designed sea lions!

The arts have a ripple effect on the community - just like sea lions dancing through our beautiful Pacific Ocean. Visit the Dancing with Sea Lions Facebook page at www.facebook.com/DancingWithSeaLion for a sneak peak of 20 sea lions. Join us on April 9th from 10:00 am to 3:00 pm at the Florence Events Center for the Dancing with Sea Lions Splash Off to view all the sea lions before they are placed for display. This first time peek at all the sea lions is a gift to the community from the Friends of the Florence Events Center and FREE to the public!

All 20 sea lions have been designed by local artists and will be displayed in Florence, Newport, and Reedsport for the next six months. They will then migrate back to the FEC in October to be auctioned off as a Friends of the Florence Events Center fundraiser. For more information on the Dancing with Sea Lions project, the location map, and other activities visit www.dancingwithsealions.com.

Geo Caching with Sea Lions

Join the fun in an all day Geo Cache event brought to you by the Sea Lion Caves and several area businesses. Meet at the Florence Events Center on Saturday, May 14th, starting at 8:00 am for all the instructions and information to successfully find your geo coordinates.

After completing the course, you will earn one of 300 special edition Dancing with Sea Lions collectible coins. Prizes, food, and plenty of detective work make this a great family activity. This event is sponsored by Sea Lion Caves and the Friends of the Florence Events Center.

More information is available at www.geocaching.com/geocache/GC6D5YA_dancing-with-sea-lions.



Join Us Online!

The City of Florence and the Florence Events Center are both on social media. You can find us on Facebook, Twitter, and Vimeo. Watch for updates on meetings, events, videos, and other important information.

Like Us On



www.facebook.com/CityofFlorenceOregon



www.facebook.com/FlorenceEventCenter

Follow Us On



www.twitter.com/CityFlorenceOR



www.twitter.com/FloEventsCenter

Watch Us On



www.vimeo.com/florenceoregon

REVISION FLORENCE, Page 1

Why ReVision Florence?

Spending the day in Historic Old Town Florence is accompanied by scenic views, historic architecture, and a pedestrian friendly downtown core with shopping, open space, and great people. Venture just a few blocks north onto our highway corridors and you will experience an expanse of pavement and cement that is not in line with the amazing features of our community. This project is envisioning what Florence can be. The goal is to improve our community’s first impression to our visitors and our lasting impression to our citizens!



Funding & Proposed Project Schedule

Total Estimated Project Cost	\$ 6,000,000
Funding Sources	
FURA—FY 2016	500,000
FURA/LaneACT STIP	<u>1,000,000</u>
Total Funding Available	<u>1,500,000</u>
Funding Gap	\$ 4,500,000

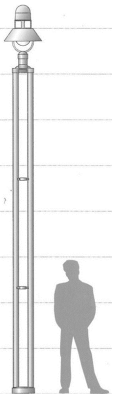
FURA has completed the conceptual design phase of ReVision Florence, which includes rough cost estimates that will be defined through engineering. Based on the estimated costs and current available, the gap in funding is approximately \$4,500,000.

In evaluating this project, the FURA Board and City Council are considering the opportunities for funding sources including project reimbursement, grants, partnerships, and private donations. Officials are also reviewing other funding options that may be available.

Pedestrian Amenities

Creating an inviting space to improve pedestrian and bicyclist accessibility and safety is important for this project. Highway 101 goes through the center of Florence and our desire is to make it as inviting as the rest of our community.

