

# City of Florence A City in Motion

# Florence Urban Renewal Agency (FURA) Regular Meeting

In Person & Videoconference 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 of the City of Florence website at <a href="https://www.ci.florence.or.us/urbanrenewal">www.ci.florence.or.us/urbanrenewal</a>.
- Items distributed during the meeting and meeting minutes are posted to the City's website at <a href="www.ci.florence.or.us/urbanrenewal">www.ci.florence.or.us/urbanrenewal</a> as soon as practicable after the meeting.
- To be notified of Urban Renewal meetings via email, please visit online at <a href="https://www.ci.florence.or.us/newsletters/subscriptions">www.ci.florence.or.us/newsletters/subscriptions</a>.

November 16, 2022 **AGENDA** 5:30 p.m.

FURA Directors:Chairperson, Bill MeyerVice-Chair Mike WebbRon CaputoJoe HenryWoody WoodburyCraig ZolezziDave BraleyKen HendersonGraham Ross

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.

# The Florence Urban Renewal Agency meeting will be held in person at Florence City Hall.

In addition, members of the public can listen and view the meeting through the 'GoToWebinar' platform at the following link: https://attendee.gotowebinar.com/register/8088710548911125776

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.

### APPROVAL OF AGENDA

### 2. PUBLIC COMMENT

Mike Webb Vice-Chairperson

This is an opportunity for members of the public to bring to the Florence Urban Renewal Agency's attention any item not otherwise listed on the agenda. Please see the end of this agenda for methods to provide comments on items that are not on the agenda.

### **ACTION ITEMS**

Please see the end of this agenda for methods to provide comments on action items.

# 3. APPROVAL OF MINUTES

Consider approval of the Florence Urban Renewal Agency meeting minutes of February 23, 2022, March 23, 2022, June 22, 2022, and September 28, 2022.

Lindsey White City Recorder

#### 4. 2023 FURA MEETING DATES

Review and consider approval of 2023 FURA meeting dates.

Erin Reynolds City Manager

# **REPORTS & UPDATES**

# 5. 2021-2023 WORK PLAN STATUS AND 2022-2024 WORK PLAN PROPOSAL

Review and discuss the 2022-2024 Florence Urban Renewal Agency (FURA) Goals and Work Plan.

Erin Reynolds City Manager

# 6. CITY MANAGER REPORT

Erin Reynolds
City Manager

### **UPDATED PUBLIC MEETINGS PROCEDURES**

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

- 1. <u>Written Testimony:</u> Citizens wishing to express their views to the Florence Urban Renewal Agency are encouraged to submit written testimony in one of the following ways:
  - a. Submit written comments via email to City Recorder at 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 at Florence City Hall (250 Hwy 101) during regular office hours (Monday through Friday (8 a.m. 12 p.m., 1 p.m. 4 p.m.) or at the City of Florence drop box located at Florence City Hall to the right of the main entrance.
  - \*\* Note: Written comments received at least 2 hours prior to the meeting (November 16, 2022 at 3:30 p.m.) will be distributed to the Florence Urban Renewal Agency, posted to the City of Florence website, and made part of the record.
- 2. <u>Verbal Testimony:</u> Citizens wishing to express their views to the Florence Urban Renewal Agency may participate in the meeting at Florence City Hall or via GotoWebinar. To do so, please complete a speaker's card online at <a href="https://www.ci.florence.or.us/urbanrenewal/request-address-fura-speakers-card">https://www.ci.florence.or.us/urbanrenewal/request-address-fura-speakers-card</a> at least 1 hour prior to the meeting (November 16, 2022 at 4:30 p.m.). City staff will then contact the speaker to let them now the process to participate in the meeting.
  - a. <u>Public Comments on items not on the agenda:</u> General public comments (on items not on the FURA agenda) will be allowed at each Florence Urban Renewal Agency 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. <u>Public Hearing Testimony:</u> 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 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. <u>Public Comments on Action Items:</u> Public Comments will be allowed on each action item on the Florence Urban Renewal Agency agenda. Verbal comments will be allowed on action items after staff has given their report and have allowed time for initial Agency 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 Public Meeting Policies, visit the City of Florence website at <a href="https://www.ci.florence.or.us/council/rules-procedure">https://www.ci.florence.or.us/council/rules-procedure</a>.

