



Florence City Hall
250 Highway 101
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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Focus on Florence

December 2015

Recreational and Medical Marijuana Code Amendments



In November 2014, voters passed Measure 91, which provided for the personal growing, possession, and use of limited amounts of non-medical marijuana. Florence residents voted 51.28% in favor of Measure 91, while Lane County as a whole approved it by 61%. With the passage of Measure 91, individual, recreational use of marijuana has been legal since July 1, 2015. This law also directed the Oregon Liquor Control Commission (OLCC) to establish a licensing system for the commercial production, processing, wholesale, and retail sale of recreational, non-medical marijuana. The OLCC approved temporary rules for the sales of retail marijuana on October 20, 2015.

The Florence City Council and Planning Commission met in work sessions held on September 9th, November 4th, and November 18th to discuss proposed code amendments related to marijuana. OLCC and the Oregon Health Authority will not be considering land use or zoning when issuing licenses. Proposed changes and additions to Florence City Code would supplement State law by establishing regulations on the time, place, and manner where marijuana production, processing, wholesaling, and sales could occur.



The State of Oregon has provided a resource website with the new rules associated with Measure 91. Learn more at whatslegaloregon.com.

The City of Florence has since proposed Ordinance No. 12, Series 2015, which proposes to establish land use and zoning regulations for the production, processing, wholesaling, and sales of non-medical and medical marijuana by those who have been licensed by the State of Oregon for these activities. The proposed ordinance would seek to classify what types of marijuana businesses could be conducted in commercial, industrial, and residential zoning districts.

You may have received a notice in the mail about Ordinance No. 12, Series 2015. The wording used in the notice “this notice was sent to inform you that the City has proposed a code amendment which may affect your property values and the uses permitted on your property” is required by State law. Your property may or may not have the ability to conduct certain types of marijuana business after adoption of the Ordinance. The specific proposal can be on the City’s website at www.ci.florence.or.us.

See Code Amendments, Page 3



EMPLOYEE SPOTLIGHT

Ross Peck Public Works Utility Worker

Ross Peck serves as a Utility Worker in the Water division of the City of Florence Public Works Department. Ross has been with the City since 2012. Prior to joining the Public Works Department, Ross built houses for 28 years in Oregon and California, including in the Florence area.

Ross and Beth have been together for 19 years. Between them, they have 8 kids and 9 grandchildren. In his free time, Ross enjoys hunting, fishing, and other outdoor activities.

What does your job entail?

"I perform a variety of tasks for the water utility infrastructure including meters, mains, pumps, etc., as well as meter reading and on/off's for customers. In addition to the water division,

I work on other infrastructure needs in the other division of Public Works—wastewater, stormwater, and streets."

What do you like most about your job?

"I enjoy the crew that I work with."

What types of projects do you enjoy most?

"I enjoy the new water line installs."

What was one of your proudest moments working with the City?

"One of my best moments was completing the one of the first big water projects that I worked on. We installed several hundred feet of water line on 11th Street."

Florence Holiday Light Contest is Back!

The Holiday Spirit is alive and well in History Old Town Florence! In an effort to bring back a Florence tradition from years past, Central Lincoln PUD and the Florence Area Chamber of Commerce are reviving the Florence Holiday Light Display Contest!

Holiday Light Contest



ENTRY DEADLINE: Tuesday, December 15th
LIGHT JUDGING: Thursday, December 17th
WINNERS ANNOUNCED: December 18th & 19th

CONTEST PRIZES

1st - \$250 2nd - \$150 3rd - \$100

Entrants can be either commercial or residential, each category will have a 1st, 2nd, and 3rd prize winner. In an effort to promote energy savings, all entry light strings must be LED lights. Non-LED lit decorative characters and similar items are acceptable. The Contest is open to both the Florence and Dunes City areas (not restricted to official City limits). Entry forms can be found at www.ci.florence.or.us and can be turned in to the Florence Visitor Center at 290 Hwy. 101 or emailed to sherri@florencechamber.com.

