



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 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 28, 2019

AGENDA

5:30 p.m.

FURA Directors:

Vice-Chair Mike Webb
Ron Caputo

Chairperson, Bill Meyer

John Scott
Patricia Riley

Joe Henry
Carmela West

Ron Preisler
Vacant

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

5:30 p.m.

1. APPROVAL OF AGENDA

Bill Meyer
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.

Bill Meyer
Chairperson

ACTION ITEMS

3. APPROVAL OF MINUTES

Consider approval of the Florence Urban Renewal Agency meeting minutes of July 24, 2019.

Kelli Weese
City Recorder

REPORTS, PRESENTATIONS & UPDATES

4. 2019-2021 FLORENCE URBAN RENEWAL AGENCY WORK PLAN

Review and discuss projects & initiatives included in the 2019-2021 Florence Urban Renewal Agency projects and work plan.

Erin Reynolds
City Manager

5. REVISION FLORENCE

Staff will provide an update on the ReVision Florence construction and financing.

Megan Messmer
Project Manager

6. CITY MANAGER REPORT

Erin Reynolds
City Manager

URBAN RENEWAL CALENDAR

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

Date	Time	Description
September 18, 2019	5:30 p.m.	Florence Urban Renewal Agency Meeting <i>Rescheduled from September 25th</i>
October 30, 2019	5:30 p.m.	Florence Urban Renewal Agency Meeting
November 20, 2019	5:30 p.m.	Florence Urban Renewal Agency Meeting <i>Tentative – To Be Held if Necessary</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.

**Florence Urban Renewal Agency Meeting
Florence City Hall
250 Hwy 101
Final Action Minutes
July 24, 2019**

CALL TO ORDER - ROLL CALL

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

Directors Present: Vice-Chairperson John Scott, and Directors Joe Henry, Ron Preisler, Patricia Riley, Carmela West and Bill Meyer. Directors Mike Webb and Ron Caputo participated via phone. Chairperson Joshua Greene was present and departed at 5:34 p.m.

Directors Absent: None.

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

1. APPROVAL OF AGENDA

Start Time: 5:31 p.m.
Action: Approve agenda as presented

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

- Discussion: The Agency discussed...
- Chairperson Greene's decision to resign from the Florence Urban Renewal Agency and his comments concerning the efforts to establish the Agency, it's original intended structure for special district appointments and appreciation for the work of the agency.
 - Chairperson / Councilor Greene's affirmation that he will continue to serve on the Florence City Council to see through current efforts including those relating to the Florence Public Art program.
 - Appreciation for Chairperson Greene's 20 years of service with the Florence Urban Renewal Agency and the Community,
 - Appreciation for all that Chairperson Greene has done for the Florence Urban Renewal Agency,
- Directors: Chairperson Greene and Directors Preisler, Scott, Webb, and Caputo

Chairperson Greene departed the meeting.

3. ELECT CHAIRPERSON & VICE-CHAIRPERSON

Action: Appoint Director Bill Meyer to the office of Chairperson.
Motion: Director Scott
Second: Director Riley
Vote: Unanimous

Action: Appoint Director Mike Webb to the office of Vice-Chairperson.
Motion: Director Meyer
Second: Director Preisler
Vote: Unanimous

- Discussion: The Agency discussed...
- Chairperson Meyer's appreciation for the vote of confidence and his work in other boards to find compromises.
 - Appreciation for Director Scott's work as the Vice-Chairperson of the Florence Urban Renewal Agency.
- Directors: Chairperson Meyer and Director Caputo

4. APPROVAL OF MINUTES

Consider approval of the Florence Urban Renewal Agency meeting minutes of June 26, 2019.

Start Time: 5:39 p.m.

Discussion: None

Action: Approval of Minutes

Motion: Director Henry

Second: Director Scott

Vote: Unanimous

REPORTS, PRESENTATIONS & UPDATES

5. REVISION FLORENCE

Staff will provide an update on the ReVision Florence project.

