



*City of Florence*  
**A City in Motion**

## **Florence Urban Renewal Agency (FURA) Regular Meeting**

Videoconference &  
Florence City Hall  
250 Hwy 101  
Florence, OR 97439  
541-997-3437  
[www.ci.florence.or.us](http://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](http://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](http://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](http://www.ci.florence.or.us/newsletters/subscriptions).

**March 31, 2021**

## **AGENDA**

**5:30 p.m.**

FURA Directors:  
Vice-Chair Mike Webb  
Ron Caputo

Chairperson, Bill Meyer  
John Scott  
Dave Braley

Joe Henry  
Carmela West

Woody Woodbury  
Rob Ward

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

Proceedings 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/102536470258567438>

**This meeting will only be available on GoToWebinar.**

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

Citizens wishing to express their views may submit comments in writing or verbally. For more information, please see the end of this agenda.

### **CALL TO ORDER – ROLL CALL**

**5:30 p.m.**

#### **1. APPROVAL OF AGENDA**

#### **2. PUBLIC COMMENT**

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**

#### **3. APPROVAL OF MINUTES**

Consider approval of the Florence Urban Renewal Agency meeting minutes of January 13, 2021 and February 24, 2021.

Erin Reynolds  
*City Manager*

### **REPORTS, PRESENTATIONS & UPDATES**

#### **4. 2019-2021 WORK PLAN STATUS AND 2021-2023 WORK PLAN PROPOSAL**

Review and discuss the 2021-2023 Florence Urban Renewal Agency (FURA) Goals and Work Plan

Megan Messmer  
*Assistant City Manager*

#### **5. CITY MANAGER REPORT**

Erin Reynolds  
*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 has established temporary procedures for public meetings in order to protect our volunteers, public and staff.

**Expressing Views to the Florence Urban Renewal Agency:** Citizens wishing to express their views to the Florence Urban Renewal Agency Board may do so in both written and verbal formats.

1. Written Testimony: Citizens wishing to express their views to the Urban Renewal Agency are encouraged to submit written testimony in one of the following ways:
  - a. Submit written comments via email to Administrative Assistant at [lindsey.white@ci.florence.or.us](mailto:lindsey.white@ci.florence.or.us).
  - b. Mail written comments to Florence City Hall, Attn: FURA, 250 Hwy 101, Florence, OR 97439
  - c. 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.

**\*\* Note:** Written comments received at least 2 hours prior to the meeting (March 31, 2021 at 3:30 p.m.) will be distributed to the FURA Board, posted to the City of Florence website, and made part of the record.
2. Verbal Testimony: Citizens wishing to express their views to the Florence Urban Renewal Agency Board may participate in the meeting via GotoWebinar. To do so, please contact Administrative Assistant Lindsey White at [lindsey.white@ci.florence.or.us](mailto:lindsey.white@ci.florence.or.us) at least 1 hour prior to the meeting (March 31, 2021 at 4:30 p.m.).
  - a. Public Comments on items not on the agenda: General public comments (on items not on the FURA agenda) will be allowed at each FURA meeting during the public comment agenda item. Comments will be limited to three (3) minutes per person, with a maximum of 15 minutes for all items. In practicality, this means no more than five individuals will be allowed to comment verbally. There is no limit on written public comments.
  - b. Public Hearing Testimony: Testimony on public hearing items will be allowed when a public hearing is held. Verbal comments will be allowed on public hearing items after staff has given their report and have allowed time for initial Agency Board questions. In general (with some exceptions for Land Use hearings), comments are limited to five minutes per person with no limit on the number of speakers.
  - c. Public Comments on Action Items: Public Comments will be allowed on each action item on the FURA agenda. Verbal comments will be allowed on action items after staff has given their report and have allowed time for initial Agency Board questions. Comments will be limited to three (3) minutes per person, with a maximum of 15 minutes for all comments on each action item. In practicality, this means no more than five (5) individuals will be allowed to comment verbally. There is no limit on written public comments.