# Florence Urban Renewal Agency Meeting Florence City Hall 250 Hwy 101 Final Action Minutes February 23, 2022

# **CALL TO ORDER - ROLL CALL**

Meeting called to order at 5:34 p.m.

Directors Present: Chairperson Bill Meyer and Directors Mike Webb, Joe Henry,

Woody Woodbury, Ron Caputo, Rob Ward, Dave Braley,

Graham Ross, and Ken Henderson.

Directors Absent: None

Staff Present: City Manager Erin Reynolds, Assistant City Manager Megan

Messmer, and City Recorder Lindsey White.

### 1. APPROVAL OF AGENDA

Start Time: 5:35 p.m.

Discussion: Approval of the February 23rd 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: 5:36 p.m. Comments: None

# **PRESENTATIONS**

# 3. OUINCE STREET DEVELOPMENT PRESENTATION

Quince Street Developer Matt Braun of Braun Hospitality Development will provide an overview of the progress related to the Quince Street development.

Start Time: 5:37 p.m.

Handout: Staff Presentation

Discussion: The Florence Urban Renewal Agency discussed...

- Concerns about material costs and interest rates for borrowing.
- Inclusion of food trucks.
- Change of design from overlooking river to city view.
- Absence of exercise facility.
- Sustainable or green hotel.
- Encouraging longer stays than one or two nights.
- Partnering with Florence Events Center for food service.

Comments: Directors Webb, Ward, Ross, Braley, and Henderson

# **ACTION ITEMS**

# 4. APPROVAL OF MINUTES

Consider approval of the Florence Urban Renewal Agency meeting minutes of September 22, 2021, November 17, 2021, and January 26, 2022.

Start Time: 6:39 p.m.

Handouts: September 22, 2021, November 17, 2021, and January 26,

2022 meeting minutes

Discussion: The Florence Urban Renewal Agency discussed approving

the minutes for the September 22, 2021, November 17, 2021, and January 26, 2022 meetings, and there were no

objections to immediate approval.

Action: Consider approval of the meeting minutes of September 22,

2021, November 17, 2021, and January 26, 2022.

Motion: Director Caputo
Second: Director Woodbury

Vote: Unanimous

# **REPORTS & UPDATES**

# 5. FURA GRANT PROGRAMS

Staff will provide an update on the FURA Grant Programs.

Start Time: 6:40 p.m.

Discussion: The Florence Urban Renewal Agency discussed...

• No discussion.

# 6. CITY MANAGER REPORT

Start Time: 6:43 p.m.

Discussion: The Florence Urban Renewal Agency discussed...

- Update on staff working on Quince Street project.
- Update on grant projects.
- Banners on Highway 101.
- Sponsorship of flower baskets in Highway 101.
- Timeline completion of ODOT ADA project on Highway
- Return of in person meeting in April.

Meeting adjourned at 6:51 p.m.

ATTEST:	Bill Meyer, Chairperson
Lindsey White, City Recorder	

# Florence Urban Renewal Agency Meeting Florence City Hall 250 Hwy 101 Final Action Minutes March 23, 2022

# CALL TO ORDER - ROLL CALL

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

Directors Present: Chairperson Bill Meyer and Directors Mike Webb, Joe Henry,

Woody Woodbury, Dave Braley, and Ken Henderson.

Directors Absent: Graham Ross

Staff Present: City Manager Erin Reynolds, Assistant City Manager Megan

Messmer, Public Works Director Mike Miller, Administrative Services Director Anne Baker, Economic Development Analyst Sarah Moehrke, and City Recorder Lindsey White.

