



City of Florence
A City in Motion

PRESS RELEASE

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CONTACT:

Megan Messmer
Project Manager/PIO
megan.messmer@ci.florence.or.us
(541) 997-3437

Lane County commits \$1.2 million towards ReVision Florence

FLORENCE, OR – On November 28, 2017, the Lane County Board of Commissioners considered a funding request for ReVision Florence from the Florence Urban Renewal Agency and the City of Florence. At that meeting, the Board of Commissioners approved the contribution of \$1.2 million over six years.

The Florence Urban Renewal Agency (FURA) and Lane County will develop an intergovernmental agreement (IGA) outlining the details of the funding commitment. The IGA will include a Lane County contribution of \$200,000 per year for six years for a total of \$1.2 million in County Transient Room Tax funds for ReVision Florence. FURA, ODOT, and the City of Florence will fund the remainder of this approximately \$7 million project. This commitment from Lane County secures the financial feasibility of the project and demonstrates a partnership to enhance the Florence community and West Lane County. “ReVision Florence is an incredible effort and Lane County is proud to collaborate with the City of Florence, the Florence Urban Renewal Agency, and ODOT to make the community’s vision a reality and enhance tourism and economic opportunity along the coast,” said Lane County Commissioner Jay Bozievich.

During the meeting, the Commissioners expressed their enthusiasm for the ReVision Florence project and its impact on Florence as a community and a tourism destination. “This project will change the face of Florence, which is the coastal gateway for visitors to Lane County, as well as our year-round coastal gem, and represents an investment not only in the physical structure of the City but an investment in its people and its success,” said Lane County Board of Commissioners Chair Pat Farr.

As FURA and the City move forward with this multi-million-dollar project, the participation from Lane County is greatly appreciated and needed. “Thanks to Lane County, the last piece of financing for the ReVision Florence project is in place. Without the help of our partners, ODOT and Lane County, this project would not happen as envisioned. We hope that this is just the first of many projects that we can complete jointly with our partners” said City of Florence Mayor Henry.

ReVision Florence is a collaborative effort. FURA and the City greatly appreciate the working relationship that has developed with our Oregon Department of Transportation (ODOT) partners. ODOT Region 2 South Area Manager Frannie Brindle has been able to champion this project within her organization. Over the past two years, it has transformed from an ODOT paving project to include improvements that will enhance the gateway to Florence. In a support letter submitted to Lane County, Brindle stated that “the City’s efforts are in line with ODOT’s Highway Plan and the Federal Highway Administration that have designated US 101 as both a state and national scenic byway. In this current era, it is rare to see such a large project in full swing, but Re Vision Florence is breaking ground in the summer of 2018.”

“This project brought a very exciting solution to a part of our community that was in need of some attention and upgrades. This face lift will stimulate change and economic development in the corridor. It was done by creating working partnerships with ODOT, Lane County, the Florence Urban Renewal Agency, the City of Florence, and community members living in the greater Florence area,” stated FURA Chairperson and City Councilor Joshua Greene.

About ReVision Florence

The Florence Urban Renewal Agency (FURA), the City of Florence, and ODOT have been working on ReVision Florence since 2015. ReVision Florence's goal is to improve the streetscape along the Highway 101 and 126 corridors. Spending the day in Historic Old Town Florence is accompanied by scenic views, historic architecture, and a pedestrian friendly downtown core with shopping, open space, and great people. Venture just a few blocks north onto our highway corridors and you will experience an expanse of pavement and cement that is not in line with the amazing features of our community.

This project is envisioning what Florence can be. The goal is to improve our community's first impression to our visitors and our lasting impression to our citizens! FURA and the City are committed to showcasing Florence as a gateway and enhancing the tourism experience for our visitors. Florence serves as Lane County's gateway to the Pacific Ocean and all coastal amenities. Florence is also the gateway to Lane County for visitor travelling along Highway 101 from both the north and south.

Improvements will include the addition of gateways, public art, plazas, wider sidewalks, ADA accessibility, bicycle lanes, and other traffic calming techniques. It will enhance multi-modal transportation options along Highway 101, while simultaneously creating a more inviting, livable, and vibrant community. To find out more about ReVision Florence, visit www.ci.florence.or.us/urbanrenewal/revision-florence.

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ReVision Florence Maple Street Gateway (jpg)

ReVision Florence Map (jpg)