



*City of Florence*  
A City in Motion

## Florence Urban Renewal Agency (FURA) Meeting

Florence Events Center  
715 Quince Street  
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 of 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 contact City Recorder Kelli Weese at [kelli.weese@ci.florence.or.us](mailto:kelli.weese@ci.florence.or.us).

May 31, 2017

## AGENDA

After Adjournment of  
FURA Budget Committee Meeting  
**Approx. 6:15 p.m.**

FURA Directors:  
Vice-Chair John Scott  
Ron Caputo

Chairperson, Joshua Greene  
Joe Henry  
Patricia Riley

Ron Preisler  
Mike Webb

Dave Braley  
Judy Marsall

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

### CALL TO ORDER – ROLL CALL

**Approx. 6:15 p.m.**

#### 1. APPROVAL OF AGENDA

Joshua Greene  
*Chairperson*

#### 2. PUBLIC COMMENTS

This is an opportunity for members of the audience to bring to the Budget Committee and 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.

Joshua Greene  
*Chairperson*

### ACTION ITEMS

#### 3. APPROVAL OF MINUTES

Consider approval of the April 26, 2017 FURA Regular Meeting Minutes.

Kelli Weese  
*City Recorder*

#### 4. REVISION FLORENCE DESIGN SCOPE DECISIONS

Consider alternatives for the ReVision Florence 60% Design element scope including potential amendments to gateway treatments, utility undergrounding and overall project scope.

Megan Messmer  
*Project Manager*

### REPORTS & UPDATES

#### 5. CITY MANAGER REPORT

Erin Reynolds  
*City Manager*

### URBAN RENEWAL CALENDAR

*All meetings are held at City Hall (250 Hwy 101, Florence Oregon) unless otherwise indicated*

Date	Time	Description
June 28, 2017	5:30 p.m.	Florence Urban Renewal Agency Meeting <i>Budget Adoption</i>

*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  
250 Hwy 101, Florence, Oregon  
Final Action Minutes  
April 26, 2017**

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**CALL TO ORDER - ROLL CALL**

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

Directors Present: Chairperson Joshua Greene and Directors John Scott, Ron Preisler, Dave Braley, Ron Caputo, Patricia Riley, Mike Webb and Judy Marsall. Director Joe Henry arrived at 5:40 p.m.

Directors Absent: None

Staff Present: City Manager Erin Reynolds, Project Manager Megan Messmer, Public Works Director Mike Miller, Finance Director Andy Parks and Planning Director Wendy FarleyCampbell.

Guests Present: Public Art Committee Members Harlen Springer, Ron Hildenbrand and Jennifer French.

**1. APPROVAL OF AGENDA**

Start Time: 5:30 p.m.  
Action: Approve agenda as presented  
Motion: Director Caputo  
Second: Director Scott  
Vote: Unanimous – Director Henry was absent

**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: 5:30 p.m.  
Commenter 1: Jack Smrekar – 1512 2<sup>nd</sup> Street  
• Development of the district over the last ten years

- Potential for creation of parking district and development of parking garage

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

Consider approval of the February 22, 2017 FURA Regular Meeting Minutes and the March 8, 2017 FURA Special Meeting Minutes.

Start Time: 5:42 p.m.  
 Action: Approve the minutes from the regular January 25, 2017 Urban Renewal Meeting.  
 Motion: Director Webb  
 Second: Director Braley  
 Vote: Unanimous

### **ACTION ITEMS**

#### **4. PUBLIC ART COMMITTEE UPDATE**

The Public Art Committee will present their work plan, project list, and projected timelines. The Agency will consider recommendation for inclusion of the Public Art Committee's work plan cost estimates in the 2017-19 budget.

Start Time: 5:43 p.m.  
 Discussion: The Agency and Members of the Public Art Committee discussed...

- Public perception on the work and marketing tools
- Timeline and strategy for providing matching funding

Action: Approve recommendation to include the Public Art Committee's work plan cost estimates in the 2017-19 budget and authorize the Public Art Committee to proceed on the included projects within the City's financial policies and with continued reporting to the Florence Urban Renewal Agency.

