

Florence Planning Commission

Memorandum

To: City of Florence Planning Commission
From: Wendy FarleyCampbell, Planning Director
Date: June 4, 2021
Subject: Planning Commission Work Plan Year 1 Prioritization

Planning Commission Meeting – June 8, 2021

Background: At the April 19, 2021 meeting City Council approved the [2021-2023 City of Florence Work Plan](#). The City's work plan outlines the main priorities developed by the City Council from information received from city committees, the public and staff and contains projects the City intends to undertake during the 2021-2023 years. It serves as the foundation for the City's biennial budget.

Enclosure: The attached document is a preliminary draft document that lists elements from the adopted work plan that the Community Development Department will have some responsibility for completing or probably providing input on. Community Development Department consists of its staff and the committee volunteers they provide support to: Planning Commission (PC), Transportation Committee (TC) and Environmental Management Advisory Committee (EMAC). The table in the attached document includes elements from the work plan, their respective page numbers where they can be found, the responsible entity/ies and whether they will be the lead having overall responsibility for moving the item forward or if they will provide input to a greater effort being taken by multiple groups or another department's lead. The projects I see Planning Commission being lead on are highlighted in orange and those they are providing input on are highlighted in yellow.

Decision Point: At the meeting on Tuesday June 8th the Planning Commission will discuss the orange listed items and collaborate to a decision on their Year 1 priorities. Then at the June 22nd meeting staff will return with a list of those items, associated tasks and proposed timeline. The Planning Commission at their June 22nd meeting will review the draft document, adjust as needed and adopt a resolution moving their Year 1 work plan recommendations to the City Council. The City Council on July 19, 2021 will receive and review the recommendations from the City of Florence committees.

Attachment: Community Development Department 2021-2023 Work Plan

2021-2023 City of Florence Work Plan

Community Development Department Elements

GENERAL ITEMS

General City-Wide Items

Monitor city population and state ORS for needed actions to comply with new rules related to housing and other land use related statutes.	p.8	Staff	Both
Evaluate and represent the City for future development opportunities on City owned properties.	p.8	Staff	Input
Look at opportunities for Old Town Fire Station relocation and adding amenities such as parking and restrooms.	p.8	Multi	Input

City Licensing

Reassess and update the City's various licensing where appropriate.	p.8	TC/EMAC	Lead
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Land Use Housekeeping Amendments

Perform general housekeeping updates to Titles 10 and 11.	p.8	PC	Lead
Task Revisit Phase 1-Residential housing code update to address inconsistencies and go-backs.	p.8	PC	Lead
Work with State of Oregon to identify and pursue a path to update the Florence Realization 2020 Comprehensive Plan consistent with state requirements and community needs	p.8	PC	Lead
Identify and create industrial building architectural standards for various building types.	p.8	PC	Lead
Identify and create vegetation preservation opportunities such as greenbelts and setbacks.	p.8	PC/EMAC	Lead
Review commercial districts use codes for opportunities to improve readability and use such as reducing use lists, addressing on-site outdoor cafes, and neighborhood commercial use.	p.8	PC	Lead
Consider reintroducing compact standards and create consistency in ADA dimensions.	p.8	PC	Lead
Update the Stormwater Design Manual by evaluating Portland's (the basis for Florence') and applying as reasonable their recent changes such as reduced planting density and setbacks clarity	p.8	PC	Lead
Review Sign Code.	p.8	Staff/PC	Lead/Input

COUNCIL, COMMITTEE, COMMISSION, & BOARD MANAGEMENT

City Committees & Commission Coordination

Improve communication between City Council and committees via monthly reports, ex-officio memberships, committee work plan approvals, and committee work sessions for input into the City work plan	p.9	All	Lead
Add Planning Commission members as ex-officio on other committees and include on land use related sub-committees and ad-hoc committee	p.9	PC	Lead

COMMUNITY OUTREACH & COMMUNICATIONS

Citizen Participation

Continued participation and development of community activities such as Public Works, City Day, City Block Party, and National Night Out.	p.10	All	Input
Implementation of a community attitudes survey	p.10	All	Input

Community Designations & Awards

Tree City USA Designation. Task Work with EMAC on plan to maintain status	p.10	EMAC	Lead
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News & Media

investigate safety and identify solutions for transit stop abuse	p.10	All	Input
Distribution of news items to local and regional media outlets, including recurring radio interviews, etc.	p.10	All	Input
Continue outreach on the City's social media platforms to provide City news and updates.	p.10	All	Input

