

CITY OF FLORENCE PLANNING COMMISSION
February 13, 2018 ** MEETING MINUTES **

CALL TO ORDER – ROLL CALL – PLEDGE OF ALLEGIANCE

Chairperson John Murphey called the meeting to order at 5:30 p.m. Roll call: Chairperson John Murphey, Commissioner Michael Titmus, Commissioner Phil Tarvin, Commissioner Sandi Young and Commissioner Ron Miller, and Commissioner Eric Hauptman were present. Commissioner Brian Jagoe was absent and excused. Also present: Planning Director Wendy FarleyCampbell, Associate Planner Glen Southerland, Adm. Assistant Vevie McPherran, and City Recorder Kelli Weese.

Chairperson Murphey introduced the new Planning Commissioners, Phil Tarvin and Eric Hauptman.

APPROVAL OF AGENDA

Commissioner Young motioned to approve the agenda. Commissioner Miller seconded. By voice, all ayes. The motion passed.

PLANNING COMMISSION ORIENTATION AND TRAINING

Kelli Weese presented the Planning Commission Orientation and Training (see attachment)

APPROVAL OF MINUTES

Commissioner Miller motioned to approve the minutes of December 19, 2017. Commissioner Young seconded. By voice, all ayes. The motion passed. The minutes of January 23, 2018 were postponed until the March 27, 2018 meeting.

CHAIR NOMINATIONS AND VOTE

Commissioner Miller nominated Chairperson John Murphey as Chairperson. Commissioner Titmus seconded. There were no other nominations. By voice, all ayes. The nomination was accepted and passed 6 to 0.

Chairperson Murphey nominated Commissioner Sandra Young as Vice Chairperson. Commissioner Titmus seconded. There were no other nominations. By voice, all ayes. The nomination was accepted and passed 6 to 0.

PUBLIC COMMENTS

*This is an opportunity for members of the audience to bring to the Planning Commission's attention any items **NOT** otherwise listed on the agenda. Comments will be limited to **three minutes per person**, with a maximum time of 15 minutes for all items.*

There were no public comments.

PUBLIC HEARING

Chairperson Murphey announced there was one public hearing before the Planning Commission that evening. The hearing would be held in accordance with the land use procedures required by the City in Florence City Code Title 2 Chapter 10 and the State of Oregon. Prior to the hearing(s) tonight, staff will identify the applicable substantive criteria which have also been listed in the staff report. These are the criteria the Planning Commission must use in making its decision. All testimony and evidence must be directed toward these criteria or other criteria in the Plan or Land Use Regulations which you believe applies to the decision per ORS 197.763 (5). Failure to raise an issue accompanied by statements or evidence sufficient to afford the Planning Commission and parties involved an opportunity to respond to the issue may preclude an appeal of this decision based on that issue. Prior to the conclusion of the initial evidentiary hearing, any participant may request an opportunity to present additional evidence, arguments or testimony regarding the application. Failure of the applicant to raise constitutional or other issues relating to proposed conditions of approval without sufficient specificity to allow the Planning Commission to respond to the issue that precludes an action for damages in circuit court. Any proponent, opponent, or other party interested in a land use matter to be heard by the Planning Commission may challenge the qualifications of any Commissioner to participate in such hearing and decision. Such challenge must state facts relied upon by the party relating to a Commissioner's bias, prejudgment, personal interest, or other facts from which the party has concluded that the Commissioner will not make a decision in an impartial manner.

RESOLUTION PC 17 28 EAP 02 – Extension of Approval Period: A request for an extension of approval period, ending January 24, 2018 for Resolution PC 16 28 CUP 09 - a request for a conditional use permit to open and operate a retail recreational marijuana facility, in the Commercial District regulated by FCC Title 10 Chapter 15. The building is located at 1541 Highway 101, on the SW corner of Highway 101 and 16th Street, Assessor's Map 18-12-26-23, Tax Lot 00700.

Chairperson Murphey stated he had a direct conflict of interest and recused himself. There were no other conflicts, bias, ex parte contacts, or site visits declared by the Commissioners. There were no challenges. Vice Chairperson Young opened the public hearing at 6:35 p.m.

AP Southerland presented information connected to the application for an extension to the approved conditional use permit and design review, Resolution PC 16 28 CUP 09. He stated the applicable criteria that included FCC 10-1-1-6-3 and FCC 10-4-8. He continued and said there had been no testimony or referral comments received. AP Southerland stated that the zoning code had not changed, and that the application met applicable City codes and requirements. He said that staff recommended approval of the extension provided that the following new conditions of approval were met: Condition #3 regarding the conditions of approval of Resolution PC 16 28 CUP 09, and Condition #4 regarding the new expiration date of February 13, 2019.

Commissioner Hauptman asked if there was a limit to the number of facilities allowed in the City and AP Southerland explained that there was not a numerical limitation however, the City had buffering requirements that eliminated particular areas that were not in the Highway 101 corridor.

Applicant – Ryan Korando of Beryl Industries

Mr. Korando explained the challenging delays surrounding the State inspection process. He continued and said that they had now been cleared by the State, the OLCC, and the Oregon Department of Agriculture and were awaiting the printing of their license. Mr. Korando stated that they had everything in place to complete the conditions from the original approval. Vice Chairperson Young asked Mr. Korando if he had read, understood, and agreed to the conditions of approval and he replied that he did. Commissioner Titmus asked if the applicant had already fulfilled some of the original conditions of approval and Mr. Korando responded that they had completed most of the conditions.

There were no proponents, opponents, or neutral parties. AP Southerland restated that staff determined that the application met the requirement of City code with the conditions as listed in the Resolution and recommended approval of the extension.

Vice Chairperson Young closed the public hearing at 6:47 p.m.

Commissioner Hauptman motioned to approve **Resolution PC 17 28 EAP 02 – Beryl Extension of Approval Period** to February 13, 2018 with conditions of approval. Commissioner Miller seconded.

By roll call vote: Vice Chairperson Young, “yes”; Commissioner Miller, “yes”; Commissioner Tarvin, “yes”; Commissioner Titmus, “yes”; Commissioner Hauptman, “yes”. Commissioner Jagoe was absent and excused. Chairperson Murphey recused himself for a direct conflict of interest. Motion passed 5-0.

HEOP RESULTS / ADU CODE CHANGES PRESENTATION

AP Southerland gave the presentation with updates and results of the HEOP project and ADU proposed code changes (see attachments)

PLANNING COMMISSION DISCUSSION ITEMS

There were none.

PLANNING DIRECTOR’S REPORT/CALENDAR

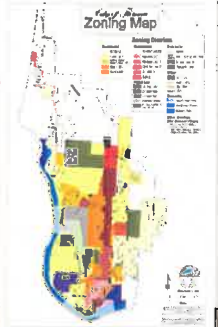
PD FarleyCampbell reported there were two Contractor Huddles scheduled for February 14th in the a.m. and February 15th in the p.m., there was the next CC/PC work session scheduled for March 26th at 5:30 p.m. and a Planning Commission regular session scheduled for March 27th at 5:30 p.m.

Chairperson Murphey adjourned the meeting at 7:17 p.m.

