

Housing & Economic Opportunities Project (HEOP)



City of Florence
A City in Motion

PROJECT BACKGROUND:

In 2018, the City of Florence adopted the Economic Opportunities Analysis (EOA) and Housing Needs Analysis (HNA). As part of that process, the City and its consultant identified the need for housing based on the economic opportunities available and projected in Florence. Additionally the project evaluated a number of housing recommendations to meet the City future housing needs.

1,664 New Dwellings

Housing Needed Over the Next 20 Years

THE NET NEW HOUSING NEED IS EXPECTED TO CONSIST OF:

- 764 Owner-Occupied Dwellings
- 597 Renter-Occupied Dwellings
- 263 Short-Term Rental Units

231 Acres

Required Land Area to accommodate the level of Housing Development required for Florence's projected growth

The Buildable Lands Inventory (BLI) findings, which was done in conjunction with the HNA, indicate that the **existing amount of vacant and developable land (338 acres) within the Florence Urban Growth Boundary is generally sufficient** to accommodate the planned 20-year housing needs and employment growth forecasts, **even under the highest growth scenarios.**

The EOA recommends goals and policies that focuses on obtaining the most positive job growth which plans for **1,286 net new jobs** over the next twenty years.

WHAT IS THE ECONOMIC OPPORTUNITIES ANALYSIS & HOUSING NEEDS ANALYSIS?

The Florence Economic Opportunities Analysis (EOA) and Housing Needs Analysis (HNA) are intended to serve as a basis for the City to explore and document new information regarding the City's buildable land inventory (BLI), population and employment trends, and development policies and objectives aimed at strengthening the local economy and providing adequate land to handle the next 20 years of growth. The final project was adopted by the Florence City Council in November 2018.

THE PLANNED NET NEW HOUSING MIX OVER THE NEXT 20 YEARS SHOULD CONSIST OF:

- 858 single-family detached homes
- 145 manufactured housing units
- 265 townhomes / duplexes
- 354 multi-family housing units
- 40 +/- special needs housing

8,947

2018 Florence Population

12,554

*Estimated Florence Population in 20 years;
Average 0.9% Growth Rate*

For more information about the Florence Economic Opportunities Analysis or the Housing Needs Analysis, or to read the full report, please visit the City of Florence project webpage: www.ci.florence.or.us/node/7781

Questions? Contact the City of Florence Economic Development office: EconomicDevelopment@ci.florence.or.us