Website

Continue to improve the City's website and the information available.	p.10	All	Input
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HOUSING EFFORTS & INITIATIVES

Development Regulations

Update Comprehensive Plan and Zoning Maps in support of housing and economic opportunities analysis completed in 2018	p.11	PC	Lead
Residential Code Updates, Phase 2—Short Term Rentals, transitional, RV/MFH parks, special needs housing, emergency housing	p.11	PC	Lead
Evaluate and amend short term rental policies to ensure adequate housing supply for workforce	p.11	PC	Input
Encourage rehabilitation of housing stock through incentives and code updates.	p.11	Staff/PC	Input

Housing Development

Explore options for accommodating transitional housing and make necessary code updates	p.11	PC	Lead
Develop marketing programs that promote SDC program and ADU program to continue to support more “missing middle” housing being built in the City	p.11	Staff	Lead
Builder’s Forums and Frequently Asked Questions – Support staff in developing events and literature that would allow builders and developers in Florence to ask questions and learn more.	p.11	Staff	Lead
Florence Rental Housing Market Study – Collect information from local rental properties about the rental market in Florence to provide information for future builders and grant opportunities	p.11	Staff	Input
Evaluate options and long-term financial sustainability for financial incentives to promote workforce housing development	p.12	Staff	Input

Financial Incentives

Evaluate opportunities for implementing property tax exemptions for workforce housing projects.	p.12	Staff	Input
Identify and explore implementation of affordable housing incentives such as transfer of development rights, density bonuses, tax exemptions, parking reductions, and construction excise tax (CET).	p.12	Staff/PC	Input
Evaluate opportunities for incentives related to development of apartment buildings and other multifamily rental housing options	p.12	Staff/PC	Input

Infrastructure

Complete utility infrastructure expansion projects along transportation corridors to promote development opportunities	p.12	Staff/PC	Input
Prioritize capital improvements for affordable housing projects.	p.12	Staff/PC	Input
Partner with CLPUD to explore opportunity to add LED street lighting.	p.12	Staff/PC	Input
Conduct parking analysis and consider amendments to parking requirements in Old Town	p.13	PC	Lead
Work with Old Town businesses on potential strategies for parking management	p.13	Staff/PC	Input

COMMUNITY BEAUTIFICATION & AESTHETICS

Landscaping & Lighting

Improve Curb Appeal and protect natural areas from weed encroachment.	p.15	EMAC	Lead
Support the Environmental Management Advisory Committee to update vegetation preservation city code to eliminate inconsistencies and reflect current community quality of life goals	p.15	EMAC	Lead
Create and implement a noxious weed control program to educate the public, eradicate problem areas and recognize business, group and individual positive efforts	p.15	EMAC	Lead
Research industry standard parking lot lighting level standards and revise lighting code to ensure safety and improve quality of life.	p.15	PC	Lead

Public Art Program

Mural Code Updates – Work with City Council and legal counsel to make the mural code easier, cheaper, and more accessible to the community.	p.15	Staff/PC/PAC	Input
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PUBLIC SAFETY

Emergency Management

Assist in the coordination of and participate in local and regional emergency exercises.	p.18	Staff	Input
Continue to ensure that all employees receive ICS 100, 200, 700, and 800 training.	p.18	Staff	Input

Code Enforcement

Update City’s nuisance codes to remove inconsistencies, improve clarity, and address unaddressed issues.	p.18	Staff	Lead
Create code enforcement operations manual to create the opportunity for professional volunteer assistance.	p.18	Staff	Lead

FINANCIAL PROCESSES & TRANSPARENCY

Financial Sustainability

Review and update building and planning permitting fees to recuperate costs in accordance with state statutes and city policy.	p.19	Staff	Lead
Review the public safety staffing levels, based on calls for service and long-term financial feasibility, related to increasing policing and code enforcement.	p.19	Staff	Lead

Human Resources

Analyze building department organizational structure and hire Building Official position and hire and/or contract for provision of building and electrical plan review and inspection services	p.20	Staff	Lead
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Records Management

Improve City’s records management and retention program.	p.20	Staff	Lead
Continue to digitize and index the City’s permanent and long-term records	p.20	Staff	Lead

INFRASTRUCTURE & CAPITAL IMPROVEMENTS

Airport

Implement Airport Improvements according to Airport Master Plan	p.21	Contract/TC	Input
AWOS Replacement	p.21	Contract/TC	Input
Runway/Taxi Lane/Apron/Taxiway seal.	p.21	Contract/TC	Input

