



City of Florence
A City in Motion

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

May 2016

April Showers bring May Flowers



Chamber, Urban Renewal, and City bring Spring to Historic Old Town!

Visitors in Historic Old Town now have something new to admire. Forty-five flower baskets were hung on light poles and wall brackets in the Old Town area on April 21st. The baskets were paid for through a joint effort between the Florence Area Chamber of Commerce's Downtown Revitalization Team, the City of Florence, the Florence Urban Renewal Agency, and local 36 local business sponsors.

About \$14,000 has been pledged toward this beautification project to purchase the brackets and for the first year's flowers. The Florence Urban Renewal Agency, with the help of Florence Public Works Director Mike Miller, funded the light pole brackets for twenty light poles. The

Chamber of Commerce and business sponsorships covered the flowers purchases. Upkeep will be a joint effort between the City of Florence Public Works Department and the Chamber of Commerce. The baskets will be in Old Town through at least October.

But wait... there's more! As part of the planning for future beautification efforts, the light pole brackets were purchased with a removable lower arm. During the winter months, when the flowers are gone, the new brackets will hold banners. The Downtown Revitalization Team will be working with the City to develop new banners for Historic Old Town. Our City in Motion will now include baskets of flowers and festive banners!

*Above: Public Works installed the flower baskets.
 Right: Members of the Downtown Revitalization Team assisted in placing the new flower baskets.*



COMMUNITY SPOTLIGHT



Join the fun in Florence!

Voted
"Best Oregon Coast Getaway"
People's choice award
from oregonlive.com



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Oregon Pacific Bank
Spruce Point Assisted Living
TR Hunter Real Estate
The Siuslaw News

Visit www.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



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www.twitter.com/FloEventsCenter

Watch Us On



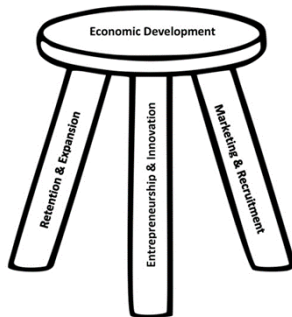
www.vimeo.com/florenceoregon

Florence Economic Update

News from the City's Economic Development Efforts

The Strategy for Success

Economic Development is a term that means a lot of different things to a lot of different people. If you ask twenty people what a successful community is you will likely receive twenty different answers. In Florence, we have established economic development as one of our five City Council goals, and for good reason. For Florence, economic development means establishing efforts that seek to create and/or retain jobs.



The City of Florence's strategy for economic development is a three legged stool with three different strategies.

1. Business Retention & Expansion
2. Business Marketing & Recruitment
3. Entrepreneurs & Innovation.

All three of these tactics must be worked on simultaneously in order to achieve our goals.

This article represent the first in a series of updates to detail how each of these strategies are being addressed at the City of Florence. Stay tuned for future updates on the City's economic development efforts.

Entrepreneur Training & Meetups

Entrepreneurs tend to be very independent, but that doesn't mean they should have to build companies all by themselves. Learn how to build mentors at the May 3rd seminar led by RAIN (Regional Accelerator & Innovation Network) Venture Catalyst and serial entrepreneur, Caroline Cummings. The event will be held at the Florence Events Center on May 3rd at 4:00 p.m. Or consider attending the Founder's Fireside Chat on June 1st where veteran entrepreneurs will share their personal stories of founding startups. The event will be held at Ocean Dunes Golf Links on June 1st at 5:00 p.m. For more information, visit the meetup website at www.meetup.com/Startup-Florence-Oregon-Coast/.

Interested in Learning More?

Attend the #StartupFloCo Free Seminar
How to Find and Maximize Mentors
 For Entrepreneurs & Innovators

May 3rd | 4 - 5:30 PM |
 Florence Events Center | Free event

The event is free. Light fare will be served.
 For more information visit to RSVP visit:
<http://www.meetup.com/Startup-Florence-Oregon-Coast/> or check
 out the FloLab webpage at www.floelabthinklab.com

Supported by:

City of Florence
 A City in Motion

RAIN
 REGIONAL ACCELERATOR & INNOVATION NETWORK

Lane
 COMMUNITY COLLEGE

STARTUPFLOCO



New Businesses in Florence

Florence welcomed 24 new and changed businesses in March and April, including the new Szechuan Chinese Restaurant at 1073 Hwy 101, set to open soon. This new restaurant is set to bring in five new employees to town. Stop by and welcome the new business to this previously vacant building!