Start Time: 5:41 p.m.

Discussion: The Agency discussed...

- Reasoning for non-completion of section of sidewalk near Florence gun-shop,
- Appreciation for the work of the contractors and staff,
- Timeline for the project and ribbon cutting
- Undergrounding utilities progress,

8. CITY MANAGER REPORT

Start Time: 5:49 p.m.

Discussion: The Agency discussed...

- Upcoming meetings and events.
- Next steps for the Agency

Meeting adjourned at 5:57 p.m.

ATTEST:

Bill Meyer, Chairperson

Kelli Weese, City Recorder

Florence Urban Renewal Agency

Memorandum

To: FURA Board

From: Erin Reynolds, City Manager & Megan Messmer, City Project Manager

Date: August 19, 2019

2019-2021 Florence Urban Renewal Agency Projects and Work Plan

- Background
- FURA Work Plan
- Bylaws Review
- ReVision Florence Progress & Next Steps
- Catalyst Sites
- Siuslaw Estuary Trail
- Predevelopment Grant Program
- Façade Preservation & Rehabilitation Program
- Public Art
- Old Town Parking

Background

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.

The findings from these two projects have led to the ReVision Florence Streetscape Project and the projects listed in the FURA Work Plan that was included in the FURA Budget for Fiscal Biennium 2019-2021. The Work Plan is attached here for reference.

FURA Work Plan

In 2016, the Florence Urban Renewal Agency (FURA) Board of Directors received the FURA Investment Strategy and Market Analysis, as well as the Design Concept for the Highway 101 revitalization project that

became the ReVision Florence Streetscape Project. Those two documents have assisted in guiding the work of the FURA Board for the past three years. The current FURA Work Plan for 2019-2021 (attached) also draws on the projects, programs, and ideas outlined in the FURA Investment Strategy and Market Analysis. Some of the outcomes of this work have been incorporated into the City's Work Plan and policies as outlined in the attached Work Plan.

Bylaws Review

As discussed previously, there is need to update the FURA Bylaws. City staff will work with the City Attorney to incorporate best practices, alignment with current City procedures, and general housekeeping items into proposed updates for the FURA Board to consider. These updates will ideally be complete by late 2019, early 2020.

ReVision Florence Progress & Next Steps

Construction on the ReVision Florence Streetscape Project is well underway with the curb, gutter, and sidewalk work progressing along the northbound lane of Highway 101. The crews are working to complete the hardscape elements so that repaving of Highway 101 can occur by the end of September. As ODOT manages the project, the City is working on preparing to go out to bid for the gateway monuments and purchase of the other beautification items that are outside of the construction contract. Murraysmith is repackaging the plans for the gateway monuments as part of their work in anticipation of the City bid process. These items were included in the FY 2019-2021 Biennial Budget.

Catalyst Sites

Through the 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 2018, the Florence Urban Renewal Agency purchased the Quince Street catalyst site (also known as the Old Middle School site). In the coming biennium, City staff will work with the FURA Board to determine a marketing and development plan for the Quince Street Property based on the City's goals. City staff will work to execute the plan with the assistance of the City's Community and Economic Development Committee volunteers. This work will include potential repartitioning of the property into lots that are more

feasible for development, recruitment of mixed use development opportunities to ideally include a hotel as the anchor business, development of public open space that will tie into the Siuslaw Estuary Trail on the portion of land that is not suitable for development, and other ideas that are developed.

The City and FURA will continue to review opportunities as they come to the table regarding the other catalyst sites. While these other catalyst sites are privately owned, we can assist current and potential property/business owners see the potential for the highest and best use of these important sites within the Urban Renewal District. The Market Analysis and Strategy provides valuable information and concepts for reviewing future development opportunities.