**For more information on the City of Florence's Temporary Public Meeting Policies, visit the City of Florence website at <https://www.ci.florence.or.us/em/public-meeting-during-covid-19>.**

*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.*

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**Florence Urban Renewal Agency Meeting  
Florence City Hall  
250 Hwy 101  
Final Action Minutes  
January 13, 2021**

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**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, Woody Woodbury, Carmela West.

Directors Absent: None

Staff Present: City Manager Erin Reynolds, Assistant City Manager Megan Messmer, City Recorder / Economic Development Coordinator Kelli Weese.

**1. APPROVAL OF AGENDA**

Start Time: 5:33 p.m.

Discussion: Approval of the January 13th meeting agenda as presented.  
– Unanimous Consent–

**2. PUBLIC COMMENT**

This is an opportunity for members of the audience to bring to the Council'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.

Start Time: 5:35 p.m.

Comments: None

**ACTION ITEMS**

**3. 2021 FURA MEETING DATES**

Review and consider approval of 2021 FURA meeting dates.

Start Time: 5:36 p.m.  
Handouts: Staff Presentation  
Discussion: The Florence Urban Renewal Agency discussed...  
  
Action: Move approval of 2021 FURA meeting dates to the February 24<sup>th</sup> 2021 meeting.

**4. APPROVAL OF MEETING MINUTES**

Consider approval of the Florence Urban Renewal Agency meeting minutes of August 26, 2020 and October 29, 2020.

Start Time: 5:36 p.m.  
Handouts: Staff Presentation  
Discussion: The Florence Urban Renewal Agency discussed...

Action: Review and consider approval of the Florence Urban Renewal Agency meeting minutes of August 26, 2020 and October 29, 2020.

Motion: Director Henry  
Second: Director Scott  
Vote: Unanimous

**5. QUINCE STREET PROJECT**

Consider costs associated with pre-development studies for the Quince Street property development.

Start Time: 5:38 p.m.  
Handouts: Staff Presentation  
Discussion: The Florence Urban Renewal Agency discussed...

Action: Authorize the executive director to negotiate and sign a memorandum of understanding with Zycan B Corp. for reimbursement of predevelopment costs related to the Quince Street Project in a not to exceed amount of \$44,000.

Motion: Director Henry  
Second: Director Caputo  
Vote: Unanimous

**REPORTS, PRESENTATIONS & UPDATES**

**6. QUARTERLY FINANCIAL REPORT**

Review quarterly financial report for the Florence Urban Renewal Agency.

Start Time: 6:05 p.m.  
Discussion: The Agency discussed...

**7. REVISION FLORENCE**

Staff will provide an update on ReVision Florence.

Start Time: 6:10 p.m.  
Discussion: The Agency discussed...

**8. CITY MANAGER REPORT**

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

- Business support activities through COVID-19 response

Meeting adjourned at 6:15 p.m.

**ATTEST:**

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Bill Meyer, Chairperson

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Kelli Weese, City Recorder

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**Florence Urban Renewal Agency Meeting  
Florence City Hall  
250 Hwy 101  
Final Action Minutes  
February 24, 2021**

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**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, Woody Woodbury, Rob Ward, and Dave Braley.

Directors Absent: Carmela West

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

**1. INTRODUCE NEW MEMBERS- DAVE BRALEY AND ROB WARD**

Start Time: 5:33 p.m.

Discussion: Introduce new members- Dave Braley and Rob Ward

**2. APPROVAL OF AGENDA**

Start Time: 5:33 p.m.

Discussion: Approval of the February 24<sup>th</sup> meeting agenda as presented.  
– Unanimous Consent–

**3. PUBLIC COMMENT**

This is an opportunity for members of the audience to bring to the Council'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.

Start Time: 5:35 p.m.

Comments: None

## **ACTION ITEMS**

### **4. 2021 FURA MEETING DATES**

Review and consider approval of 2021 FURA meeting dates.

Start Time: 5:36 p.m.