Sandra Young, Vice Chairperson
Florence Planning Commission

Date

THE ROLE OF THE PLANNING COMMISSION, PUBLIC MEETINGS LAWS, OREGON ETHICS LAWS, PLANNING COMMISSION 101



ROLE OF THE PLANNING COMMISSION

- Comprehensive Plan & Zoning Codes
 - Quasi-Judicial (Land Use Approvals)
 - Conduct hearings and take action on specific land use applications
 - Legislative (Code / Comprehensive Plan)
 - Propose policy & legislation to the Council
 - Conduct hearings and make recommendations to Council

AUTHORITY

- There is only power in numbers
 - A quorum (4) members must be present for the Commission to hold a meeting and
 - A majority vote is required for all decisions
- Commission only has authority to deliberate / make recommendations on topics allocated to it by the City Council, which include...
 - Items within the Council's established work plan
 - Quasi-Judicial land use applications
- Council is the final decision maker



COMMITTEE MEMBERSHIP



- Consists of 7 members, of which...
 - 2 may reside within Urban Growth Boundary
 - 5 shall reside in City Limits
 - No more than 3 members may engage in buying / selling / developing real estate
 - No more than 3 members involved in same occupation

MEETINGS HELD

- 2nd and 4th Tuesday of every month at 5:30 p.m.
- During busy times, or periods of legislative work sessions, Commission may hold more meetings as needed.
- Commission may meet more / less often depending on work load.



ROLE OF CHAIRPERSON & VICE-CHAIRPERSON

- First meeting in February
- Chair presides over meeting
 - Responsible for making sure meeting proceeds in a fashion conducive to rational decision making
 - Sets tone for meeting, keeps discussions on track, encourages fairness, moderates and contributes to discussions

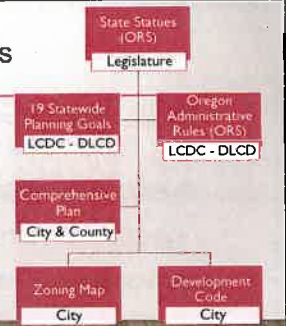
ROLE OF CHAIR CONTINUED...

- Chair will...
 - Open the meeting
 - Moderate discussion
 - Ask speakers (if any) to identify themselves & sign in
 - Lead deliberations...
 - Summarize the issues; Ask for input from the committee as a whole; Make sure motions are understandable before full vote is taken; encourage the meeting to move in a timely manner
 - Official Signature on Decisions



Land Use Procedures

1. Oregon State Legislature establishes state laws regarding land use policies for the State of Oregon.
 1. 19 Statewide Planning Codes
 2. Oregon Administrative Rules
2. Oregon State Planning Laws are implemented & enforced by the Land Conservation & Development Commission – and staffed by the Oregon Department of Land Conservation & Development
3. City & County establish Comprehensive Plan to show compliance with State Planning Laws
 1. Comprehensive Plan is approved by DLCD
4. City establishes Zoning Map & Development Code to implement Comprehensive Plan (and in turn state laws)



TYPES OF ACTIONS

- **Legislative (Recommendation on Laws)**
 - Making policy decisions that apply to many
 - Code text / plan text
 - Discretionary within
- **Quasi-Judicial (Like a Judge)**
 - Specific land use proposal to one or few properties
 - Must apply criteria in code – limited discretion



REQUIREMENTS FOR ACTION

- Actions before the Planning Commission (legislative & quasi-judicial) require...
 - Notice to public
 - Public Hearing
 - Script for Chairperson
 - Written decision and findings
 - 120-day deadline (quasi-judicial)

MUST HAVE

PUBLIC MEETINGS LAW

- Regulated by State of Oregon – Department of Justice
 - From ORS 192
 - Attorney General's Public Meetings and Open Records Manual



WHO MUST FOLLOW?

- The City governing body (City Council) and
- Any committee or sub-group tasked with making decisions or deliberating toward a decision on any matter
 - Aka the Planning Commission

WHAT IS THE LAW?

- ORS 192.620: "The Oregon form of government requires an informed public aware of the deliberations and decisions of governing bodies and the information upon which such decisions were made. It is the intent of ORS 192.610 to 192.690 that decisions of governing bodies be arrived at openly."
- "A quorum of a governing body may not meet in private for the purpose of deciding on or deliberating toward a decision on any matter except as otherwise provided by ORS 192.610 to 192.690"
- Note: Public Participation does not always mean public conversation



WHAT IS A MEETING?

- Any instance where a quorum (4 or more) members are discussing / deliberating toward a decision:
- This includes:
 - Standard meetings where a quorum is present (3 or more)
 - Electronic meetings (Emails, IMs, Texts, Social Media)
 - Serial Discussions
- Does NOT include Social Gatherings:
If possible, staff publishes agenda noting the social nature of event

PROCEDURAL REQUIREMENTS FOR MEETINGS

- Public Notice at least 24 hours in advance (*Agenda*)
- Space, Location, Accessibility and Attendance
(*Meeting location must be accessible to all public*)
- Voting (*Decisions must be made and recorded*)
- Records (*Digital Recording / Minutes, Public Records Law*)

PRACTICAL TIPS

- Avoid replying to emails when City business information is shared
 - To request more information on item ask Staff who will prepare for all agency members
 - To request agenda item ask Chairperson to add to future agenda
- Avoid conversations (in person or via email) between commissioners where the views of fellow commissioners are shared
- Avoid sharing opinions on items the Commission would need to vote on

PUBLIC RECORDS



- What is a public record?
 - Any document that contains public business information that is prepared, owned, used or retained by a public body regardless of physical form or characteristics
 - All items before the Commission are public records
 - Emails, formal letters, photos, handwritten napkin drawings, etc.
 - Must be available to the public
 - Records used for decision deliberation (i.e. distributed at meeting)
 - = Permanent Retention

OKAY – SO HOW DOES THE CITY COMPLY WITH THESE LAWS?

- Agendas & Meeting Materials are prepared in advance
 - Posted Online and at Public Works Facility
 - Distributed to all interested parties
- Public Hearing notices published as required by state law
- Public records for body retained according to records law, including...
 - Agenda
 - Meeting Materials
 - Items Distributed at Meeting
 - Digital Recording / Minutes

AGENDA PREPARATION

- Agenda prepared by staff
- If you would like to request something on the agenda:
 - Notify chairperson – who will determine best timeline for discussion
- Can always bring things up at end of meeting for further discussion later on
- All items (pertinent to body) can be discussed at meeting, all decisions need to be specified on agenda
- The Point: To allow the public enough information to understand what the commission will discuss and decide whether or not to attend the meeting

PREPARING FOR THE MEETING

- Agenda & Meeting materials distributed to Commission:
 - Friday before the meeting (goal earlier)
- If Possible:
 - If you have questions about information provided, ask Staff prior to the meeting
 - This allows staff to address thoughts in advance, and relay information to all commission members at the meeting
 - Saves everyone time!

OREGON GOVERNMENT ETHICS LAW

- ORS Chapter 244
- Oregon Government Ethics Commission
 - 503-378-5105
 - www.Oregon.gov/ogec



WILL COVER RULES FOR:

- Public Officials
- Prohibited use of office
- Gifts
- Conflicts of interest
- Violations & Sanctions



AM I A PUBLIC OFFICIAL?