Siuslaw Estuary Trail

Sometimes no matter how hard you try you cannot achieve the desired goals of a program, at least when it comes to this STIP (Statewide Transportation Improvement Program) funded grant project. The Siuslaw Estuary Trail, Phase 1 is a project that was developed from the Siuslaw Estuary Partnership and the Siuslaw Estuary Trail Vision Project in November 2012. The original project (there have been three different concepts since 2012) would connect to the multi-use trail from the existing Munsel Creek multi-use path north of Hwy 126 at Redwood Street; improve Redwood Street south of Hwy 126 with on-street parking and sidewalks; add a multi-use path along the west side of Munsel Creek and the estuary to Quince Street. It would have had an elevated walkway in the estuary; a cantilevered walkway adjacent to the Port of Siuslaw campground; and connection to the boardwalk. The estimated project costs were \$721,549 with \$408,407 coming from the STIP program. The required match was identified from City of Florence \$40,000; Port of Siuslaw \$40,000; Siuslaw Watershed Council \$2,000; and other grants, primarily from Oregon Parks and Recreation Department.

In August 2014, ODOT notified the City that the project was placed on the Oregon Transportation Commission (OTC) award list. Prior to the project being placed on the award list, ODOT reviewed the project and developed a project cost estimate of \$1,641,400 with only the original \$489,549 being STIP funded, a non-federal match of \$56,031.07 and \$1,095,819.93 as additional match. The City accepted the STIP grant on August 18, 2014 knowing that the project would need to be rescoped and we had until 2019 to obligate the State funds.

Over the years, the City has applied for multiple Recreational Trails Program grants through Oregon Parks and Recreation and developed several alternatives to reduce the scope of the project. Our attempts to secure funding through other grants were not successful, however the City through FURA, did purchase several properties that we hoped would reduce the cost of the project.

After FURA purchased the property south of Hwy 126 between Spruce and Redwood streets (the property is situated from the west side of Munsel Creek east to Spruce Street ROW) we thought we had a great chance to develop the project. One of the alternatives was to eliminate the elevated walkway over the estuary and the cantilevered walkway adjacent to the Port campground. While there were savings, ODOT

scoping of the project still surpassed our available funds to construct the project, namely the footbridge across Munsel Creek. The project estimate came in at \$1.4 million for this proposal with the STIP portion remaining at \$489,549.

The third rescoping of the project was after the City, through FURA, acquired the Aspen Flo property (the former middle school property across Quince Street from the FEC). We eliminated the footbridge across Munsel Creek; incorporated the existing paved parking area at the north end of the property; and featured two types of paths. One path would be a traditional multi-use path along the rim of the property and tie into Quince Street while a secondary path/trail would drop you down into the estuary and also tie back into Quince Street. This alternative would utilize engineering and construction management services from Lane County Public Works (Lane County is a qualified agency that can receive federal funds directly) versus having to hire an outside engineering firm that is ODOT qualified. Utilizing Lane County PublicWorks engineering and construction management staff was viewed as a potential cost savings measure.

Even with all of the value engineering concepts, elimination of the foot bridge and utilizing Lane County Public Works, the project still exceeded our funding resources. Ultimately, the rescope project exceeded \$1.4 million, primarily due to extensive retaining walls along the estuary portion of the trail.

We have met and discussed the Siuslaw Estuary Trail project with Frannie Brindle, Area Manager for ODOT. Due to the latest preliminary project estimates coming in the \$1.4 million range and the City locked in to only receiving \$408,407 from STIP funding ODOT recommended to the OTC that the project be cancelled. We are disappointed, but having the project remain as an ODOT project with all the federal and state requirements just made the project cost prohibitive to fund with a match requirement of over \$1 million.

This does not mean the project is dead. We included funding for the project in the 2019-21 biennium budget of \$55,000 from FURA.

Predevelopment Grant Program

The FURA Board has entered into one Predevelopment Grant agreement. That entity has completed their feasibility analysis of their proposed site for a brewery and unfortunately has decided not to pursue the venture as originally outlined. They will continue to look at alternative opportunities but are not seeking additional reimbursements at this time. If they develop a new plan, they will come back to the FURA Board for consideration.

