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# Florence Urban Renewal Agency

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## Memorandum

To: Florence Urban Renewal Board  
From: Megan Messmer, City Project Manager  
Date: November 15, 2017

### ReVision Florence Progress Update

Progress on ReVision Florence is moving forward at a rapid pace. We are nearing the completion of the design. I wanted to provide an update on various aspects of the project. We will review the following:

- Lane County Funding Request
- 90% Design Submission
- Project Timeline
- Public Outreach
- Landscape Features Discussion



#### Lane County Funding Request

On November 7<sup>th</sup>, Chairperson Greene, Mayor Henry, and staff traveled to Lane County to present our funding request to the Board of Commissioners at their business meeting. At that meeting Chairperson Greene, Mayor Henry, and City Manager Reynolds presented the information in Attachments 1 and 2, with a request totaling \$2 million. During the meeting, the Commissioners and County staff asked some questions and provided feedback on our request. We have taken that dialogue and are currently preparing a response to provide to the Commission at their November 28<sup>th</sup> Board meeting. The Commission did request that County staff prepare a Board Order for the allocation of funds towards ReVision Florence, the final funding amount is yet to be determined.

In addition to the response letter that will be presented to the Board of Commissioners, we are also working on collecting some letters of support that outline the significance of this project to our region. Lane County's decision is needed by the end of this month so that ODOT can take that information to the Oregon Transportation Commission (OTC) in December. At the OTC meeting, the State will be advancing this project's funding so we can construct ReVision Florence in 2018. Frannie Brindle with ODOT will be presenting to the OTC and has requested that FURA secure funding prior to that

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presentation. We are optimistic that Lane County will be a partner in this project. Staff will provide a further update to the FURA Board after the November 28<sup>th</sup> meeting.

### **90% Design Submission**

Murraysmith submitted 90% Advanced Plans for ReVision Florence to ODOT on October 31<sup>st</sup>. These plans included civil engineering, streetscaping elements, mobility considerations, construction plan and schedule, updated estimates, risk assessment, geotechnical information, gateway designs, and the transportation management plans. ODOT is currently reviewing the submission for comments.

Murraysmith, ODOT, and City staff will be meeting tomorrow, November 16<sup>th</sup>, in Springfield to review this design phase and what is needed to get to the final design submission.

The cost estimate from the advanced plans remains at just under \$7 million in total, which includes the design work done to date. With the provision for ODOT awarding a contract up to 10% higher than the engineering estimate, we are near the approximate \$7.4 million as the high cost. As a reminder, we are still planning to bid the Highway 126 section of ReVision Florence as an additive alternate bid. We will be requesting an exception to allow this separate bid so that the go ahead can be determined after the estimates are submitted.

### **Project Timeline**

The timeline has been updated with the 90% design submission. We are scheduled for the following milestone dates:

- Bid Opening – June 7, 2018
- Notice to Proceed – August 3, 2018
- Project Construction
  - Stage 1: Curb, Driveway & Sidewalk West Side – August 6, 2018 through October 30, 2018
  - Stage 2: Curb, Driveway & Sidewalk East Side – October 31, 2018 through January 29, 2019
  - Stage 3: Median Island Construction – January 30, 2019 through February 5, 2019
  - Stage 4: Planning, Lighting and Signage – January 30, 2019 through March 1, 2019
- Mainline Paving Following ReVision – Beginning March 3, 2019