Handouts: Staff Presentation

Discussion: The Florence Urban Renewal Agency discussed...

Action: Review and consider approval of 2021 FURA meeting dates.

Motion: Director Ward

Second: Director Henry

Vote: Unanimous

## **REPORTS, PRESENTATIONS & UPDATES**

### **5. AGENCY TRAINING**

Staff will provide an overview of City Government and Committee Structures.

Start Time: 5:43 p.m.

Discussion: The Agency discussed...

### **6. CITY MANAGER REPORT**

Start Time: 6:05 p.m.

Discussion: The Agency discussed...

- FURA Budget Committee member recruitment

Meeting adjourned at 6:10 p.m.

**ATTEST:**

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Bill Meyer, Chairperson

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Kelli Weese, City Recorder

# Florence Urban Renewal Agency

## Memorandum

To: Florence Urban Renewal Agency Board

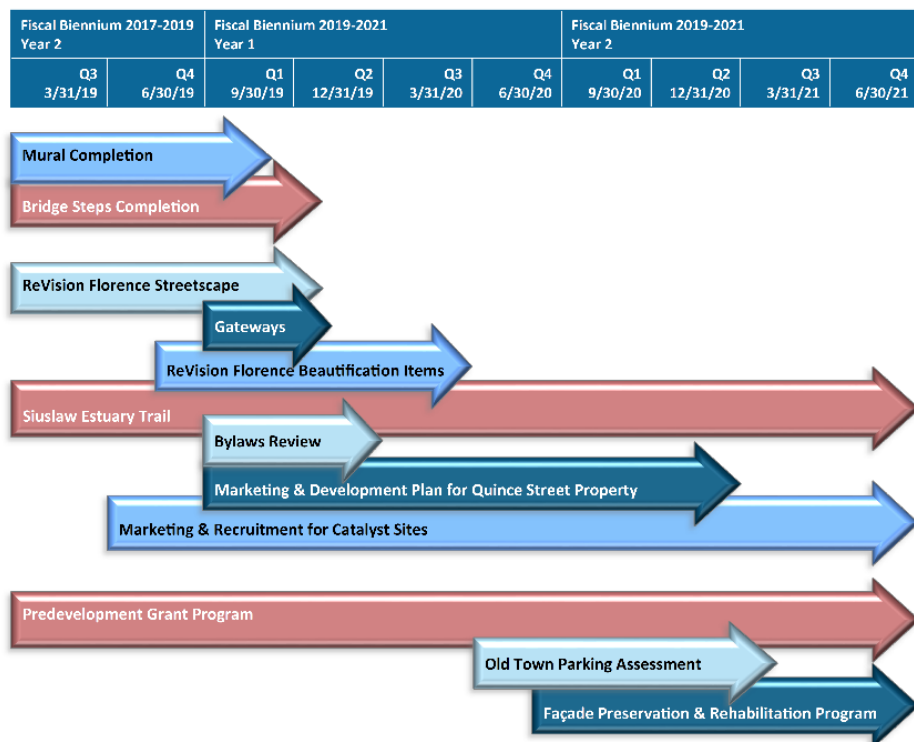
From: Megan Messmer, Assistant City Manager

RE: 2019-2021 Work Plan Status and 2021-2023 Work Plan Proposals

The adopted 2019-2021 biennial budget for the Florence Urban Renewal Agency (FURA) included the Agency's two-year work plan. The work plan included details about past analyses of the district, properties with opportunities for future redevelopment, and projects and programs for the Agency to work on over the biennium. The work plan was outlined based on anticipated timing for items as demonstrated here. The full work plan is attached to this memo.

For the meeting on March 31<sup>st</sup>, please review the following information regarding the current work plan items and proposed work plan items. The Board will have the opportunity to discuss these and any other thoughts from Board members related to the upcoming work plan proposals.

**FURA Work Plan Timeline**





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## 2019-2021 Work Plan Items

### Administrative Items

- Bylaws Review – City staff reviewed the bylaws with the City Attorney. The current bylaws do not have an immediate need to be updated or altered. The City Council updated the City Code related to FURA to be in line with practices and consistent with the bylaws.