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 vimeo

www.vimeo.com/florenceoregon

*CODE AMENDMENTS, Page 1***Frequently Asked Questions:*****How does this proposed code affect my residence?***

If your residence is within the Florence city limits, you will not be able to operate a marijuana business out of your home that wholesales marijuana products, tests marijuana, or sells either recreational or medical marijuana. As a home occupation, you could grow marijuana plants and manufacture marijuana products, but you would not be able to have employees or grow outdoors. The growth of marijuana plants would need to be done outside of the dwelling building and inside a permanent building (no greenhouses or high tunnels) with odor control mechanisms such as carbon filtration. A home occupation would also be limited to the allowable lot coverage prescribed by the underlying zoning district.

Where has this been proposed? Is this notice for a marijuana facility near my home?

This is a legislative code amendment, meaning it affects more than one location or individual. Notices were mailed to over 4,300 property owners within the City of Florence. There have been no specific proposals for where a facility could locate.

The Florence City Council and Planning Commission are identifying locations where the various marijuana-related facilities are compatible with existing zoning.

This particular code amendment affects all commercial, industrial, and residential districts of the City of Florence. Please see the “As Proposed – Where Can Someone...?” at www.ci.florence.or.us on how it affects property within a specific zone.

Does the proposal allow for sales in Old Town?

No. The proposed amendments do not allow for wholesale, recreational, or medical sales in Old Town.

What are the buffers that are proposed for areas of interest in town?

The State of Oregon has established retail sale buffer zones around schools of 1,000 feet for marijuana related activities. The proposed Florence codes also include the following buffers for retail sales: 200 feet from daycare facilities, 200 feet from the library, 175 feet from residential zones, 400 feet from Miller Park, and 200 from other City parks.

When is the public hearing about this proposal?

December 14th at 7:00 p.m. at the Florence Events Center. The Planning Commission and City Council will hold a public hearing in succession that evening.

Who can I ask if I have questions?

You can call the Florence Planning Department at (541) 997-8237, email glen.southerland@ci.florence.or.us or visit Florence City Hall at 250 Highway 101.

I would like to provide testimony about the proposed code amendments, where can I send it?

You can mail testimony to the Florence Planning Department at 250 Highway 101, Florence, OR 97439. You can also submit testimony to the Florence Planning Department via fax at (541)997-4109 or email glen.southerland@ci.florence.or.us.

More information regarding Recreational and Medical Marijuana code amendments, State policies, and City work to date is available at www.ci.florence.or.us/planning/recreational-and-medical-marijuana-text-amendment-information.

Senior & Disability Services Needs Assessment

The Lane Council of Governments (LCOG) is working on an assessment of their Senior and Disability Services programs. If you are age 60 or older, or an adult with a physical disability – or if you provide care or comfort to a senior or adult with a disability – please take a few minutes to complete the Community Needs Assessment Survey at www.surveymonkey.com/r/LaneNeedsSurvey.

The survey is open to anyone age 60 or older, adults with physical disabilities, or care providers – so of you know someone, please forward this survey. They are doing these surveys to help find out what people need and the information from this survey will be used to shape services offered in the future.

SENIOR & DISABILITY SERVICES
A DIVISION OF LANE COUNCIL OF GOVERNMENTS



Interested in the health of our historic downtown?



Would you like to:

- ⇒ Work with fellow community members to achieve extraordinary things?
- ⇒ Create opportunities for local businesses?
- ⇒ Help preserve significant downtown structures?

Learn how the Main Street Approach® to Downtown Revitalization helps communities bring vitality to their traditional commercial districts.

The Main Street Approach® is a nationally proven methodology for revitalizing historic commercial districts. Come learn how to leverage your community's collective skill so the end result is a business district that becomes a gathering place for the community and provides the goods and services that neighborhoods desire.

Join Us to Learn More!
 Wednesday, January 20, 2016
 2:30 – 4:00 P.M.
 Florence Events Center
 716 Quince Street

Who should attend? Downtown business and property owners, residents, local government officials, community organizations – anyone who feels passionate about improving downtown!