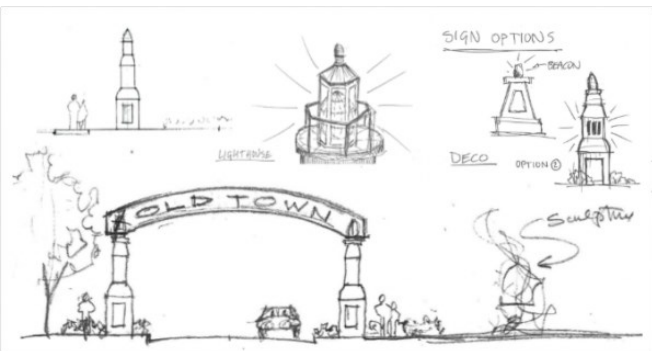
The highway corridors will have a modern feel when compared to Historic Old Town, to give it an identity of its own. To do this, we will add pedestrian amenities that will include updated lighting, banners, flower baskets, benches, landscaping, bike racks, and more.



Incorporating Public Art

With an active Public Art Committee, any design upgrades to our public spaces will incorporate a public art aspect. These artistic focal points can include sculptures, gateway features, creative sidewalk treatments, landscaping, and murals.

MSA and DLA have designed ReVision Florence with this in mind. Designated areas for public art have been built into their design. They have drawn on what other communities have done to incorporate public art into their beautification projects, as well as focused on how to reflect the history and beauty of Florence.



REVISION FLORENCE, Page 3

Gateway Treatments

A key component of ReVision Florence is the addition of gateway treatments to Florence. These gateways will direct visitors off the highway into Historic Old Town. Gateways will include signage, public art, landscaping, and pedestrian amenities.

ReVision Florence: Streetscape Design

Siuslaw River Bridge & Old Town Way → Highway 101 → Highway 126

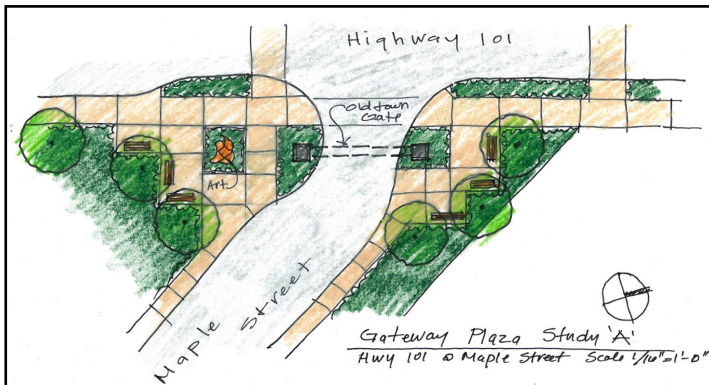


Maple Street Gateway



The Maple Street Gateway is envisioned as an archway that reflects our history. Maple Street will be

realigned to meet Highway 101 at a 90 degree angle to improve visibility and safety of the intersection. Other aspects will include public art, open spaces, landscaping, and benches to create the gateway.



Gateway treatments will incorporate Florence history, such as this welcome sign that once stood at the old ferry landing on Bay Street.

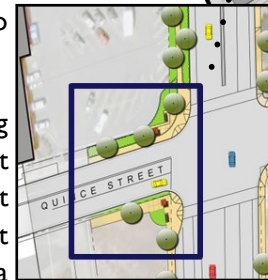
Quince Street Gateway

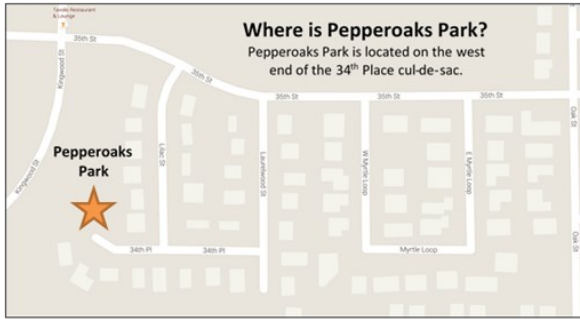
The Quince Street gateway will direct visitors off Highway 126 along the Siuslaw River Estuary, past the Florence Events Center, and into Historic Old Town.

Providing artistic treatments at the Quince Street intersection will not only provide a

gateway for Old Town, but will also provide a Welcome to Florence visual. Siuslaw River Bridge architecture provides gateway inspiration.

