



City of Florence
A City in Motion

Florence Urban Renewal Agency (FURA) Regular Meeting

Florence City Hall
250 Hwy 101
Florence, OR 97439
541-997-3437
www.ci.florence.or.us

- Meeting materials including information on each agenda item are published at least 24 hours prior to the meeting, and can be found on the City of Florence website at www.ci.florence.or.us/urbanrenewal.
- Items distributed during the meeting and meeting minutes are posted to the City's website at www.ci.florence.or.us/urbanrenewal as soon as practicable after the meeting.
- To be notified of Urban Renewal meetings via email, please visit online at www.ci.florence.or.us/newsletters/subscriptions.

February 26, 2020

AGENDA

5:30 p.m.

FURA Directors:
Vice-Chair Mike Webb
Ron Caputo

Chairperson, Bill Meyer
John Scott
Mark Tilton

Joe Henry
Carmela West

Ron Preisler
Woody Woodbury

With 48-hour prior notice, an interpreter and/or TDY: 541-997-3437, can be provided for the hearing impaired.
Meeting is wheelchair accessible.

CALL TO ORDER – ROLL CALL

5:30 p.m.

1. **INTRODUCE NEW MEMBER- MARK TILTON**

Bill Meyer
Chairperson

2. **APPROVAL OF AGENDA**

3. **PUBLIC COMMENTS**

This is an opportunity for members of the audience to bring to the Agency's attention any item not otherwise listed on the Agenda. Comments will be limited to three (3) minutes per person, with a maximum time of 15 minutes for all items. Speakers may not yield their time to others.

Bill Meyer
Chairperson

ACTION ITEMS

4. **DEVELOPMENT PROGRAM APPROVAL**

Consider approval on the Redevelopment Assistance Grant Program and the updates to the Predevelopment Assistance Grant Program.

Megan Messmer
Project Manager

5. **REVISION FLORENCE GATEWAY MONUMENTS**

Review and consider the results of the Gateway Monuments construction bids, hear a staff report, and provide staff direction.

Megan Messmer
Project Manager

REPORTS, PRESENTATIONS & UPDATES

6. **POLICY TRAINING**

Overview of Public Meeting and Ethics Laws and City Policies.

Kelli Weese
City Recorder

7. **QUINCE STREET DEVELOPMENT**

A. MARKETING UPDATE

Report on Quince Street RFEI, Selection Advisory Committee Update, Recruitment professionals and process.

Kelli Weese
City Recorder

B. TREE/VEGETATION APPROVAL

Consider next steps for tree/vegetation sight vision clearance.

8. **REVISION FLORENCE UPDATE**

Staff will provide an update on the ReVision Florence construction and discuss next steps for the project.

Megan Messmer
Project Manager

9. **CITY MANAGER REPORT**

Erin Reynolds
City Manager

Florence Urban Renewal Agency

Memorandum

To: FURA Board

From: Megan Messmer, City Project Manager

Date: February 18, 2020

RE: Proposed FURA Redevelopment Assistance Program & Review of Other Programs

At the January 22, 2020, FURA meeting, the Board provided direction to staff to develop guidelines and an application process for a Redevelopment Assistance Program that would provide the opportunity for property and/or business owners to apply for grant funding to make improvements to commercial properties within the FURA District. In addition, staff reviewed the Predevelopment Services Grant Program for consistencies.

Information on these two programs are attached for review, including:

- Eligibility Guidelines & Application Process
- Program Application
- One Page Program Overview Flyer

Both programs included the eligibility requirement of meeting at least one of the objectives outlined in the Urban Renewal Plan. This will provide the basis for meeting the overall objectives of the Agency in granting funds as part of these public/private partnerships. Both of these programs also state that grant funds are subject to availability within the FURA budget and approval by the FURA Board.

The Predevelopment Services Grant and the Redevelopment Assistance Grant Programs are designed to be open on a first come, first served basis as funding allows. These programs have defined guidelines in order to make the process easy to follow. If a developer has a larger, more complex proposal for the FURA Board to consider that does not fit within these parameters, it would most likely require more in-depth review and discussions. These programs were designed for projects that are fairly straight forward and could easily be considered in a timely manner.

The Preservation and Rehabilitation Grant Program, sometimes referred to as the Façade Improvement Program, will be reviewed at a later date once staff have reviewed the previous guidelines and have a program proposal to present. It will be designed to have an opening date and a closing date for applications within a defined timeline and overall budget rather than an ongoing, open program.

Proposed Redevelopment Assistance Grant Program:

The proposed Redevelopment Assistance Grant Program's purpose would be to encourage development, redevelopment, or renovation of underutilized and vacant properties within the Florence Urban Renewal Area. Redevelopment Assistance funds would be available to assist developers and owners of commercial property with shovel-ready development projects within the Urban Renewal Area. The program would offer grants of up to \$100,000 for taxable commercial or mixed-use projects, as funding is available. This program would require at least \$4 of private investment to each \$1 in grant funds (20% matching grant). Grants would be paid out on a reimbursement basis to fund the award amount, once the Grantee has completed the work and documented to FURA that the contractor(s) completing the work was paid.

The eligibility of applicants requires that they are within the Urban Renewal Area, they have site control, it must not be a tax-exempt property/organization, needs to be commercial property, and needs to be shovel-ready with completion within one to two years from the time of award. Applicants should have proposals and/or quotes for the work to be performed. All work must adhere to other City regulations and processes, including land-use, design standards, and permitting.