### **Public Outreach**

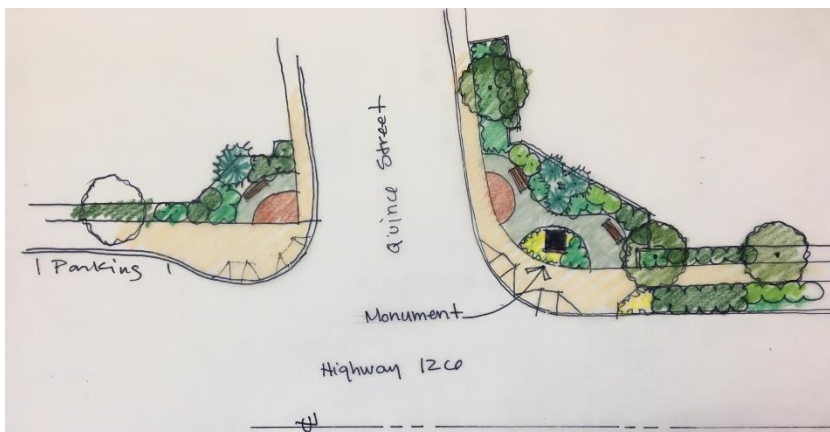
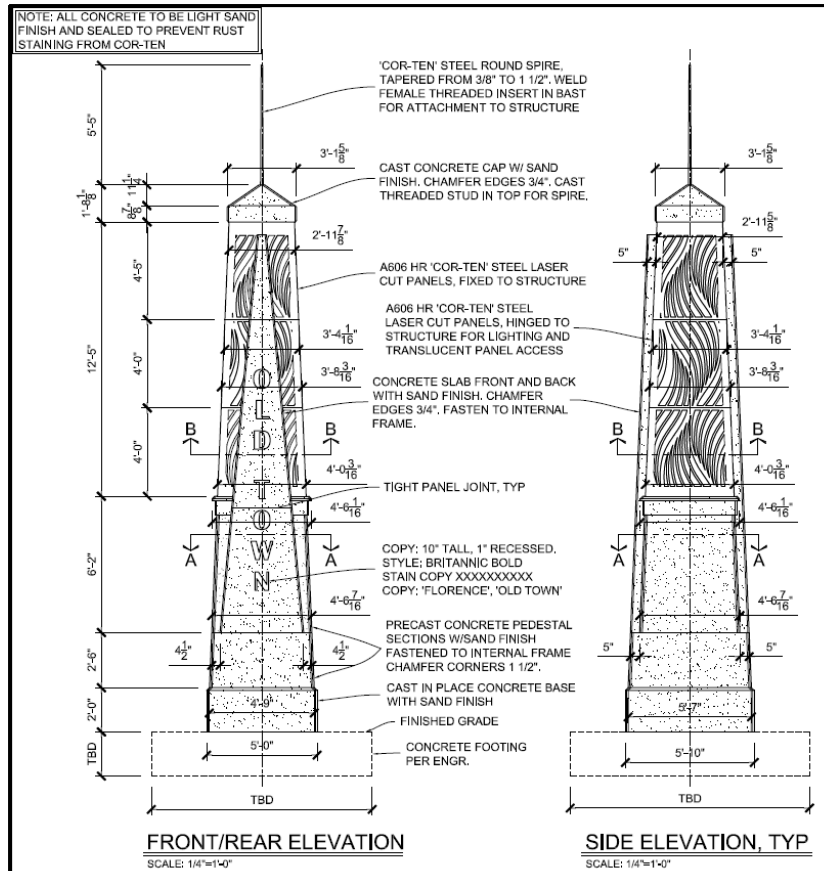
Based on the current timeline, we will be planning to begin our outreach in spring of 2018. We want to time in with the outreach we are doing for other City projects. We will be focusing on public outreach for the City Hall addition and remodel in late December and early January as City Hall staff moves, public contact location changes, and meeting locations change to the FEC. We will be working with the Chamber of Florence, the Downtown Revitalization Team, our local media, Rotary, and other community groups to spread the word to business owners and community owners on what to expect during construction and with the project.

## Landscape Features Discussion

Over the past two months, the FURA Board has been busy selecting pedestrian features and design elements. Those items have been incorporated into the 90% design for ReVision Florence. We will be working with ODOT to submit Letter of Public Interest in order to be able to specify these specific elements into the bidding package. As a note, the City designs the remodel for City Hall, we have also incorporated the same colored concrete color and design, the bike racks, benches, litter receptacles, and lighting style.

For the gateway monuments, the designs have been updated based on the feedback that the FURA Board provided. The gateway pillars have been updated to reflect more of the 1/3 and 2/3 idea that was presented. The pillars will include a light sand concrete, the metal grating, and back lighting. The architects are meeting with an electrical engineer next week to design the backlighting features.

The metal components of the gateway monuments will be a rust color, which will match the metal grates we will discuss shortly. The pillars will be approximately 30-feet tall with the capability of attaching a banner to span across the roadway.

