

City of Florence

A City in Motion

Florence Urban Renewal Agency (FURA) Special Meeting

Florence Events Center 715 Quince Street 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 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 1, 2018 AGENDA 12:00 p.m.

FURA Directors:Chairperson, Joshua GreeneVice-Chair John ScottJoe HenryRon PreislerDave BraleyRon CaputoPatricia RileyMike WebbWilliam Meyer

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

12:00 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 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 Florence Urban Renewal Agency regular meeting minutes of August 23, 2017 and the work session minutes of September 20, 2017 and October 12, 2017.

Kelli Weese City Recorder

4. REVISION FLORENCE

Receive update of status of ReVision Florence project and discuss next steps with project design, engineering and construction.

Megan Messmer Project Manager

5. BOATHOUSE BREWING PREDEVELOPMENT SERVICES GRANT

Consider a request from Boathouse Brewing for predevelopment services grant in an amount not to exceed \$20,000.

Andy Parks Finance Director

REPORTS, PRESENTATIONS & UPDATES

6. CITY MANAGER REPORT

Erin Reynolds City Manager

URBAN RENEWAL CALENDAR

All meetings are held at the Florence Events Center (715 Quince St., Florence Oregon) unless otherwise indicated

Date	Time	Time Description	
August 22, 2018	Florence Urban Renewal Agency Meeting 5:30 p.m. Canceled Oregon Coastal Caucus Economic Summ		
September 19, 2018	5:30 p.m.	Florence Urban Renewal Agency Meeting Rescheduled from 8.26 due to League of Oregon Cities Conference	

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 250 Hwy 101, Florence, Oregon Final Action Minutes August 23, 2017

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 and Mike

Webb.

Directors Absent: None

Staff Present: City Manager Erin Reynolds, Project Manager Megan

Messmer, Public Works Director Mike Miller and Planning

Director Wendy FarleyCampbell.

1. APPROVAL OF AGENDA

Action: Approve agenda as presented

Vote: Unanimous

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.

Comments: None

ACTION ITEM

3. APPROVAL OF MINUTES

Consider approval of the City Council, Lane County Board of Commissioners and FURA meeting minutes of May 17, 2017 and the Regular Session meeting minutes of May 31, 2017 and June 28, 2017.

Action: Approve consent agenda as presented.

Motion: Director Webb Second: Directory Braley Vote: Unanimous

REPORTS & UPDATES

4. REVISION FLORENCE NEXT STEPS

Review next steps and citizen participation plans for the ReVision Florence project after completion of 60% design submittal.

Discussion: The Agency discussed...

- Coordination with Lane County
- Right of way easements and negotiation with property owners

5. HOUSING AND ECONOMIC OPPORTUNITIES PROJECT

Report on the Housing and Economic Opportunities Project.

Discussion: The Agency discussed...

• Review of project and timeline

6. PUBLIC ART COMMITTEE (PAC) UPDATE

Report on the Public Art Committee work plan, projects and grant opportunities.

Discussion: The Agency discussed...

• PAC work toward their projects including recent Trash Can beautification project

7. DOWNTOWN REVITALIZATION TEAM (DRT) UPDATE

Report on the Downtown Revitalization Team (DRT) work plan and projects.

Discussion: The Agency discussed...

• Work of DRT and movement to MainStreet program

8. 2017 / 2018 FURA MEETING CALENDAR

Discuss the 2017-18 FURA meeting calendar and potential changes.

Discussion: The Agency discussed...

Upcoming FURA meetings and best dates / times for meetings

9. CITY MANAGER REPORT Discussion: None Meeting adjourned at approximately 7:00 p.m. ATTEST: Joshua Greene, Chairperson Kelli Weese, City Recorder

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Florence Urban Renewal Agency Work Session 250 Hwy 101, Florence, Oregon Final Action Minutes September 20, 2017

CALL TO ORDER - ROLL CALL

Meeting called to order at 9:45 a.m.

Directors Present: Chairperson Joshua Greene and Directors John Scott, Joe

Henry, Ron Preisler, Dave Braley, Ron Caputo, Patricia Riley

and Mike Webb.

Directors Absent: None

Staff Present: City Manager Erin Reynolds, Project Manager Megan

Messmer, Public Works Director Mike Miller and Planning

Director Wendy FarleyCampbell.

Guest Present: Chris Link, MurraySmith; David Dougherty, Dougherty

Landscape Architects

1. WORK SESSION DISCUSSION TOPICS

- ReVision Florence: Staff will provide an update on the ReVision Florence status and schedule. The FURA board will be asked to provide design direction to MurraySmith regarding designs for the gateway features, selection for pedestrian and street furniture elements, and color schemes for plaza surfaces.
- Other Updates

Start Time: 9:46 a.m.