Eligible project expenses include permanent interior and exterior building construction improvements, site improvements, and trade fixtures/equipment that are large and affixed to the building. Ineligible expenses include demolition, installation of non-permanent fixtures that could be removed, purchase of property, administrative costs, services performed by the applicant, final construction plans/specification, and fees, permits, or other charges associated with construction. Full details on eligibility can be found in the guidelines document.

Redevelopment assistance grant funding is not available for projects that are 100% housing or vacant properties. The eligibility requirements are designed to address shovel-ready projects that are fairly straight forward. Projects for redevelopment of 100% residential properties and development of vacant properties could be considered by the FURA Board for assistance and partnership, but those types of projects would include greater discussion and would be more complex than this program is designed to address. By requirement eligible projects to be redevelopment or renovation of existing commercial or mixed-use developments, it adds more definition to what type of project would be considered and how the matching funds would be calculated.

The application process and general guidelines follow the same system that the FURA Board has approved and worked through with the previous Predevelopment Services Grant applicant.

Predevelopment Services Grant Program:

The Predevelopment Services Grant Program's purpose, established in 2018, encourage development, redevelopment, or renovation of underutilized and vacant properties within the Florence Urban Renewal Area. Predevelopment funds are available to assist developers and owners of commercial property with assessing the feasibility of potential development projects within the Urban Renewal Area. The program offers grants of up to \$25,000 for taxable commercial or mixed-use projects, as funding is available. Grants are paid out on a reimbursement basis to fund up to forty (40%) of total eligible predevelopment costs up to the maximum award amount, once the Grantee has completed the work and documented to FURA that the contractor or consultants completing the work were paid.

Applicant eligibility is similar to the previous program, with the exception of readiness. The Predevelopment Services Grant requires projects receiving a grant funding to have a reasonable chance of being completed within three to five years from the time of award. Grantees should have a basic concept and goals formulated for their proposed development project when applying for assistance, though these may change in response to predevelopment analysis.

Eligible expenses include preliminary architectural and other design services, site analysis, financial analysis, market analysis, environmental assessments and testing, environmental remediation, appraisal, traffic impact analysis, and site preparation. Grant funds may not be used for site acquisition, administrative costs, services performed by applicant, final construction plans, construction, or fees, permits, and other charges associated with construction.

Housekeeping updates to the guidelines were made to make both programs similar in process, accessibility, and the application.

Financial Impact:

The FURA Biennium Budget for 2019-2021 included a \$200,000 allocation for development opportunities and \$60,000 for predevelopment grants as part of the General Fund. The \$200,000 for development opportunities included potential funding for a preservation and rehabilitation program, as well as other projects that may come up during the year. In addition to these funds for FURA programs and projects, there is \$48,800 allocated over the biennium for contractual services. A portion of these contractual services funds have been dedicated, but approximately \$40,000 is available for items related to the Quince Street property or other contractual services as needed.

In preparation for this additional FURA program that is proposed, we have reviewed other items within the FURA Budget. Based on the current status of the ReVision Florence project, the cost has remained within the budgeted amount for the ODOT contract. The Gateway Monuments will be discussed under another agenda item for the February 26th meeting. The FURA Fiscal Biennium 2019-2021 Adopted Budget can be viewed at <https://www.ci.florence.or.us/administrative-services/2019-2021-adopted-biennial-budget-information>.

Recommendation:

Staff recommends that the FURA Board approve the Redevelopment Assistance Grant Program and the updates to the Predevelopment Assistance Grant Program. Once approved, staff will update the FURA website with the information and inform any interested parties that have contacted the City previously.

Items Attached:

Attached are the Eligibility Guidelines & Application Process, applications, and single page overview for both programs.

Redevelopment

- One Page Program Overview Flyer
- Eligibility Guidelines & Application Process
- Program Application

Pre-development

- One Page Program Overview Flyer
- Eligibility Guidelines & Application Process
- Program Application



FLORENCE URBAN
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Redevelopment Assistance Grants

Program Overview

The Florence Urban Renewal Agency offers Redevelopment Assistance Grants to encourage redevelopment or renovation of underutilized properties within the Florence Urban Renewal Area. Redevelopment funds are available to assist developers and owners of commercial property with shovel-ready redevelopment projects within the Urban Renewal Area.

Maximum Grant: Up to \$100,000

** Subject to availability within the FURA budget and approval by the FURA Board.*

Grant Requirement: \$1 in grant funds to \$4 of private investment (20% matching grant).

Must meet at least one of the Urban Renewal Plan objectives.

Eligible Applicant: Fee title property owners.

Business owner tenants with written authorization from the property owner and long-term lease agreement.

** Tax-exempt property and businesses are not eligible for grant funds.*

Eligible Property: Property located within the Florence Urban Renewal Area.

** Properties that are 100% residential are not eligible for grant funds.*

Eligible Activities: Permanent interior and exterior building construction improvements to existing properties. Site improvements, including, but not limited to, sidewalks, landscaping, and stormwater.

Grant funds may also be used for trade fixtures or equipment that is large and affixed to the building to improve manufacturing productivity and increase jobs in the area.

Grant funds may not be used for demolition, installation of non-permanent fixtures that could be removed from the building or urban renewal area, purchase of property, administrative costs, services performed by applicant, final construction plans, or fees, permits, and other charges associated with construction.