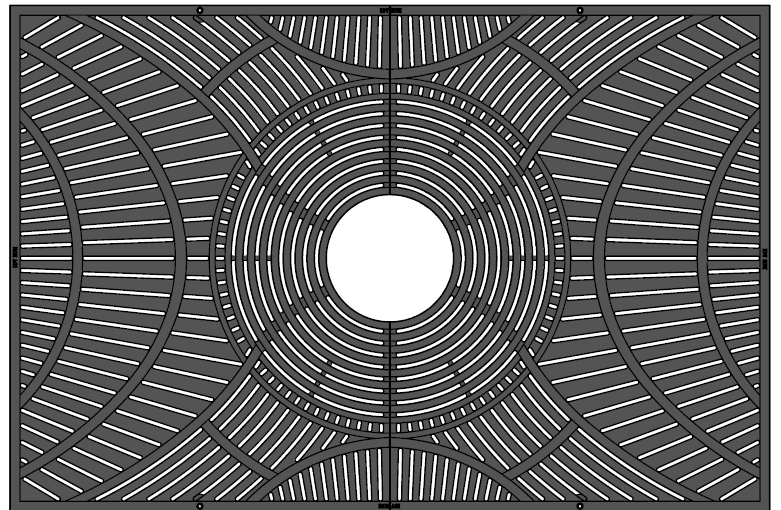


For Quince Street, we are proposing a single monument on the south west corner of the intersection. This is due to placement of power lines and the nature of the south west corner being more prominent in the intersection. The plazas will be mirrored on either side of the roadway. This monument will be in keeping with the same design style as Maple Street.

One item we have not discussed in the past is the iron grates around the tree wells. ODOT's standard minimum sidewalk width is 6-feet wide. We generally have an 8-foot sidewalk, except at tree well locations where the usable sidewalk width is reduced to 4-feet for a short section. While 4-feet still meets ADA requirements, ODOT has requested that we install accessible tree grates to provide a wider accessible width (i.e. sidewalk plus grate).

The grates shown here are the proposed options for the grates that Murraysmith and Dougherty Landscape Architects recommend. They will not be square, due to our design, but rather 4-foot by 6-foot. Note that we will still need to do a design exception for making the concrete sidewalk width less than 6-feet at these spots.

These grates are cast iron with a standard finish. They will age into the same color as the metal finishes on the gateway monuments to form a cohesive look. The two examples shown here bring in the flowing elements that are shown throughout the project.



City of Florence

Oregon's Premier Coastal Community

REVISION FLORENCE

Florence Urban Renewal Agency

Lane County Board of Commissioners

November 7, 2017

1

City of Florence Priorities

City of Florence

Oregon's Premier Coastal Community

1

City Service Delivery

Sustain and improve the delivery of cost effective and efficient services, including public safety, to the citizens of Florence and our visitors.

2

Livability & Quality of Life

Sustain and improve the City's livability and quality of life for Florence residents and visitors.

3

Economic Development

Create a strategy and actions aimed towards sustaining and expanding the Florence economy.

4

Communication & Trust

Sustain and improve the City's communication program and strengthen citizen trust.

5

Financial & Organizational Sustainability

Sustain and improve the City's financial position, City-wide policies, and the infrastructure networks to support current and future needs.

2

1



# ReVision Florence

## Project Goals & Overview

We are close to the dream!

- ▶ FURA Project: Highway Beautification, Streetscape, and Safety Improvements
- ▶ City Commitment: Maintenance of landscaping, public art, and pedestrian amenities will be performed by the City of Florence.
- ▶ ODOT Project: ODOT will be paving this section of Highway 101 after the FURA project is complete. Paving is not a part of ReVision Florence.



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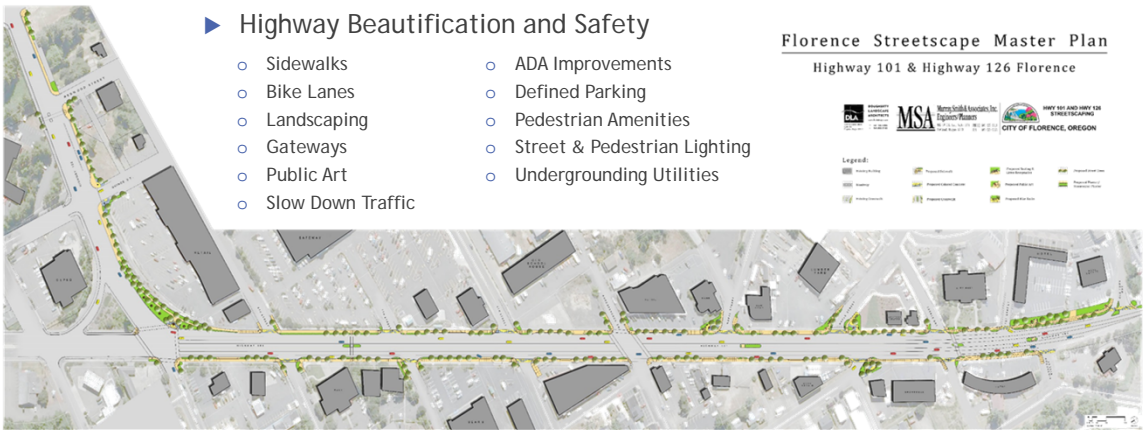
# ReVision Florence

## Project Goals & Updated Master Plan

- ