



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.

August 26, 2020

AGENDA

5:30 p.m.

FURA Directors:

Vice-Chair Mike Webb
 Ron Caputo

Chairperson, Bill Meyer

John Scott
 Vacant

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.

Proceedings are shown live via the link below and will be available after the meeting on the City's Vimeo Site.

COVID-19 UPDATE

Due to federal and state restrictions on public gatherings, the Florence Urban Renewal Agency meetings shall be held via videoconference. Members of the public can listen and view the meeting through the 'GoToWebinar' platform at the following link:

<https://attendee.gotowebinar.com/register/540039910216811115>

This meeting will only be available on GoToWebinar.

In person attendance is not allowed at Florence Urban Renewal Agency meetings.

In accordance with Oregon Governor's Office Executive Order No. 20-16, to protect safety and ensure social distancing, members of the public will not be allowed to attend the FURA meeting.

Citizens wishing to express their views may do so in one of the ways shown at the end of this agenda.

CALL TO ORDER – ROLL CALL

5:30 p.m.

1. APPROVAL OF AGENDA

Bill Meyer
 Chairperson

ACTION ITEMS

2. ELECT CHAIRPERSON & VICE-CHAIRPERSON

FURA Board

3. APPROVAL OF MINUTES

Consider approval of the Florence Urban Renewal Agency meeting minutes of June 30, 2020.

Megan Messmer
 AIC City Manager

REPORTS, PRESENTATIONS & UPDATES

4. QUINCE STREET MARKETING UPDATE

Staff will provide an update on Quince Street marketing.

Kelli Weese
 City Recorder

5. WORK PLAN ITEMS & FUTURE PROJECTS

Review of FURA work plan.

Megan Messmer
 AIC City Manager

6. QUARTERLY FINANCIAL REPORT

Review quarterly financial report for the Florence Urban Renewal Agency.

Anne Baker
 Admin. Services

7. CITY MANAGER REPORT

- Recruitment process for board vacancy

Megan Messmer
 AIC City Manager

UPDATED PUBLIC MEETINGS PROCEDURES – COVID-19

Given executive orders from Governor Brown concerning COVID-19 and social distancing requirements, the City of Florence and the Florence Urban Renewal Agency has established temporary procedures for public meetings in order to protect our volunteers, public and staff.

Florence Urban Renewal meetings shall not allow for verbal public comments on any item other than a mandatory public hearing. Citizens wishing to express their views to the Florence Urban Renewal Agency Board may do so by submitting written communications in one of the following ways:

1. Submit written comments via email to Administrative Assistant at lindsey.white@ci.florence.or.us.
2. Mail written comments to Florence City Hall, Attn: FURA, 250 Hwy 101, Florence, OR 97439
3. Drop off written comments to the City of Florence drop box located at Florence City Hall (250 Hwy 101) to the right of the main entrance.

This document is supplemented by agenda packet materials, meeting materials distributed and electronic audio / video recordings of the meeting and may be reviewed upon request to the City Recorder.

**Florence Urban Renewal Agency Meeting
Florence City Hall
250 Hwy 101
Final Action Minutes
June 30, 2020**

CALL TO ORDER - ROLL CALL

Meeting called to order at 5:30 p.m.

Directors Present: Chairperson Bill Meyer and Directors Mike Webb, John Scott, Joe Henry, Ron Caputo, Carmela West, Ron Preisler and Woody Woodbury.

Directors Absent: None

Staff Present: AIC City Manager Megan Messmer, City Recorder / Economic Development Coordinator Kelli Weese and Administrative Assistant Lindsey White.

1. APPROVAL OF AGENDA

Start Time: 5:30 p.m.

Discussion: Approval of the June 30th meeting agenda as presented.

– Unanimous Consent–

ACTION ITEMS

2. TEMPORARY COVID-19 PUBLIC MEETING PROCEDURES

Review and consider approval of updates to the temporary COVID-19 public meeting procedures to allow for additional verbal public comments during Urban Renewal meetings.

Start Time: 5:32 p.m.

Handouts: Staff Presentation

Discussion: The Florence Urban Renewal Agency discussed...

Action: Approval of updates to the temporary COVID-19 public meeting procedures as presented to allow for additional verbal public comments during Urban Renewal meetings.
Motion: Director Caputo
Second: Director Scott
Vote: Unanimous

3. APPROVAL OF MINUTES

Consider approval of the Florence Urban Renewal Agency meeting minutes of January 22, 2020, February 26, 2020, and May 27, 2020.

Start Time: 5:42 p.m.
Handouts: Staff Presentation
Discussion: The Florence Urban Renewal Agency discussed...

Action: Approval of the Florence Urban Renewal Agency meeting minutes of January 22, 2020, February 26, 2020, and May 27, 2020.
Motion: Director Webb
Second: Director West
Vote: Unanimous

4. AUDITED FINANCIAL STATEMENTS

Receive fiscal year 2018-2019 audited financial statements.

Start Time: 5:44 p.m.
Handouts: Staff Presentation
Discussion: The Florence Urban Renewal Agency discussed...

- Concerns with approving last year's budget
- Annual revenue from the general fund
- Tax revenue

Directors: Preisler, Henry, Webb

Action: Receive and accept fiscal year 2018-2019 audited financial statements.
Motion: Director Scott
Second: Director Caputo
Vote: Unanimous

5. RESOLUTION DECLARING TAX INCREMENT

Consider adoption of Resolution No. 1, Series 2020, a resolution authorizing levy of property taxes for the agency.

Start Time: 5:53 p.m.
Handouts: Staff Presentation
Discussion: The Florence Urban Renewal Agency discussed...

- Requirement on specific dollar amount

Directors: Webb

Action: Adopt Resolution No. 1, Series 2020, a resolution authorizing levy of property taxes for the agency.

Motion: Director Henry
Second: Director Woodbury
Vote: Unanimous

REPORTS, PRESENTATIONS & UPDATES

6. REVISION FLORENCE UPDATE

Staff will provide an update on ReVision Florence

Start Time: 5:59 p.m.
Discussion: The Agency discussed...

7. QUINCE STREET MARKETING UPDATE

Staff will provide an update on Quince Street Marketing

Start Time: 6:03 p.m.
Discussion: The Agency discussed...

8. CITY MANAGER REPORT

Start Time: 6:08 p.m.
Discussion: The Agency discussed...

- Update on Erin
- Upcoming meetings and events

Meeting adjourned at 6:10 p.m.

ATTEST:

Bill Meyer, Chairperson

Kelli Weese, City Recorder

Florence Urban Renewal Agency

Memorandum

To: Florence Urban Renewal Agency

From: Kelli Weese, City Recorder / Economic Development Coordinator

Date: August 26, 2020

Property Presentations & Tour:

On July 31st, Florence Urban Renewal Agency Staff Representatives and project consultants met with twelve various individuals (both virtually and in person) during the Quince Request for Expressions of Interest presentation and site tours. The day included two presentations, one at 9am in person (social distancing and with masks of course), and one in the afternoon virtually at 2pm. The morning presentation also included a walking tour to the site.

During the presentations, staff provided an overview of...

1. Where is Florence as what does it have to offer?
2. Why should you invest in Florence?
3. What are the specifics about developing the Quince Street property? and
4. How do parties submit a proposal and what should it include?



At the end of the presentations, there was an opportunity for question and answers from the potential developers in attendance. Questions and responses we received from interested parties focused around the potential of the Florence Events Center to drive overnight stays for the hotel, the City's overall flattening of the 'seasonality' of our tourism industry, and potential for the Agency to establish a hotel feasibility study to justify the need for additional hotel rooms and of what variety. A recording of the afternoon virtual tour

is available for the agency to view online at <https://www.ci.florence.or.us/urbanrenewal/quince-street-request-expressions-interest>. In addition, a copy of the presentation slides is available as an attachment to this memo.

During the morning site tour, potential developers and the staff / consultant team were able to walk to the site through Old Town to really get a measure for the proximity of the development to the areas many shops and restaurants, understand how busy the City of Florence’s Old Town still is even during COVID-19, and to appreciate the views of the Siuslaw



River from the site. During the tour, the potential developers asked questions regarding the land use requirements for building adjacent to the estuary, clarification on the demolition and potential environmental impact of the prior school building, and possible opportunities to achieve a visual site line of the hotel to the Hwy 126 corridor.

Submittals:

The RFEI’s deadline for first review of submittals was Friday August 14th at 12:00 p.m. We are pleased to announce that the agency received 5 submittals for the request for expressions of interest. Submittals were received from multiple professional organizations with backgrounds in hospitality / hotel construction and management, retail / restaurant development, and housing construction of all types including market rate, workforce, and affordable housing.

Next Steps:

Given the positive feedback received from the Request for Expressions of Interest, staff and the consultant team will be reviewing the submittals received and working with developers to clarify some finer points of their proposals. Once we received some feedback concerning these questions for the submittals, staff will be working to schedule a meeting with the Quince Street Selection Advisory Committee (made up of four members of the Florence Urban Renewal Agency including Chairperson Bill Meyer, Vice-Chairperson Mike Webb, and Directors Joe Henry and John Scott) in mid-September to review the submittals. Given that the meeting will be to review and negotiate real property transactions the selection advisory committee will be able to hold this meeting via executive session (i.e. closed session).

After initial review of the submittals, the Selection Advisory Committee will have the opportunity to determine their needs for developing a recommendation for the Florence Urban Renewal Agency as a whole, such next steps for the Selection Advisory Committee could include:

1. Preparing a recommendation to the Florence Urban Renewal Agency based on the written submittals received;
2. Requesting additional information from all, or a portion, of the parties that submitted proposals including potential requests for additional written information and/or requests for interviews;
3. Determining the need to reopen the Request for Expressions of Interest marketing opportunity in an effort to obtain additional submittals;

Once the Selection Advisory Committee has completed its review, it could potentially be ready for presenting a recommendation to the Florence Urban Renewal Agency. Given that the agency will be discussing negotiation of real property transactions, this meeting will be held via executive session (i.e. closed session). Pending the needs of the Selection Advisory Committee, the executive session with the Florence Urban Renewal Agency could occur as early as the agency's September meeting. However, should the Selection Advisory Committee need additional time to review the submittals or obtain more information, the Agency may need to either combine its September / October meetings to allow for additional time for more information, or postpone the recommendation until a future meeting date.

During this review process with the selection advisory committee, staff will provide updates on the results and next steps for the agency moving forward, and will coordinate with Chairperson Bill Meyer on any potential calendar updates to the Agency's meeting dates.

Items Attached:

- July 31st Quince Street Opportunity Presentation Slides

Items Available for Reference:

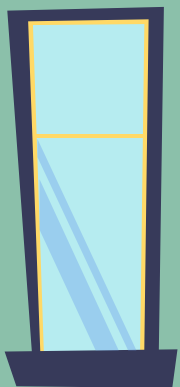
- **November 20, 2019 Florence Urban Renewal Agency Meeting Materials**
(*Approval of Strategy for Development of the Quince Street Site*)
 - <https://www.ci.florence.or.us/urbanrenewal/florence-urban-renewal-agency-meeting-29>
- **January 22, 2020 Florence Urban Renewal Agency Meeting Materials**
(*Approval of Tentative Marketing Process and Establishment of Selection Advisory Committee*)
 - <https://www.ci.florence.or.us/urbanrenewal/florence-urban-renewal-agency-meeting-30>

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- **February 26, 2020 Florence Urban Renewal Agency Meeting Materials**
(*Report on Selection of Professional Development Team*)
 - <https://www.ci.florence.or.us/urbanrenewal/florence-urban-renewal-agency-meeting-31>
 - **May 27, 2020 Florence Urban Renewal Agency Meeting Materials**
(*Report on Status of Project since COVID-19*)
 - <https://www.ci.florence.or.us/urbanrenewal/florence-urban-renewal-agency-meeting-32>
 - **June 30, 2020 Florence Urban Renewal Agency Meeting Materials**
(*Update on decision to begin marketing opportunity July 1, 2020*)
 - <https://www.ci.florence.or.us/urbanrenewal/florence-urban-renewal-agency-meeting-33>

Florence Development Opportunity

July 31, 2020
Site Overview & Tour





“Welcome to Florence! We hope you love it here as much as we do. We know that this project will serve as a cornerstone of the Florence Community”

**–Bill Meyer, Chairperson
Florence Urban Renewal Agency**



1. Intro to Florence

Where is Florence and what does it have to offer?

3. Property Information

What are the specifics about the property?

2. Invest in Florence

Why should you invest in Florence tourism?

4. About the Offering

How do we submit a proposal and what should it include?





PROJECT GOAL

Attract a 90+ room hotel or other similar sized short-term lodging facility, as the anchor development for the site, with opportunities for ancillary Mixed-Use / Residential Development.



1. INTRO TO FLORENCE



Florence, OR



Lincoln City
1.5 hours

Florence
Golf Links

Ocean Dunes
Golf Course

Florence
Municipal
Airport

Florence

Three Rivers
Casino

Eugene
1 hour

Peace Harbor
Medical Center

5286

SITE

Old Town

• PROXIMITY TO METRO AREAS •

Portland

3 hours ~ 170 miles



Salem

2 ½ hours ~ 120 miles



Eugene

1 hour ~ 55 miles



National Treasures

Heceta Head Lighthouse



Most Photographed
in U.S.

Sea Lion Caves



World's Largest
Sea Cave

Oregon Dunes



40+ Miles of Dunes
to Explore

Undiscovered Paradise

Fishing

Pacific Ocean, Siuslaw River, 17
Freshwater Lakes and 75 Creeks

Golf

2 - 18 hole golf courses &
only 1 ½ hours to Bandon Dunes

Water Sports

Swimming, Scuba Diving, Wind
Surfing, Kyaking

Old Town

Art Galleries, Specialty Shops,
Wine Tasting & Unique Local
Restaurants



40,000

With summer tourism, Florence's weekend population can swell nearly 150%

Florence Events Center





• About the Florence Events Center •

21,000 Sq. Ft.

455 Seat Theater
6,000 sq. ft of meeting space

Commercial Kitchen

On site catering for all types of events

City of Florence

Owned & Operated by the City of Florence

Events Held

2019 - 399 events over 255 days;
2018 - 427 events over 280 days

From Board Meetings to Broadway-Style Productions, there is always something happening!



2. Why Invest in Florence

PERFORMANCE

Transient Room Tax

Florence has seen an almost 30% increase since 2014/15*

Highway 101

Estimated 17,000 vehicles per day

Winter Season Increases

70% Increase in TRT Revenue since 2015*

Estimated Demand

574 net new short term lodging rooms needed by 2035**

* Numbers Pre-COVID-19 shutdowns

** Florence Housing & Economic Opportunities Study

A City that Invests in Itself



City of Florence
A City in Motion

ReVision Florence

\$8.5 Million
Investment

Sidewalks
Bike Lanes
Parking
Landscaping
Plazas
ADA
Lighting
Utilities
Repaving





OTHER IMPROVEMENTS



PARKS

Establishment of New
Waterfront Park

Improvements to Community
Sports Facilities



INFRASTRUCTURE

Newly Remodeled City Hall

Utility Extensions along
Hwy 126 and 101

Annual Street Improvements



HOUSING

Public / Private Partnerships
for Affordable Housing

Complete Updates to
Housing & Development
Codes



COMPETITORS

	Dunes	Lighthouse	Lakes	Bayfront
Florence	Yes	Yes	Yes	Yes
Newport	No	Yes	Minimal	Yes
Lincoln City	No	Yes	Yes	No
Cannon Beach	Yes	Yes	No	No



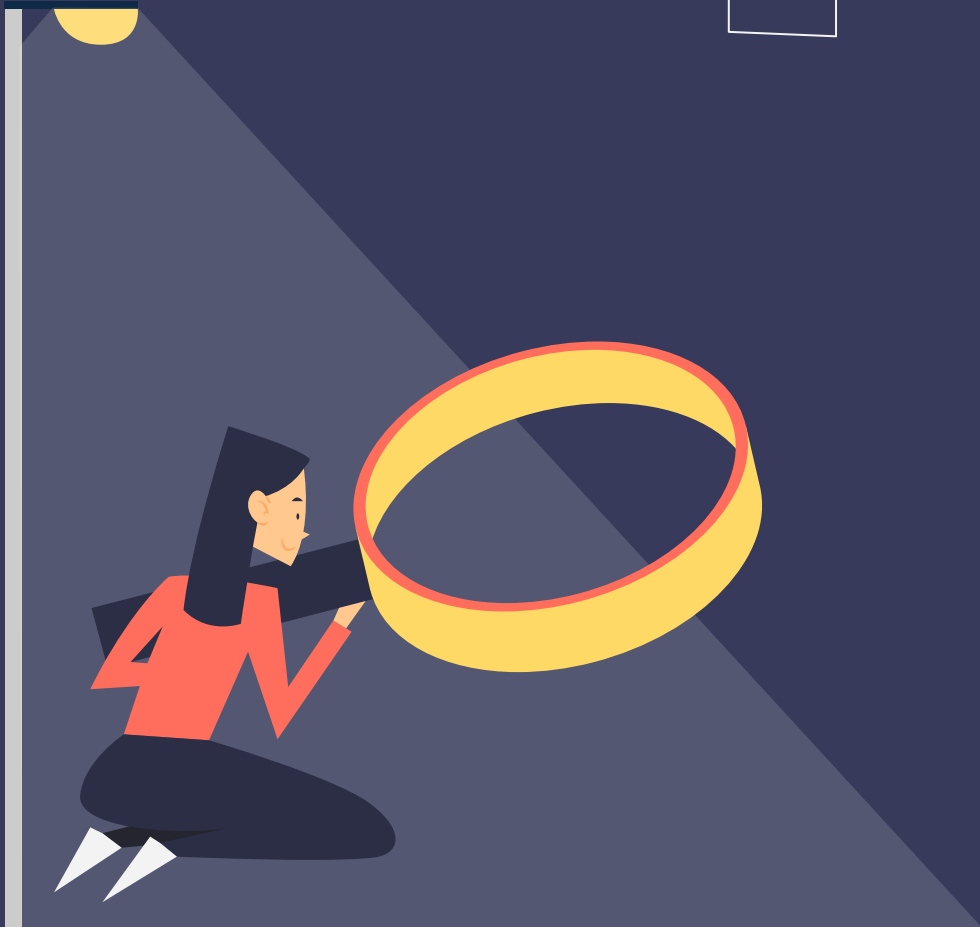
THEM

Crowds cause transportation congestion as local communities seek methods to limit on-season travel



US

Florence offers respite just waiting to be discovered.



3. Property Information

742 Quince St
Florence, Oregon
Google
Street View

740 Quince St
Florence, Oregon
Google
Street View

700 Quince St
Florence, Oregon
Google
Street View

Safeway
Expand

Safeway
Expand

Safeway
Expand

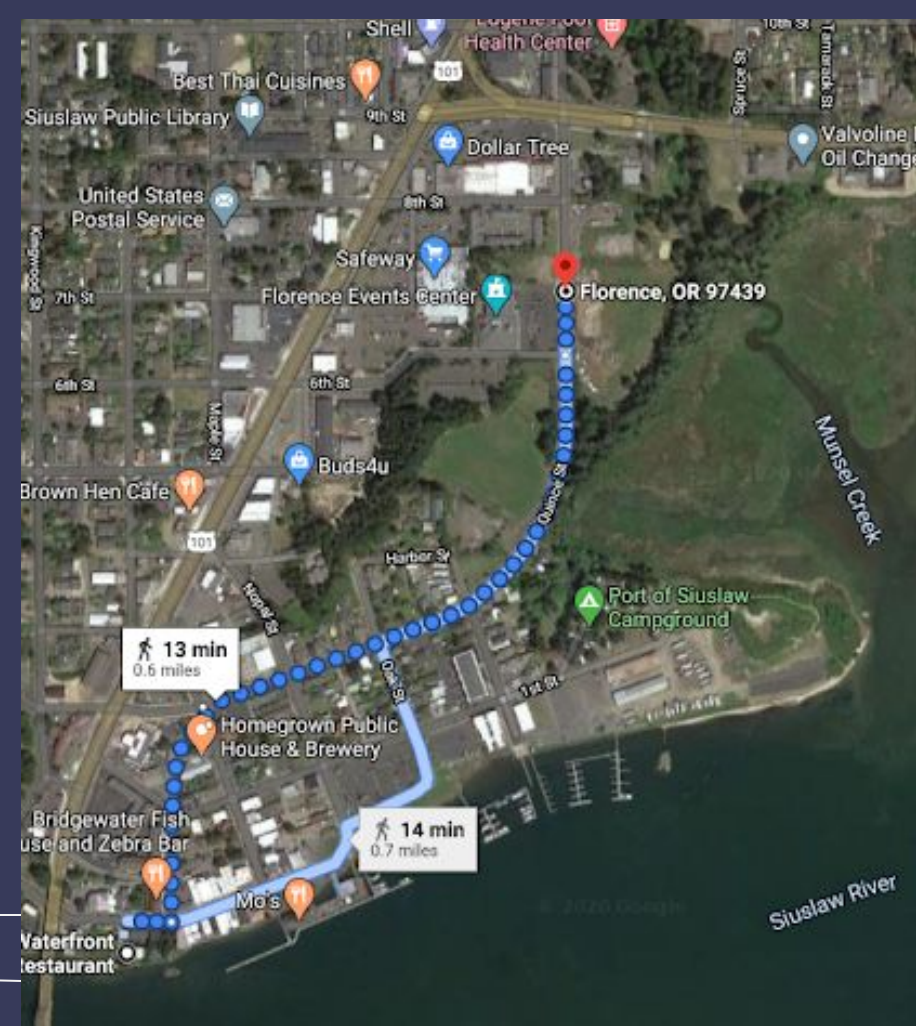


Google

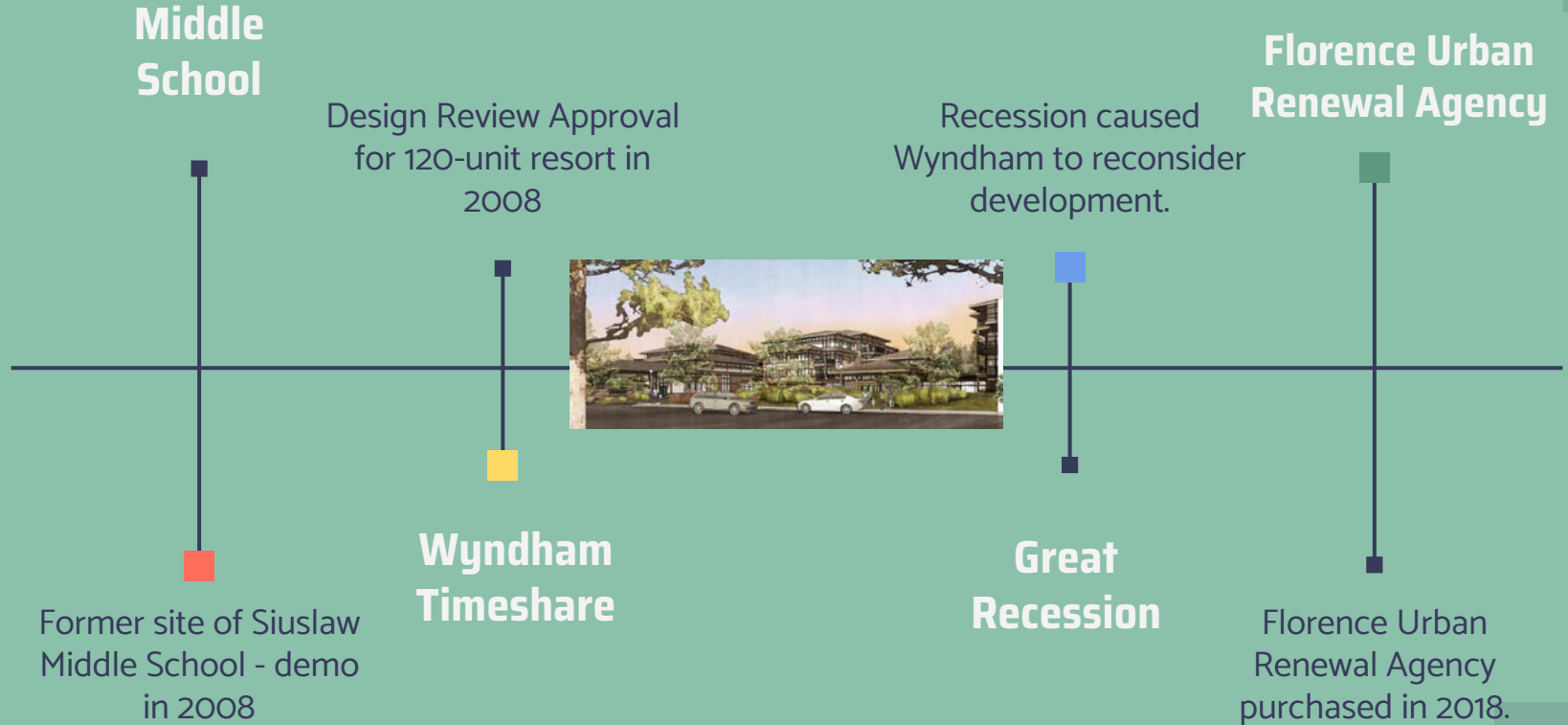
Navigation controls including a compass, zoom in (+) and zoom out (-) buttons, a Street View pegman icon, and a color palette for image adjustments.