Handout: PowerPoint Presentation Discussion: The Agency discussed...

- Gateway Features for Maple and Quince Street, including...
 - Overview of each potential design and it's merits and detriments,
 - Potential to have the same vs. different gateway features,

- Automotive scale of the proposed gateways,
- Colors for paving at the intersections,
- Size of vehicles on the highway,
- Potential lighting of the gateways,
- Wording on the gateway features,
- Future placement of 'Welcome to Florence' monument signs,
- Potential for nautical elements, modern elements, art deco elements and other design elements.
- Art elements within the overall design,
- Pedestrian amenities such as trash cans, benches and bike racks, including...
 - Considerations for each potential design,
 - Potential materials of each element and their long term viability including metals and recycled plastics,
 - Number of benches, bicycle racks and trash cans within the project,
 - Potential usefulness of the benches and other amenities,
 - Bicycle usage in the area,
 - Potential fading of colors within the plastic options,
 - Potential to utilize different designs for various benches,
 - Costs of the various designs and options moving forward,
- Color Concrete options including...
 - Merits of light vs. dark colors,
 - Long time viability of the colored concrete,
 - Costs of the colored concrete for general colors and customized colors,
 - Oregon Department of Transportation (ODOT) rules for colored concrete stating only to be placed on side streets,
 - Ensuring ADA accessibility and considerations for color blindness etc.,
 - Potential for colored sidewalks along the highway and ODOT regulations,
 - Maintenance of earth tones, sand tones and water tones.
 - Preference for terra cotta earth tones and blues to replicate sand and water,

- Revisiting conversation on the gateway features for Maple and Quince Street, including...
 - Preference for the art deco design of option 1 and appreciation for how it would blend the area together,
 - Amendments to the sides of the pedestals so that the concrete only goes up 1/3 of the way vs.
 ½ the way,
 - Potential water damage of a metal top of the gateway features and potential of utilizing copper to continue with the warm color theming of the overall design,
 - Overall height of the pedestals to ensure they meet the needs of the large width highway,
- Next steps and decision timelines including...
 - Need for overall decision on the gateway pedestals and the importance of moving that along due to the need for engineering,
 - Slower timeline for the pedestrian amenities,
- Timelines for the next Urban Renewal Agency meeting,

Meeting adjourned at 7:15 p.m.

ATTEST:	Joshua Greene, Chairperson
Kelli Weese, City Recorder	

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Florence Urban Renewal Agency Work Session 250 Hwy 101, Florence, Oregon Final Action Minutes October 12, 2017

CALL TO ORDER - ROLL CALL

Meeting called to order at 1:46 p.m.

Directors Present: Chairperson Joshua Greene and Directors John Scott, Joe

Henry, Ron Preisler, Dave Braley, Ron Caputo, and Mike

Webb.

Directors Absent: Director Patricia Riley.

Staff Present: City Manager Erin Reynolds and Project Manager Megan

Messmer.

1. WORK SESSION DISCUSSION TOPICS

- <u>ReVision Florence</u>: The FURA board will be asked to provide design direction to MurraySmith regarding designs for the gateway features, selection for pedestrian and street furniture elements, and color schemes for plaza surfaces.
- Other Updates

Start Time: 1:46 p.m.

Handout: Updated Design Elements Discussion: The Agency discussed...

- Gateway Features for Maple and Quince Street, including...
 - Potential design element changes,
 - Location of gateway pillars within the overall design and changes given electric lines,
 - Potential to place one large monument at the Hwy 126 intersection,
 - Conversations with owners of the True Value complex at the intersection of Quince Street and Hwy 126 for potential sign and landscaping placement,

- Potential size of a public art piece at the Hwy 126 and Quince Street intersection,
- Potential language to be placed on the gateway monuments,
- Location of crosswalks to be placed along Hwy 126.
- Potential future 'Welcome to Florence' pedestrian sign,
- Pedestrian amenities such as trash cans, benches and bike racks, including...
 - Potential design element changes,
 - Various types of metal that could be used for the items.
 - Potential to mix and match various types of pedestrian design elements from multiple collections,
 - Potential for lids for the trash cans and types of loading on either top or side of can,
 - Anchoring the trash cans down to the sidewalks,
- Color Concrete options including...
 - Long term maintenance and color longevity of various designs,
 - Merits of various color schemes for the colored concrete.
- Timelines for the next Urban Renewal Agency meeting,

Meeting adjourned at 2:32 p.m.