### Public Art Program

- CLPUD Mural – The mural on the Central Lincoln PUD building was completed.
- Bridge Steps – The bridge steps project is not currently still under consideration due to jurisdiction and maintenance related items of the physical asset, as well as the expiration of the contract with the selected artist.

### ReVision Florence

- Streetscape – The main construction of the streetscape is substantially complete. ODOT is closing out the contract with the general contractor, as well as continuing to process the few ADA related punch list issues that remain. City staff and ODOT have done the one year walk through on the landscaping to identify replacements and remaining maintenance of the plantings.
- Beautification Items
  - Pedestrian Amenities – All pedestrian amenities have been purchased. The majority have been installed and Public Works will be installing the remaining this spring.
  - Light Pole Accessories – Flower basket and banner arms are being installing by Public Works, as well as the running of the irrigation lines in the light poles. Flower baskets and banner arms are being coordinated through the Chamber of Commerce and will be installed this spring.
  - Pedestrian Scale Lighting Arms – All street lights in the corridor were fabricated with the ability to add the pedestrian scale light arms as funding becomes available. This item will be carried over to the next work plan.
- Gateway Monuments – The Maple Street gateway monuments are currently under construction and are anticipated to be completed by the end of the current fiscal year. The contractor has had to correct several issues with cracking concrete. Staff continue to work with our engineers to ensure that the final product is up to the standards needed for acceptance of the product.

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## Siuslaw Estuary Trail

- ODOT Award – The City has released the grant award from ODOT for this project as the cost related to the ODOT construction requirements made the project impractical and too costly.
- Design and Engineering – The City has initiated our own design and engineering for the project, without ODOT. Those plans are currently being finalized and do consider the Quince Street property development opportunities.
- Construction – Future construction of the project is proposed for the upcoming City work plan and budget request. The FURA contribution towards the project will be carried over to the next work plan.

## Quince Street Property

- Marketing and Development Plan – The FURA Board developed their goals for the Quince Street property to include a 90+ room lodging facility with ancillary uses, which could include housing, retail, office, etc. They initiated the request for expressions of interest (RFEI) in mid-2020 to seek developers interested in the Quince Street property.
- Exclusive Negotiating Agreement – The FURA Board selected a developer through the RFEI process to enter into an Exclusive Negotiating Agreement (ENA). That developer is currently working through the due diligence process, including surveying and a needs analysis. This project will continue into the next biennium as we work through the process.

## Catalyst Sites

- Throughout the biennium, the City and FURA continued to look for opportunities to market and encourage redevelopment of the catalyst sites within the FURA district.

## Grant Programs

- Predevelopment Grant Program – FURA processed one predevelopment grant program application and worked with the proposer to reimburse predevelopment expenses. The outcome of those predevelopment activities was that the proposed location for the private business opportunities were not viable. This program is an ongoing program to review applications as funding is available.
- Redevelopment Assistance Grant Program – The FURA Board authorized the development of the redevelopment assistance grant program to assist with shovel ready redevelopment projects within the district. This program is an ongoing program to review applications as funding is available.
- Façade Preservation and Rehabilitation Program – This item will be carried over to the next biennium and work plan. Staff have begun to develop the program parameters for initiation in the next biennium. The program will have a set dollar amount and a set timeline for applicants.

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## Old Town Parking Assessment

- This item will be carried over to the next work plan. City staff are currently working on the Transportation Systems Plan update and have proposed including some of this work into that project as a way to wholistically review the Old Town transportation network. That includes the flow of traffic and parking throughout.

## Proposed 2021-2023 Work Plan Items

The following are focus areas and projects proposed for the upcoming work plan and biennial budget development. These items are primarily carryover items and expansions of current project areas. Please review these items in preparation of the discussion at the FURA Board meeting. The discussion at that meeting will provide the direction needed for staff to develop the proposed budget.