Quince Street Property

A 13 minute walk
from the heart of
Old Town Florence

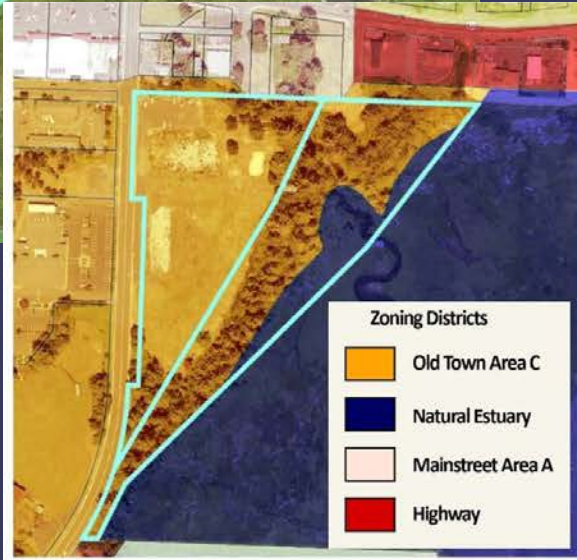


Property Timeline





TL 00901 TL 00900



Site Consists of 2 Properties:

TL 901 ~ 6.35 acres & TL 900 ~ 7.06 acres

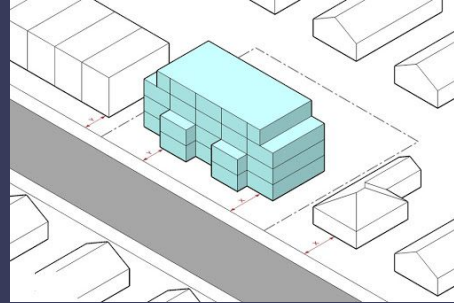
Both Lots Zoned **Old Town Area C**
(Mixed-Use Commercial / Residential)

TL 900 contains about 1.37 acres below the mean high-tide (**Natural Estuary**), which is effectively undevelopable.

Property Overview

Zoning Quick Facts

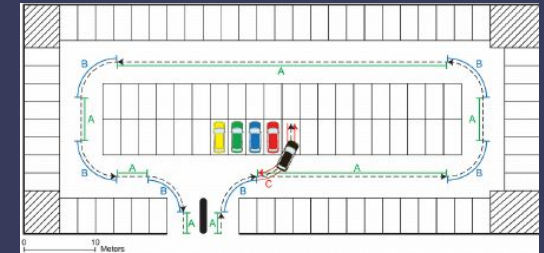
**Max. Building Height =
4 stories or 55 feet**



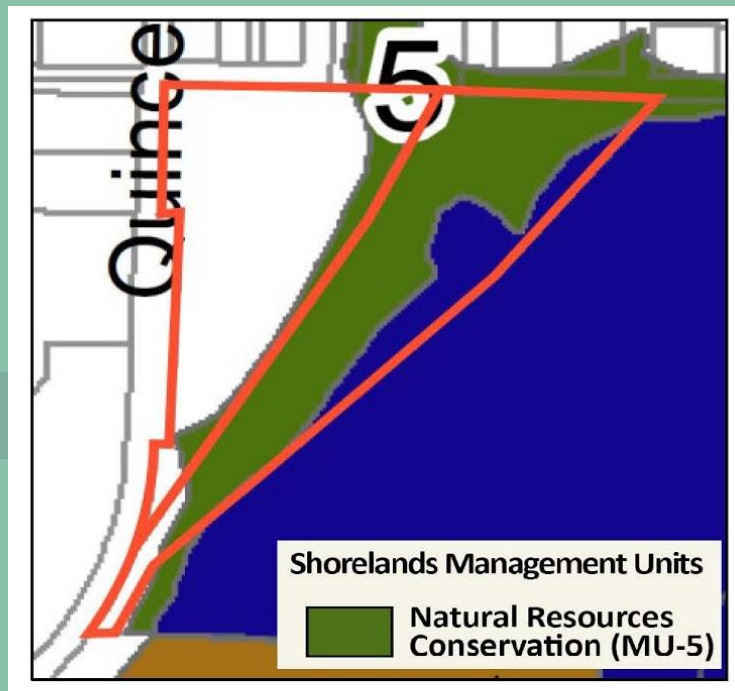
**Front Setbacks =
15 Feet
Rear Setback =
5 feet**



**Parking =
1 space per hotel
room + spaces for
ancillary uses**



Overlay Zoning



Majority of TL 900 (eastern) and eastern fringe of TL 901) is within **Natural Resource Overlay Zone** (~7.73 acres)

Development in these areas is allowed, but would require additional Land Use Review to ensure the use will not adversely affect the aesthetic and biological characteristics of the site.

This Means:

- ~ 5.68 acres of site directly buildable
- ~ 7.73 acres of site requires additional environmental review to be developed

** Note: These comments are generalities, please see zoning information sheet for additional information.



4. About Offering

Flexibility

No Need for Detailed Proposals

No need for architectural or other detailed plans

Present Vision

Show compelling vision for the site, including preliminary thoughts on phasing and deal structures.