— *This is an information-only document.* —

For full program details, please review the Redevelopment Assistance Grant Eligibility Guidelines & Application Process available at www.ci.florence.or.us/urbanrenewal/fura-programs.

For more information, please contact Megan Messmer, City Project Manager, at 541-902-2182 or via email at megan.messmer@ci.florence.or.us.

Eligibility Guidelines & Application Process

The Florence Urban Renewal Agency (FURA) offers Redevelopment Assistance Grants to encourage redevelopment or renovation of underutilized properties within the Florence Urban Renewal Area (URA). Redevelopment Assistance funds are available to assist developers and owners of commercial property with shovel-ready development projects within the URA.

Funding Assistance

Redevelopment Assistance Grants of up to \$100,000 are available for taxable commercial or mixed-use projects.

The Redevelopment Assistance Grant program requires at least \$4 of private investment to each \$1 in grant funds (20% matching grant). Grants are paid out on a reimbursement basis to fund the award amount, once the Grantee has completed the work and documented to FURA that the contractor(s) completing the work was paid.

Grant funds are subject to availability within the FURA budget and approval by the FURA Board.

FURA Objectives

To be eligible for a Development Assistant Grant, all projects must meet at least one of the following Urban Renewal Plan objectives:

- To facilitate public/private partnerships to revitalize deteriorating sections of the URA and adjoining waterfront.
- To enhance the URA through the promotion of mixed-use development, pedestrian and bicycle accessibility, provision of useful public space, and attractive site and architectural design to create a special place that enables citizens to live, work, shop and recreate all within easy walking distance.
- To develop safe, convenient, and attractive public parking areas to accommodate residents and visitors that connects with a system of walking, biking, and driving options throughout the URA.
- To improve access to, and visibility of, Old Town and the waterfront from Highway 101.
- To re-establish a mixed use, retail core along Highway 101 in the URA featuring streetscapes and buildings that support the 'main street' character and reflect a unified retail theme with coordinated architectural and voluntary merchandising guidelines.
- To restore, revitalize and preserve waterfront spaces for public access and water dependent recreational, commercial, and industrial uses, which directly benefit the economy of the Florence area.

Eligibility

- Location: The proposed project must be within the URA.
- Site Control: Applicants must own the proposed site, or be able to show some other form of site control, such as a purchase option. An Applicant holding a long-term lease (at least three years) may apply with proof of the property owner's consent to the proposed improvements.
- Project not Tax-Exempt: Grant funds cannot be applied to any portion of a development project that will be tax-exempt.
- Residential Properties: Properties that are 100% residential are not eligible for grant funding.
- Responsive to Existing Plans: Grantees may be required to consider community strategies and visions in their development plans.
- Readiness: Projects receiving a grant must be shovel-ready and have a reasonable chance of being completed within one to two years from the time of award. Grantees should have proposals and/or quotes for the work to be performed. All work must adhere to other City regulations and processes, including land-use, design standards, and permitting.
- Start Date: Work must commence after project approval. Work completed prior to approval is ineligible for funding.
- Awards within a Single Year: No more than one Redevelopment Assistance Grant may be awarded per calendar year per recipient.
- URA Plan Goals: Proposed projects must further one or more development goals outlined in the Urban Renewal Plan available at www.ci.florence.or.us/urbanrenewal/urban-renewal-plan.

Eligible Expenses:

- Permanent interior and exterior building construction improvements to existing facilities.
- Site improvements including, but not limited to, sidewalks, landscaping, stormwater, etc.
- Trade fixtures or equipment that is large and affixed to the building to improve manufacturing productivity and increase jobs in the area.

Ineligible Expenses:

- Demolition
- Installation of non-permanent fixtures that could be removed from the building or URA
- Purchase of property
- Administrative costs for the Grantee
- Services performed by the Grantee
- Final construction plans and specifications
- Fees, permits and other charges associated with construction

Match Requirements:

The required private match can be met by the applicant through expenses related to the eligible expenses defined above. Purchase of a property, lease agreement, and new construction on private property do not qualify as redevelopment or renovation matching funds under this grant.

Application Process

1. Application: Applications may be submitted at any time, though funds are limited and subject to availability. Grants are considered on a first-come, first-served basis.
2. Establishing a Scope of Services: The Applicant meets with City staff to discuss the proposed project, budget, and the timeline for the construction of the project as a whole. City staff work with the Applicant to define the scope of work to be reimbursed by the grant, and a budget (based on quotes received by the Applicant, and reviewed for reasonable by City staff).
3. Pre-Approval Letter: City staff issue a letter specifying the development activities are eligible for funding. Any work commenced prior to receipt of the Pre-Approval Letter will not be eligible for reimbursement. A Pre-Approval Letter does not guarantee grant approval by FURA.
4. FURA approval: The FURA Board reviews all applications at its regular monthly meetings and has the sole authority to determine the eligibility of proposed projects. Upon approving a Redevelopment Assistance Grant award, the FURA Board sets the maximum grant amount, and may require or exclude certain work as a condition of funding.
5. Letter of Commitment: A Letter of Commitment will be issued after all pre-approval conditions are met and the project is approved by FURA. The Letter of Commitment outlines the commitment of funds and additional terms and conditions of the matching grant. The letter is a binding contractual commitment between the parties that outlines the scope and quality of work and the amount of funds committed to the project.
6. Grantee Undertakes Development Activities: The Grantee contracts directly with professional contractor (with applicable licenses) to perform the development work for the project. The Grantee need not accept a lowest bid, and may have a need for services above and beyond those eligible for reimbursement under this program; however, only costs for those activities and services specified in the Letter of Commitment will be reimbursed by the grant. Under no circumstances will Redevelopment Assistance funds be disbursed for work completed before the date the Letter of Commitment is signed by FURA and the Grantee.
7. Documentation of Payment: Once all of the contracted work has been completed, the Grantee will submit copies of receipts showing invoices and proof of payment from all contractors, sub-contractors, or consultants that completed eligible work.
8. Disbursement of Grant Funds: Grant funds will be released within 30 days of Grantee satisfying the terms of the Letter of Commitment.