- ORS 244.020(14): "Any person who, when an alleged violation of this chapter occurs, is serving the State of Oregon or any of its political subdivisions or any other public body as defined in ORS 174.109 as an elected official, appointed official, employee or agent, irrespective of whether the person is compensated for their services."
- Includes Elected & Appointed Officials, Employees, Members of Boards and Committees and Volunteers



KELLI'S ETHICS CLIFF NOTES

- Don't use your position on the Commission for personal gain



PROHIBITED USE OF OFFICE (ORS 244.040(1))

- A public official may not use or attempt to use official position or office to:
 - obtain financial gain or avoidance of financial detriment
- Who applies?:
 - The public official, a relative, or member of the household of the public official, or any business with which the public official or a relative or member of the household of the public official is associated
- Disclaimer:
 - If the financial gain or avoidance of financial detriment would not otherwise be available but for the public official's holding of the official position or office (The "But-For" Test)

RELATIVE (ORS 244.020(15))



- Spouse
- Children of the Public Official or the Public Official's Spouse
- The following of Public Official or Public Official's Spouse
 - Brother / Sister Stepbrother / Stepsister Parent / Step Parent Son-in-law / Daughter-in-Law
- Anyone for whom the public official has a legal support obligation or provides employment benefits
- Note: Don't forget member of the Public Official's Household (i.e. anyone living with public official irrespective of relationship)

SIMPLE QUESTION

- Would I have this opportunity if I was NOT a public official?
- If NO – Then Don't Do It



DOES NOT APPLY TO:

- Compensation or Reimbursement
- Unsolicited awards
- Gifts or Honoraria (within limits)

GIFTS (ORS 244.020(6)(A))

- Something of value given to a:
 - Public Official, Candidate, Relative, Or Member of the Household
- Without valuable consideration of equivalent value (i.e. not a trade)
 - Including: Full or partial forgiveness of indebtedness
- Which is not extended to others on the same terms or conditions
- Gifts are limited to \$50 per year: per giver

THE GIFT RULE:



1. You (your relative or member of household)
2. Cannot ask for, receive, or give
3. Or even hint at getting / giving
4. Gifts over \$50 from any single source in one year
5. IF your source has an interest in your official actions: i.e., a decision or vote

A GIFT IS NOT LIMITED IF IT IS A:

- Present from relatives or household members
- Unsolicited award / token of appreciation with a resale value <\$25
- Discounted registration at a professional education event
- Informational material related to your official duties
- Part of a customary private business practice and not related to your public office
- Food, beverage, and entertainment when acting in official capacity (i.e. representing City)

CONFLICTS OF INTEREST

- Kelli's Cliff Note Definition:

- Situations that affect your ability to make a decision in an ethical manner



ORS 244.020(12) DEFINITION:

- Any action or any decision or recommendation by a person acting in a capacity as a public official
- The effect of which would/could
- Be to the private pecuniary (*financial*) benefit or detriment of:
- The person or the person's relative or any business with which the person or relative of the person is associated

"BUSINESS WITH WHICH PERSON IS ASSOCIATED"

- Any private business in which you or a relative are:
 - an owner, director, officer;
 - Employee, or
 - in which you or a relative has \$1,000+ worth of interest
- Any publicly held corporation in which you or a relative has:
 - \$100,000 of interest, or
 - an officer / director



TWO TYPES OF CONFLICTS

- Actual Conflicts
 - Would result in financial benefit or detriment
- Potential Conflicts
 - Could result in financial benefit or detriment



HOW TO DEAL WITH A CONFLICT (BOTH ACTUAL & POTENTIAL)

When in doubt: Shout it Out!

- State the nature of your conflict
- Do it before voting or discussing the manner
- Do it on the record
- Do it each meeting issue is discussed



IF **ACTUAL** CONFLICT OF INTEREST



When in doubt: Shout it Out...and then Shut It Up

In addition to Declaring the conflict:

- **No** talking and **No** voting
- Unless Commission cannot act without you (but still no talking)
- We recommend you leave the room during agenda item



DISCLAIMERS:

It is **Not** a conflict if the financial benefit happens because of:

- Membership in a class (any large, distinguishable group of citizens that the Oregon Government Ethics Commission determines is a class)
- Membership in a non-profit (501c status)

SANCTIONS

- Civil penalty = Up to \$5,000 per violation
- Forfeiture = twice the amount of financial benefit realized
- Letters of reprimand, explanation or education

RESOURCES & INFORMATION

Oregon Government Ethics Commission
3218 Pringle Rd SE, Suite 220
Salem, OR 97302

(503) 378-5105
(503) 373-1456 Fax

ogec.mail@state.or.us E-mail
ogec.state.or.us - Web

CITY'S FRAUD POLICY (RESOLUTION NO. 32, 2012 – 12.17.12)

- What the policy does...
 - Observes procedures for reporting and investigating fraud, theft, waste, abuse, and ethical misconduct.
- Who is it applied to?
 - Employees, Elected Officials, and Volunteers



FRAUD POLICY - OVERVIEW

- Fraud, Abuse of Position, and Ethical Misconduct are defined in the policy, the following examples being included in one of the definitions
 - Unauthorized use or willful destruction of City Equipment / Supplies
 - Accepting or seeking anything of material value from contractors or vendors
 - Many More...
- If you suspect someone is performing a fraudulent act, either notify the City Manager or Mayor

PLANNING COMMISSION 101



THE STAFF REPORT & RECORD (I.E. HOW TO PREPARE FOR A MEETING)

- Meeting Materials are Generally Distributed the Thursday / Friday Before the Meeting
- What is included?
 - Resolution
 - Staff Report / Findings of Fact
 - Land Use Application & Supplemental Information
 - Site and Other Drawings / Plans
 - Public Comments Received

THE STAFF REPORT (THE MOST IMPORTANT PART OF MEETING MATERIALS)

What is included?

- **1. Proposal Description** (Bulleted Overview)
- **2. Narrative** (Verbal Description of Project)
- **3. Issues** (Verbal Description of Issues for Commissioners To Pay Particular Attention To)
- **4. Applicable Review Criteria** (List of Criteria)
- **5. Proposed Findings** (Detailed Write Up on How Application Meets or Does Not Meet All Criteria)
- **6. Alternatives** (Decision Points for Commission)
- **7. Conclusions / Recommendations** (Staff Recommended Decision)
- **8. Conditions of Approval** (Particular Conditions Staff Recommends Be Placed on the Applicant)

PUBLIC HEARING PROCEDURE (I.E. WHAT HAPPENS THE NIGHT OF THE MEETING)

- **Step One:** Chairperson Reads Public Hearing Script
- **Step Two:** Commissioners declare conflicts of interest, bias, ex-parte contact, and/or site visits
- **Step Three:** Staff gives their report
- **Step Four:** Public Hearing proceeds
- **Step Five:** Staff gets opportunity for rebuttal
- **Step Six:** Applicant gets opportunity for rebuttal
- **Step Seven:** Planning Commission decides to close or leave the hearing open
- **Step Eight:** Planning Commission deliberates and comes to a decision

PUBLIC HEARING PROCEDURE (STEP ONE: THE PUBLIC HEARING SCRIPT)

The Public Hearing Script is required to be read prior to each and every land use hearing per state law.

- The Script Formally Notifies the Audience of the Public Hearing Procedures and Contains:
 - Formal declaration that the proceedings will be recorded (via minutes as well as digital and video recordings)
 - Notification that testimony and evidence needs to be directed toward the criteria
 - Notification that applicants must raise their issue during the public hearing procedure, or they will not be able to appeal the decision
 - Notification that audience members may challenge the qualification of any Commissioner to participate in the hearing based on:
 - Conflict of interest, ex-parte contacts or biases

PUBLIC HEARING PROCEDURE (STEP TWO: COMMISSIONER DECLARATIONS)

- **Step Two:** Commissioners declare conflicts of interest, bias, ex-parte contact, and/or site visits
 - **Conflict of Interest:** A situation in which a person is in a position to derive personal benefit from actions or decisions made in their official capacity
 - **Bias:** Prejudice in favor of or against one thing, person, or group compared with another; usually in a way considered to be unfair
 - **Ex-Parte Contact:** A commissioner talking to a party, or otherwise obtaining information, prior to the decision (i.e. talking to property owner, local residents, etc.)
 - **Ex-parte:** A decision is one decided by a judge (commissioner) without requiring all of the parties to the controversy to be present
 - **Site Visit:** A type of ex-parte contact where a commissioner visits a site prior to the decision and obtains information from that site visit