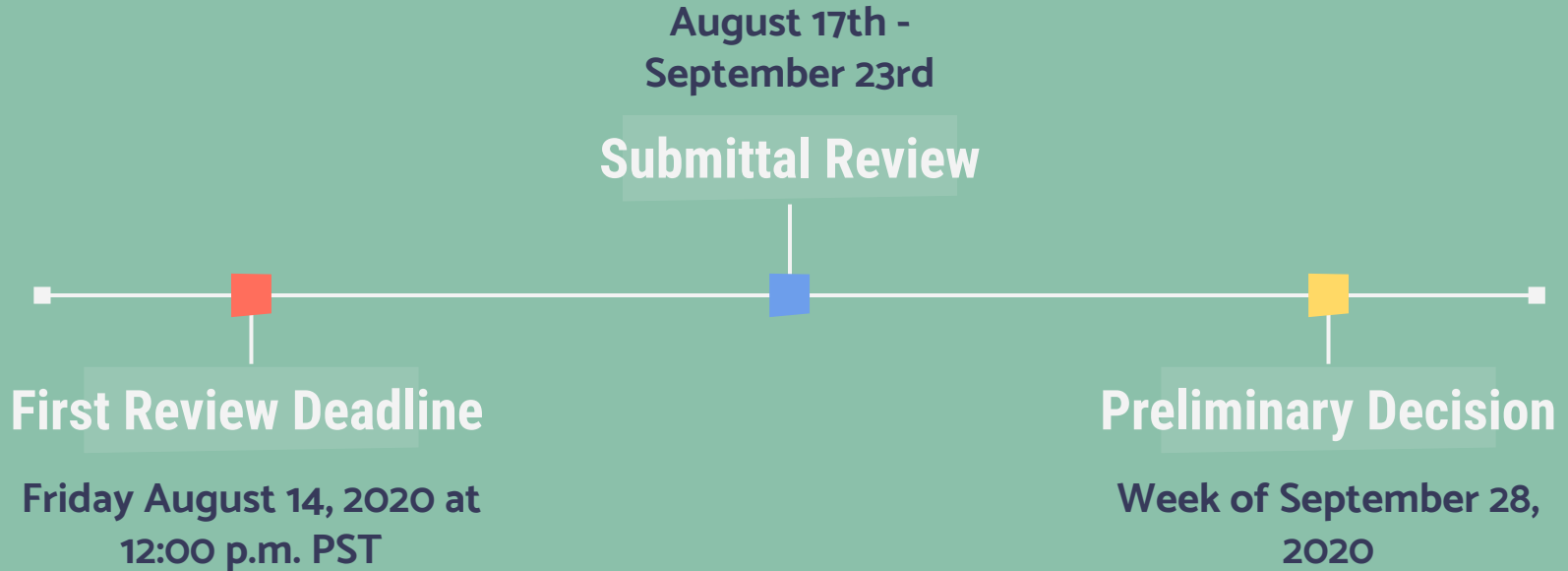
Agency's Objective

90+ Room Short-Term Lodging Facility

If a submittal for a suitable lodging facility is obtained, the agency would then consider other alternative uses for the site including...

- Mixed Use Developments,
 - Attractions,
 - Residential,
- Retail and/or Office

OUR PROCESS



Selection Criteria

1. Set forth a **compelling vision** that will meet Agency's goals
2. Demonstrate **developer experience** in financing and delivering similar projects
3. Demonstrate capability of the project to contribute to Florence's **fiscal stability** and responsible use of Agency's financial participation
4. **Demonstrate quality** and consider coastal context which may include sustainable and quality urban design.



Deals & Partnerships

Agency open to variety of possible deal structures including:

- Standard Purchase and Sale
- Ground Lease / Long Term Lease
- Joint Venture

Possible Public Assistance may include:

- Land Write-Down
- Urban Renewal Economic Tools including - pre-development work, technical studies, geo-technical, appraisals, preliminary design, etc.
- Coordination with City based incentives including enterprise zone, SDC credits / financing, land use permitting etc.



OUR TEAM



KELLI WEESE

City Recorder /
Economic Development Coordinator
kelli.weese@ci.florence.or.us



SARAH MOEHRKE

Economic Development
Catalyst
sarah.moehrke@ci.florence.or.us

Questions / Comments

Learn More:

Visit the project website at

<https://www.ci.florence.or.us/urbanrenewal/quince-street-request-expressions-interest>

Contact Us:

- Kelli Weese
 - kelli.weese@ci.florence.or.us
- Sarah Moehrke
 - sarah.moehrke@ci.florence.or.us



Florence Urban Renewal Agency

Memorandum

To: Florence Urban Renewal Agency
From: Megan Messmer, AIC City Manager
RE: Work Plan Items & Future Projects

Date: August 26, 2020

The Florence Urban Renewal Agency adopted their Work Plan for the fiscal biennium as part of the FY 2019-2021 Biennial Budget. As we move to completion of the ReVision Florence Project and proceed with the RFEI for the Quince Street project, the Board has the opportunity to discuss upcoming priorities and review the Work Plan as it relates to Year Two of the biennium.

Work Plan

The Work Plan (Attachment 1) outlines several items that FURA planned to work on during the current fiscal year. Those are described below with updates.

Marketing & Development Plan for Quince Street Property

- FURA is currently reviewing submissions to the Request for Expressions of Interest.
- Kelli Weese will provide an update at the FURA meeting.
- Due to COVID-19, this project will continue through the current fiscal year.

Marketing & Recruitment for Catalyst Sites

- As development opportunities and questions arise, staff will market and provide information regarding the catalyst sites.
- Potential opportunities will be brought to the FURA Board as they occur and are applicable for the Board to review.

Predevelopment Grant & Redevelopment Assistance Program

- The FURA Board has approved these two programs.
- Application materials are available on the FURA website and staff have shared these two programs with potential applicants as those discussions occur.
- These programs are on a rolling basis to be considered as applications are received and funding is available.

Façade Preservation & Rehabilitation Program

- FURA has presented a program like this in the past.
- The Façade Program would have a defined timeline, funding available, and application criteria, rather than on a rolling basis like the above programs.
- The Work Plan outlines this as a potential program for FURA during this fiscal year.
- Staff plan to evaluate available funding based on the outcomes of the Quince Street RFEI process.
- Proposed development timeline for the program would be in the fall, with potential program occurring at the beginning of 2021 through the end of the fiscal year – depending on Board direction and available funding.

Old Town Parking Assessment

- An assessment of parking in Old Town is a carry over item from previous work plans.
- Currently, the City leases the old Lotus parking lot and the Port owns the large public parking lot. An assessment would focus on how to address parking if these two areas are redeveloped and there is a reduction in the availability of public parking.

Bylaws Review

- Bylaws review and update has been delayed due to work loads and COVID-19 time restraints.
- It is still an item on the Work Plan to be completed.

Urban Renewal Plan & Report

The Urban Renewal Plan and Report outline the projects that the Urban Renewal Agency can work on. Attached are the pages from the Plan and the Report that relate to the areas that can be addressed by Urban Renewal and the types of projects.

Items Attached:

- Attachment 1 – Work Plan Pages
- Attachment 2 – Florence Downtown Preservation and Renewal Plan
- Attachment 3 – Urban Renewal Report Adopted Aug 21 2006 Updated 4.1.13

FURA WORK PLAN

In 2016, the Florence Urban Renewal Agency (FURA) Board of Directors received the FURA Investment Strategy and Market Analysis (available at the end of this document or online at <https://www.ci.florence.or.us/urbanrenewal/florence-urban-renewal-agency-investment-strategy>). Also at this time, the Board of Directors received the finalized Design Concept for the Highway 101 revitalization project that became the ReVision Florence Streetscape Project. Through these two reports, the FURA Board provided direction to staff to work on these projects and activities, marketing and development of the opportunity/catalyst sites outlines, and continued work on the ReVision Florence Streetscape Project.

Through a market analysis of Florence and the Urban Renewal Area, stakeholder interviews, and public outreach,



Leland Consulting Group was able to develop an investment strategy that focused on downtown as a business, leveraging public investment for private investment, connecting to regional economic development, and leadership. The strategy identified several opportunity/catalyst sites for the Agency to focus their efforts on. Those sites are shown in the image to the left and include:

- ◆ Old School Site
- ◆ Port Parking Lot and Boardwalk Site
- ◆ Quince Street Site
- ◆ Auto Shop & Lumber Yard Sites
- ◆ Lotus & Lower Dairy Queen Lot Sites

In reviewing these sites, the consultant provided a market analysis of each, sample programming and examples of what could be developed on those sites, the feasibility of development, potential barriers, and a strategy to encourage development of those opportunity sites. Each site analysis can be found in the full report.

The Investment Strategy also proposed several projects and actions for consideration. The Strategy provides short-term guidance for FURA in the deployment of its resources in the Urban Renewal Area. The Strategy seeks to strike a balance between quick wins that result in private investment in the short term and long term policies and strategies that lay the groundwork for larger projects over time. Thus, the recommendations included a mix of capital projects (physical improvements and direct contributions to private development) along with programmatic actions that remove barriers and focus on the policies and marketing that is essential to creating an environment that is welcoming of investment. The Investment Strategy proposed the following projects and actions:

FURA Projects and Actions

- ◆ Design and Development Assistance Program
- ◆ Preservation and Rehabilitation Program
- ◆ Catalyst Development Fund
- ◆ Develop a Co-Working Space
- ◆ Parking Management Study

City of Florence Projects and Actions

- ◆ Accessory Dwelling Unit Program
- ◆ Housing Marketing and Development Strategy
- ◆ Development Code Audit