Siuslaw River Bridge architecture will provide gateway inspiration.





Pepperoaks Park Upgrades

The City of Florence is pleased to announce that Pepperoaks Park has received much needed upgrades. Join the Florence City Council and staff at Pepperoaks Park for the Grand Re-Opening Ribbon Cutting scheduled for Friday, April 8th at 1:30 pm.

The upgrades consisted of the replacement of the existing playground equipment with a new play structure, two slides, a climbing structure, two swings, wood fiber fall surfacing, and a handicap accessible ramp.

Volunteers from Oregon Pacific Bank and the Florence City Council assisted Public Works in installing the new playground equipment on March 19th. Public Works has been working to add the wood fiber fall surface to the playground, improving the irrigation system, sowing new grass seeds, dressing up the vegetated areas, and installing some walking paths from the sidewalk to the playground and from the sidewalk to the basketball court.

The improvements at Pepperoaks Park were made possible through the Oregon Parks and Recreation Department's Local Government Grant Program. The City received \$24,712 in grant funding and contributed the 40% match of \$16,750 through a combination of City labor and equipment, federal revenue sharing, other eligible grants, donated funds, donated equipment, donated materials, and City funds.

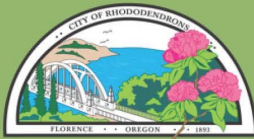


Rhododendron Drive Shoulder Extension Project

OPEN HOUSE FOR RESIDENTS

View the design and learn about project construction

Thursday, April 14, 4:30pm to 7pm
Florence Events Center, 715 Quince Street



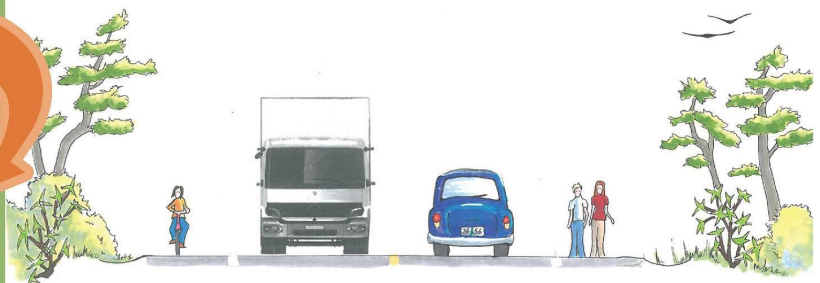
City of Florence
A City in Motion

The City of Florence is looking forward to improving safety and access along Rhododendron Drive for pedestrians, cyclists, and vehicles. The design is finalized and construction of the paved shoulders on each side of Rhododendron Drive, between 9th Street and Wildwinds, is set to begin in June of this year. Funded by the Oregon Department of Transportation and the City of Florence, the construction will be completed by the end of summer 2016.



Email or call to sign up for meeting invitations and updates on the project:

Megan Messmer, Public Information Officer
 City of Florence
 megan.messmer@ci.florence.or.us
 541-997-3437



FLORENCE

HOUSEHOLD HAZARDOUS WASTE

ROUND-UP

Some everyday items when disposed of improperly harm the quality of drinking water and cause other environmental damage. Keep your water supply safe and healthful—take a moment to gather your household hazardous waste and put it in its place.



FRIDAY,
APRIL 15 • 12-5
SATURDAY,
APRIL 16 • 8-2
FLORENCE
TRANSFER SITE
2820 N. Rhododendron
Drive

BRING:

- Paint
- Household cleaners
- Lawn and garden chemicals,
- Car care products
- Arts and crafts products
- Other household hazardous waste

Limit is 35 gallons of waste in total from each household. Check labels for words like flammable, corrosive, poison, caution, and danger. For your safety it is always best to carry these items in a separate compartment (like the trunk of your car) with secured lids to eliminate spills in transport.