PUBLIC HEARING PROCEDURE (STEP THREE: STAFF GIVES THEIR REPORT)

- Talks broadly about the application
 - Who is the applicant?
 - Where is the property?
 - What is the zoning?
 - What criteria is applied?
 - Particular things for Commission to look for
 - Overview of comments received
- This is the main opportunity for the Planning Commission to publicly ask questions of staff concerning the application

PUBLIC HEARING PROCEDURE (STEP FOUR: PUBLIC HEARING PROCEEDS)

- Public Hearing Proceeds, with comments in the following order:
 - Applicant
 - Proponents
 - Opponents
 - Neutral Parties
- Commission has an opportunity to ask questions of party after each person who testifies

PUBLIC HEARING PROCEDURE (STEP FIVE: STAFF REBUTTAL)

- Staff gets the opportunity to respond to any of the questions and comments that were heard during the testimony
- This is also the opportunity for the Commission to bring up any final questions for staff (i.e. last opportunity before closing hearing)

PUBLIC HEARING PROCEDURE (STEP SIX: APPLICANT REBUTTAL)

- Opportunity for the applicant to get the final say and respond to:
 - Public Testimony Received
 - Staff Rebuttal
 - Any other final statements
- Also a time for applicant to request / Planning Commission to decide on:
 - Decision to waive 120 days (if applicable)
 - If the applicant would like to submit final written argument (extends timeline by 7 days)

PUBLIC HEARING PROCEDURE (STEP SEVEN: DECISION TO CLOSE HEARING)

- The Planning Commission decides whether to close the public hearing:
 - For quasi-judicial decisions – If any participant has requested an opportunity to present additional evidence, argument or testimony, the City **MUST** either:
 - Leave the record open for 7 (or more days) for written comments **OR**
 - Continue the hearing to a date/time certain
 - Either way – Commission must delay decision

PUBLIC HEARING PROCEDURE (STEP SEVEN: DECISION TO CLOSE HEARING)

- Decision points for the Planning Commission are:
 - Close the Public Hearing
 - Leave the record open for written comments for 7 or more days
 - Continue the public hearing to a specific meeting date / time
- **NOTE** Once you close the public hearing you **CANNOT** obtain more information from either staff, the applicant or any other party.

PUBLIC HEARING PROCEDURE (STEP EIGHT: COMMISSION DELIBERATION)

- The Planning Commission deliberates on the decision:
 - Chairperson facilitates discussion making sure each Commissioner has an opportunity to speak on each decision point
 - Staff can help assist the Planning Commission in their decision points for the application, but **CANNOT** supply additional information after the public hearing is closed
- Decision is generally via Resolution and is made via motion / second and roll call vote.

LOTS MORE INFORMATION ON ALL THESE TOPICS:

- Planning Commission Overview - <http://www.ci.sherwood.or.us/home>
- Oregon Department of Land Conservation & Development - An Introductory Guide to Land Use Planning for Small Cities and Counties in Oregon
 - http://www.oregon.gov/landconservation/introductory_guide_to_land_use_planning_in_oregon.pdf
- Public Meetings / Records Law -
 - League of Oregon Cities: Public vs. Private Meetings Training - <http://www.oregoncities.org/Training/LOCTV/tahod/4748/long.aspx#USDefault.aspx>
 - Oregon Public Records and Meetings Manual - http://www.oregon.gov/landconservation/public_records_and_meetings_manual.pdf

LOTS MORE INFORMATION ON ALL THESE TOPICS:

- Oregon Government Ethics Law -
 - League of Oregon Cities: Avoiding Problems - Conflicts of Interest - <http://www.oregoncities.org/Training/LOCTV/tahod/4748/long.aspx#USDefault.aspx>
 - League of Oregon Cities: Gifts - <http://www.oregoncities.org/Training/LOCTV/tahod/4748/long.aspx#USDefault.aspx>
 - Oregon Government Ethics Commission: "Guide for Public Officials" - <http://www.oregon.gov/GOEC/pages/training.aspx>

The End

Florence Planning Commission

Memorandum

To: Florence Planning Commission
From: Wendy Farley Campbell & Glen Southerland, Planning Department
Date: February 8, 2018

Housing and Economic Opportunities Project - Status Report

Discussion Topics

1. Introduction
2. Housing Summary
3. Economic Development Summary
4. Implementation: Actions and Strategies
5. Council Goals

1. Introduction

The Housing and Economic Opportunities Project (HEOP) is a comprehensive planning effort taken by the City to identify and provide for the future residential and economic needs of the Florence community. This Council work session item provides a project status report on the efforts completed to date, the work that is in process and additional potential next steps.

Starting in 2013 the city began receiving numerous requests to change zoning districts or apply for variances from the allowable uses in districts or development standards (lot size, setbacks, and type of housing unit). The variance process is highly regulated and limited to development standards on lots for which there are unusual circumstances (e.g. topography) not present on other lots. Zoning Districts can only change if there is adequate land available in the plan designation from which the property is being changed from. The housing and economic plans the city relies upon are well over 5 years old (acceptable tenure for a plan) and thus could not be used to justify zone changes or code amendments. In 2016 staff recommended Council perform a Post Acknowledgment Plan Approval (PAPA) process to update the Comprehensive Plan and associated land use code amendments. The 2017/2018 Workplan includes the actions necessary to complete the updates.

The HEOP commenced on January 6, 2017 with a "Request for Proposal" process to select a consultant. After FCS Group was selected on April 1st they proceeded to conduct a Buildable Lands

Inventory, Economic Opportunities Analysis and Housing Needs Analysis in accordance with Oregon Land Use Goals 9 and 10.

In May 2017 the City Council appointed a citizen adhoc HEOP committee to provide input on the process and products of the analysis. The HEOP held a total of 4 meetings, the first consisting of education related to the committee functions, ethics and project. The final three meetings included review of FCS Group draft versions of the BLI, HNA and EOA analysis over the late summer and fall of 2017. A final draft was presented for public review on December 5, 2017.

FCS drafted a Buildable Lands Inventory (BLI), to replace Florence' 2004 BLI adopted in 2006, a Housing Needs Analysis (HNA), that identifies the needed housing types, to replace the one performed in 2007 and an Economic Opportunities Analysis (EOA) that includes economic trends and opportunities for Florence to replace the 1997 Commercial and Industrial Lands Analysis and 2000 Industrial Lands Update.

2. Housing Needs Summary

The study assumed an average annual growth rate of 0.9% over the next 20 years. This equates to growth within the Florence UGB from the present population of 10,486 people to a population of 12,554 people in 2027. This increase in population, in addition to existing needs for housing growth of all types, will require planning efforts to increase the housing inventory within the City.

FCS Group determined that the City should plan to deliver 1,624 net new dwellings over the next 20 years. This housing need is expected to be made up of approximately 764 owner-occupied dwellings, 597 renter-occupied dwellings, and 263 short-term rental units. The aforementioned housing will likely be provided by a mix of housing types, which will likely include 858 traditional single-family detached dwellings, 145 manufactured single-family detached dwellings, 265 townhomes/duplexes, 357 multi-family housing units, and approximately 40 special needs housing units, including emergency shelters and transitional housing.

Housing expected through this study may potentially require 231 acres of buildable land. The Buildable Land Inventory determined that within the current UGB, there is 488 acres of unconstrained vacant, partially-vacant, or redevelopable land. It is not anticipated that any major UGB expansions will be required within the next 20 years at the currently plotted rate of growth.

Recommended housing goals, objectives, policies and other recommendations for incorporation into the comprehensive plan are attached to this memo as pages 7 through 10 of Attachment 1.