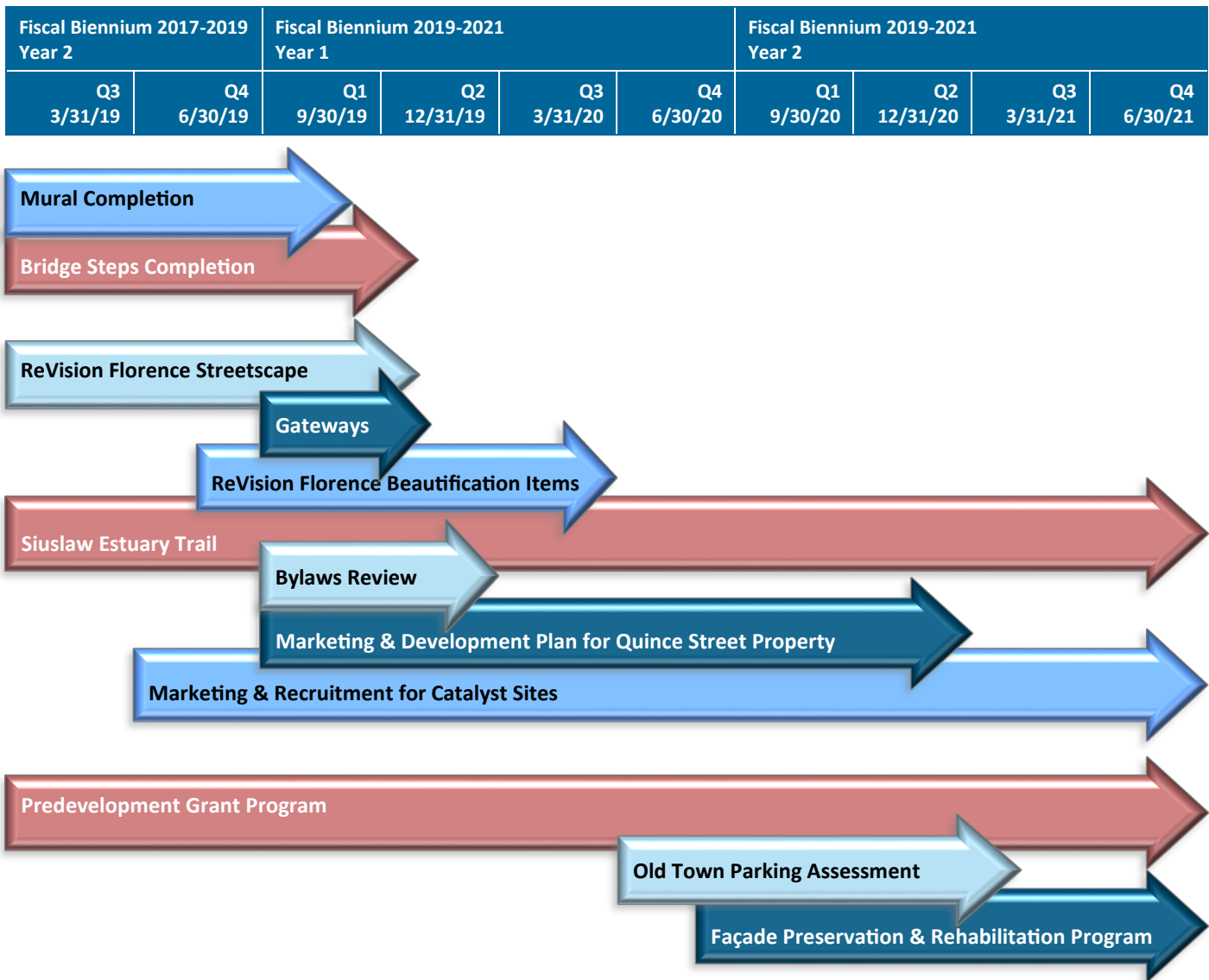
FURA WORK PLAN

These projects and actions have guided some of the work of both FURA and the City during the previous biennium. FURA has accepted one applicant to the Design and Development Assistance Program (Predevelopment Grant Program) and has heard interest from a few other potential applicants. FURA purchased the Quince Street catalyst site and will begin developing a marketing and development strategy in the upcoming biennium.

The items identified as City projects and actions have either been included in the City Work Plans over the previous and current biennium. In 2018, the City updated the City Code to include provisions for Accessory Dwelling Units. The City also completed the Housing and Economic Opportunities Analysis in the 2018 and will utilize that information to update various aspects of the City Code. Housing Efforts and Initiatives are outlined as one of the main priorities for the City within the [2019-21 City Work Plan](#). Those efforts include reviewing the and updating the City’s development code with emphasis on the residential code.

In addition to the above items, the Strategy also discussed the economic and development impacts of ReVision Florence and the Siuslaw Estuary Trail, which continue to be worked on by staff and the Board. ReVision Florence items in the FURA Work Plan included completion of construction, gateway monuments, and other beautification items. These beautification elements include banner/flower basket brackets, new banners, and working with the Chamber of Commerce to expand the flower basket program to Highway 101 for Spring/Summer 2020.

FURA Work Plan Timeline



FLORENCE DOWNTOWN PRESERVATION AND RENEWAL PLAN

700. DESCRIPTION OF PROJECTS TO BE UNDERTAKEN

To achieve the objectives of this Downtown Preservation and Renewal Plan, the following activities will be undertaken by the Urban Renewal Agency in accordance with applicable federal, state, and county laws, policies and procedures. The Renewal Agency may fund these activities in full, in part, or it may seek other sources of funding for them. The examples cited are illustrative, not definitive.

A. PUBLIC IMPROVEMENTS

Definition - Public improvements include the construction, repair, or replacement of curbs, sidewalks, streets, parking, parks and open spaces, pedestrian and bicycle amenities, water, sanitary sewer and storm sewer facilities, utilities, and other public facilities necessary to carry out the goals and objectives of this Plan.

1. Public Parks and Open Spaces

The Renewal Agency may participate in funding the design, acquisition, construction or rehabilitation of public spaces, parks or public recreation facilities within the Urban Renewal Area. Projects that may be undertaken include:

- Complete interpretive site with viewing area and signage on northern bank of Siuslaw under arches of the bridge

2. Street, Curb, and Sidewalk Improvements

The Renewal Agency may participate in funding sidewalk and roadway improvements including design, redesign, construction, resurfacing, repair and acquisition of right-of-way for curbs, streets, and sidewalks. Street, curb, and sidewalk improvements may include:

- Construct bulb-outs with planters in project area.
- Stripe Highway 101 for parking

3. Public Utilities

The Renewal Agency is authorized to participate in funding improvements to water, storm, and sanitary sewer facilities in the area. Utility improvements that may include:

- Storm water abatement and sewer system upgrades in downtown area

4. Streetscape and Beautification Projects

The Renewal Agency is authorized to participate in activities improving the visual appearance of the project area. These improvements may include:

- Install antique lighting in downtown
- Install benches, waste receptacles, planters, bike racks, trees

5. Pedestrian, Bicycle, and Transit Improvements

The Renewal Agency may participate in funding improvements to public transit facilities, and make improvements including design, redesign, construction, resurfacing, repair and acquisition of right-of-way for pedestrian and bicycle paths and connections. These activities will improve transit options, and facilitate pedestrian and bicycle usage in the Florence Urban Renewal Area. These improvements may include:

- Develop estuary trail from Highway 126 to bridge

6. Public Safety Improvements

The Renewal Agency may participate in funding improvements needed for public safety purposes. Public safety improvements may include:

- Upgrade water delivery system to improve fire safety
- Install Traffic light at 2nd Street and Highway 101
- Install emergency vehicle control of traffic lights

7. Public Buildings and Facilities

The Renewal Agency may participate in development of public facilities in the Renewal Area. The extent of the Renewal Agency's participation in funding such facilities will be based upon a Renewal Agency finding on the proportional benefit of that project to the Florence Urban Renewal Area, and the importance of the project in carrying out Plan objectives. Potential public facilities to be funded may include:

- Install public restrooms in Old Town
- Assist in development of a visitor's center
- Assist in development of a senior center
- Assist in repair or replacement of public fishing dock, wharf and ice facility
- Assist in repair or replacement of Maple Street public boat dock

B. PRESERVATION AND REHABILITATION

This activity will help improve the condition and appearance of buildings in the project area, and encourage infill and reuse in the Florence Urban Renewal Area. The Renewal Agency may participate, through loans, grants, or both, in maintaining and improving exterior and interior conditions of buildings or properties within the Florence Urban Renewal Area. Program terms, conditions, and eligibility requirements will be developed by the renewal agency following adoption of the urban renewal plan. Specific uses or preservation and rehabilitation funds will include:

- Providing financial and technical assistance to bring properties into compliance with the Downtown Plan.

