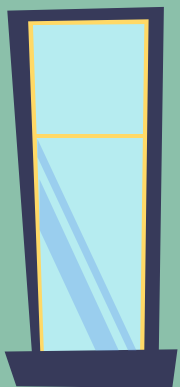


Florence Development Opportunity

July 31, 2020
Site Overview & Tour





“Welcome to Florence! We hope you love it here as much as we do. We know that this project will serve as a cornerstone of the Florence Community”

**–Bill Meyer, Chairperson
Florence Urban Renewal Agency**



1. Intro to Florence

Where is Florence and what does it have to offer?

3. Property Information

What are the specifics about the property?

2. Invest in Florence

Why should you invest in Florence tourism?

4. About the Offering

How do we submit a proposal and what should it include?





PROJECT GOAL

Attract a 90+ room hotel or other similar sized short-term lodging facility, as the anchor development for the site, with opportunities for ancillary Mixed-Use / Residential Development.



1. INTRO TO FLORENCE



Florence, OR



Lincoln City
1.5 hours

Florence
Golf Links

Ocean Dunes
Golf Course

Florence
Municipal
Airport

Florence

Three Rivers
Casino

Eugene
1 hour

Peace Harbor
Medical Center

5286

SITE

Old Town

PROXIMITY TO METRO AREAS

Portland

3 hours ~ 170 miles



Salem

2 ½ hours ~ 120 miles



Eugene

1 hour ~ 55 miles



National Treasures

Heceta Head Lighthouse



Most Photographed
in U.S.

Sea Lion Caves



World's Largest
Sea Cave

Oregon Dunes



40+ Miles of Dunes
to Explore

Undiscovered Paradise

Fishing

Pacific Ocean, Siuslaw River, 17
Freshwater Lakes and 75 Creeks

Golf

2 - 18 hole golf courses &
only 1 ½ hours to Bandon Dunes

Water Sports

Swimming, Scuba Diving, Wind
Surfing, Kyaking

Old Town

Art Galleries, Specialty Shops,
Wine Tasting & Unique Local
Restaurants



40,000

With summer tourism, Florence's weekend population can swell nearly 150%

Florence Events Center





• About the Florence Events Center •

21,000 Sq. Ft.

455 Seat Theater
6,000 sq. ft of meeting space

Commercial Kitchen

On site catering for all types of events

City of Florence

Owned & Operated by the City of Florence

Events Held

2019 - 399 events over 255 days;
2018 - 427 events over 280 days

From Board Meetings to Broadway-Style Productions, there is always something happening!



2. Why Invest in Florence

PERFORMANCE

Transient Room Tax

Florence has seen an almost 30% increase since 2014/15*

Highway 101

Estimated 17,000 vehicles per day

Winter Season Increases

70% Increase in TRT Revenue since 2015*

Estimated Demand

574 net new short term lodging rooms needed by 2035**

* Numbers Pre-COVID-19 shutdowns

** Florence Housing & Economic Opportunities Study

A City that Invests in Itself



City of Florence
A City in Motion

ReVision Florence

\$8.5 Million
Investment

Sidewalks
Bike Lanes
Parking
Landscaping
Plazas
ADA
Lighting
Utilities
Repaving





OTHER IMPROVEMENTS



PARKS

Establishment of New
Waterfront Park

Improvements to Community
Sports Facilities



INFRASTRUCTURE

Newly Remodeled City Hall

Utility Extensions along
Hwy 126 and 101

Annual Street Improvements



HOUSING

Public / Private Partnerships
for Affordable Housing

Complete Updates to
Housing & Development
Codes



COMPETITORS

	Dunes	Lighthouse	Lakes	Bayfront
Florence	Yes	Yes	Yes	Yes
Newport	No	Yes	Minimal	Yes
Lincoln City	No	Yes	Yes	No
Cannon Beach	Yes	Yes	No	No



THEM

Crowds cause transportation congestion as local communities seek methods to limit on-season travel



US

Florence offers respite just waiting to be discovered.