DON'T BRING:

- Empty containers
- Drums
- Radioactive waste
- Asbestos
- Explosives or electronics

For information about disposal of radioactive waste, asbestos and explosives, call Lane County Waste Management Division at 541-682-3828. Up to seven (7) Covered Electronic Devices, CEDs. Can be recycled for free at any one time at these 6 Lane County Transfer Stations; Glenwood, Cottage Grove, Florence, Oakridge, Veneta, and Vida during normal operating hours. Also, Lane County accepts sharps, oil, antifreeze and batteries of all types year-round at all refuse disposal sites.

Year Round Collection Sites—Paint, Electronics, and Fluorescent Lamps
Paint, Electronics, and Compact Fluorescent Bulbs (and tubes up to 4 feet) are accepted year-round at various locations in Lane County through on-going collection programs. Check out the websites below to find a location near you, or call 541-682-4120 for more information.

PaintCare www.paintcare.org
Oregon E-Cycles www.deq.state.or.us/lgl/ecycle • 1-888-5-ECYCLE (532-9253)
CFL Collection Sites—List of Participating Lighting and Hardware Stores
www.lanecounty.org/lamps

Call 541-997-8237 For More Information

NOTE: residential waste only—no commercial waste will be accepted.

SPONSORED BY LANE COUNTY
& THE CITY OF FLORENCE





Recorder's Corner

News from the March Council Meetings

The City Council and the Florence Urban Renewal Agency keep marching along toward their goal of revitalizing the City's downtown core. On March 16th the City Council and Florence Urban Renewal Agency held a joint work session to discuss the work they have been doing with consultants Murray Smith and Associates (MSA) and Dougherty Landscape Architects (DLA) on the Highway Streetscape Project to improve the streetscape along the Highways 101 and 126 corridors and the next steps toward funding the overall project. After much discussion, the groups have determined a funding strategy that will help bring the project forward to the next phase. Stay tuned in the coming months for more information about this very exciting project, Revision Florence.

Other actions of the month included :

- Discussion with the Environmental Management Advisory Committee about an overview of the solid waste rates,
- Approval of an application for a grant to the Oregon Parks and Recreation Department for the development of a new concession stand / storage building and play field rehabilitation at Miller Park,
- Discussion and approval of the City Council grant program funds,
- Overview of the City's financial updates and comprehensive financial policies,
- Approval of the purchase of a new pipeline inspection camera and a new wheel loader,
- Adoption of an emergency operations plan,
- Approval of the liquor license for Clawson's Wheelhouse and Class Act Theater,
- Reports on the City's Water Treatment and Aquifer Protection and Public Safety in Florence,
- Approval of the City's new Public Art Program and Policies.



The Florence City Council presented the City Council Grant Program awards to four local organizations. The recipients of the grant funding each received \$1,000 for their projects and included C.R.O.W., Florence Emergency Cold Weather Shelter, Florence Food Share, and Siuslaw High School Project Graduation.

For more information about Florence City Council meetings and actions, please contact City Recorder Kelli Weese at 541-997-3437, or via email at kelli.weese@ci.florence.or.us. Information on all Council meetings and actions taken can be found on the City of Florence website at www.ci.florence.or.us.

Citing the Municipal Code

This month I would like to highlight the codes for banners. These regulations are located in Florence City Code (FCC) Section 4-7, which covers all the governing rules for use of and permitting requirements. Businesses are only allowed to fly a banner for a total of 60 calendar days per year, and are required to register the banner at City Hall when one is put up. Most, if not all banners, are not properly registered at City Hall and create an unnecessary burden on Code Enforcement when trying to enforce the code.