Florence Featured in CESSNA Flyer Magazine

Interested in flying? Florence is proud to be featured in the April edition of Cessna Flyer magazine! We are proud of our Florence Municipal Airport; with its two courtesy cars and wonderful hometown atmosphere it is a great place for pilots and passengers to enjoy the Central Oregon Coast. For more information on the magazine visit their website at www.cessnaflyer.org.

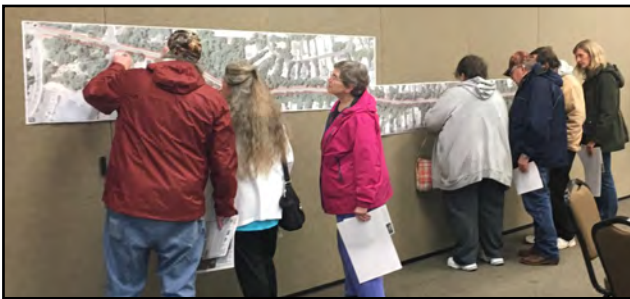
For more information, please contact Economic Development Coordinator Kelli Weese at 541-997-3437 or kelli.weese@ci.florence.or.us.



Rhododendron Drive Shoulder Extension Project



Open House Summary



The City of Florence hosted an Open House about the Rhododendron Drive Shoulder Extension Project on Thursday, April 14 from 4:30 to 7 pm at the Florence Events Center. Sixty-nine people attended the Open House, studied the project maps, listened to City staff describe the project, and asked questions.

City Manager Erin Reynolds greeted participants and shared the overall goals of the project being to increase safety for pedestrians and bicyclists along the road. Public Works Director Mike Miller described the project as an expansion of the road shoulder to create two 6-foot shoulders that serve pedestrians and bicyclists. Stan Petroff from OBEC Engineering explained the wall maps, which showed where the pavement would be, the limits of construction, and property lines.

The following are questions and answers, as well as comments, from meeting participants:

- What will construction include? *Excavation, laying fabric, then rock, then permeable asphalt.*
- Will power poles need to be moved? *No.*
- Who will do the work? *The project low-bidder is Eugene Sand and Gravel.*
- How much does it cost? *The cost of construction is approximately \$878,000.*
- When will the work start? *Some activity has already begun (such as a bird nesting survey), but the bulk of the construction will probably begin in June and be completed by the end of summer.*
- How wide will the gravel shoulder be? *About a foot on either side, blended into the existing slopes.*
- Is this design more cost-effective than the multi-use path formerly proposed? *The two designs cost about the same.*
- Is there currently a pedestrian crossing planned at Wildwinds Drive? *Not with this specific project.*
- Is it possible to reduce speeds on the road? *Reducing the speed limit is a complicated State process that takes into account a lot of different factors.*



City Manager Erin Reynolds speaks about multi-modal transportation planning and how the Rhododendron Drive project fits into the community-wide system, rather than being a stand alone path.

RHODY DRIVE SHOULDER EXTENSION PROJECT, Page 4

- How do other planned bicycle and pedestrian projects connect to this project?
 - ◆ *Between 9th Street and Highway 101 on Rhododendron Drive (east side), the City is replacing a waterline, improving the roadway, and building a sidewalk.*
 - ◆ *On Highway 101, from the Siuslaw Bridge the Hwy 126 intersection, the City is improving the sidewalks and building bicycle lanes with ReVision Florence. More information on this project can be found in the April newsletter.*
 - ◆ *As funding allows, the City will continue to improve bicycle and pedestrian access on Rhododendron Drive to the north of this project.*

Concerns raised by residents included:

- Where will people from outside the neighborhood park to walk or bike along the shoulder?
- Safety of people crossing Rhododendron Drive at Wildwinds.
- Impact of people walking and biking in the area and the high speed of traffic in the area (especially driving South).
- Whether the trees that are removed will be replaced.
- How semi trucks will make the turn onto Rhododendron Drive from 9th Street.

Some individuals expressed displeasure with the project, and others thanked the City for modifying the design to address resident concerns. If you were unable to attend, the materials are available on the following pages. If you are interested in receiving future updates on this project, please [Join the Mailing List!](#)

The project will include two 11-foot travel lanes and two 6-foot shoulders. A scale model of what it will look like was set up at the Open House.



Citing the Municipal Code

It's that time of the year again—time to get out and mow those lawns, trim those hedges, and get rid of that scotch broom. This becomes a very, very, busy time of year around the Code Enforcement office, and I'm sure you all feel have a lot of sympathy for me... Probably not.