3. Property Information

742 Quince St
Florence, Oregon
Google
Street View

740 Quince St
Florence, Oregon
Google
Street View

700 Quince St
Florence, Oregon
Google
Street View

Safeway
Expand

Safeway
Expand

Safeway
Expand

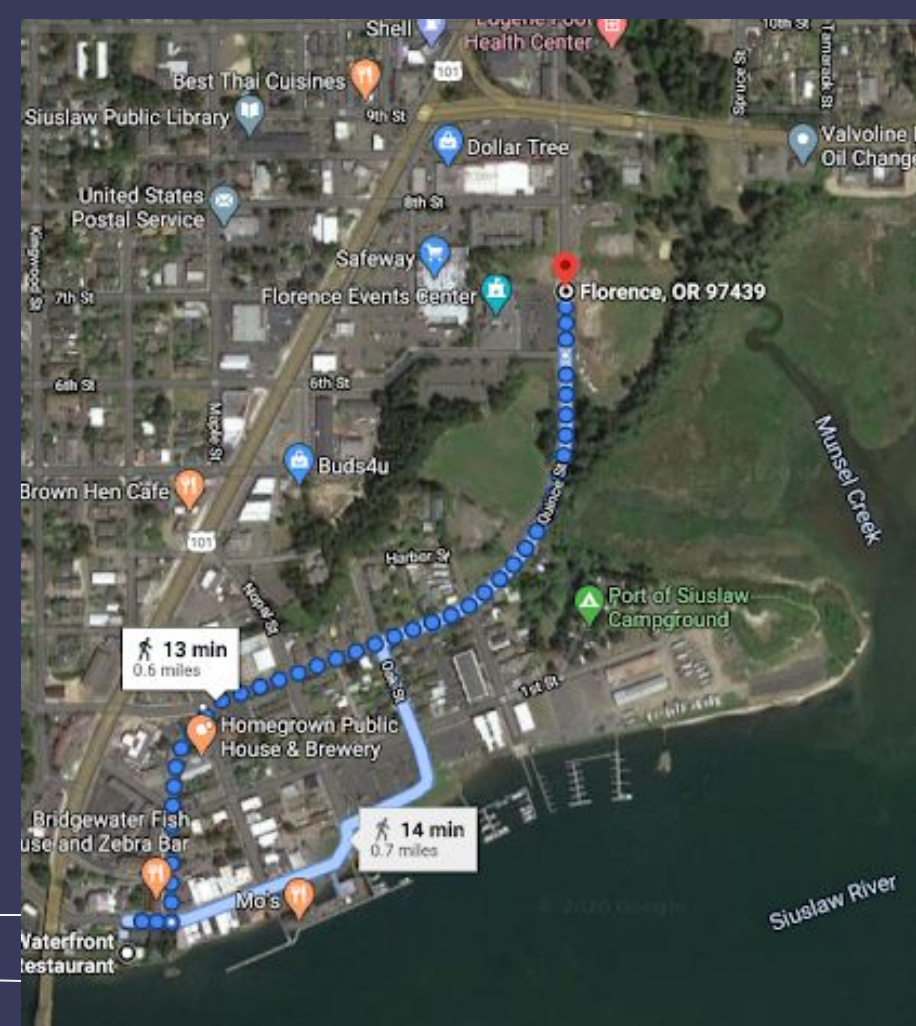


Google

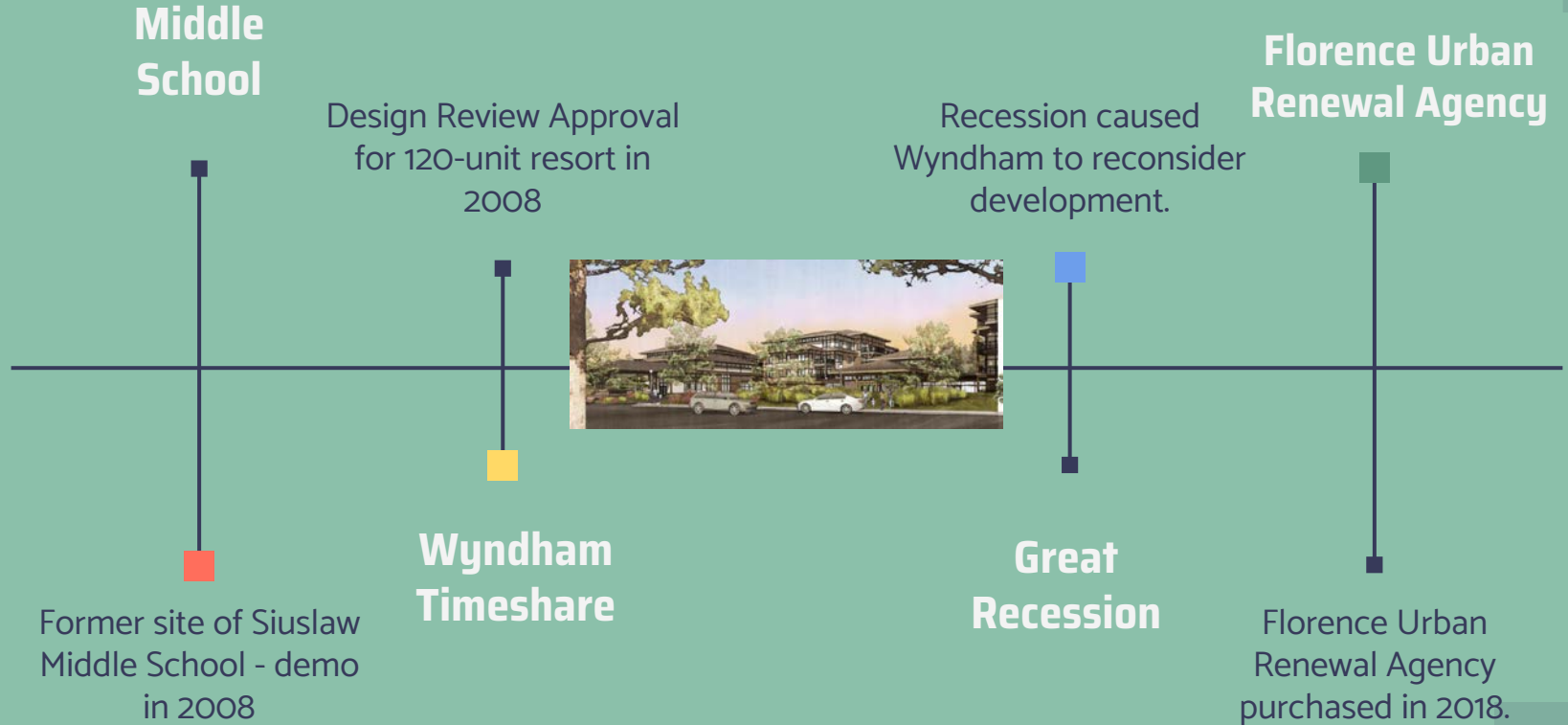
Navigation controls including a compass, zoom in (+) and zoom out (-) buttons, a Street View pegman icon, and a full-screen button.

Quince Street Property

A 13 minute walk
from the heart of
Old Town Florence



Property Timeline





TL 00901 TL 00900



Site Consists of 2 Properties:

TL 901 ~ 6.35 acres & TL 900 ~ 7.06 acres

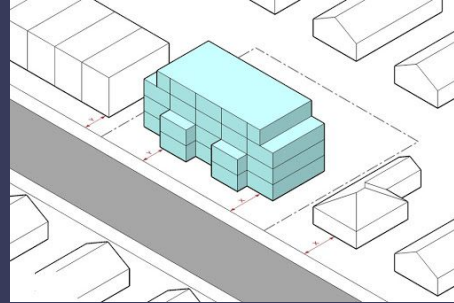
Both Lots Zoned **Old Town Area C**
(Mixed-Use Commercial / Residential)

TL 900 contains about 1.37 acres below the mean high-tide (**Natural Estuary**), which is effectively undevelopable.