On a more general note, we are heading quickly into spring, vegetation around town has begun to grow, and yards are once again requiring maintenance. When you have vegetation along sidewalks or streets it needs to be trimmed back away from the public right-of-way. One of the main reasons for vegetation regulations is to maintain vision clearance. We cannot let brush or shrubs grow to a size that they obscure a neighbor's vision of oncoming traffic when they are backing out of their driveways or the traffic visibility at our intersections. Let's all be good neighbors and good stewards of our property this year and create the most beautiful environment possible in our town.

The entire City Code can be accessed on the city website www.ci.florence.or.us. Thanks and I will see you out there.
Dan Frazier, Code Enforcement Officer

Scotch Broom Blooms Again

Stuffy nose, itchy eyes, sneezing, hayfever? You might just be suffering from the effects of a Scotch Broom allergy. People tend to rush to the medicine cabinet to combat the uncomfortable allergy symptoms with the spring arrival of Scotch broom's yellow blooms.

More than an allergic irritant, Scotch broom is a highly competitive shrub that has year-round growth enabling it to form impenetrable thickets, invade rangelands, and replace more desirable plants. As an invasive plant, Scotch broom grows rapidly and spreads quickly, and according to the International Union for Conservation of Nature (IUCN) it is the second greatest threat to biodiversity after habitat loss.

As one of the plants originally used to prevent erosion along highways, Scotch Broom is still rapidly invading Oregon after more than 150 years since it was first introduced. Scotch broom was sold as an ornamental in California in the 1860s and by 1900 it became invasive throughout the area. It was also used in fresh cut bundles to package cases of imported whiskey for gold camps across California and northward to Canada. The packaging was readily discarded, scattering hardy seedpods and creating new infestations.

Scotch broom is identifiable by bright yellow, pea-like flowers and woody stems. Shrubs grow 3-16 feet in height and have a lifespan of 15-20 years. Mature plants can produce up to 3500 pods, each containing 5-12 seeds. As seedpods dry they split and spiral, expelling the contained seeds near the parent plant. Seedpods are hardy, remaining viable in water, soil, and gravel for more than 50 years!

For all these reasons, Florence City Code prohibits people from allowing any noxious vegetation to grow on their property. Help Florence protect local resources by hand-pulling, cutting or mowing any Scotch Broom infestations. These actions are effective against Scotch broom with prompt re-vegetation of competitive native shrubbery.



PRESCRIPTION DRUG DROP BOXES IN LANE COUNTY

Dispose of your outdated and unused prescription
& over-the-counter medications.

The City of Florence is pleased to announce that the prescription drug drop box is once again available at the Florence Justice Center. The prescription drug disposal drop box will be available to the public Monday through Friday, 8 a.m. to 5 p.m., in the lobby of the Florence Justice Center located at 900 Greenwood Street, Florence, Oregon.

This is a great way to safely dispose of your outdated or unused prescription and over the counter medications. Due to the construction of our box, and its relatively small size, please do not package any containers together in boxes or bags, and we do not accept any liquid medications. We also do not accept any sharps (used needles or lances) at the location.

We hope this convenient disposal option can help keep our families safe and our waterways clean here in Florence! This box is intended for use by the public, it is not intended for usage by commercial facilities. If you have any questions or concerns, please contact the Florence Police Department at (541) 997-3515.

Visit www.preventionlane.com for more information.

Why use the Drug Take Back Box?

KEEP OUR WATERWAYS CLEAN!

Oregon Department of Environmental Quality sampling has found trace amounts of pharmaceuticals in some Oregon streams and rivers, and even groundwater. Do NOT flush unwanted medications down the toilet. This leads to the wastewater treatment plant, and eventually, our waterways.

REDUCE PRESCRIPTION DRUG ABUSE, ESPECIALLY AMONG KIDS & TEENS.

More teens abuse prescription drugs than cocaine, heroin, or methamphetamine combined. Teens say prescription drugs are widely available from a variety of sources, including their home medicine cabinets, and those of friends and relatives.

REDUCE AVOIDABLE, POISONINGS OF PETS & CHILDREN.

Taking your drugs to a collection box is an easy way to keep medications away from kids and pets.