Speaker Bio: Sheri Stuart is the state coordinator of Oregon Main Street (OMS) which is part of Heritage Programs in Oregon Parks and Recreation Department. OMS helps communities throughout the state preserve and revitalize the economy, appearance, and image of their traditional business districts using a range of services and assistance to meet the needs of communities interested in revitalization. Sheri has twenty-five years in working with main street communities, starting as the executive director of the Port Townsend Main Street (WA), working as a program officer with the National Main Street Center, and formerly with the Washington State Main Street Program.

Siuslaw Public Library Wants to Hear from You!

You Talk. They'll Listen.



The Siuslaw Public Library is planning for the future, and they need to hear from you! They are planning for Library services through 2020, and that means they need to hear from both users and non-users of the library. What do you love and what do you want more of? Take a moment and let them know... and make sure your friends and family let provide their input as well.

Help the Siuslaw Library make the next five years the best yet! Complete a short survey online at www.SiuslawLibrary.org or pick up a paper copy at the Library.

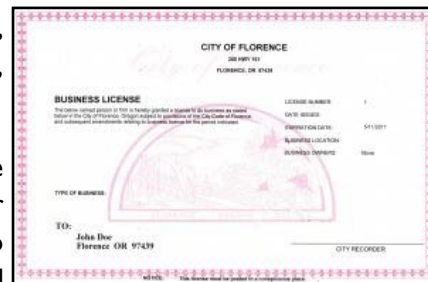
City Offers Credit for Business License Renewals Received by January 1st—Submit Your Renewal Today!

Bowl a game at Holiday Bowl, check. Try some famous Mo's Clam Chowder, check. Buy your grandson a new puzzle book at Periwinkle Station, check, check. The question is, what can you do with an additional \$10?

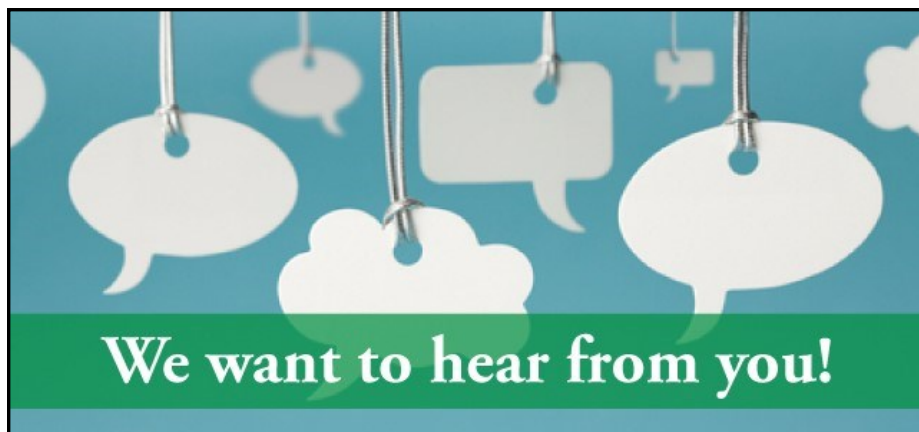
As a way of saying thank you to the City's responsible long term businesses, the City of Florence will be offering a \$10 credit for businesses that renew their 2016 business licenses on time (i.e. on or before January 1st). We would like to thank our local business owners, and their employees, for their continued support of the community. Without our local businesses, Florence could not survive and thrive. They not only provide employment for our citizens, but support the various community events that make Florence the wonderful place that it is.

So businesses, when you receive your business license renewal in the mail in early December, don't forget to review the contact information contained and send it in with payment by January 1st to receive your \$10 credit toward your next year's business license. Come December 2016, you'll be thankful that you did.

For more information on business licenses, or to make sure we have the correct mailing address for your business, please contact Kelli Weese, City Recorder, at 541-997-3437, or via email at kelli.weese@ci.florence.or.us.



Business Interest Survey— How can we help your business succeed?



Do you own a business in the City of Florence?

Are you interested in expanding your business?

Would you be interested in support for your business operations?

Do you have advice or input for the City's Economic Development efforts?

Then please take the time to complete the City of Florence Economic Development Business Interest Survey. These surveys have been distributed on the back of the 2016 City of Florence Business License Renewal Applications and is available on the City of Florence website at www.ci.florence.or.us/economicdevelopment/business-interest-survey. Completion of this survey helps give the City a wealth of knowledge about how we can help expand our economic development program in the most effective way possible.

For more information on business licenses, please contact Kelli Weese, City Recorder, at 541-997-3437, or via email at kelli.weese@ci.florence.or.us.



Recorder's Corner

News from the November Council Meetings

Marijuana regulations have been the primary project the City Council has been working on for the month of November. With two combined work sessions between the City Council and the Planning Commission, the City has been working to establish permitted location and use provisions for marijuana production, processing, wholesaling, testing, dispensing, and sales facilities. The Council and Planning Commission will be holding their first evidentiary public hearing on the proposed land use code amendments discussed during these work sessions on December 14th at 7 p.m. at the Florence Events Center.

During November the City Council also completed the following:

- Completion of a public hearing and decision concerning the East Bank Planned Unit Development
- Completion of many various agreements including a City Council grant policy, updated City Manager Evaluation process and form, and a Senior Center Management Agreement
- Various decision points concerning boards and committees including:
 - ⇒ Amendments to the Airport Advisory Committee structure and appointments to that committee
 - ⇒ Decommissioning of the Florence Events Center Advisory Committee
 - ⇒ Announcement of the 2016 City Committee Vacancies

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.

Boards and Commissions Applications Due December 31st

Help contribute to Florence by serving on a City Committee

Would you like to see more public involvement in the City of Florence to make sure your voice is heard? Would you like to make a difference and help contribute to the goals and objectives of the City as a whole? Then consider applying for one of the open positions on one of the City's committees. The deadline for applications is fast approaching on December 31st so apply today!



These positions offer citizens an excellent opportunity to volunteer their services on significant matters. Committee member contributions are invaluable to the Mayor, the City Council, as well as the City. The following boards and committees are currently filling vacancies for varying term lengths, with positions set to begin on February 1, 2016.

- | | |
|---|--|
| ◆ Audit Committee – 1 open position | ◆ FURA Budget Committee – 1 open position |
| ◆ Budget Committee – 3 open positions | ◆ Planning Commission – 2 open positions |
| ◆ Environmental Management Advisory Committee (EMAC) – 3 open positions | ◆ Transit Advisory Committee – 4 open positions (1 reserved for a high school student) |
| ◆ Florence Urban Renewal Agency (FURA) – 2 open positions | |

Applications are available at Florence City Hall and on the City's website at www.ci.florence.or.us. City Hall is open Monday thru Friday; 8 am to 12pm; 1pm to 5 pm. All qualified persons are encouraged to apply.

For details regarding the duties and responsibilities of these bodies, residency requirements of applicants, term lengths, or any other questions, please contact City Recorder Kelli Weese at 541-997-3437. Applicants will be interviewed by the City Council on January 13 and 14, 2016.

What's the Pacific View Business & Industrial Park?



The Pacific View Business and Industrial Park, located along Kingwood Street, is primarily owned by the City of Florence with a large parcel of land owned by the Port of Siuslaw. The history of the land is interesting and the purpose for use is fairly specific.

Public Ownership Origin

In the late 1940's Martin and Mae Petersen donated over 300 acres of land in central Florence to Lane County. The Petersen's donation included a covenant that required lands be developed for or in support of Airport Use. This generous donation of land includes the airport runway and its associated facilities. Additionally, important community support facilities such as the senior center, schools, and Singing Pines Neighborhood and Dog Park were developed. Some larger parcels were sold to generate revenue to develop the airport runway and facilities and create lower income workforce housing. The Airport Industrial Park, Pacific View Business and Industrial Park, and the Port of Siuslaw's 40 acres of industrially zoned land are also part of the Petersen's land donation (see map). When the City sells a property within the industrial park, the proceeds from the sales are used in support of the Airport operational fund. To protect the airport and provide a continuous funding stream, some of the lots in the Pacific View Business and Industrial Park have Federal Aviation Agency stipulations restricting their sale. Those lots are lease-only with the revenue from the leases providing a continuous revenue stream for Airport operations.

Continuing Economic Benefit

Historically, the Siuslaw River and Port of Siuslaw facilities were the base for economic growth and development in the early years of the City. In an economic development effort to replace some of the jobs lost as a result of the declines in the timber and fishing industries, the City developed the industrial parks with the intention of attracting businesses that bring family wage jobs to Florence. The Airport Industrial Park located between 17th and 20th Streets was developed in the 1990's; it is fully developed and the park includes businesses in the technology, service, and construction trades. With Kingwood Street developed to 20th Street the City next pursued development of the Pacific View Business and Industrial Park.

City of Florence Business Park Port of Siuslaw Property



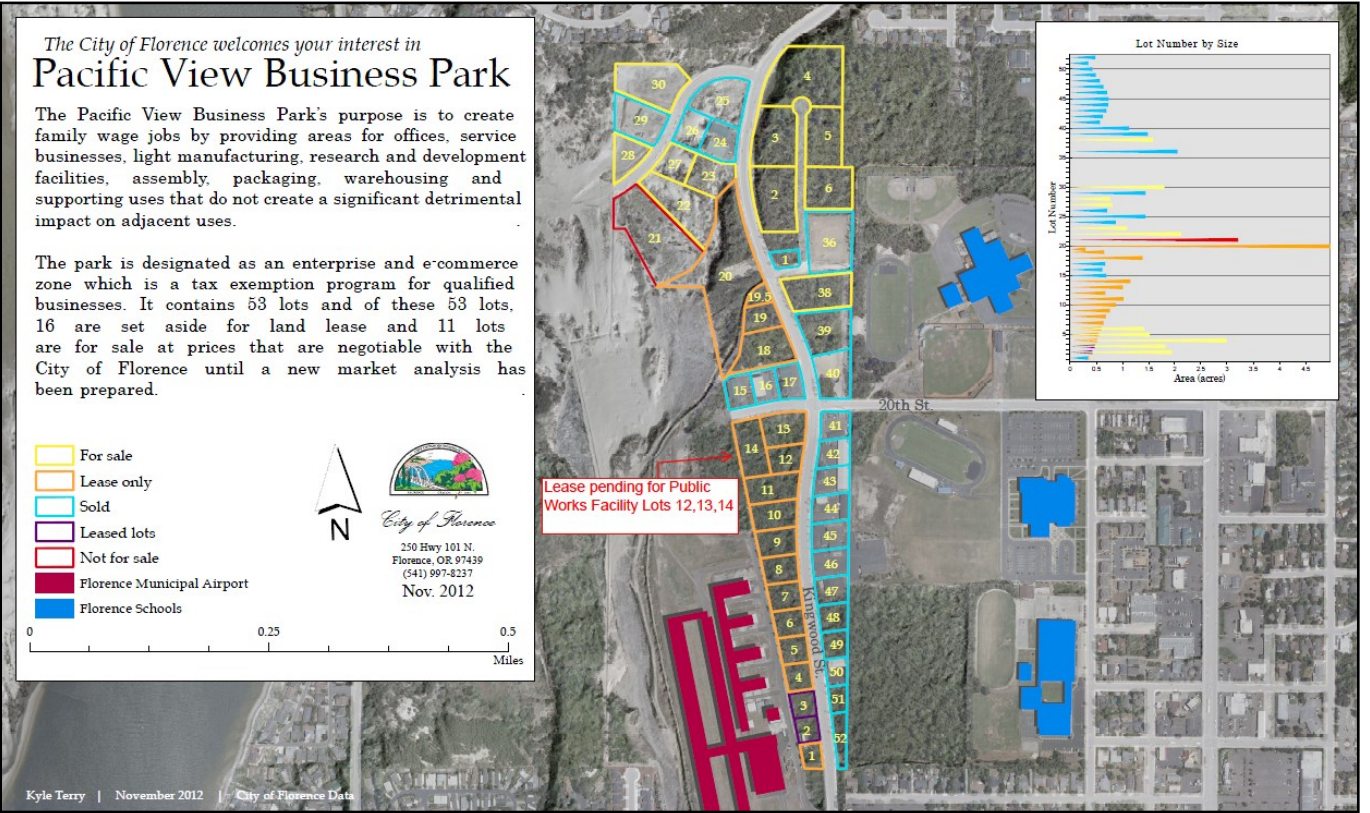
Sources: Esri, DigitalGlobe, GeoEye, Earthstar (imagery), CNES/Airbus DS, USDA, USGS, AeroX, © Swiremap, AeroGrid, IGN, ICF, swisstopo, and the GIS User Community

PVBIP, Page 7

Laying the Foundation

Several activities such as infrastructure construction, platting, zoning, and marketing were needed to make the 70 acre Pacific View Business and Industrial Park (PVBIP) available for development. In 1995 the City of Florence aggressively pursued funding to construct the utility infrastructure. In 1996 they were successful with the Oregon Economic Development Department providing over \$860,500 in loan and grant funding for water, sanitary and storm sewers, hydrants, sidewalk, and street light installation. In late 1996 the Lane County Economic Development Assistance Program provided \$1,447,000 in grant funding to extend Kingwood St. to 35th Street, extend 27th Street from Oak Street to the airport, and construct Pacific View Street to the Port's 40 acres. The City of Florence made up the balance contributing \$92,000. In 1998 the industrial park was surveyed and platted into 52 lots varying in size to accommodate business park and light industrial development. In 2009 some topographically unsuitable lots adjacent to Lane Community College were replatted to include a new street, Lingcod. This made the lots more cost effective and suitable to develop. Lingcod is listed in the Street Capital Improvement Plan and is planned for construction by the City and adjacent owners.

The PVBIP zoning evolved over the years. From 1998 to 2003 the park was zoned the same as its southern Airport Industrial Park predecessor and included Covenants, Conditions, and Restrictions. From 2003 to 2009 the park consisted of two zoning districts to differentiate the locations for certain uses. The northern view lots were reserved for research and development, professional office, and other light industrial uses that would want to take advantage of the scenic views of the Pacific Ocean and the Siuslaw River to the west. In 2009, due to community confusion and frustration over the differing design guidelines and seemingly inconsistent application of the CCRs the City combined the zoning districts and removed the CCRs from the development.



*PVBIP, Page 8***Marketing**

Multiple economic development planning efforts have been conducted over the last three decades. A timeline of these is located on the City's website at www.ci.florence.or.us/economicdevelopment. In 1998 the first dedicated marketing study for the PVBIP was completed ([Target Business Marketing Strategy for Business Park](#)). An Economic Development Committee was formed with key stakeholders representing financial institutions, realtors, utilities, business community, and Lane Community College. Their recommendations included achieving Enterprise Zone designation to provide tax exemptions to qualifying businesses, preparation of a marketing packet, and a concerted effort to maintain and grow existing businesses. Two of the three recommendations were completed. The marketing strategy was never fully realized due in part to an absence of dedicated trained staff and marketing funding. In 2009 a new study was commissioned by the City and performed by Iron Wolfe. Their recommendations included targeting California to attract new business, targeting right scale right size industry types, developing a strategic alliance of partners and creating "Team Florence" responsible for business development, retention and expansion. The downturn in the economy and conservative municipal funding precluded any aggressive pursuit of these recommendations.

Success

The PVBIP has experienced successful lot sales and development regardless of the lack of aggressive marketing pursuits. Presently, 23 of the 34 lots for sale have sold. Of the 23 sold, seven remain undeveloped as they were purchased in the early days by speculators. Now the City requires timely development of any lots sold. Four businesses have relocated into the park to expand their businesses. The remaining lots are occupied by new businesses, those businesses needing extra space, and government offices such as the Forest Service and school bus facilities. The latest developer in PVBIP is the Oregon Coast Military Heritage Museum which has leased 2 of the 17 lease lots west of Kingwood Street. The Florence Public Works Department is proposed to move from land dedicated for park use on Spruce Street to three of the lease lots at 27th St. The lease revenue from the museum and public works facility will support the Airport fund to provide sustainable funding for Airport operations. There

are 11 lots still available for purchase. Four of these lots have commanding views of the Pacific Ocean and Siuslaw River and three about the Lane Community College property which provides possibilities for workforce training partnerships.