3. Economic Opportunities Summary

FCS Group found that Florence's economic advantages stemmed from its location close to natural resource and recreation areas and the community's resolve to attract and grow its supply of family wage jobs. The EOA recommended strategies which would increase growth within the industries of:

-
- Outdoor Gear/Recreation
 - Craft Food/Beverage
 - Software/Information Technology
 - Forest Products and Modular Home Construction
 - Health Care Services
 - Entrepreneurs
 - Artisan Makers
 - Hospitality
 - Continuing Care Facilities

The analysis recommended that goals and policies adopted by the City focus on meeting the need for 1,286 forecasted new jobs.

A number of sites for new businesses would need to be planned for, such as a forecasted need for:

- Approximately 20 acres of vacant industrial land in a variety of arrangements.
- Sites for flexible light industrial (artisan) businesses.
- Up to 574 rooms of lodging.
- An additional grocery store.
- Infill retail and food service establishments.
- Offices for professionals, as part of a professional building or as part of a shopping center.
- An incubator building.
- Additional spaces for government, public safety, school, and other public and community facilities.

Planning for these future needs will require up to 55 acres of vacant buildable land and redevelopment of existing underutilized buildings and sites for approximately 53,000 square feet of building floor area. The Inventory findings show that areas of vacant and redevelopable land within the existing UGB are sufficient to accommodate these growth forecasts.

A number of recommended goals, objectives, policies and other recommendations for incorporation into the comprehensive plan are attached to this memo as pages 11 through 13 of Attachment 1.

4. Implementation: Actions and Strategies

There are many opportunities to make changes to implement the recommended strategies mentioned in the HEOP analyses. Those that are land use or code related are mentioned below. There are also many other policy considerations that could be crafted to achieve the objectives.

- Contractor/Development Panel—final public input before commencing public hearings
- Comprehensive Plan Amendments: Chapters 2 Land Use, 9 Economy & 10 Housing (others as needed). Change/Add policies before code updates mentioned below.
- Senate Bill 1051—Implement City Code by July 1st
 - Accessory Dwelling Unit Addition (size, setbacks, height, parking)
 - Church/Place of Worship: Needed Housing Code Additions (add use to applicable zones)
 - Procedural Code: Change processing time for Needed Housing from 120 to 100 days
- Residential Development Code Updates
 - Allowable Uses—Add attached housing, cottage housing, corner duplexes, etc.....
 - Lot Size—Reduce minimum lot sizes
 - Setbacks—Reduce minimum setbacks
 - Lot Coverage—Increase maximum impervious and building lot coverage
 - Building Height—Increase allowable building heights
 - Parking—Add parking criteria for duplexes, evaluate geographic based reductions
- Other Code Considerations
 - Professional Office-Minimum lot size, Subareas
 - Industrial Districts-Caretaker and Housing
 - Planned Unit Development—Add prescriptive criteria
 - Reset the SDC Deferral program
 - Density Bonuses for Needed Housing

5. Council Goals:

The Housing and Economic Opportunities Project addresses the following Council Goals:

Goal 1 - City Service Delivery - Community Development:

Objective 3: Complete Buildable Land Inventory & Housing and Employment Studies

Objective 4: Continue to encourage infill development

Task 1: Explore land use approach to provide for more infill development & greater multi-family housing opportunities

Task 2: Discuss and consider regulation related to accessory dwelling units and tiny homes

Goal 2 - Livability & Quality of Life – Greater Community:

Objective 5: Develop an approach to address dilapidated buildings and homes

In the process of this project the following goals were also addressed in the creation of the HEOP Committee and distributing meeting and outreach materials:

Goal 4 - Communication and Trust - Citizen Participation:

Objective 1: Ensure new City Committee volunteers are appointed and well trained

Objective 3: Improve Citizen Access to City Council and Committee information

Task 1: Establish Website Distribution Lists

Items Attached

- Florence HNA/EOA Vol. 1: Executive Summary Nov. 2017 Draft



City of Florence
A City in Motion

City of Florence

Housing Needs Analysis and Economic Opportunities Analysis: Volume 1: Summary Report



DRAFT

November 20, 2017

ACKNOWLEDGEMENTS

This work is made possible through the sincere input by City staff and the Florence Housing and Economic Opportunities Project (HEOP) ad-hoc advisory committee, as well as nearly 700 community members that participated in the planning process. We specifically recognize and appreciate the time and attention dedicated to this work by the following people.

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Section I. SUMMARY

Located on the Oregon Coast, Florence is a modern and forward-looking city whose people know a thriving business economy is at the heart of making a great living community. Florence lies at the mouth of the Stuslaw River on the Pacific Ocean. Located in Lane County, Florence is approximately 50 miles west of Eugene, the Lane County seat.

This document summarizes updates for two important elements (chapters) of the *Florence Realization 2020 Comprehensive Plan* relating to housing and the local economy. The Florence Economic Opportunities Analysis (EOA) and Housing Needs Analysis (HNA) includes updates to the following:

- Local urban growth boundary (UGB) requirements (land needs) for providing an adequate land needed to accommodate 20-year employment and population growth forecasts.
- A determination of 20-year UGB land needs (for employment and residential development) based upon a growth forecast for jobs, population and housing that's consistent with regional employment growth forecasts.
- An analysis of buildable vacant, part-vacant and re-developable land inventory (BLI) for all land within the UGB that's planned to accommodate employment and housing growth.
- Ways to strengthen the local economy and address housing needs through the adoption of new economic goals, objectives, policies and recommendations.

Detailed technical analysis and findings for this EOA and HNA update are provided in the Florence EOA and HNA Volume 2: Technical Report, which is available on the City's website.

MEGA TRENDS AFFECTING FLORENCE

The City of Florence currently has a population of 8,680 within its City limits, and functions as a regional service center for approximately 17,000 people that live within 20 miles of the City.

Despite modest population growth for many of Oregon's communities, Florence has not fully recovered from the Great Recession, which officially ended in 2009. And while Lane County's unemployment rate closely resembles the state average, Florence's economic circumstances reflect those of other coastal communities, with higher unemployment, more seasonal part-time workers, older inhabitants and lower income levels than its state and county counterparts.

Since year 2000, population in the City of Florence increased by 19.5%, up from 7,263 residents in 2000 to 8,680 in 2016 (0.4% annual avg. growth rate). One reason why Florence population has been growing more slowly than the state and county is attributed to its high concentration of retirees. This is evidenced by the median age of Florence residents (60.4) compared with Lane County (39.3). The high share of retirees on fixed incomes combined with a service-oriented economy has had a bearing on Florence's relatively low incomes. Median household income in Florence (\$33,950) is currently well below Lane County (\$44,103) and Oregon (\$51,243).

According to Zillow.com, average home values in Florence (\$234,800) are about 7% below the pre-recession peak levels (\$253,200). Over the past two years, there has been a measurable increase in existing home sales activity in the Florence, with an average of 360 sales per year.

While housing in Florence is comparatively lower than homes in Eugene, Springfield and Creswell, the low household income levels are creating a housing affordability challenge. The combination of relatively low-wage service jobs, lack of apartment inventory and recent surge in home prices is also driving up rental rates and exacerbating a workforce housing shortage.

New building construction in Florence and Dunes City continues to be dominated by single family housing. Over the past few years the City has issued 30-33 building permits per year, which is down significantly from pre-recession peak activity of 200+ new building permits in 2005-2006.

National migration patterns will likely continue to generate faster population growth for Oregon in comparison to the rest of the nation. According to the U.S. Census Bureau, population in the Western U.S. is projected to grow at an average annual rate of 1.6%, compared to 1.0% nationally over the next 20 years. With comparably lower cost of living and favorable quality of life factors, Florence will likely experience in-migration of retiring baby boomers relocating from urban areas (mostly within Oregon, California and Washington).