Grant funds will not be disbursed for work completed before:

- A Letter of Commitment has been executed;
- The work has been reviewed by City staff for compliance with the Letter of Commitment;
- Proof of payment and release of liens, if applicable, have been received;
- Proof that all necessary regulatory approvals, including City Florence building permits, have been received; and
- Delinquent property taxes, liens, or outstanding City code violations are resolved.

General Conditions

- Grantees are eligible for one Redevelopment Assistance Grant per property (or one project, where it spans multiple properties). If a grant has been awarded to the previous owner of a specific property, a new owner may be eligible for Redevelopment Assistance Grant funds if the newly proposed project differs significantly from the previous project. This determination will be made at the discretion of FURA. No Grantee may receive more than one grant in any one-year period.
- Grantees who receive grant funding must submit a copy of all final work invoices to which grant funds were applied (these items will be public record).
- All projects will display signage promoting FURA's assistance for the improvements. The sign will be supplied by FURA.
- Grantees agree to allow FURA to publicize the completed project on the City/FURA web site and other FURA materials.
- FURA and its Executive Director reserve the right to consider exceptions to these policies and guidelines on a case-by-case basis at their discretion.

For more information, please contact Megan Messmer, Projects Manager at 541.902.2182 or megan.messmer@ci.florence.or.us.

Guidelines and application forms are available on our website: www.ci.florence.or.us/urbanrenewal.



Florence Urban Renewal Agency Redevelopment Assistance Grants

Application

Applicant & Contact Information

Applicant Name (may be individual, partnership, etc.)		
Applicant Address (correspondence concerning this application will be sent to this address)		
City	State	Zip
Applicant is an: <input type="checkbox"/> Individual <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Other: _____		

Contact Name (if different than above)		Contact Title (if applicable)
Phone Number	Fax Number	Email Address

Property Information

Address of Proposed Project		
City	State	Zip
Area:	Land Square Footage _____	Building Square Footage _____ Year Built _____
Current Use of Land and/or Current Tenant		Current Zoning

Ownership Information

Property Owner		
Owner Address		
City	State	Zip
Phone Number	Fax Number	Email Address
<p>Applicant has: _____ Ownership of Property Date of Purchase: _____ Price: \$ _____</p> <p>_____ Purchase Option</p> <p>_____ Lease on Property – Expiration: _____ <i>Tenants must submit copy of the lease and written consent of property owner for proposed project.</i></p> <p>_____ Other: _____</p>		

Project Description

Please give a brief description of the redevelopment project you are proposing. Explain your goals for this project, and how the redeveloped property will be used (attach additional sheets as necessary). Please briefly explain how this project contributes to one or more of the Urban Renewal Goals outlined in the program Guidelines (Improve Florence Urban Renewal District, Create and Retain Jobs, and Promote Quality Development).

Redevelopment Experience

Do you have professional contractors or consultants working on this project?

Yes No If yes, who? _____

What, if any, redevelopment activities have you already undertaken for this project?

Please briefly describe your experience with comparable projects?

Project Financing

What would you estimate to be the total cost of your proposed project? \$ _____

What amount are you requesting in redevelopment assistance funding? \$ _____

What assets or financial resources can you draw upon to develop the property? (please be specific)

Current equity, if property owner: _____

Project Timeline

Please describe your projected timeline for the completion of this project, and for major milestones along the way.

Assistance Requested

The Redevelopment Assistance Grant program requires at least \$4 of private investment to each \$1 in grant funds (20% matching grant). Grants are paid out on a reimbursement basis to fund the award amount, once the Grantee has completed the work and documented to FURA that the contractor(s) completing the work was paid. Projects eligible for funding under the grant include improvements to the interior and exterior of buildings, and site improvements. Please briefly describe the items you are requesting redevelopment assistance for, as well as the elements of the project that will account for the private matching funds.

Other

The applicant understands that the Florence Urban Renewal Agency must approve the proposed improvements and request for Redevelopment Assistance funding. Any work commenced prior to an executed Letter of Commitment will not be eligible for reimbursement, and any work deviating from the approved work must be pre-approved by the Florence Urban Renewal Agency to be eligible for reimbursement.

(Please sign certification on reverse side)

Certification by Applicant

The applicant certifies that all information in this application, and all information furnished in support of this application, is given for the purpose of obtaining a grant and is true and complete to the best of the applicant's knowledge and belief.