### Development and Redevelopment Opportunities

- Quince Street Property
  - Continue to work with the selected developer on next steps of the property development.
  - As the project progresses, the FURA Board may need to work with the City Council on any development opportunities and requests that are propose.
- Catalyst Sites and Other Properties
  - Continued to look for opportunities to market and encourage redevelopment of the catalyst sites and other properties within the FURA district.

### Grant Programs

- Façade Preservation and Rehabilitation Program – Staff proposes the development of a program for each fiscal year based on budget availability.
- Continued encouragement and support of efforts for redevelopment of areas within the District:
  - Predevelopment Grant Program – Proposed continuation of the program as an ongoing program with review of applications as they are received and based on funding availability.
  - Redevelopment Assistance Grant Program – Proposed continuation of the program as an ongoing program with review of applications as they are received and based on funding availability.

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## ReVision Florence

- Streetscape – Work with ODOT on any items needed for project close out.
- Art Exposed – Work with the Public Art Program to install pieces on the constructed plinths to add to the Art Exposed Program rotating gallery.
- Laurel Street Plaza – The landscaped plaza at the southwest corner of Laurel Street and Hwy 101 (in front of the north Sportsman building) was removed from the main contract for budgetary reasons. We have plans for this plaza and have agreed to complete the landscaping here as funds are available. We will work with Public Works to complete this area during the biennium.
- Pedestrian Scale Lighting Arms – All street lights in the corridor were fabricated with the ability to add the pedestrian scale light arms as funding becomes available. This item is a carryover item.
- Quince Street Gateway – The gateway monument at Quince Street was removed due to cost. The ideas for this gateway have also evolved as the Quince Street property was purchased and potential need to incorporate lodging and other directional wayfinding on that gateway.

## Amenities

- Siuslaw Estuary Trail – Continue to work with the City as the Siuslaw Estuary Trail is developed and incorporate it into the development proposals for the Quince Street property. The FURA contribution towards the project is proposed to be carried over to the biennial budget.
- Gallagher Park Expansion – Support the City’s efforts in converting the old Public Works facility to the expansion of Gallagher Park.
- Old Town Amenities – Support the City’s efforts to improve Old Town amenities including restrooms at the west end of Bay Street, wayfinding signage, open space, and open space improvements.

## Old Town Parking Assessment

- Continue to work with the City on the Transportation Systems Plan update and support the review of the Old Town transportation network, includes the flow of traffic and parking throughout.

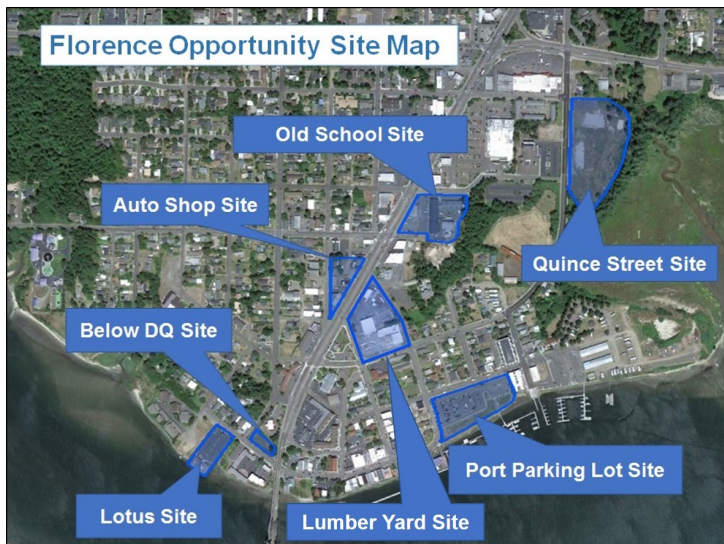
*Attached:*        *2019-2021 FURA Work Plan*

*Budget Link:*    [FURA Fiscal Biennium 2019-2021 Adopted Budget](#)

## 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 programing 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