Motion: Director Braley  
 Second: Director Riley  
 Vote: Unanimous

### **REPORTS & UPDATES**

#### **5. LAND USE REGULATIONS WITHIN THE DISTRICT BOUNDARY**

Review the land use regulations within the district boundary.

Start Time: 6:04 p.m.  
 Discussion: The Agency discussed...
 

- Port of Siuslaw zoning

- Specific developments in the district, when they were developed and to what standards
- Potential development opportunities for the Port of Siuslaw Boardwalk
- Downtown Architectural Design Guidelines

**6. FINANCIAL REPORTS AND BUDGET UPDATE**

- Audited Financial Statements for fiscal year 2015-16
- Quarterly Financial Reports (Q3 & Q4)
- Budget Preparation & Timeline

Start Time: 6:40 p.m.

Discussion: The Agency discussed...

- How debt is shown between the Agency and the City
- Revenue calculations for the agency
- Total tax levy estimates
- Biennial budget overview

**7. CITY MANAGER REPORT**

- HB 2470 not to advance

Start Time: 7:10 p.m.

Discussion: The Agency discussed...

- Upcoming Agency meetings including upcoming Lane County Board of Commissioners joint meeting
- Lane County Transient Room Tax funding
- Flower baskets within Old Town
- Peter Defazio meeting results

Meeting adjourned at 7:22 p.m.

**ATTEST:**

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Joshua Greene, Chairperson

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Kelli Weese, City Recorder

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# Florence Urban Renewal Agency

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## Memorandum

To: Florence Urban Renewal Board  
From: Megan Messmer, City Project Manager  
Date: May 24, 2017

### ReVision Florence Scoping Considerations

In February, the Florence Urban Renewal (FURA) Board reviewed several scoping questions for the ReVision Florence Streetscape Project. The purpose of reviewing those scoping questions was to consider possible cost reductions. The FURA Board also authorized Murray Smith and Associates (MSA) to proceed with the right-of-way administration process and to the 60% design milestone. The due date for the 60% design submission to ODOT is July 6, 2017. In order to meet that deadline, the FURA Board needs to provide direction on those scoping questions.

#### Scoping Questions

As MSA and staff have reviewed the project estimates, there are areas that the Board may want to consider as cost saving measures. The items that we have been reviewing are outlined below.

- Gateway Arch at Maple Street – There is a potential project savings of up to \$250,000, including construction and engineering, if the gateway arch is eliminated. There is also the option to scale it back to be a monument or something smaller, which would still have a cost associated with it but there would be cost savings compared to the full arch structure. The savings would be due to removing the need for engineering of a structure that spans the roadway.
- Highway 126
  - Elimination – The Board could choose to focus ReVision Florence solely on Highway 101 and eliminate the Highway 126 piece. This would include the landscaping and Quince Street gateway monuments. The potential savings here would be up to \$300,000, including construction, right-of-way and engineering.
  - Bid as an Alternate – The second option for Highway 126 is to continue designing it, but bid it as an alternate during the construction bidding process. That would allow the Board to choose whether or not to move forward with that portion once they know what the construction bids come in as.

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- Utility Undergrounding – The Board has expressed the desire to underground the utilities along the Highway 101 corridor. The extent to which the undergrounding is done could be scaled back slightly. The majority of the utility lines that run parallel to the highway are used for the street lighting. These will be underground as part of the street light updates. There are three aerial crossings over Highway 101 that are main lines providing the electricity connectivity. If we leave those three main aerial lines, there is a potential cost savings of \$160,000.

### **Decision Points**

There are several decision points before the FURA Board as discussed throughout and are summarized below.

- Old Town Gateway – There are several options for the Maple Street gateway into Old Town. Does the Board want to proceed with the arched gateway at Maple Street? Would you prefer a monument gateway feature? Should that feature be eliminated? Is there another alternative?
- Highway 126 – Does the Board want to proceed with designing this section of the project? If so, do you want to bid it as an alternate to the project to make a final decision on timing once we receive the construction bids?
- Utility Undergrounding – Does the Board want to proceed with undergrounding all utilities or undergrounding all but the three major aerial lines that cross the highway?