



Quince Street Development Strategy

Florence Urban Renewal Agency

November 20, 2019

Development Goal

Attract anchor development of a 90+ room hotel (100+ rooms preferred), with opportunities for the following ancillary developments:

- Food/Beverage
- Other Residential/Mixed Use
 - Townhomes
 - Condominiums
 - Cottage Cluster Housing
 - Live-Above Mixed-Use Units

Development Requirements:

- For-profit enterprises subject to property tax.
- Financially viable with funding sources.
- Demonstrated ability of the team in successful development, operations and economic performance of projects of comparable type, size, scale and complexity.



Objectives:

- Increase property values & transient room tax revenue to support future housing / economic development projects,
- Support the Florence Events Center to allow it to be more marketable to out of area events,
- Support the development of the Siuslaw Estuary Trail and compatible recreational uses within the estuary,
- Increase walkability of the area in conjunction to its vicinity to Old Town, and
- Create / supplement the need for housing in the Florence area.

Potential Steps to Completion

MARKETING THE PROPERTY

- Recruit for and Hire Commercial Recruitment Professional
- Prepare Request for Development Proposals
- Receive & Review Development Proposals

NEGOTIATING TERMS

- Timeline for Development Completion
- Amount of Investment
- Number of Jobs Created

Potential Steps to Completion

STAGING THE PROPERTY

- Tree Thinning to Maximize Viewshed
- Lot Line Adjustment to Accommodate Siuslaw Estuary Trail

COORDINATION WITH CITY

- Coordination will be needed between the City & FURA regarding potential opportunities, incentives, and the Siuslaw Estuary Trail.
- Reports will be provided to FURA and the City.

Google Earth

500 ft





ReVision Florence Update

FURA

11/20/19

Construction Update



Schedule Overview:

- Contract Extended: January 31, 2020
- Holiday Breaks: Thanksgiving, Christmas, & New Years
- Paving: Expected Completion by December 20th
 - Highway 101/126 Intersection may occur in January



Items Outside Contract

GATEWAY MONUMENTS: EXPECTED TIMELINE

- Bid Specs – In Process
- Advertising – Week of January 20th
- Bid Opening – Week of February 10th
- Consider Contract Award – February 26th
- Construction – March through June

PEDESTRIAN AMENITIES & OTHER ITEMS

Delivered:

- Benches, Bike Racks, & Trash Cans
- Tree Grate Stakes

Ordered:

- Banner & Flower Basket Arms

Other Frequently Asked Questions

Debris Pile: AHC will begin removing the debris pile. Some material will go to the Siuslaw Gun Club.

Landscaping: Landscapers will begin December 2nd, including weed removal.

Driveways: Driveways will be completed, including gaps, and local street approaches will be repaved.



Questions?

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City of Florence
A City in Motion 

Florence Urban Renewal Agency

Financial Report

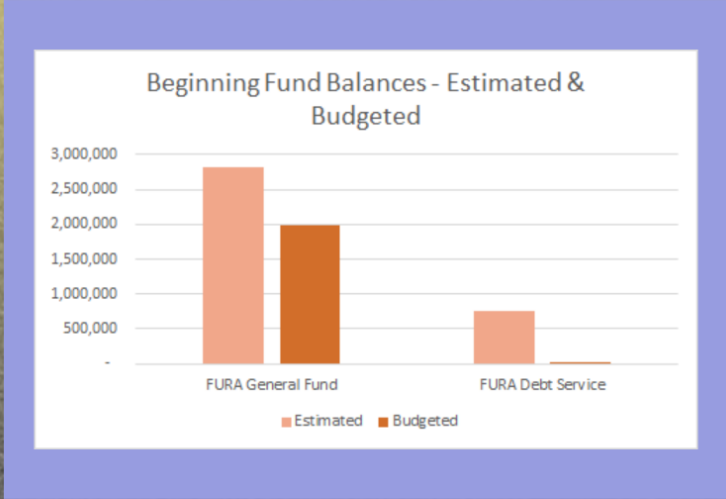
Starting the
Biennium

Property
Taxes

Operations

Questions?