ATTEST:	Joshua Greene, Chairperson
Kelli Weese, City Recorder	

Florence Urban Renewal Agency

Memorandum

To: Florence Urban Renewal Board From: Andy Parks, Finance Director

Date: July 30, 2018

RE: Predevelopment Services Grant Request – Boat House Brewing Company, Inc.

DISCUSSION/ISSUE:

A few months ago, City staff was approached by a local group of investors regarding their interest in redeveloping a waterfront site and opening a business at this location. Since those initial discussions the investor group, Boat House Brewing Company, Inc., has performed additional due diligence and indicated their interest in requesting funding assistance from FURA consistent with the design and development assistance program included in the Florence Urban Renewal Agency Investment Strategy adopted May 2016.

As you may recall, in May 2016, Leland Consulting Group completed the Florence Urban Renewal Agency Investment Strategy for FURA. The investment strategies included eight components:

- Design and development assistance program
- Preservation and rehabilitation program
- Parking management study
- Catalyst development fund
- Develop a co-working space
- Accessory dwelling unit program
- Marketing and developer recruitment strategy
- Code audit

FURA's 2017-19 biennial budget includes \$30,000 for the design and development program. The Investment Strategy is attached and also available on the City's website (please refer to pages 22-23.

http://ci.florence.or.us/sites/default/files/fileattachments/urban renewal fura/page/5081/florence fura final report full 07-12-16.pdf.

Although the Board has not adopted "program guidelines" or "program requirements", based upon previous discussions with the Board, presentations made by Leland Consulting Group, and documentation included in the Investment Strategy Report we believe the following criteria are appropriate when evaluating requests for design and development assistance. These criteria may be further evaluated and refined, as desired.

Program guideline suggestions:

Eligibility criteria	Standard	
Project is within the urban renewal boundary	Required	
Project redevelops an existing site	Preferred	
Project, if completed, will increase property values	Required	
Project, if completed, will assist with valuation of	Desired	
neighboring properties	Desired	
Project, if completed, creates employment	Preferred	
Project is within a targeted industry	Preferred	
Funding request is for professional services that address	Required	
predevelopment issues including, but not limited to, site		
engineering, utilities infrastructure requirements, building		
site requirements, and City code compliance		
	Desired for project funding of	
Funding request includes matching funding by applicant to	\$10,000 and less;	
FURA	Required for funding requests	
	greater than \$10,000	
Applicant demonstrates capabilities to complete project,	Preferred	
e.g., business plan		
	Required, although Board	
Funding request is within FURA's budget	may increase FURA funding	
	authority	
Other elements	As determined appropriate	
Other elements	for a given application	

Recognizing time is of the essence for both the development group and FURA, City staff reviewed the program examples included in the Strategy Report; Woodburn, Gresham and Portland Development Commission, now known as Progress Portland. The program that appears to best match the strategy intent and objectives noted in the study and is consistent with the discussions held with Boat House is the Gresham Redevelopment Agency's Predevelopment Services Grant program.

City staff created an application for the Predevelopment Services Grant, and requested Boat House to complete and submit the application for FURA board review and consideration.

Boat House completed and submitted an application, which is attached. City staff have reviewed and evaluated the submittal based upon the criteria noted above:

Eligibility criteria	Standard	Criteria Met
Project is within the urban renewal boundary	Required	Yes
Project redevelops an existing site	Preferred	Yes
Project, if completed, will increase property values	Required	Yes
Project, if completed, will assist with valuation of neighboring properties	Desired	Yes
Project, if completed, creates employment	Preferred	Yes
Project is within a targeted industry	Preferred	Yes
Funding request is for professional services that address predevelopment issues including, but not		
limited to, site engineering, utilities infrastructure requirements, building site requirements, and City code compliance	Required	Yes
Funding request includes matching funding by applicant to FURA	Desired for project funding of \$10,000 and less; Required for funding requests greater than \$10,000	Yes, applicant match of \$1.50 to \$1.00
Applicant demonstrates capabilities to complete project, e.g., business plan	Preferred	Yes
Funding request is within FURA's budget	Required, although Board may increase FURA funding authority	Yes
Other elements	As determined appropriate for a given application	TBD

City staff believe the representatives of Boat House Brewing Company have submitted an application that is consistent with the Investment Strategy's Design and Development Assistance Program. City staff also believe the application meets criteria appropriate for the program's purposes.