# **ANNOUCEMENTS**

Resignation of Director Rob Ward from Florence Urban Renewal Agency.

# 1. APPROVAL OF AGENDA

Start Time: 5:32 p.m.

Discussion: Approval of the March 23rd 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: 5:32 p.m. Comments: None

# **ACTION ITEMS**

# 3. QUINCE STREET DEVELOPMENT EXCLUSIVE NEGOTIATING AGREEMENT EXTENSION (ENA)

Consider action and direction related to the Quince Street property development pending the outcome of deliberations and discussions from the March 23, 2022 Executive Session.

Start Time: 5:33 p.m.

Discussion: The Florence Urban Renewal Agency discussed...

• No discussion.

Action: To authorize the Executive Director to amend the existing

Exclusive Negotiating Agreement (ENA) with the effective date of January 4, 2022, as amended two times with a

current expiration date of March 28,2022, as follows:

The FURA Board authorizes the third amendment to the ENA to allow for an additional 60-day renewal term plus two additional 30-day renewal terms upon the determination of both parties that it is necessary to have additional time and that there is continued significant progress toward a feasible

development and the execution of a DDA is imminent.

Motion: Director Webb Second: Director Henry Vote: Unanimous

# **REPORTS & UPDATES**

# 4. ESTUARY TRAIL PROJECT

Staff will provide an update on the Estuary Trail Project.

Start Time: 5:39 p.m.

Handout: Staff Presentation

Discussion: The Florence Urban Renewal Agency discussed...

• Happy to see completion of this project.

• Excellent views for bird watching.

Comments: Director Braley and Chairperson Bill Meyer

# 5. CITY MANAGER REPORT

Start Time: 5:58 p.m.

Discussion: The Florence Urban Renewal Agency discussed...

• Resignation of Director Rob Ward.

• Final virtual meeting.

Meeting adjourned at 6:03 p.m.	
ATTEST:	Bill Meyer, Chairperson
Lindsey White, City Recorder	

• Update on project on westside of Highway 101 at Laurel Street.

# Florence Urban Renewal Agency Meeting Florence City Hall 250 Hwy 101 Final Action Minutes June 22, 2022

# **CALL TO ORDER - ROLL CALL**

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

Directors Present: Chairperson Bill Meyer and Directors Mike Webb, Joe Henry,

Ron Caputo, Dave Braley, Graham Ross, Craig Zolezzi, and

Ken Henderson.

Directors Absent: Woody Woodbury

Staff Present: City Manager Erin Reynolds, Assistant City Manager Megan

Messmer, Finance Manager Lezlea Purcell, and City Recorder

Lindsey White.

# 1. NEW MEMBER INTRODUCTION- CRAIG ZOLEZZI

Start Time: 5:30 p.m.

Discussion: Introduction of Craig Zolezzi by Chairperson Bill Meyer.

# 2. APPROVAL OF AGENDA

Start Time: 5:31 p.m.

Discussion: Approval of the June 22nd 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: 5:31 p.m. Comments: None

# PUBLIC HEARING & ACTION ITEMS

# 4. QUINCE STREET REAL ESTATE TRANSACTION & DDA

#### A. PUBLIC HEARING

Hear and consider written or oral testimony regarding the proposed sale of FURA property located at Tax Lot 203 Map 18-12-26-33, with a street address of 750 Quince Street.

# B. QUINCE STREET PROPERTY REAL ESTATE TRANSACTION & DDA

Consider authorizing the sale of FURA property located on Quince Street and consists of a 3.12-acre portion of Tax Lots 900 and 901 of Tax Map 18-12-26-33, with a street address of 750 Quince Street and selling full fee title to the property, and authorizing the Executive Director to execute the sale and the disposition and development agreement that will place certain development constraints on the property.

Start Time: 5:32 p.m.