The applicant further acknowledges and agrees to the following:

- All/any funds distributed under this grant application and program must be utilized solely for the program or project identified in this application.
- Applicant will provide an accounting relating to the use of all grant funds received upon request of the Florence Urban Renewal Agency and shall retain all relevant financial records relating to the project/program for which the grant funds were received for a period of not less than three (3) years from the completion of the program/project.
- Applicant may be personally or individually liable for misuse of grant funds.
- Florence Urban Renewal Agency and the City of Florence will not be responsible or liable in any way for injury or damage to third parties or property resulting from the conduct or actions of the applicant or agents of the applicant relating to the program or project funded under this grant.
- Applicant agrees to indemnify and hold the Florence Urban Renewal Agency and the City of Florence harmless for any/all claims arising out of the activities funded under the terms of this grant.

Verification of any of the information contained in this application may be obtained by the Florence Urban Renewal Agency and the City of Florence from any available source. By signing this application, the applicant authorizes the Florence Urban Renewal Agency or the City of Florence to perform any necessary credit and background checks.

The information provided by the applicant and in any supplements thereto is submitted voluntarily and in confidence to the Florence Urban Renewal Agency and the City of Florence. It is understood that nonexempt information contained in this application is subject to disclosure under Oregon Public Records Law, ORS 192.501 (21).

Print Name of Applicant(s)	Title
Signature	Date
Signature	Date

PLEASE RETURN THIS APPLICATION WITH ALL ATTACHED DOCUMENTS TO:

Megan Messmer
City Projects Manager

Florence Urban Renewal Agency
250 Highway 101
Florence, Oregon 97439

megan.messmer@ci.florence.or.us
541-902-2182



FLORENCE URBAN
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Predevelopment Services Grants

Program Overview

The Florence Urban Renewal Agency offers Predevelopment Services Grants to encourage development, redevelopment, or renovation of underutilized and vacant properties within the Florence Urban Renewal Area. Predevelopment funds are available to assist developers and owners of commercial property with assessing the feasibility of potential development projects within the Urban Renewal Area.

Maximum Grant: Up to \$25,000

** Subject to availability within the FURA budget and approval by the FURA Board.*

Grant Requirement: Reimbursement up to 40% of total eligible predevelopment costs.

Must meet at least one of the Urban Renewal Plan objectives.

Eligible Applicant: Fee title property owners.

Business owner tenants with written authorization from the property owner and long-term lease agreement.

** Tax-exempt property and businesses are not eligible for grant funds.*

Eligible Property: Property located within the Florence Urban Renewal Area.

** Properties that are 100% residential are not eligible for grant funds.*

Eligible Activities: Preliminary architectural and other design services, site analysis, financial analysis, market analysis, environmental assessments and testing, environmental remediation, appraisal, traffic impact analysis, and site preparation.

Grant funds may not be used for site acquisition, administrative costs, services performed by applicant, final construction plans, construction, or fees, permits, and other charges associated with construction.

— This is an information-only document. —

For full program details, please review the Predevelopment Services Grants Eligibility Guidelines & Application Process available at www.ci.florence.or.us/urbanrenewal/fura-programs.

For more information, please contact Megan Messmer, City Project Manager, at 541-902-2182 or via email at megan.messmer@ci.florence.or.us.

Eligibility Guidelines & Application Process

The Florence Urban Renewal Agency (FURA) offers Predevelopment Services Grants to encourage development, redevelopment, or renovation of underutilized and vacant properties within the Florence Urban Renewal Area (URA). Predevelopment funds are available to assist developers and owners of industrial and commercial property with assessing the feasibility of potential development projects in the URA.

Funding Assistance

Commercial: Predevelopment Services Grants of up to \$25,000 are available for taxable commercial or mixed- use projects.

Industrial: Predevelopment Services Grants of up to \$20,000 are available for industrial projects on properties of up to 3.0 acres.

Grants are paid out on a reimbursement basis to fund up to forty (40%) of total eligible predevelopment costs up to the maximum award amount, once the Grantee has completed the work and documented to FURA that the contractor or consultants completing the work were paid.

FURA Objectives

To be eligible for a Development Assistant Grant, all projects must meet at least one of the following Urban Renewal Plan objectives:

- To facilitate public/private partnerships to revitalize deteriorating sections of the URA and adjoining waterfront.
- To enhance the URA through the promotion of mixed-use development, pedestrian and bicycle accessibility, provision of useful public space, and attractive site and architectural design to create a special place that enables citizens to live, work, shop and recreate all within easy walking distance.
- To develop safe, convenient, and attractive public parking areas to accommodate residents and visitors that connects with a system of walking, biking, and driving options throughout the URA.
- To improve access to, and visibility of, Old Town and the waterfront from Highway 101.
- To re-establish a mixed use, retail core along Highway 101 in the URA featuring streetscapes and buildings that support the 'main street' character and reflect a unified retail theme with coordinated architectural and voluntary merchandising guidelines.
- To restore, revitalize and preserve waterfront spaces for public access and water dependent recreational, commercial, and industrial uses, which directly benefit the economy of the Florence area.

Eligibility

- Location: The proposed project must be within the URA.
- Site Control: Applicants must own the proposed site, or be able to show some other form of site control, such as a purchase option. An Applicant holding a long-term lease (at least three years) may apply with proof of the property owner's consent to the proposed improvements.
- Project not Tax-Exempt: Grant funds cannot be applied to any portion of a development project that will be tax-exempt.
- Residential Properties: Properties that are 100% residential are not eligible for grant funding.
- Responsive to Existing Plans: Grantees may be required to consider community strategies and visions in their development plans.
- Readiness: Projects receiving a grant must have a reasonable chance of being completed within three to five years from the time of award. Grantees should have a basic concept and goals formulated for their proposed development project when applying for assistance, though these may change in response to predevelopment analysis.
- Awards within a Single Year: No more than one Predevelopment Services Grant may be awarded per calendar year per recipient.
- URA Plan Goals: Proposed projects must further one or more development goals outlined in the Urban Renewal Plan available at www.ci.florence.or.us/urbanrenewal/urban-renewal-plan.