Drop Box Locations:

COBURG (Mon-Fri 8-5) Police Dept. - 91136 N. Willamette St.
COTTAGE GROVE (24 hrs) Police Dept. - 400 E. Main St.
EUGENE
POLICE DEPT (24 hrs) - 300 Country Club Rd.
SHERIFF'S OFFICE (Mon-Fri 8-5)- 125 E. 8th Ave.
FLORENCE (Mon-Fri 8-5) Police Dept. - 900 Greenwood St.
JUNCTION CITY (24 hrs) Police Dept. - 672 Greenwood St.
OAKRIDGE (24 hrs) Police Dept. - 76435 Ash St.
SPRINGFIELD (Mon-Fri 8-5) Justice Center - 230 4th St.



preventionlane
at Lane County Public Health



City E-mail Addresses

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Councilor
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Councilor
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ci.florence.or.us

City Council Meetings

Council Chambers
City Hall, 250 Hwy. 101
(unless otherwise noted)

Regular Meetings
Mon., April 4, 6 PM
Mon., April 18, 6 PM

Work Session
No scheduled work sessions.

City Council regular meetings are open to the public, televised on cable Channel 191, and available for online viewing the following day. For the most current agenda & materials call 541-997-3437 or visit www.ci.florence.or.us.

COUNCIL GOALS

- Sustain and improve the delivery of cost effective and efficient services, including public safety, to the citizens of Florence and our visitors.
- Sustain and improve the City's livability and quality of life for Florence residents and visitors.
- Create a strategy and actions aimed towards sustaining and expanding the Florence economy.
- Sustain and improve the City's communication program and strengthen citizen trust.
- Sustain and improve the City's financial position, City-wide policies, and the infrastructure networks to support current and future needs.

CITY CALENDAR: APRIL 2016

Questions?

Contact City Hall at 541-997-3437.
Contact the Florence Events Center at 541-997-1994.

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2 FFEC Indoor Yard Sale 8am—3pm, FEC
3	4 City Council 6 pm, City Hall	5	6	7 Shuffle Concert 7 pm, FEC	8 Pepperocks Park Grand Re-Opening 1:30 pm, Pepperocks	9 Dancing with Sea Lions Splash Off 10 am—3pm, FEC Sea Life Art Exhibit 2 pm—3pm, FEC
10	11 Public Art Committee 10 am, City Hall Lane Blood Drive 11:30 am—5:30 pm, FEC	12 Planning Commission 7 pm, City Hall	13 #StartupFloCo Food & Beverage Entrepreneurs Meetup 5 pm—6:30 pm, Driftwood Shores	14 Rhody Drive Shoulder Extension Open House 4:30 pm—7 pm, FEC	15 Shrek the Musical, Jr. 7 pm, FEC	16 HHW Disposal 8 am—2 pm, Transfer Station Yard Debris Disposal 9 am—2 pm, 27th St. Early Rhody Show 1 pm—5 pm, FEC Shrek Jr. 2 pm & 7 pm, FEC
17 Early Rhody Show 1 pm—5 pm, FEC Shrek Jr. 2 pm, FEC	18 City Council 6 pm, City Hall	19 Econ. Dev. Committee 2:30 pm, City Hall	20 TAC 1:30 pm, City Hall Airport Committee 2 pm, City Hall	21 EMAC 1:30 pm, City Hall	22 Diary of Anne Frank 7 pm, FEC	23 Jazz Kings 2 pm, FEC Diary of Anne Frank 7 pm, FEC
24 Diary of Anne Frank 2 pm, FEC	25 Public Art Committee 10 am, City Hall	26 Planning Commission 7 pm, City Hall	27 FURA 6 pm, City Hall	28 Diary of Anne Frank 7 pm, FEC	29 Diary of Anne Frank 7 pm, FEC	30 Diary of Anne Frank 2 pm, FEC