Other elements - given the scope and amount of the funding request, and that this is the initial project, we believe additional criteria to consider if the funding request is awarded are as follows:

The grant be awarded up to a given amount, such as \$20,000, with the ability of FURA to discontinue funding if the findings of the professional service firms engaged by the applicant appear to insurmountable for the applicant to adequately address, e.g., the cost to provide utilities to the site is beyond the financial capacity of the applicant, FURA or the City, Discontinue FURA funding if the services are not completed timely, FURA pays for forty percent (40%, \$20,000 of total \$50,000 included in application) of the costs of professional services as incurred, not to exceed \$20,000.

If the Board agrees with City staff's suggested criteria and it's evaluation, we recommend the Board consider approving funding as requested by Boat House Brewing in the amount of up to \$20,000.

Attachments:

- Application
- Florence Urban Renewal Agency Investment Strategy Pages 22-23 http://www.ci.florence.or.us/sites/default/files/fileattachments/urban renewal fura/p age/5081/florence fura final report full 07-12-16.pdf



Predevelopment Services Grant

Application

Applicant Name (may be individ	ual, partnership, etc.)		
Boat House Brewing C	ompany, Inc.		
	nce concerning this application will	be sent to this address)	
5440 Sunny Acres Roa	ad		
City		State	Zip
Florence		Oregon	97439
Applicant is an:	Individual Partr	nershipCorpX_S Co	orpOther:
Contact Name (if different than	above)	Contact Title (if applicable)
Rick Yecny		Treasurer	
Phone Number	Fax Number	Email Address	
541 999-3109	541 997-9165	ryecny@charter.ne	t
PROPERTY INFORMA	TION		
Address of Proposed Project			
080 Harbor Street		State	7:
City			Zip
Florence		Oregon	97439
		ilding sq. footage 4,800	Year Built 1974
Current Use of Land and/or Cur			Current Zoning
Vacant, leased by Boat	House Brewing Company,	Inc.	Waterfront Marine District
OWNERSHIP INFORM	ATION		
Property Owner:			
Port of Siuslaw			
Owner Address:			
100 Harbor Street Flore			
Owner Phone	FAX	email	er 12
541 997-3426	541 997-9407	port@portofsi	iuslaw.com
	Ownership of propert	у	
	Date of Purchase: Price: \$		
	Purchase option		
Applicant has:	X Lease on property – expires:Month to month		
	Tenants must submit copy of the lease and written consent of property owner for proposed project		
			and the second of the second o
	Other:		

Please give a brief description of the development project you are proposing. Explain your goals for this project, and how the new development will be used (attach additional sheets as necessary). Please briefly explain how this project contributes to one or more of the Urban Renewal Goals outlined in the program Guidelines (Improve Florence Urban Renewal District, Create and Retain Jobs, and Promote Quality Development). See Attached **DEVELOPMENT EXPERIENCE** Do you have professional consultants working on this project? ☑ Yes ☐ No If yes, who? Anderson Dabrowski Architects, Portland Oregon Which, if any, predevelopment activities have you already undertaken for this project? See Attached Please briefly describe your experience with comparable projects. See attached PROJECT FINANCING What would you estimate to be the total cost of your proposed project? \$ 1,200,000 \$50,000 How much do you anticipate spending on predevelopment services? What assets or financial resources can you draw upon to develop the property? (please be specific) Initial capital investment of \$25,000 for pre-development. \$300,000 total investment capital. \$900,000 financing and grants.

Current equity, if property owner: \$25,000

PROJECT DESCRIPTION

PROJECT TIMELINE Please describe your projected timeline for the completion of this project, and for major milestones along the way
See attached
ASSISTANCE REQUESTED Predevelopment Services grants partially reimburse property owners for professional consulting services that move a project from conception to a feasible development plan, but stop short of final design and construction. Services eligible for funding under the grant include site assessment, financial and market analysis, and preliminary architectural and engineering plans. Please briefly describe the services you anticipate requiring for this project:
See attached

OTHER

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

(Please sign certification on reverse side)

CERTIFICATION BY APPLICANT

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

The applicant further acknowledges and agrees to the following:

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

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

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

Title President
Date 7/25/18
Date

PLEASE RETURN THIS APPLICATION WITH ALL ATTACHED DOCUMENTS TO:

Megan Messmer
Projects Manager
Florence Urban Renewal Agency
250 Highway 101
Florence, Oregon 97439
megan.messmer@ci.florence.or.us
541-902-2182



July 25, 2018

Florence Urban Renewal Agency
Supplemental Information for Predevelopment Services Grant Application
Submitted by Boat House Brewing Company, Inc.