Eligible Expenses:

- Preliminary architectural and other design services
- Site analysis
- Financial analysis
- Market analysis
- Environmental assessments and testing
- Environmental remediation
- Appraisal
- Traffic impact analysis
- Site preparation, including excavation, grading, demolition
- Other expenses as approved by FURA

Ineligible Expenses:

- Site acquisition
- Purchase option
- Administrative costs for the Grantee
- Services performed by the Grantee
- Final construction plans and specifications
- Construction
- Fees, permits and other charges associated with construction

Application Process

1. Application: Applications may be submitted at any time, though funds are limited. Grants are considered on a first-come, first-served basis.
2. Establishing a Scope of Services: The Applicant meets with City staff to discuss the proposed project, budget, and the timeline for the predevelopment phase and the project as a whole. City staff work with the Applicant to define the scope of services to be reimbursed by the grant, and a budget (based on quotes received by the Applicant, and reviewed for reasonable by City staff).
3. Pre-Approval Letter: City staff issue a letter specifying the predevelopment services are eligible for funding. Any work commenced prior to receipt of the Pre-Approval Letter will not be eligible for reimbursement. A Pre-Approval Letter does not guarantee grant approval by FURA.
4. FURA approval: The FURA Board reviews all applications at its regular monthly meetings and has the sole authority to determine the eligibility of proposed projects. Upon approving a Predevelopment Services Grant award, the FURA Board sets the maximum grant amount, and may require or exclude certain work as a condition of funding.
5. Letter of Commitment: A Letter of Commitment will be issued after all pre-approval conditions are met and the project is approved by FURA. The Letter of Commitment outlines the commitment of funds and additional terms and conditions of the matching grant. The letter is a binding contractual commitment between the parties that outlines the scope and quality of work and the amount of funds committed to the project.
6. Grantee Undertakes Predevelopment Activities: The Grantee contracts directly with professional consultants (such as architects, appraisers, and real estate analysts) to perform the predevelopment work for the project. The Grantee need not accept a lowest bid, and may have a need for services above and beyond those eligible for reimbursement under this program; however, only costs for those professional services specified in the Letter of Commitment will be reimbursed by the grant. Under no circumstances will Predevelopment Services funds be disbursed for work completed before the date the Letter of Commitment is signed by FURA and the Grantee.
7. Documentation of Payment: Once all of the contracted work has been completed, the Grantee will submit copies of receipts showing invoices and proof of payment from all contractors, sub-contractors, or consultants that completed eligible work.
8. Disbursement of Grant Funds: Grant funds will be released within 30 days of Grantee satisfying the terms of the Letter of Commitment.

Grant funds will not be disbursed for work completed before:

- A Letter of Commitment has been executed;
- The work has been reviewed by City staff for compliance with the Letter of Commitment;
- Proof of payment and release of liens, if applicable, have been received;
- Proof that all necessary regulatory approvals, including City Florence building permits, have been received; and
- Delinquent property taxes, liens or outstanding City code violations are resolved.

General Conditions

- Grantees are eligible for one Predevelopment Services Grant per property (or one project, where it spans multiple properties). If a grant has been awarded to the previous owner of a specific property, a new owner may be eligible for Predevelopment Services Grant assistance if the newly proposed project differs significantly from the previous project. This determination will be made at the discretion of FURA. No Grantee may receive more than one grant in any one-year period.
- Grantees who receive grant funding must submit a copy of all final work products to which grant funds were applied (these products will be public record).
- All projects will display signage promoting FURA's assistance for the improvements. The sign will be supplied by FURA.
- Grantees agree to allow FURA to publicize the completed project on the City/FURA web site and other FURA materials.
- FURA and its Executive Director reserve the right to consider exceptions to these policies and guidelines on a case-by-case basis at their discretion.

For more information, please contact Megan Messmer, Projects Manager at 541-902-2182 or megan.messmer@ci.florence.or.us.

Guidelines and application forms are available on our website: www.ci.florence.or.us/urbanrenewal.



Florence Urban Renewal Agency Predevelopment Services Grants

Application

Applicant & Contact Information

Applicant Name (may be individual, partnership, etc.)		
Applicant Address (correspondence concerning this application will be sent to this address)		
City	State	Zip
Applicant is an: <input type="checkbox"/> Individual <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Other: _____		
Contact Name (if different than above)		Contact Title (if applicable)
Phone Number	Fax Number	Email Address

Property Information

Address of Proposed Project		
City	State	Zip
Area:	Land Square Footage _____	Building Square Footage _____ Year Built _____
Current Use of Land and/or Current Tenant		Current Zoning

Ownership Information

Property Owner		
Owner Address		
City	State	Zip
Phone Number	Fax Number	Email Address
<p>_____ Ownership of Property Date of Purchase: _____ Price: \$ _____</p> <p>_____ Purchase Option</p> <p>Applicant has: _____ Lease on Property – Expiration: _____ <i>Tenants must submit copy of the lease and written consent of property owner for proposed project.</i></p> <p>_____ Other: _____</p>		

Project Description

Please give a brief description of the development project you are proposing. Explain your goals for this project, and how the new development will be used (attach additional sheets as necessary). Please briefly explain how this project contributes to one or more of the Urban Renewal Goals outlined in the program Guidelines (Improve Florence Urban Renewal District, Create and Retain Jobs, and Promote Quality Development).