HOUSING OPPORTUNITIES

Population within the Florence UGB is projected to grow from 10,486 to 12,554 over the next 20 years (0.9% avg. annual growth rate).

As population is attracted to Florence, the need for all types of housing will increase. This HNA supports long-range planning focused on expanding Florence's housing inventory to accommodate demand.

Under the recommended scenario, Florence should plan for 1,624 net new dwelling units over the next 20 years. This net new housing need is expected to consist of: 764 owner-occupied dwellings, 597 renter-occupied dwellings and 263 short-term rental units.



Housing options for special needs, including homeless individuals, families and youth experiencing homelessness should be accommodated by the City. Homeless service centers, such as Siuslaw Outreach Services, currently provide 10-year round beds (Hope House DV Shelter) and 9 seasonal beds for the local population in Florence. It is recommended that Florence adopt a target of accommodating an additional 20-30 year-round beds and 10-20 seasonal beds for special needs population.

This effort will require the City to work with various non-profits, County and State government entities and faith-based

organizations to identify appropriate sites/locations for various forms of housing, such as:

- Emergency Shelters
- Transitional Micro-Housing
- Permanent Housing
- Community Service Centers for Youth and Singles

The planned net new housing mix over the next 20 years would consist of: 858 single-family detached homes, 145 manufactured housing units, 265 townhomes/duplexes, 357 multifamily housing units, and 40+/- special needs housing units. The amount of required land area to accommodate this level of housing development is expected to be approximately 231 acres (gross buildable land area).

ECONOMIC OPPORTUNITIES

Retirees, tourism and services are the primary “economic engines” driving the Florence economy, and spur job growth primarily in health care, hospitality and retail sectors.

Top employers in Florence include health care (Peace Harbor Hospital, Willamette Valley Cancer Institute), the Three River Casino, assisted living facilities (Regency Florence and Spruce Point), local elementary and high schools and major retail establishments (including Fred Meyer and Safeway).

Favorable quality of life and cost of living advantages will continue to attract retirees to Florence. This in-turn generates demand for senior and assisted living and along with healthcare services.

Increased tourism and visitor spending is a bright spot for communities along the Oregon coast. Visitor spending in Western Lane County (includes Florence and Dunes City) reached a record \$110.1 million in 2015, and continued to increase throughout 2017.

In recognition of Florence’s regional advantages for attracting tourism and retirees, proximity to natural features (Pacific Ocean, Siuslaw River, Oregon Dunes National Recreational Area and the Siuslaw National Forest and Elliott State Forest), and strong local desire to retain and attract family wage jobs, this EOA recommends policy strategies aimed at increasing growth in the following sectors:

- Outdoor Gear/Recreation
- Craft Food/Beverage
- Software/Information Technology
- Forest Products and Modular Home Construction
- Health Care Services
- Entrepreneurs
- Artisan Makers
- Hospitality
- Continuing Care Facilities

This EOA recommends that the City of Florence adopt goals and policies focused on attaining the most positive job growth forecast, which plans for 1,286 net new jobs over the next 20 years.

Industrial uses (including outdoor gear/recreation, craft food/beverage production, artisan makers, forest products and modular home construction) would require nearly 20 acres of vacant land area. This would require a mix of 1-5 acre sites and possibly one 10 acre site.

Small to medium traded-sector “light industrial” businesses would benefit from land zoned for industrial along with permitted ancillary commercial/retail areas. Artisan “maker” businesses could be accommodated in a shared adaptive reuse building or in industrial flex buildings (e.g., 12,000 square foot single level tilt-up buildings).

Services would primarily consist of 1-2 level commercial buildings with a mix of professional and health service occupations (including software/information technology and health care services), plus locations for lodging and food service establishments (craft food/beverage and hospitality).

It is anticipated that up to 574 new lodging rooms would be needed over time. This assumes 3 to 4 new hotels and a few bed and breakfasts are added to the City over the next 20 years.

Retail and food service establishments could be accommodated through a mix of infill and redevelopment along with one additional grocery-store anchored shopping center on a 5-6 acre site.

In addition to many home-based businesses, Florence should plan for a few 1-2 level office buildings as part of a professional center with a mix of health care and business services. Business services,



such as insurance, real estate, finance, accounting and consulting may also be accommodated as part of a new retail shopping center.

A public or non-profit incubator building should be planned with the goal of accommodating 6-10 startup businesses at any given time. This facility would likely require 5,000 to 7,000 SF of floor area and could be part of an adaptive reuse or infill development project.

Government uses reflected in this analysis pertain primarily to public safety occupations such as police and fire, which may require additional space needs over time. The need for other public or community facilities, such as schools and parks facilities have not been evaluated at this time.

Based on the job growth forecasts expected under the recommended growth scenario, the Florence UGB will require nearly 55 acres of vacant buildable land area plus redevelopment of existing underutilized buildings/sites (infill) for approximately 53,000 SF of floor area.

FLORENCE UGB BUILDABLE LAND INVENTORY

Using the buildable land inventory (BLI) methodology consistent with OAR 660024 and OAR 660-038, the Florence BLI was prepared using Geographic Information Systems (GIS) data that is consistent with the City of Florence and Lane County's current land use zoning assumptions.

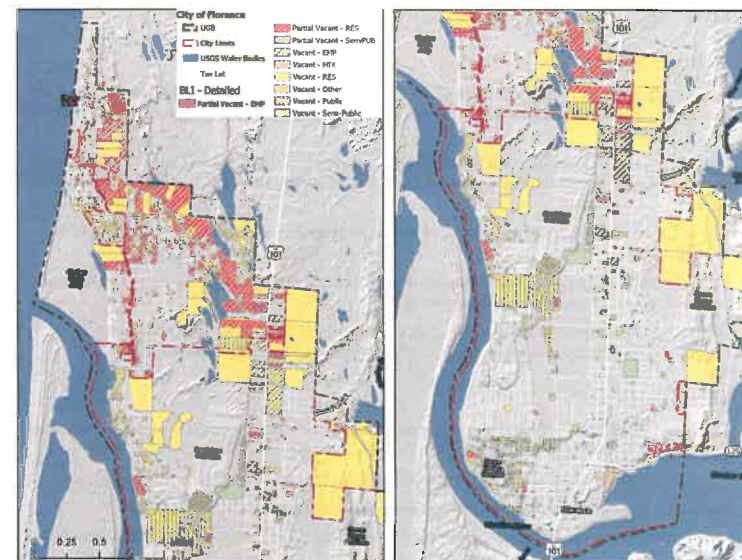
The BLI findings indicate that the existing amount of vacant and redevelopable land within the Florence UGB is generally sufficient to accommodate planned 20-year housing needs and employment growth forecasts, even under the highest growth scenarios.

After accounting for environmental constraints such as wetlands, waterways, flood prone areas, and steep slopes, the BLI in the City of Florence consists of over 710 gross buildable acres of land area. There is an additional 488 acres of unconstrained vacant, part-vacant and redevelopable acres of land area outside the city limits but inside the current Florence UGB.

Within the city limits, there are 385 acres of private-owned land and 176 acres of public/non-profit-owned land. In addition, there is approximately 150 acres of redevelopable land area (where the assessed land value exceeds building improvement value).

While this amount of land area is sufficient to accommodate 20-years of planned housing and employment growth, there may be a need to make minor adjustments (less than 10 acres and within ¼ mile of the existing UGB) of the UGB from time to time to enhance the development feasibility of new Planned Urban Developments (PUDs).

