



FLORENCE URBAN
RENEWAL AGENCY
OREGON

PRESS RELEASE

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QUINCE STREET DEVELOPMENT UPDATE

FLORENCE, OR – At their meeting on Wednesday, July 28, 2021, the Florence Urban Renewal Agency (FURA) received an update from staff related to the Quince Street development progress. The FURA Board had previously entered into an Exclusive Negotiating Agreement (ENA) with Sycan B. Corp./Merete' Hotel Management as a result of the Requests for Expressions of Interest solicitation in 2020. That ENA, and its subsequent extension authorized on May 26, 2021, expired on July 1, 2021. Unfortunately, Sycan notified the FURA staff that they would not be pursuing the project further and therefore did not request further extensions of the ENA.

Subsequent to the execution of the ENA, on January 13, 2021, the Agency authorized the use of \$44,000 in Agency funds for “critical path” due diligence activities, at the request of Sycan. These activities included an ALTA survey, a geotechnical survey and analysis, and a hotel market feasibility analysis. Since the FURA Board funded these reports, they are the property of FURA and remain essential for future development. Of note, the hotel market feasibility report indicated strong demand for additional lodging in Florence.

Next Steps

After discussion by the FURA Board, it was determined that any unsolicited proposals for development of the Quince Street property would be accepted at least through August 31, 2021. The Board reactivated the Selection Advisory Committee to review any proposals that may be received during that time.

Any developers interested in submitting a proposal should review the information outlining the Board’s objectives for the development offering and follow the criteria outlined in the previously published Request for Expressions of Interest. For questions related to the project, prospective developers are encouraged to contact Megan Messmer at megan.messmer@ci.florence.or.us.

The previously published Request for Expressions of Interest is available on the FURA website at <https://www.ci.florence.or.us/urbanrenewal/quince-street-request-expressions-interest>.

If FURA receives proposals prior to August 31, 2021, the Selection Advisory Committee will meet with staff to review. The full FURA Board would then meet for review of staff recommendations. If FURA does not receive any unsolicited proposals, staff will bring recommendations to the Board for a second Request for Expression of Interest to include reaffirmation of the development objectives, a structured timeline, and a streamlined process in order to continue the momentum of the Agency.

Project Background

In 2018, the Agency purchased the 13.4-acre previous site of the Siuslaw Middle School, located directly across from the Florence Events Center, from a private development company that had owned the properties since the early 2000s. Since purchasing this property, the Agency moved toward a strategy for development of the Quince Street site for a hotel in order to support the Florence Events Center in being more marketable for out-of-area events, and to increase property values and transient room tax revenue to support future housing and economic development efforts of the Agency and the community.

For more information about the Quince Street development and the Florence Urban Renewal Agency decision, please visit the Florence Urban Renewal Agency's Quince Street Property Development project page at www.ci.florence.or.us/urbanrenewal/quince-street-property-development or contact Assistant City Manager Megan Messmer at 541-997-3437 or via email at megan.messmer@ci.florence.or.us.

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