Development Experience

Do you have professional consultants working on this project?

Yes No If yes, who? _____

What, if any, predevelopment activities have you already undertake for this project?

Please briefly describe your experience with comparable projects?

Project Financing

What would you estimate to be the total cost of your proposed project? \$ _____

How much do you anticipate spending on predevelopment services? \$ _____

What assets or financial resources can you draw upon to develop the property? (please be specific)

Current equity, if property owner: _____

Project Timeline

Please describe your projected timeline for the completion of this project, and for major milestones along the way.

Assistance Requested

Predevelopment Services Grants partially reimburse property owners for professional consulting services that move a project from conception to a feasible development plan, but stop short of final design and construction. Services eligible for funding under the grant include site assessment, financial and market analysis, and preliminary architectural and engineering plans. Please briefly describe the services you anticipate requiring for this project.

Other

The applicant understands that the Florence Urban Renewal Agency must approve the proposed improvements and request for Predevelopment Services funding. Any work commenced prior to an executed Letter of Commitment will not be eligible for reimbursement, and any work deviating from the approved work must be pre-approved by the Florence Urban Renewal Agency to be eligible for reimbursement.

(Please sign certification on reverse side)

Certification by Applicant

The applicant certifies that all information in this application, and all information furnished in support of this application, is given for the purpose of obtaining a grant and is true and complete to the best of the applicant's knowledge and belief.

The applicant further acknowledges and agrees to the following:

- All/any funds distributed under this grant application and program must be utilized solely for the program or project identified in this application.
- Applicant will provide an accounting relating to the use of all grant funds received upon request of the Florence Urban Renewal Agency and shall retain all relevant financial records relating to the project/program for which the grant funds were received for a period of not less than three (3) years from the completion of the program/project.
- Applicant may be personally or individually liable for misuse of grant funds.
- Florence Urban Renewal Agency and the City of Florence will not be responsible or liable in any way for injury or damage to third parties or property resulting from the conduct or actions of the applicant or agents of the applicant relating to the program or project funded under this grant.
- Applicant agrees to indemnify and hold the Florence Urban Renewal Agency and the City of Florence harmless for any/all claims arising out of the activities funded under the terms of this grant.

Verification of any of the information contained in this application may be obtained by the Florence Urban Renewal Agency and the City of Florence from any available source. By signing this application, the applicant authorizes the Florence Urban Renewal Agency or the City of Florence to perform any necessary credit and background checks.

The information provided by the applicant and in any supplements thereto is submitted voluntarily and in confidence to the Florence Urban Renewal Agency and the City of Florence. It is understood that nonexempt information contained in this application is subject to disclosure under Oregon Public Records Law, ORS 192.501 (21).

Print Name of Applicant(s)	Title
Signature	Date
Signature	Date

PLEASE RETURN THIS APPLICATION WITH ALL ATTACHED DOCUMENTS TO:

Megan Messmer
City Projects Manager

Florence Urban Renewal Agency
250 Highway 101
Florence, Oregon 97439

megan.messmer@ci.florence.or.us
541-902-2182

Florence Urban Renewal Agency

Memorandum

To: Florence Urban Renewal Agency

From: Kelli Weese, City Recorder / Economic Development Coordinator

Date: February 21, 2020

Background:

At the January 22nd Florence Urban Renewal Agency meeting, the agency reviewed the and approved the tentative process / timeline proposal for the request for expressions of interest (RFEI) project and discontinued the Quince Street subcommittee in order to establish a Selection Advisory Committee consisting of Chairperson Bill Meyer, Vice-Chairperson Mike Webb, and Directors Joe Henry and John Scott. The Quince Street Selection Advisory Committee's tasks were delineated to include...

1. Reviewing and providing staff feedback on the hiring of a marketing / recruitment professional.
2. Providing guidance to staff on the content of the Request for Expressions of Interest document.
3. Providing preliminary review of submittals received and preparing recommendation(s) to the FURA board.

Selection Advisory Committee Meeting

The Quince Street Selection Advisory Committee met on February 11th to review quotes received from economic development / real estate professionals specific to the hospitality industry, and to provide input to the City staff regarding the selection of a professional.

Prior to the meeting with the Selection Advisory Committee, staff reached out to 10 firms / industry leaders seeking a qualified professional to assist as follows:

1. Review and provide advice on the Request for Expressions of Interest (RFEI) document and process including content, process and timeline; and most importantly,
2. When finalized, assist in marketing the RFEI to various development teams who may be of interest in submitting proposals.