Property Overview

Zoning Quick Facts

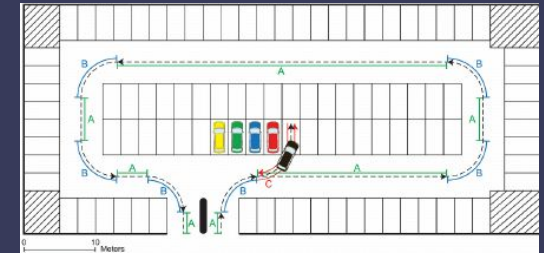
**Max. Building Height =
4 stories or 55 feet**



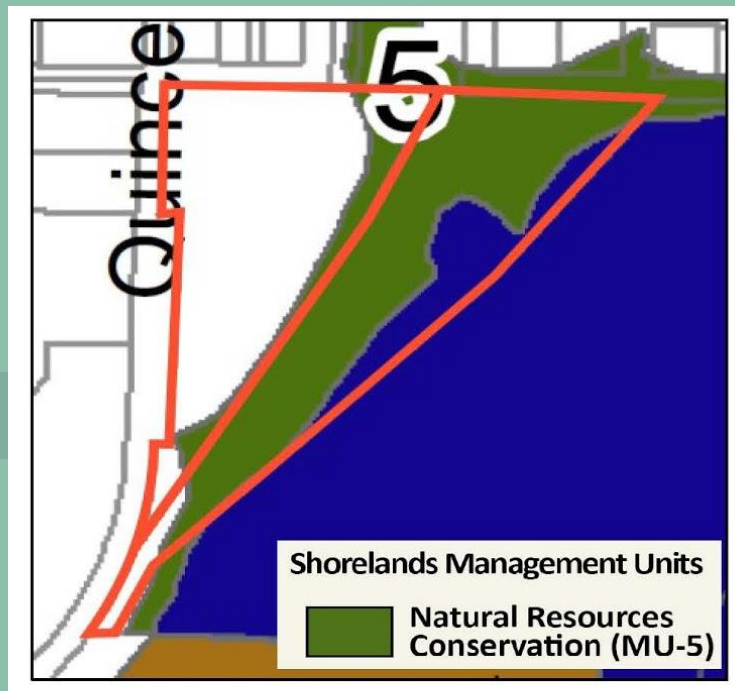
**Front Setbacks =
15 Feet
Rear Setback =
5 feet**



**Parking =
1 space per hotel
room + spaces for
ancillary uses**



Overlay Zoning



Majority of TL 900 (eastern) and eastern fringe of TL 901) is within **Natural Resource Overlay Zone** (~7.73 acres)

Development in these areas is allowed, but would require additional Land Use Review to ensure the use will not adversely affect the aesthetic and biological characteristics of the site.

This Means:

- ~ 5.68 acres of site directly buildable
- ~ 7.73 acres of site requires additional environmental review to be developed

** Note: These comments are generalities, please see zoning information sheet for additional information.



4. About Offering

Flexibility

No Need for Detailed Proposals

No need for architectural or other detailed plans

Present Vision

Show compelling vision for the site, including preliminary thoughts on phasing and deal structures.



Agency's Objective

90+ Room Short-Term Lodging Facility

If a submittal for a suitable lodging facility is obtained, the agency would then consider other alternative uses for the site including...

- Mixed Use Developments,
 - Attractions,
 - Residential,
- Retail and/or Office

OUR PROCESS



Selection Criteria

1. Set forth a **compelling vision** that will meet Agency's goals
2. Demonstrate **developer experience** in financing and delivering similar projects
3. Demonstrate capability of the project to contribute to Florence's **fiscal stability** and responsible use of Agency's financial participation
4. **Demonstrate quality** and consider coastal context which may include sustainable and quality urban design.



Deals & Partnerships



Agency open to variety of possible deal structures including:

- Standard Purchase and Sale
- Ground Lease / Long Term Lease
- Joint Venture

Possible Public Assistance may include:

- Land Write-Down
- Urban Renewal Economic Tools including - pre-development work, technical studies, geo-technical, appraisals, preliminary design, etc.
- Coordination with City based incentives including enterprise zone, SDC credits / financing, land use permitting etc.

OUR TEAM



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City Recorder /
Economic Development Coordinator
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SARAH MOEHRKE

Economic Development
Catalyst
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Questions / Comments

Learn More:

Visit the project website at

<https://www.ci.florence.or.us/urbanrenewal/quince-street-request-expressions-interest>

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