C. DEVELOPMENT AND REDEVELOPMENT

The Renewal Agency also is authorized to provide loans or other forms of financial assistance to parties wishing to develop or redevelop land or buildings within the Florence Urban Renewal Area. This assistance is intended to make development within the renewal area financially feasible and competitive with other locations, and carry out the public and private redevelopment goals of this Plan. The Agency may make this assistance available as it deems necessary to achieve the objectives of this Plan.

Examples of such assistance include, but are not limited to:

- Below market interest rate loans.
- Write down of land acquisition costs.
- Provision of public parking to assist development.
- Assistance in providing utilities and other infrastructure.
- Technical assistance, including architectural assistance, and zoning change work.
- Transfer of assembled sites at fair reuse value.

Projects to be assisted include

- Facilitate development of old middle school property
- Assist rebuilding of commercial wharf
- Provide assistance for development of mixed-income housing
- Provide incentives for development of public parking
- Provide incentives for under grounding of public utilities

D. PROPERTY ACQUISITION AND DISPOSITION

In order to carry out the objectives of this Plan, the Renewal Agency is authorized to acquire land or buildings for public development purposes. The procedures for acquiring and disposing of property are described in Sections 800 of this Plan.

E. PLAN ADMINISTRATION

Tax increment funds may be utilized to pay indebtedness associated with preparation of this Plan, to carry out design plans, miscellaneous land use and public facility studies, engineering, market, and other technical studies as may be needed during the course of the Plan. Project funds also may be used to pay for personnel and other administrative costs incurred in management of the Plan.

800. PROPERTY ACQUISITION AND DISPOSITION PROCEDURES

The Renewal Agency is authorized to acquire property within the Area, if necessary, by any legal means to achieve the objectives of this Plan. Property acquisition, including

limited interest acquisition, is hereby made a part of this Plan and may be used to achieve the objectives of this Plan. However, private property within the Renewal District shall not be taken by eminent domain for the purpose of conveying any ownership or possessory interest in all or part of the property to a private party for economic development by or the commercial benefit of the private party. This restriction will not be overruled except by public referendum, it will not apply to cases where there is a willing seller and this restriction shall not apply to property which, by reason of dilapidated condition, compromised structural integrity, or failed mechanical systems poses an actual identifiable threat of harm to public safety or health. All acquisition of property will require an amendment to the plan as set forth in Section 1100.

A. Acquisition requiring City Council approval.

Acquisitions described in Section 800 A1, and A2 of this plan will require an amendment as set forth in Section 1100B 2. City Council ratification is required for Renewal Agency acquisitions for the following purposes:

1. Acquisition of land for development by the public or private sector.
2. Acquisition for any purpose that requires the use of the Agency's powers of eminent domain.

B. Acquisition not requiring City Council approval.

Land acquisition not requiring City Council ratification requires a minor amendment to this Plan as set forth in Section 1100 C2. The minor amendment to the Renewal Plan may be adopted by the Renewal Agency by Resolution. The Agency may acquire land without Council ratification where the following conditions exist:

1. Where it is determined that the property can be acquired without condemnation and is needed to provide public improvements and facilities as follows:
 - a. Right-of-way acquisition for streets, alleys or pedestrian ways;
 - b. Right of way and easement acquisition for water, sewer, and other utilities
2. Where the owner of real property within the boundaries of the Area wishes to convey title of such property by any means, including by gift.

C. Properties to be acquired

At the time this Plan is prepared, no properties are identified for acquisition. If plan amendments to acquire property are approved, a map exhibit shall be prepared showing the properties to be acquired and the property will be added to the list of properties to be acquired. The list of properties acquired will be shown in this section of the Plan. The map exhibit shall be appropriately numbered and shall be included in Part Two as an official part of this Urban Renewal Plan.

D. Property Disposition Policies and Procedures

The Renewal Agency is authorized to sell, lease, exchange, subdivide, transfer, assign, pledge, encumber by mortgage or deed of trust, or otherwise dispose of any interest in real property which has been acquired, in accordance with the provisions of this Plan.

All real property acquired by the Renewal Agency for redevelopment in the Florence Urban Renewal Area shall be disposed of for development for the uses permitted in the Plan at its fair re-use value. All persons and entities obtaining property from the Renewal Agency shall use the property for the purposes designated in this Plan, and shall commence and complete development of the property within a period of time which the Renewal Agency fixes as reasonable, and shall comply with other conditions which the Renewal Agency deems necessary to carry out the purposes of this Plan.

To provide adequate safeguards to insure that the provisions of this Plan will be carried out to prevent the recurrence of blight, all real property disposed of by the Renewal Agency, as well as all other real property the development of which is assisted financially by the Renewal Agency, shall be made subject to this Plan. Leases, deeds, contracts, agreements, and declarations of restrictions by the Renewal Agency may contain restrictions, covenants, covenants running with the land, rights of reverter, conditions subsequent, equitable servitudes, or any other provisions necessary to carry out this Plan.

900. REDEVELOPERS' OBLIGATIONS

Redevelopers within the Florence Urban Renewal Area will be subject to controls and obligations imposed by the provisions of this Plan. Redevelopers also will be obligated by the following requirements:

1. The Redeveloper shall develop or redevelop property in accordance with the land-use provisions and other requirements specified in this Plan.
2. The Renewal Agency may require the redeveloper to execute a development agreement acceptable to the Renewal Agency as a condition of any form of assistance by the Renewal Agency. The Redeveloper shall

500A. ESTIMATED PROJECT COST AND REVENUE SOURCES

Table 2 shows the estimated total costs of the Florence Urban Renewal Project. These costs are the anticipated costs of project activities. The costs and project activities are derived from estimates made by DURAC, and City staff.

Florence Renewal Plan	
Table 2- Proposed Urban Renewal Projects	
<u>Project Activity</u>	<u>Funding</u>
Development and Redevelopment	
Complete interpretative site (North) <i>Interpretive Site Completed - North Bank of Siuslaw</i>	\$ 300,000
Develop estuary trail (Hwy 126 to Bridge)	\$ 300,000
Financial & tech assist to bring properties into compliance w/ Downtown Plan	\$ 3,500,000
Create financial incentives to provide "workforce housing"	\$ 3,000,000
Incent development of public parking (e.g. <i>Library</i> , etc.)	\$ 4,000,000
Infrastructure	
Facilitate development of old middle school property <i>Quince Street RFEI</i>	\$ 1,500,000
Upgrade water delivery system to enhance fire safety / Improve sewer capacity	\$ 2,500,000
Storm water abatement in downtown area	\$ 500,000
Pedestrian Safety	
Stripe Hwy 101 for parking <i>ReVision Florence</i>	\$ 200,000
Construct bulb outs with planters <i>ReVision Florence</i>	\$ 800,000
Install a traffic light at 2nd St. and Hwy 101	\$ 400,000
Install emergency vehicle control of traffic lights <i>Previously Completed</i>	\$ 100,000
Sidewalk improvements including accessibility & visibility <i>ReVision Florence</i>	\$ 1,000,000
Public Facilities	
Install Old Town restrooms	\$ 400,000
Complete visitor's center / Chamber office	\$ 800,000
Mini-Park Development & Enhancement including Veterans Park	\$ 1,000,000
Facilitate the development of a new senior center	\$ 1,000,000
Preservation and Rehabilitation	
Repair/replace dilapidated public fishing dock	\$ 300,000
Replace dilapidated Maple St. public boat dock	\$ 300,000
Facilitate rebuild of commercial wharf (Mo's, ICM) / Add Ice Machine facility	\$ 800,000
Streetscape Projects	
Complete downtown antique lighting project <i>ReVision Florence for Hwy 101/126 only</i>	\$ 500,000
Install benches, waste receptacles, planters, bike racks, trees <i>ReVision Florence</i>	\$ 1,200,000
Underground existing overhead wires <i>ReVision Florence for Hwy 101 only</i>	\$ 1,500,000
Project Totals	\$ 25,900,000

The principal method of funding the project share of costs will be through use of tax increment financing as authorized by ORS 457. Revenues are obtained from anticipated urban renewal bond proceeds and the proceeds of short term urban renewal notes.