Estimated Beginning Fund Balances



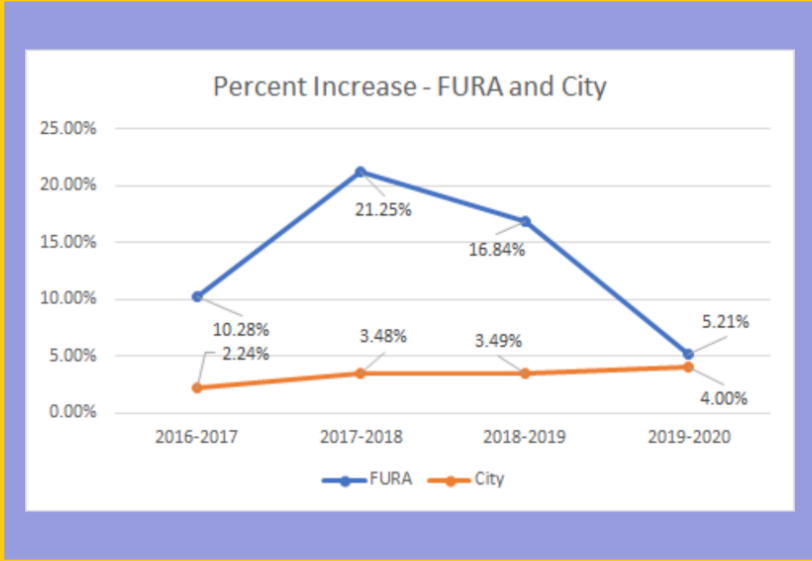
Fiscal Year 2019-2020

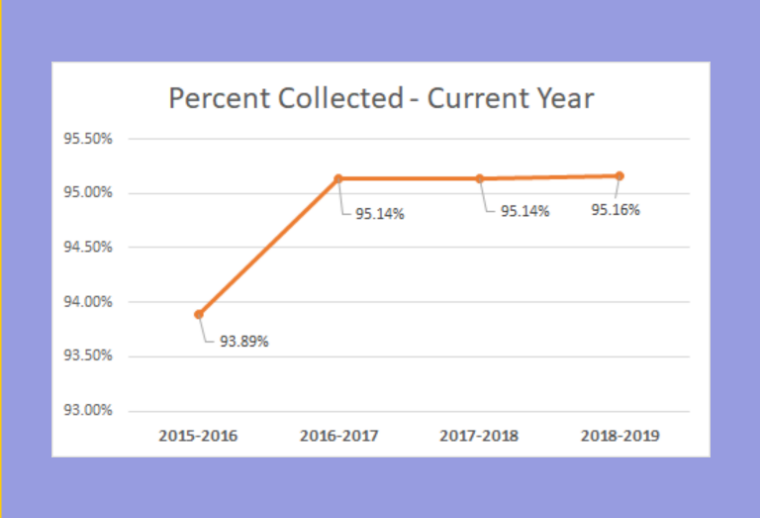
- \$48,395,956 Excess Assessed Value
- \$559,631 Estimated Revenue
- \$526,053 Estimated Collections (94 Percent of Estimated Revenue)
- \$11,053 More Than \$515,000 Budgeted

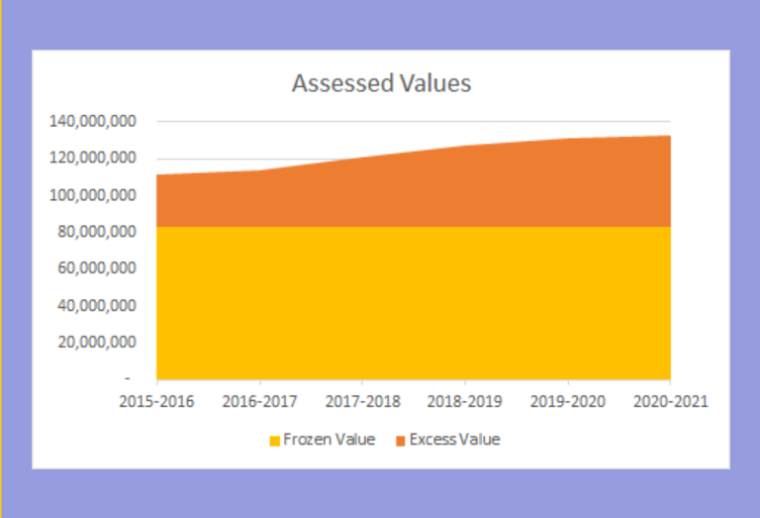
Collections

Percent
Collected

Excess
Growth







FURA General Fund

ReVision