Florence Vacant Land Inventory



COMMUNITY INPUT SHAPES NEW POLICY DIRECTIONS

As part of the BLI, HNA and EOA update, the City of Florence conducted significant community and business outreach in 2017. To learn more about community ideas for housing and economic development, the City administered a questionnaire. 661 people completed the questionnaire, including nearly 40 surveys that were completed in Spanish. This input was used along with feedback from the Housing and Employment Opportunities Project (HEOP) Committee to generate a set of current economic and housing goals, objectives, policies and recommendations.

HOUSING GOALS, OBJECTIVES, POLICIES AND RECOMMENDATIONS

Housing Goals

1. The Zoning Ordinance shall provide for varying housing types to accommodate development of affordable, decent, safe and sanitary housing opportunities for people at all economic segments of the community.
2. The City shall plan for adding 1,664 net new housing units and shall maintain a sufficient supply of buildable land within the Urban Growth Boundary to meet community needs over the next 20 years.
3. City codes and standards shall be enforced for the purpose of maintaining and upgrading the housing supply.
4. The City shall encourage the rehabilitation of substandard housing as a method to meet the high costs of housing and to conserve the housing stock.
5. The City shall recognize workforce housing, mobile homes, manufactured housing and multifamily dwellings as an important part of the overall housing stock, if well situated.

Housing Objectives

1. Support a variety of residential types and new concepts that will encourage housing opportunities to meet the housing needs for households of varying incomes, ages, size, taste and lifestyle.
2. Maintain a high standard of housing construction through enforcement of the Building Code.
3. Maintain a livable environment by placing open space requirements in residential PUDs.
4. Periodically review development code regulations and the zoning map to ensure they encourage a variety of housing types, such as accessory dwelling units, tiny houses, big houses, senior housing, manufactured homes, etc.
5. Periodically update the City's Housing Needs Analysis (HNA) to ensure that there is a sufficient supply of land to accommodate 20-years of planned housing needs for the community.
6. Apply plan designations, zoning districts and regulations to implement the mix of housing indicated in the adopted Housing Needs Analysis.



Housing Policies

1. The City shall enforce a fair housing ordinance that forbids discrimination in the rental, sale or financing of housing based on race, sex, color, religion, national origin, age, or marital status.
2. Housing programs to meet the needs of the City's workforce, elderly and special needs families shall be pursued.
3. Annex where necessary and zone an adequate supply of residential land to accommodate the city's housing needs.
4. Develop and nurture local and regional affiliations and alliances to provide affordable housing.
5. Coordinate with county, state and housing developers to identify, obtain and leverage funding sources for the development of workforce housing, affordable housing and special needs housing.
6. Work with local non-profit organizations, other jurisdictions and health and social service organizations to develop a coordinated, regional approach to homelessness.

Housing Recommendations

Housing Supply/Diversity

1. Unsafe or unhealthy housing conditions should be eliminated.
2. The City should encourage innovative design techniques (such as clustering, townhouses or condominiums) in appropriate areas, as a method to preserve open space, to lower the costs of housing and public facilities, and to maintain vegetative cover.
3. Support periodic UGB expansions within 1 mile of existing city limits to accommodate housing needs and to ensure that cost economies are realized for the city and property owners.

Infrastructure and Development

4. Provide a design and development assistance program (DDAP) to help property owners evaluate redevelopment potential.
5. Reestablish the downtown preservation and rehabilitation program which will incentivize façade improvements.
6. Develop an accessory dwelling unit (ADU) Program which will clarify ADU policies in Florence and allow for increased housing opportunities in and near Old Town.
7. Conduct a developer/property owner recruitment and outreach campaign to encourage new and innovative developments in Florence.
8. Conduct an audit of the development code in Florence to identify and address barriers to workforce housing development.
9. Outside established neighborhoods, set parking requirements and building setbacks to the minimum standards that will meet the community's needs in order to reduce land utilized for parking, reduce the cost of housing development, and encourage walking, transit use and a compact development pattern.

10. Prioritize capital improvement projects that support development of affordable homes and neighborhoods.
11. Participate in public/private development projects, in association with the Florence Urban Renewal Plan.
12. Encourage development of a tiny home artist/maker village with shared common areas and sustainable energy elements.

Housing Attainability

13. Explore local and regional funding options to support development of housing for low- and moderate-income households.
14. Pursue state and federal grants to design and finance affordable housing.
15. Pursue partnerships with Lane Community College to develop student housing.
16. Set fees and system development charges (SDCs) on new construction of affordable housing as low as possible while ensuring necessary infrastructure to make neighborhoods cost-effective places to live and good investments for homeowners.
17. Offer expedited review and permitting for residential or mixed-use projects that meet certain criteria (e.g., receive local, state or federal affordable housing funding for development of workforce housing).
18. Offer a 10 or 20-year property tax exemption to low-income rental housing projects that meet certain criteria (e.g., receive local, state or federal affordable housing funding and are outside the tsunami inundation zone).
19. Involve major employers in efforts to develop and support housing affordable to their workforce.
20. Provide density bonuses and/or reduced parking requirements for affordable housing developments
21. Establish an Affordable Housing Advisory Committee to establish and oversee an affordable housing program that identifies specific actions to increase the supply of housing that is affordable to low to middle income individuals and families.
22. Utilize affordable housing funds to provide incentives to developers of income-restricted dwelling units.
23. Establish an affordable housing funding mechanism, such as a housing levy or construction excise tax on new building permits (based on valuation).
24. Locate affordable housing throughout the city and especially in areas with good access to transit, employment, education and shopping.
25. Consider pre-approving ADU and other housing designs to accelerate their development process and lower housing costs.
26. Periodically examine and revise the municipal code to reduce barriers to new affordable housing development

27. Utilize various mechanisms to ensure the continued affordability of affordable housing the City has built, required or incentivized.

Special Needs Housing

28. Encourage housing options for special needs populations, including independent living for seniors, assisted living, memory care, drug and alcohol rehab and mental health facilities.
29. Integrate housing for people with special needs into neighborhoods throughout the city, avoid concentrations.
30. Encourage the development of senior-friendly housing opportunities, particularly in areas near services and amenities.
31. Promote the provision of support services, including transportation options, to allow seniors and those with special needs to remain in their own homes or non-institutional settings.
32. Support public and private housing and services for people who are homeless.
33. Review municipal code to ensure compliance with the Affirmatively Furthering Fair Housing rule.¹

Short-term Rentals

34. Establish a cap on the number of short-term vacation rental properties available in residential zones.
35. Prepare clear and objective city policy that defines and limits short-term rentals.

¹ See <https://www.hudexchange.info/programs/affh/>

ECONOMIC DEVELOPMENT GOALS, OBJECTIVES, POLICIES AND RECOMMENDATIONS

Goals

1. The City shall encourage actions and activities that promote the availability of new employment in the community, especially family wage jobs.
2. The City shall support efforts to obtain technical and employability skills needed by existing and prospective employers.
3. The City shall work to improve networks within the county, the region, and the state in support of economic and business development.
4. The City shall plan for at least 1,286 net new jobs and shall maintain an adequate supply of buildable employment land within the Florence UGB to accommodate 20 years of planned job growth within the community.
5. Create a community where business and talent will stay and thrive.

Objectives

1. Foster a culture of creativity and entrepreneurship and encourage private businesses to grow
2. Support the business ecosystem by providing clear development codes, processes, and information
3. Develop strategic approach to business retention, by conducting periodic business outreach and discussing the pros and cons of Florence with existing business community.
4. Provide resources to local businesses to help them grow and expand including available data, city-owned spaces available for rent, and outreach activities to promote local businesses.
5. Continue to support the RAIN program to help new start-up businesses grow and expand.
6. Maintain and invest in infrastructure and opportunity sites including improvements to Hwy. 101 and city-wide fiber availability.
7. Support high-speed internet telecommunications networks and facilities.
8. Plan for a 20-year supply of suitable commercial and industrial land on sites with a variety of characteristics (e.g., size, locations, and visibility).
9. Encourage the development of industrial lands with value-added manufacturing and food/beverage processing businesses.