Updated April 1, 2013 per Urban Renewal Agency direction at March 27, 2013 meeting.

Note: Items in blue are notes made by City staff for reference during the August 26, 2020, FURA meeting. They are not official updates to the Plan.



Florence Urban Renewal Agency
Financial Report
Quarter Ended June 30, 2020

August 26, 2020

Members of the Florence Urban Renewal Agency (Agency), Citizens of Florence, and other interested individuals;

We are pleased to report on activities and progress we have made on Agency goals on behalf of the Florence Urban Renewal Agency (FURA) for the fourth quarter of the Biennium ended June, 2021. The report includes comparisons of actual to budgeted amounts, current period resources and expenditures, the ending fund balance for the FURA General and Debt Service Funds, and narrative explaining results and highlights for the quarter. The financial information presented is unaudited and any significant adjustments are noted.

Please note that the budgeted amounts presented reflect the Agency's budget for the July 1, 2019 – June 30, 2021 biennium. Additionally, we have included reporting on the Agency's debt such as outstanding amounts, debt coverage ratios, maturities, and interest rates.

It is still unclear what effects the Coronavirus (COVID) crisis will have on property taxes. The general fund experienced no effects this fiscal year. Property assessed values aren't expected to go down for the next fiscal year, assessments were made in January prior to the onset of the crisis. Revenues will continue to be monitored as we start collecting taxes in November for the next fiscal year.

- The General Fund began the quarter with an estimated fund balance of \$2.3 million. It ended the quarter with a fund balance of \$2.0 million.
- 98.6% of property taxes levied have been received.
- Continued with finalizing the construction of the ReVision Florence Streetscape Project.

If you have any questions, please let Erin or me know.

Sincerely,



Megan Messmer
AIC City Manager



Anne Baker, CPFO, MAcc
Administrative Services Director

Agency-wide - All Funds

The Agency began the quarter with a combined \$2.3 million fund balance. During the quarter the Agency received \$37,713 in revenue, had operating expenditures of \$76,001, and invested \$212,817 in capital.

The Agency's ending combined fund balance totals \$2.0 million, of which part is due to the remaining portion of the \$3.3 million debt acquired in the last biennium to finance the ReVision Florence project.

Quarter Ended March 31, 2020

Information for the April 1– June 30, 2020 quarter only

Fund	Beginning Fund Balance	Revenue	Debt Proceeds	Total Resources	Expenses	Capital Outlay	Debt Service	Total Expenditures	Ending Fund Balance
FURA General	2,216,742	37,713	-	2,254,455	76,001	212,817	-	288,818	1,965,637
FURA Debt Service	80,640	-	-	80,640	-	-	-	-	80,640
Agency Totals	2,297,382	37,713	-	2,335,095	76,001	212,817	-	288,818	2,046,277

General Fund

The Agency's general fund accounts for all the Agency's operations, excluding debt service. Revenue sources for the fund include intergovernmental payments from Lane County, interest income, and debt proceeds.

The fund operations remain within appropriations for the biennium.

Capital expenditures for the quarter were related to the ReVision Florence project. As invoices are received from the State, these costs will increase along with the revenues associated with these costs.

The fund has received 107.2% of current property tax budgeted (98.6% of the levied amount) as of June 30. COVID-19 has not had a noticeable effect on collections. It is anticipated the increase in unemployment will directly affect collections going forward. Collections are expected to decrease 1 – 2% in the next fiscal year.

	Quarter Ended June 30, 2020			Biennium-To-Date		
	Budget	Actual	Over(Under)	Budget	Actual	Over(Under)
Current resources						
Taxes	\$ 133,900	\$ 37,752	\$ (96,148)	\$ 1,071,500	\$ 561,351	\$ (510,149)
Intergovernmental	205,000	-	(205,000)	1,639,700	100,000	(1,539,700)
Earnings & Contributions	2,000	(39)	(2,039)	16,000	47,333	31,333
Debt proceeds	50,000	-	(50,000)	400,000	-	(400,000)
Total current resources	\$ 390,900	\$ 37,713	\$ (353,187)	\$ 3,127,200	\$ 708,684	\$ (2,418,516)
Expenditures						
Materials and Services	83,800	76,001	(7,799)	670,100	278,833	(391,267)
Capital Purchases	435,300	212,817	(222,483)	3,482,500	1,737,374	(1,745,126)
Transfers	100,000	-	(100,000)	800,000	647,100	(152,900)
Total expenditures	619,100	288,818	(330,282)	4,952,600	2,663,307	(2,289,293)
Other requirements						
Contingency	19,800	-	(19,800)	158,700	-	(158,700)
Total other requirements	19,800	-	(19,800)	158,700	-	(158,700)
Total expenditures and other requirements	638,900	288,818	(350,082)	5,111,300	2,663,307	(2,447,993)
Total resources over (under) requirements						
Beginning balance	248,000	2,216,742	1,968,742	1,984,100	3,920,260	1,936,160
Ending Balance	\$ -	\$ 1,965,637	\$ 1,965,637	\$ -	\$ 1,965,637	\$ 1,965,637

Debt Service Fund

This fund accounts for the Agency's debt payments. Current debt issues of the Agency are listed in detail in the Debt Summary. Funds for debt payments are transferred from the General Fund throughout the year. Since property taxes aren't received until November, the fund maintains a contingency to pay the first debt payment of the fiscal year.

The Agency secured \$3.3 million dollars to finance the ReVision Florence project. \$3,150,000 is a 20-year, non-taxable loan with principal and interest payments starting in the 2019-2021 biennium. The remaining \$150,000 is a five-year taxable loan with interest-only payments until the loan matures in its fifth year.

The fund balance is kept to make the first debt payment in the next fiscal year as it is due prior to receiving property taxes.

	Quarter Ended June 30, 2020			Biennium-To-Date		
	Budget	Actual	Over(Under)	Budget	Actual	Over(Under)
Current resources						
Transfers in	\$ 100,000	\$ -	\$ (100,000)	\$ 800,000	\$ 647,100	\$ (152,900)
Total current resources	\$ 100,000	\$ -	\$ (100,000)	\$ 800,000	\$ 647,100	\$ (152,900)
Expenditures						
Debt service	90,400	-	(90,400)	722,800	219,817	(502,983)
Total expenditures	90,400	-	(90,400)	722,800	219,817	(502,983)
Other requirements						
Contingency	10,000	-	(10,000)	80,600	-	(80,600)
Total other requirements	10,000	-	(10,000)	80,600	-	(80,600)
Total expenditures and other requirements	100,400	-	(100,400)	803,400	219,817	(583,583)
Total resources over (under) requirements						
Beginning balance	400	80,640	80,240	3,400	(346,643)	(350,043)
Ending Balance	\$ -	\$ 80,640	\$ 80,640	\$ -	\$ 80,640	\$ 80,640

Debt Summary

The following schedule provides information related to the Agency's outstanding debt during the 2019-2021 biennium through fiscal year 2025. The schedule includes:

- Debt issue
- Original amount of the loan
- The annual principal payment in fiscal year 2020
- Interest rate
- Maturity of the obligation
- Outstanding principal balance as of June 30, by fiscal year through 2025

Description	Original Amount	Annual Payment FY 2020	Interest Rate	Maturity	Outstanding balance fiscal year ending June 30,					
					2020	2021	2022	2023	2024	2025
Existing Obligations										
FFCO 2016 - FURA	3,700,000	71,350	2.92%	2036	3,195,338	3,042,691	2,885,288	2,723,295	2,556,683	2,384,888
Banner Bank - 20 yr Tax Exempt	3,150,000	219,340	3.50%	2040	3,038,381	2,922,877	2,803,355	2,679,673	2,551,688	2,419,249
Banner Bank - 5 yr Taxable	150,000	5,543	5.30%	2024	150,000	150,000	150,000	150,000	-	-
Total City Debt	7,000,000	296,233			6,383,719	6,115,568	5,838,643	5,552,968	5,108,371	4,804,137