**Council Direction**

In 2015 the Florence City Council formed an Economic Development Committee (pictured) tasked with identifying barriers to and researching opportunities to improve and facilitate job creation, business attraction, expansion and retention. The economy is beginning to turn around and the Florence City Council is dedicated to development of the PVBIP in a manner that adds to the quality of life of its residents, is consistent with community objectives and supports continuing economic benefit for the Florence community. If you know someone who might be interested in growing or bringing their business to Florence or someone who wants to provide building space for a business contact Kelli Wesse, City Recorder/Economic Development Coordinator at kelli.wesse@ci.florence.or.us or 541-997-3437.

Economic Development Committee (left to right)

Front: Sharon Hobart, Erin Reynolds, Kelli Weese, Meg Spencer, Joe Crenshaw, Joe Henry, Mike Rose

Back: Steve Earnshaw, Cal Applebee, Chris Chandler, Robbie Wright, David Wiegand

City E-mail Addresses

City Manager Erin Reynolds
erin.reynolds@ci.florence.or.us

City Recorder Kelli Weese
kelli.weese@ci.florence.or.us

Interim Finance Director
Andy Parks
andy.parks@ci.florence.or.us

Planning Director
Wendy FarleyCampbell
wendy.farleycampbell@ci.florence.or.us

Public Works Director Mike Miller
mike.miller@ci.florence.or.us

FEC Director Kevin Rhodes
kevin@eventcenter.org

Police Chief Tom Turner
tom.turner@ci.florence.or.us

Newsletter Editor Megan Messmer
megan.messmer@ci.florence.or.us



Visit the City of Florence
online at
www.ci.florence.or.us

FLORENCE CITY COUNCIL



Mayor
Joe Henry
joe.henry@ci.florence.or.us



President
Joshua Greene
joshua.greene@ci.florence.or.us



Vice-President
Ron Preisler
ron.preisler@ci.florence.or.us



Councilor
Susy Lacer
susy.lacer@ci.florence.or.us



Councilor
George Lyddon
george.lyddon@ci.florence.or.us

City Council Meetings

Council Chambers

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

Executive Session

Mon., Dec. 14, 5 PM, FEC

Regular Meetings

Mon., Dec. 14, 6 PM, FEC

Public Hearing—Marijuana

Mon., Dec. 14, 7 PM, FEC

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.

2015 COUNCIL GOALS

Deliver efficient and cost effective City services. ■ Expand and diversify the Florence economy. ■ Improve the City's livability and quality of life. ■ Sustain the City's strong financial position. ■ Strengthen and Improve the City's Organization and Capital Plant. ■ Improve the City's communication program to better tell the City's story and strengthen citizen trust where possible. ■ Improve the community's safety and perception of safety.

CITY CALENDAR: DECEMBER 2015

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 Econ. Dev. Committee 2:30 pm, City Hall	2	3	4 Holiday Arts Fest 1 pm—7 pm, FEC Empty Bowls 5 pm—7:30 pm, FEC	5 Holiday Arts Fest 10 am—4 pm, FEC Empty Bowls 10 am—5 pm, FEC
6 Empty Bowls 10 am—5 pm, FEC	7	8	9	10	11	12 Peace Health Light Up a Life 11 am—2 pm, FEC Dead in the Sled— A Murder Mystery 10 am—5 pm, FEC
13 Appalachian Winter Community Chorus 2 pm, FEC	14 Public Art 10 am, CH Audit Comm. 4 pm, CH CC Exec. Sess. 5 pm, FEC CC Meeting 6 pm, FEC CC & Planning Comm. Public Hearing 7 pm, FEC	15 The Nutcracker— Eugene Ballet Co. 7 pm, FEC	16 City Council Work Session 9 am, FEC TAC 1:30 pm, City Hall	17 EMAC 2 pm, City Hall Swinging on a Star— Emerald City Jazz Kings Christmas 7:30 pm, FEC	18	19
20 A Christmas Blast with the Oregon Brass 2 pm, FEC	21	22 Econ. Dev. Committee 2:30 pm, City Hall Planning Commission 7 pm, City Hall	23	24	25 City Hall & FEC Closed	26
27	28 Public Art Committee 10 am, City Hall	29	30	31	1 City Hall & FEC Closed 	