City Facilities

Clear out items stored at the old facility.	p.22	Staff	Lead
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Parks & Parks Improvements

Continue to look for opportunities and plan for additional inner city biking and walking trail amenities.	p.22	CEDC/TC	Input
Airport Memorial Gateway Project.	p.22	Volunteer/TC	Input
Complete Park Master Plan Update	p.22	Contract/CEDC/TC/PC	Input

Streets & Sidewalks

Work with Transportation Committee to audit and correct errors in the 2012 Florence Transportation Systems Plan.	p.23	Contract/TC/PC/Staff	Input
Prepare updates to the Transportation Systems Plan.	p.23	Contract/TC/PC/Staff	Input
Prepare corresponding updates to the Florence City Code, Comprehensive Plan and Capital Improvement Plan.	p.23	Contract/TC/PC/Staff	Input
Determine methods for public outreach and input on proposed amendments and implement.	p.23	Contract/TC/PC/Staff	Input
Host joint public hearing process with Planning Commission and City Council based on recommended amendments.	p.23	Staff	Lead

SUSTAINABILITY & CONSERVATION

City Bio-Solids Program

Expand biosolids composting facility.	p.25	EMAC/Staff	Lead
Perform a curbside yard debris collection cost-benefit/feasibility study.	p.25	EMAC/Contract	Lead
Identify and secure funding sources for expanding Flo-Gro processing.	p.25	EMAC/Staff	Lead
Develop plan to market Flo-Gro product.	p.25	EMAC/Staff	Lead
Research opportunities and analyze financial feasibility to capture and utilize methane at the Wastewater Treatment Plant.	p.25	EMAC/Staff	Lead

Recycling & Litter Reduction

Support Environmental Management Advisory Committee's work to enhance efforts toward recycling and litter reduction.	p.25	EMAC	Lead
Implement program to place garbage & recycling containers in identified problem areas of the city.	p.25	EMAC	Lead
Modify solid waste collection fees to include yard debris collection	p.25	EMAC	Lead
Implement Five "R" Restaurant rating Program recognizing, awarding and educating sustainable environmental practices with local restaurants with an emphasis on food waste reduction.	p.25	EMAC	Lead
Support local community business endeavors that seek to recycle plastic, including but not limited to the 'Precious Plastics' program.	p.25	EMAC	Lead
Provide informational and educational materials to the community on environmental best practices such as recycling, composting, food waste reduction and utilization of Flo-Gro via a variety of mediums such as brochures, websites, social media and video/film	p.25	EMAC	Lead
Reduce visible litter in the community by promoting programs such as Adopt-a-Highway, Adopt-a-Street, and others, as well as update city codes as needed.	p.25	TC/EMAC	Lead

Other Sustainability Promotion

Create pathways for sustainable local food production and security.	p.25	Staff/EMAC/PC	Input
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TRANSPORTATION

Transit Service

Support County and regional transportation planning efforts.	p.26	TC	Lead
Continue Promotion of regional transit service.	p.26	TC	Lead
Continue efforts to increase public transit opportunities to Eugene and Coos Bay and support continuation of Yachats pilot program.	p.26	TC	Lead
Explore grant opportunities to replace transit stops.	p.26	TC	Lead
Investigate safety and identify solutions for transit stop abuse	p.26	TC	Lead
Perform a Transit Ridership survey.	p.26	TC	Lead
Research and review City codes related to private transportation providers and revise to include medical transport elements.	p.26	TC	Lead
Research guidelines for a coordinated effort between private transportation providers and the City.	p.26	TC	Lead

Airport

Continue to promote business opportunities for the Airport.	p.26	TC	Lead
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Research opportunities for grants to develop Airport Memorial Gateway Project.	p.26	TC	Lead
Continue to implement airport improvements according to Airport Master Plan.	p.26	TC	Lead
Work with Staff to complete update of the Airport Hanger Lease Agreements to ensure consistency.	p.26	TC	Lead
Research the feasibility of a flight connector service to Eugene and Portland.	p.26	TC	Lead

URBAN RENEWAL AGENCY SUPPORT

Old Town & Main Street Development

Identify locations, design and install Wayfinding Signage in Old Town.	p.27	TC/Staff	Lead
Work with the Florence Urban Renewal Agency (FURA) to develop and implement a Façade Improvement Program.	p.27	PC/Staff	Input
Support the Florence Urban Renewal Agency’s (FURA) work to market and recruit for five catalyst sites for housing and commercial uses.	p.27	Staff	Input