Process Reading: CR White read the Public Hearing Script and officiated the

procedures.

Handouts: Public Hearing Script

Staff Presentation

Applicant: Mr. Matt Braun – Braun Hospitality, LLC

Handout: Speaker's Card

Discussion: Mr. Braun discussed...

• Introduction to proposed hotel concept and amenities.

Discussion: The Florence Urban Renewal Agency discussed...

• Would hotel position and design have changed if walkability and parking codes didn't exist?

• Probability of obtaining financing in current market.

Comments: Director Ross

Discussion: Mr. Braun discussed...

• Three constraints to property are slope, north property line, and west side with future road widening.

• Opted to add oversize vehicle parking to accommodate RVs.

• Confident in ability to obtain financing.

Public Hearing: Opened at 6:10 p.m.

Neutral Party 1: Mr. Ron Moore - Florence, OR

Handout: Speaker's Card

Discussion: Mr. Moore discussed...

• Concerned if this is a suitable project for Florence.

• Concerned this is an economic detriment to existing hotels in town.

Opponent 1: Ms. Kay King - Florence, OR

Handout: Speaker's Card and Written Comments

Discussion: Ms. King discussed...

• Original member of group that planned and raised money for the Florence Events Center.

• Concerned not enough events to keep Florence Events Center open.

• Would like to see hotel that has conference (break out) rooms in order to attract larger conferences.

• Would like to see hotel rooms facing the river view.

Discussion: The Florence Urban Renewal Agency discussed...

• Acceptable plan

• Confidence in project

• Anchor is needed to help develop other properties in the area.

• This project will help the Florence Events Centers in the long term.

• This project will bring revenue to the City.

Comments: Directors Braley, Webb, Henderson, Henry and Chairperson

Meyer

Public Hearing: Closed at 6:30 p.m.

Action: Approve the public participation package as presented and

direct the Executive Director to execute the negotiated

agreement to include those items.

Motion: Director Woodbury Second: Chairperson Meyer Vote: Motion passes 7-1

Action: Authorize the sale of FURA property located on Quince Street

and consists of 3.12-acre portion of Tax Lots 900 and 901 of Tax Map 18-12-26-33, with a street address of 750 Quince Street and selling full fee title to the property, and authorizing the Executive Director to execute the sale and the disposition and development agreement that will place

certain development constraints on the property.

Motion: Director Henry

Second: Director Braley
Vote: Motion passes 7-1

# **REPORTS & UPDATES**

# 5. QUARTERLY FINANCIAL REPORT

Review the March 31, 2022, quarterly report for the Florence Urban Renewal Agency.

Start Time: 6:36 p.m.

Handouts: Staff Presentation

Discussion: None

# 6. CITY MANAGER REPORT

Meeting adjourned at 6:45 p.m.

Start Time: 6:39 p.m.

Discussion: The Florence Urban Renewal Agency discussed...

• Gratitude to Finance Department for financial report.

• Gratitude to Project Team for their assistance.

• Highlighting summer events for July 4th festivities.

• Upcoming summer events.

TTEST:	Bill Meyer, Chairperson
Lindsey White, City Recorder	

# Florence Urban Renewal Agency Meeting Florence City Hall 250 Hwy 101 Final Action Minutes September 28, 2022

# **CALL TO ORDER - ROLL CALL**

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

Directors Present: Vice-Chairperson Mike Webb, Directors Ron Caputo, Joe

Henry, Woody Woodbury, Craig Zolezzi, Dave Braley, and

Ken Henderson.

Directors Absent: Chairperson Bill Meyer and Director Graham Ross.

Staff Present: City Manager Erin Reynolds, Finance Manager Lezlea

Purcell, and Management Analyst Peighton Allen.

### 1. APPROVAL OF AGENDA

Start Time: 5:31 p.m.

Discussion: Approval of the September 28th meeting agenda as presented

with correction to date on Agenda Item 3.