Policies

1. Work with the Chamber of Commerce and other partners to develop a marketing plan and branding materials that describe Florence's advantages/amenities for businesses.

2. Work with property owners and their representatives to ensure that key development and redevelopment sites are known, ready to develop, and marketed.
3. Maintain a system to monitor the supply of vacant commercial and industrial lands and buildings.
4. Allow workforce housing development within all industrial, commercial and mixed-use zones.
5. Foster Florence's recreation and tourism based economy, particularly during off-peak times.
6. Sponsor tourism-related events, marketing and advertising.
7. The City shall develop incentive programs to assist businesses with expansion, relocation and/or upgrading of existing storefronts and landscaping.
8. The City shall continue to support the mission of the Port of Siuslaw to create quality jobs and businesses through the development of Port facilities.

Recommendations

Business Expansion

1. The City should periodically update the City's website for use, among other purposes, to promote business and economic development opportunities in the Florence area.
2. The City should continue to improve the airport to enhance utility for general and commercial uses.
3. The City should encourage and support the Port of Siuslaw in nurturing water-related tourism and recreation, fishing of all kinds including aquaculture, and water-dependent commercial and industrial activities, and to diversify into light industry and manufacturing, high technology related businesses and other non-water-dependent activities.

Infrastructure and Development

4. The City should continue to implement the Florence Downtown Implementation Plan in order to preserve and enhance the Downtown area.
5. Support development of additional aviation research and technology buildings.
6. Conduct feasibility study for developing an ATV research and development complex
7. Conduct feasibility study for redevelopment of the Lotus building site and other sites for a public/private development "maker community" with artist residences and shared space for glass/metal fabrication, artist gallery/showrooms and events.
8. The City should continue to work to improve vehicular access connecting Florence to other communities, particularly on Highway 126.
9. Evaluate incentives to lower development costs for business expansion, such as deferral of systems development charges (e.g., use of an Enterprise Zone).
10. Administer programs that support local businesses, such as the RAIN Program, Façade Improvement Loan Program, Energy Efficiency Loan Program and Business Expansion Loan Program.

11. Explore creation of a natural emergency preparedness training center.
12. Coordinate capital improvement planning to ensure infrastructure availability on employment land and pursue funding for needed infrastructure to support economic development activities.
13. Develop fiber optic network telecommunications and natural gas infrastructure necessary to support business retention and attraction.
14. Identify changes to Florence's zoning code or entitlement process to simplify the development process. Ensure that the City's building permitting and land use entitlement processes support business growth.
15. Conduct feasibility study for developing a "bricks and mortar" business incubator facility and sustaining its operations.
16. Consider changes to the development code to allow a wider range of commercial uses (such as hotels and retail/wholesale outlets) within industrial zones.
17. Consider changes to the development code to allow workforce housing and multifamily housing as a conditional use within industrial zones.

Tourism and Marketing


18. The City should continue to support anchor tourism destinations such as our local golf resorts, Old Town, water-related recreational opportunities, and expanded shopping opportunities.
19. The City should continue to develop and improve recreational facilities and sites for tourist to draw more visitors to the town. Such activities may include Siuslaw Estuary Water Trail kayak launches, viewing platforms for bird watchers, trail signage, Frisbee golf, in city open space areas (such as 3 Mile Prairie), and a family recreational development in the Old Town area.
20. The City should develop and implement an effective marketing strategy for the Pacific View Business Park.

Workforce Development & Training

21. Work with the Lane County Community College and Florence High School and other community partners to support local workforce training opportunities particularly in the construction trades, health, human safety, culinary arts, renewable energy and other and software development professions.
22. Sponsor development of a "virtual network" database of local residents/retirees/volunteers to match skills with local trades.

If you would like to know more about the City of Florence's work efforts now underway for housing and economic development please contact the Planning Department at 541-997-8237.


Florence Planning Commission Housing Work Session



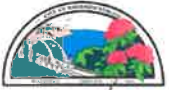
(In two parts:)

SB 1051
(ADUs)

HEOP



SB 1051 (ADUs)



Introduction

Senate Bill 1051 –

- Operative **July 1, 2018**
- **Review and decide** - housing developments containing affordable housing units within **100 days**.
- **Prohibited** - denying applications for housing developments which comply with clear and objective standards.
- **Prohibited** - reducing the density or height of housing applications if at or below those authorized for the zone where the proposal is located.

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Introduction

Senate Bill 1051 –

- **Must allow** - nonresidential places of worship to use real property for affordable housing.
- **Must report** - related to their applications received for needed housing annually to the Department of Land Conservation and Development.
- **Barred** - prohibiting the building of Accessory Dwelling Units (1 per SFR) in areas zoned for SFR.

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Accessory Dwellings

Accessory Dwelling Units – ADUs

- Can be detached, attached, or interior
- Life style changes
 - Younger persons/couples
 - Empty nesters
- Lack of available housing
 - Smaller footprint
 - Affordable option for rental/owner-occupied units
 - Cities, Counties and States struggling with issue turn to ADUs

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Other Housing

Nonresidential Places of Worship

- Places providing:
 - Worship services
 - Religion classes
 - Weddings
 - Funerals
 - Meal programs
 - Child care – not including K-12 or higher education
- Detached from place of worship
- 50% affordable units to <60% median income
- Zoned for residential use & complies with zoning

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Considerations Possible

- Parking
- Setbacks
- Yards
- Setbacks from existing structures
- Attached or detached? Only?
- Conversion of existing structures
- Architectural requirements

Considerations to be made by others:

- Systems Development Charges
- Other services/utilities & billing

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Other Cities

ADUs & housing at places of worship are currently permitted in many other cities in Oregon.

These cities have a variety of requirements such as size, parking, attached/detached structure design, setbacks, etc.

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HEOP



HEOP

Housing and Economic Opportunities Project

Buildable Lands Analysis
Economic Opportunities Analysis
Housing Needs Analysis

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Buildable Lands Analysis

- Need 231 Acres buildable land
- 488 Acres buildable land available

=

No Urban Growth Expansion Needed

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Housing Needs Analysis

- 1624 Net New Dwellings Needed
 - 764 owner occupied
 - 597 renter occupied
 - 263 short-term rentals
- Housing Mix
 - 858 traditional detached SFR
 - 145 manufactured SFR
 - 265 attached (duplex/townhome)
 - 357 multi-family
 - 40 special needs

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Comprehensive Plan Amendments

Changes to:

- Chapter 2: Land Use
- Chapter 9: Economic Development
- Chapter 10: Housing

Preview coming soon.

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Title 10 Zoning Code Amendments

Changes to:

- Chapter 10: Restricted Residential
- Chapter 11: Single-Family Residential
- Chapter 12: Mobile Home/Manufactured Home
- Chapter 13: Multi-Family Residential
- Chapter 29: Coast Village District

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Title 10 Zoning Code Amendments

Combine into one chapter:

- Residential Development Standards
 - Districts renamed to reflect desired DENSITY
 - All information in one place
 - Sections of text into tables for ease of use

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Add permitted uses for housing

- Cottage housing, corner duplexes, etc.

Lot Size

- Reduce lot size requirements

Setbacks

- Reduce setback requirements (e.g. front or ADU setbacks)

Lot Coverage

- Increase maximum enclosed building coverage for ADUs

Building Height

- Increase maximum building height

Parking

- Add parking criteria for duplexes, evaluate reductions based on surrounding geography

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Questions?

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