



PRESS RELEASE

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Florence Urban Renewal Agency Announces Development Opportunity

FLORENCE, OR – The Florence Urban Renewal Agency is pleased to announce distribution of their Request for Expressions of Interest (RFEI) for development proposals of a 13.4-acre site located within the City of Florence and owned by the Florence Urban Renewal Agency. The site is located across from the Florence Events Center (750 Quince Street), just one block off of Highway 101 toward the City’s Historic Old Town District and waterfront. For an overview of the site, please view the 1 ½ minute site video at <https://vimeo.com/340742193>.

“Florence is set at the halfway point of the 363-mile Oregon Coast, nestled amidst freshwater lakes and the Siuslaw River Estuary. The community boasts natural beauty and rich history, sits at the northern entry to the Oregon Dunes National Recreation Area, and currently hosts close to one million visitors each year. We hope you love it here as much as we do!” says Florence Urban Renewal Agency Chairperson Bill Meyer.

The Agency is seeking proposals for a 90+ room hotel, or similar sized lodging facility. The Agency’s intent is for the hotel to serve as an anchor for the site, providing connectivity to the Highway 126 corridor and the Old Town area. The Agency also seeks to support the Florence Events Center, which houses 21,000 sq. ft. of conference and performance space. The facility accommodates everything from a simple board meeting to a Broadway-style theater production.

In addition to a lodging development, ancillary developments would also be considered for the site, including mixed-use developments with food and beverage uses complimentary to the lodging use. Residential or mixed-use facilities with a focus on efforts to promote higher-density workforce housing that complement the lodging facility will also be considered.

For more information about this opportunity, visit the Florence Urban Renewal Agency’s website at www.ci.florence.or.us/urbanrenewal/quince-street-request-expressions-interest. The deadline for first review of the Request for Expressions of Interest is Friday, August 14, 2020, at 12:00 p.m. Pacific Standard Time. For questions, contact City Recorder/Economic Development Coordinator Kelli Weese at kelli.weese@ci.florence.or.us.

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