- 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: 5:31 p.m. Comments: None

# **ACTION ITEMS**

# 3. PREDEVELOPMENT SERVICES GRANT EXTENSION REQUEST - P&B HOLMAN, LLC

Consider extending the Holman Predevelopment Grant for six additional months through March 31, 2023, and allow the Executive Director the ability to extend through the end of current biennium if deemed necessary.

Start Time: 5:32 p.m.

Handouts: Staff Presentation

Discussion: The Florence Urban Renewal Agency discussed...

- Will this issue change City Code?
- Interpretation on whether this is two-story or threestory building.
- Building should be standard height.
- Clarification that building presently meets height restriction, possible loft addition creates third story.
- Does Planning Commission confer with Fire Marshall on fire suppression?
- Project will supply needed housing.
- Is this grant available to other businesses in Old Town?

Comments: Directors Braley, Caputo, Henderson, Woodbury and Henry,

Vice-Chairperson Mike Webb

Discussion: Staff discussed...

- Staff not comfortable making review or opinion of City Code. Planning Commission will make that decision.
- Applicant needs additional time for Planning Commission review.
- Height meets letter of City Code.
- Building Official reviews plans and makes sure plans meet fire suppression codes.
- Grant is a pre-development grant for undeveloped or under-utilized properties.
- Grants are available for redevelopment plans.

Comments: CM Reynolds.

Action: Extending the Holman Predevelopment Grant for six

additional months through March 31, 2023, and allow the Executive Director the ability to extend through the current

biennium if deemed necessary.

Motion: Director Woodbury
Second: Director Henry
Vote: Motion passes 6-1

# **REPORTS & UPDATES**

# 4. QUARTERLY FINANCIAL REPORT

Review the June 30, 2022, quarterly report for the Florence Urban Renewal Agency.

Start Time: 6:01 p.m.

Handouts: Staff Presentation

Discussion: The Florence Urban Renewal Agency discussed...

• Who makes payments?

Discussion: Staff discussed...

• Florence Urban Renewal Agency has a Memorandum of Understanding with the City of Florence. Urban Renewal makes the payment to the City of Florence who in turn makes the payment to Banner Bank.

Comments: CM Reynolds.

## 5. CITY MANAGER REPORT

Start Time: 6:04 p.m.

Discussion: The Florence Urban Renewal Agency discussed...

- City is hosting open house at the Florence Events Center for the Florence Housing Implementation Plan.
- Kick-off of Transportation Systems Plan.
- Wrapping up the final negotiations with Quince Street, LLC.
- Upcoming events at the Florence Events Center.
- Sidewalk lighting.

Meeting adjourned at 6:13 p.m.

ATTEST:	Mike Webb, Vice-Chairperson
Lindsey White, City Recorder	

# FURA Calendar - 2023

		Januar	y					February			
M	Tu	w	Th	F	Sa/Su	М	Tu	w	Th	F	Sa/Su
New Years Day Holiday	3	4	5	6	7 & 8			1	2	3	4 & 5
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.6 Martin Luther King Jr.	17	18	19	20	21 & 22	13	14	15	16	17	18 & 19
Holiday 3	24	25	26	27	28 & 29	20	21	22	23	24	25 & 26
		FURA Regular Session	-500	00000		Presidents Day Holiday		FURA Regular Session			
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M 3	7	W 1 8 15 22 FURA Regular	7h 2	10	4 & 5 11 & 12	10	11	12 19 26 FURA Regular	13	7	8 & 9 Easter 15 & 16
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		May						June			
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# **FURA WORK PLAN**

The following are focus areas and projects approved for inclusion in the biennial work plan by the Florence Urban Renewal Agency (FURA) Board at the March 31, 2021, FURA regular meeting. These items are primarily carryover items and expansions of current project areas from the previous biennium.

# **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.

# **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.



#### FURA WORK PLAN

# **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.



# **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.

# **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.