The City received three quotes and elected to utilize the services of two of those that submitted quotes: John Southgate LLC and Subert Commercial Real Estate. Below is a summary of the cost of services for each of the entities and their recent applicable accomplishments:

Name	Overview & Recent Applicable Accomplishment(s)	Quote Summary
John Southgate, LLC	Sole Proprietor in Planning and Development – focus on public / private partnerships & infill development <ul style="list-style-type: none"> • Lincoln City RFEI Process 	\$10,000 + \$5,000 bonus upon sale
Subert Commercial Real Estate	Full Service Real Estate Brokerage Firm – Specializing in Hospitality and Leasing <ul style="list-style-type: none"> • Longview WA Hotel Development 	\$8,500 + \$10,000 bonus upon sale

The Selection Advisory Committee and City Staff believed that both of these firms offered valuable professional experience that could be beneficial to the project, with John Southgate’s experience in leveraging the tools of public entities and with Subert Commercial Real Estate’s experience and relationships with developers specific to the hospitality industry.

Next Steps

Staff is currently working on establishing agreements with each of the selected professional development firms, and is working to schedule a kick off meeting with the project team in early March to finalize the RFEI timeline / process, document, and plans for marketing the site.

In order to ensure the project is successful, the professional development team have requested changes to the general process for the RFEI project, to add time before publication of the RFEI document to reach out and interview prospective developers and determine a level of interest. After interviews with prospective developers and a determination of level of interest, staff / professionals will publish and market the RFEI opportunity and regularly touch base with targeted developers and others in the industry to stoke interest in the opportunity.

At the initial kick off meeting, staff will work with the professional project team to update the deadlines of the initial Request for Expressions of Interest timeline / process (see next page).

**Quince Street Request for Expressions of Interest (RFEI)
Draft Timeline & Process**

Tentative Date	Action
TBD	Reach out to / interview potential developers to determine level of interest, elicit their advice about the Agency's approach in offering the property, and gauge level of interest in the opportunity, including identification of the terms in which they would be interested;
TBD	Final Draft RFEI document submitted to Selection Advisory Committee members for comments.
TBD	RFEI Published and Marketed <ul style="list-style-type: none"> - With optional developer pre-submittal meeting / tour approximately 2 weeks prior to submittal deadline
TBD	Submittal Deadline
TBD	Executive Session for Selection Advisory Committee and Staff to review submittals
TBD	Executive Session and potential submittal approval / next steps

Background Materials:

- **November 20, 2019 Florence Urban Renewal Agency Meeting Materials**
(Approval of Strategy for Development of the Quince Street Site)
 - <https://www.ci.florence.or.us/urbanrenewal/florence-urban-renewal-agency-meeting-29>

- **January 22, 2020 Florence Urban Renewal Agency Meeting Materials**
(Approval of Tentative Marketing Process and Establishment of Selection Advisory Committee)
 - <https://www.ci.florence.or.us/urbanrenewal/florence-urban-renewal-agency-meeting-30>

Florence Urban Renewal Agency

Memorandum

To: FURA Board

From: Sarah Moehrke, Community & Economic Development Assistant, RARE

Date: February 19, 2020

RE: Quince Street Property Staging and Tree Delimiting Process

Introduction:

For the last few months, City Staff have been working on creating a plan for staging the Quince Street property for development – including routine maintenance of the trees on the eastern side of the property to showcase the view of the Siuslaw River.

Staff has presented the bidding process to multiple different tree care organizations within the region and have also toured the site with two different companies. Specific direction for the quotes included:

- Delimiting trees on eastern side of property
- Removal of invasive species including Scotch Broom, Blackberries, and English Ivy
- Create viewsheds of the Siuslaw River
- “No Touch” zone within 50 feet of the bank of Munsel Creek
- Removal of all branches from property. Chipped debris can be left onsite.

Permitting Process:

Staff has worked with the bidders as well as Community Development department staff to ensure that the tree delimiting process does not interfere with Florence City Code. Given the proposal to only remove noxious vegetation and to simply limb (not remove) existing trees, the current proposal does not require a vegetation removal permit through the City of Florence.

Bid Review:

Given the schedules of the qualified landscaping companies, the City has only received one bid for the work to perform brush removal and tree thinning as of Friday February 21st. This proposal is as shown below:

<u>Company</u>	<u>Bid Price</u>
Coast Tree Service	Phase One – Brush Removal: \$4,480 Phase Two – Tree Thinning: \$26,500

Coastal Tree Service Quote Overview:

Phase One – Brush Removal:

- Selectively prune down the height of the vegetation that is between 5'–20' tall but under 8" in diameter, from the top of the hill to down the hill 10'-15', including Scotch Broom, Chittim, Huckleberry to help increase the view of the water
- Chip onsite and leave all vegetation on the ground

Phase Two – Tree Delimiting:

- Thinning of limbs off selected trees
- Limbing up large trees from the bottom to no more than 1/3 of the tree to start creating view corridors
 - View corridors will be determined based on the front doors of the Florence Events Center with exception to the northern most corridor
 - The north corridor will be for the purpose of helping prospective owners determine the view potential for future development, trimming in this corridor will not be done within 50 ft. of Munsel Creek.
- Limbs will be pulled up the hill and chipped onsite

Next Steps

Given the timeline, cost and complexity of limbing trees on the site, staff intends to split the project into two separate undertakings based on Coastal Tree Services Quote: Brush Removal and Tree Delimiting. The intent will be to proceed with the brush removal from Coastal Tree Services as soon as possible to ensure we obtain the services of the landscaping professionals in time for the work to be completed for the Request for Expressions of Interest (RFEI) project timeline. Concurrently, staff will seek an additional two quotes for delimiting the trees on the site as shown in phase two above, and will come back to the Urban Renewal Agency for consideration of that as an action item at a later date.