Seriously, it would be a great help if when we notice our neighbors mowing their lawns, that we go out and mow ours too. Rest assured I will stop by and remind you if you forget, but there are a lot of other things that could be done besides the reminders. I certainly do not expect anyone to be out in the rain mowing lawns, but the weather is getting more and more cooperative. This is a beautiful community let's do our parts to keep it that way.

Have a question about the City Code? The entire City Code can be accessed on the city website at www.ci.florence.or.us or you can call my office at 541-902-2180.

Thank you in advance for your cooperation,
Dan Frazier, Code Enforcement Officer





Rhododendron Drive Shoulder Extension Project

The City of Florence is looking forward to improving safety and access along Rhododendron Drive for cars, pedestrians, and cyclists. The design is finalized and construction of paved shoulders on each side of Rhododendron Drive between 9th Street and Wildwinds **begins 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**.

Some Background on the Project

What started as a proposal for a 10-foot wide separated multi-use path along the east side of Rhododendron Drive between 9th and Wildwinds has been changed into two (2) 6-foot wide paved shoulders along the 9th Street to Wildwinds section of Rhododendron Drive. The two (2) 6-foot wide shoulders will use permeable pavement to lessen the impact to the native vegetation.

After four public meetings and one open house during the fall of 2014, City Council selected the two (2) 6-foot wide shoulders option, utilizing permeable pavement, for this section of Rhododendron Drive. The new design necessitated service contract changes, and in March 2015, the new contract and scope of services were approved to complete the pre-construction design engineering. The project went to construction bid this March, and will likely be underway by late May.

Who will the Project Impact?

The new design reduced the impact on properties, trees, and shrubs along the road. All of the project is within the public right-of-way, but some trees and vegetation will need to be removed from about 14 properties. The City is contacting and communicating with all of these property owners and residents. Construction will have some impacts to traffic along the road, and the City will continue to communicate details of the project.

Contact

To receive updates on this project, including construction information, contact Mike Miller, Public Works Director, mike.miller@ci.florence.or.us, 541-997-4106.



City of Florence
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Project Location

The project is located on Rhododendron Drive between Wildwinds and 9th Street in Florence.

“When it pours, it’s porous”

Permeable Pavement will be used on the 6 foot shoulders of Rhododendron Drive. It looks the same as typical asphalt, but water will flow through it and be absorbed by the sand underneath rather than flow over the surface and into a ditch. It is healthier for plants, cleans storm water, and does not carry pollutants into rivers.



How long do these pavements last, and how long do they remain porous?

Even after twenty years, porous pavements show little if any cracking or pothole problems. The surface wears well. Porous asphalt retains its ability to handle rainwater for many years.

Do these pavements look “different?”

Are they smooth?

While slightly coarser than standard asphalt, most people parking or driving on a porous asphalt surface will not notice (or believe) that it is different. The surface of porous asphalt pavement is smooth enough to meet requirements of the Americans with Disabilities Act (ADA).



Interested in Running for City Office?



If you have resided within Florence city limits for at least a year, then you are likely eligible to apply for one of the City offices that will be on the ballot this fall.

The first day to file for office will be June 1st. Forms and instructions on filing for a City office will be available on or after May 16th through the City Recorder's Office. For more information, call 541-997-3437 or email kelli.weese@ci.florence.or.us.

Positions Open for Election

Mayor – 2 year term
(position currently held by Joe Henry)

Councilor – 4 year term
(position currently held by Joshua Greene)

Councilor – 4 year term
(position currently held by Ron Preisler)



Recorder's Corner

News from the April Council Meetings

Ah April, the month of tulips, bunnies, jokesters, and... budgets? April at City Hall marks the mad dash toward pulling together the City of Florence's annual budget. In preparation for the reading of the Budget Message and document distribution on May 2nd, staff has been diligently working behind the scenes to dot their i's, cross their t's and, in this case, check the decimal point.

Through all of that behind the scenes work, the City Council held two meetings for the month of April. In April, the City Council discussed and held a public hearing on amendments to the Solid waste code and rates to require all rental tenants be provided with garbage service, review vehicle standards for the garbage haulers in town and revise the rate frequency and methodology.