The Biennial Budget includes funding for development projects that could be used the FURA Board receives additional applications for this program. Grant funds are to be used to reimburse the grantee for forty percent (40%) of eligible costs incurred for predevelopment expenses in connection with the applicant's project, not to exceed the total grant amount. Eligible items generally include infrastructure analysis and design review.

Façade Preservation & Rehabilitation Program

In 2010, the Agency awarded a total of \$163,141 in grants to 39 Florence businesses in the urban renewal area. This Preservation and Rehabilitation Program provided financial assistance to property owners and independent businesses that are tenants of commercial properties to encourage enhancing the appearance and commercial viability of the Urban Renewal District.

The 2016 FURA Investment Strategy proposes reinitiating the Preservation and Rehabilitation Program as a potential FURA program. One of the main questions we get asked as a City concerning development primarily along the highway from citizens is what we can do to encourage business and property owners to improve the look of their buildings. As most of these concerns are cosmetic, there are not code enforcement mechanisms to address them in the realm of life safety concerns. This program is a way for FURA to come along side business and property owners to assist with improving the aesthetics of the District.

Storefront (or façade) improvements can be among the most visually impactful yet low-cost improvements to a downtown. Reestablishing this program would be an effective way to continue to strengthen business vitality while visually improving the district. Relatively small grants and loans can greatly improve the economic feasibility of building and business improvements. Doing so can strengthen the vitality of retail in Old Town and along Highway 101 while simultaneously improving the look of individual buildings. Working with local lenders to offer loans can further leverage the impact of the FURA grant.

This program is included in the FURA Work Plan for consideration and development in the second year of the biennium. The total program cost and individual grant funds available will be determined by the Board based on the budget as we enter the second year of the biennium. Funding has been included in the budget for development projects, which included this potential program.

Public Art Program

As the two remaining projects involving FURA funding are completed, City staff will provide updates to the FURA Board on the City's Public Art Program when applicable to the Agency. To that end, the mural was completed in August. Lighting and landscaping that are included in the mural project will be completed in the coming months. The City is currently working with ODOT on the bridge steps project and the agreement to utilize ODOT property for the project. Additional updates on the bridge steps will be provided as they develop.

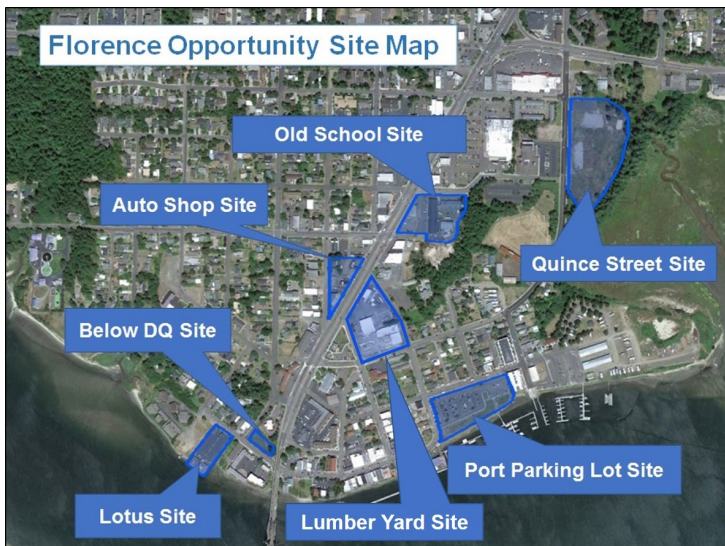
Old Town Parking

Assessment of parking in Old Town has been a carryover item for several years as a topic of interest for FURA. This has been included in the 2019-2021 Work Plan as an item to address in the second year of the biennium. At that time, staff will bring the topic for discussion to the Board in the context of planning for parking needs assessments in the event our current parking areas redevelop (Lotus and Port parking lots).

FURA WORK PLAN

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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:

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- ◆ 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