PROJECT DESCRIPTION:

Our vision is for Boat House Brewing Company, Inc. to open a full scale brew pub in the Old Town area. To date, we have focused our efforts on the Port of Siuslaw blue warehouse building located at 80 Harbor street (Harbor Street), the former location for Vintage Blue Warehouse Estate Sales. We are also interested in looking at the Port Boardwalk site as alternative or in conjunction with the Harbor Street Site. We believe the project would contribute to several of the Urban Renewal Goals including rehabilitation of an existing site (see rendering attached), adding more than \$10,000 per year in property taxes to FURA, creating up to 10 new Full Time Equivalent jobs. The project is anticipated to increase neighborhood property tax values and promote quality development in the area.

PREDEVELOPMENT ACTIVITIES ALREADY UNDERTAKEN:

- Engaged Jon Anderson, Anderson Dabrowski Architects in Portland, to assist us in developing a site plan, brew pub layout and budget for the project.
- Worked directly with the Port in pursuing both a short term and proposed long term lease for the Harbor Street property.
- Incorporated our business as a Sub Chapter S Corporation.
- Worked with City of Florence planning and public works department to get an
 assessment of water, sanitary and storm water services at the Harbor Street facility.
- We have developed a business plan using LivePlan software.
- We currently have three shareholders in our corporation for the due diligence phase, but have three additional investors who will contribute capital to the project. Total investment capital is projected to be \$300,000.
- We have actively toured several brew pub facilities and one brewery equipment manufacturer plant. We have received eight bids from brewery equipment manufacturers and plan to narrow our focus to the three top quality and priced bids.

EXPERIENCE WITH COMPARABLE PROJECTS:

All three shareholders have or do own their own businesses and have owned the real estate that the businesses were located in. Jon Thompson is the sole owner of both commercial radio stations in Florence Oregon. Jon is also a board member/Vice Chair at Oregon Pacific Banking Company. Bob Serra is a former newspaper editor and publisher in the advertising industry. He is currently president and publisher of Maple Creek Press. Rick Yecny is a CPA, recently retired as Chief Administrative Officer at Peace Harbor Medical Center in Florence, is a board member at Oregon Pacific Bank and is currently working as a CPA at Holloway and Associates, LLC.

PROJECT TIMELINE:

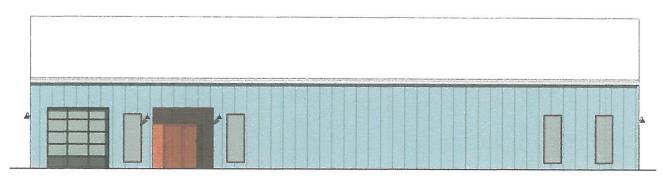
- Complete site reviews and due diligence by December 31, 2017. Site selected and budget completed.
- Negotiate lease and/or purchase of site, complete business plan, investors secured and financing approved by April 30, 2019
- Design and contract documentation, permits, construction bidding complete by July 31, 2019.
- Constructions start date August 1, 2019. Completion depends on whether new construction, remodel of existing site or combination of both.

ASSISTANCE REQUESTED:

Request is for a Design and Development Assistance Program grant for an amount not to exceed \$20,000 for the following:

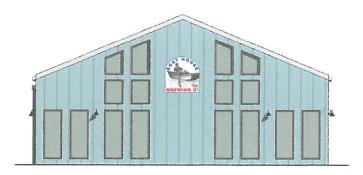
- Infrastructure analysis:
 - Analysis of electrical service to Harbor Street building, electrical need for future use and cost of upgrade.
 - Analysis of propane service to Harbor Street building, propane need for future use and cost to install.
 - Review of Harbor Street sanitary sewer system and replacement options and cost. (See Mike Miller analysis attached)
- Infrastructure analysis:
 - As we are considering purchase of the Harbor Street building, complete building inspection including roof, HVAC, asbestos, siding and condition and weight bearing limits of cement floor for brewery operation.
- Design review:
 - o Kitchen design including equipment, kitchen layout and budget.
 - Beer production area design review to assure we have allocated enough space and have an efficient layout and right equipment to meet projected brewery volumes.
 - Site and floor plan for Boardwalk site.
 - Zoning analysis for Boardwalk site.



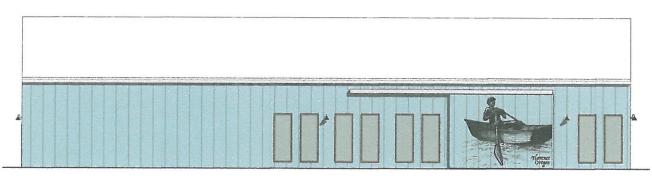


1 North
1" = 10'-0"

2 East 1" = 10'-0"



3 South 1" = 10'-0"



4 West 1" = 10'-0"