During April the City Council also completed the following:

- Presented proclamations for Child Abuse Prevention Month and National Library Week, pictured to the right.
- Approval of a grant submittal to the Oregon Parks and Recreation Department to purchase and develop a new riverside park.
- Authorization of a contract to complete the Rhododendron Drive Gravity Sewer Improvement Project.
- Review of different City programs including biosolids management.
- Discussion of a potential development agreement for the Hwy 126 gateway.



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.



Community Begins Here

Please help us celebrate and honor the un-sung heroes that keep our City in Motion during National Public Works Week this May. Public Works professionals maintain our infrastructure, ensure we have safe water to drink, sanitary sewer and stormwater, clean our streets, maintain our roadways, make sure our parks are a safe, clean, and beautiful place for us to enjoy, and so much more!

NATIONAL PUBLIC WORKS WEEK

Florence Public Works Facts

- Florence has a population of 8,750.
- There are 3,800 Water connections.
- Those water connections are served by 62 miles of water transmission and distribution system pipes.
- Residents have 87.98 lane miles of streets to drive on in Florence.
- Florence has 93 miles of Wastewater pipes to transmit waste.
- The Stormwater system is served by 34 miles of stormwater lines.
- The Parks department maintains 154.13 acres of park land at 19 different sites.
- Public Works has seven divisions: Airport, Stormwater, Parks, Streets, Water, Wastewater, and Public Works Administration, which includes Building Maintenance.
- These services are performed by the 19 full time employees at Public Works, plus seasonal workers.

May 15-21, 2016

Find out more at www.ci.florence.or.us/publicworks/!



City of Florence Public Works Crew

From Left to Right: Solon Foster, Mike Unruh, Larry Jensen, Robert Opitz, Mark Durbin, Sean Selig, Justin Heacock, Mike Miller, Nilda Taylor, Mike Wheeler, Steve Hatler, Brenda Cervantes, Gary McLaughlin, Tyler Krueger, James Ledbetter, Jake Krieger, August Murphy. Not Pictured: Ross Peck

— 2016 —

BUILDING SAFETY MONTH MAY

INTERNATIONAL CODE COUNCIL

Building Codes: Driving Growth through Innovation, Resilience and Safety



WEEK ONE
May 2-8
Building Solutions for All Ages



WEEK TWO
May 9-15
The Science Behind the Codes



WEEK THREE
May 16-22
Learn from the Past, Build for Tomorrow



WEEK FOUR
May 23-29
Building Codes: A Smart Investment

Presented by the International Code Council



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VISIT

www.buildingsafetymonth.org

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Support Building Safety Month

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FEC Director Kevin Rhodes
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Newsletter Editor Megan Messmer
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Visit the City of Florence
online at
www.ci.florence.or.us

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Councilor
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ci.florence.or.us



Councilor
George Lyddon
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City Council Meetings

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

Regular Meetings
Mon., May 2, 5:30 PM
Mon., May 16, 6 PM

Work Session
Wed., May 4, 10 AM
Wed., May 18, 10 AM

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: MAY 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 Florence Community Chorus 2 pm, FEC	2 Budget Message 5:30 pm, City Hall City Council 6 pm, City Hall	3 #StartupFloCo Maximizing Mentors Seminar 4—5:30 pm, FEC	4 City Council Work Session 10 am, City Hall	5	6	7 FRAA Big Wave Poetry Contest Youth Contest—2 pm Spoken Word Contest—7 pm, FEC
8	9 Public Art Committee 10 am, City Hall Budget Committee 6 pm, FEC	10 Budget Committees 5:30 & 6 pm, FEC Planning Commission 7 pm, City Hall	11 Rhododendron Court Showcase 6 pm, FEC	12	13	14 Yard Debris Disposal 9 am—2 pm, 27th St. Wallflowers & Wine 6:30 pm, FEC
15	16 City Council 6 pm, City Hall	17 Econ. Dev. Committee 2:00 pm, City Hall	18 City Council Work Session 10 am, City Hall TAC 1:30 pm, City Hall Airport Committee 2 pm, City Hall	19 EMAC 1:30 pm, City Hall	20  109th Annual Rhododendron Festival Florence, OR May 30—22 2016 Catch the Wave!	21 Rhododendron Festival FRAA Rhody Days Art Festival 11 am—5 pm, FEC
22 Rhododendron Festival FRAA Rhody Days Art Festival 10 am—4 pm, FEC	23 Public Art Committee 10 am, City Hall	24 Planning Commission 7 pm, City Hall	25 FURA 6 pm, City Hall	26	27	28
29	30	31	Rhododendron Festival 2016 Detailed schedule available at www.florencechamber.com .			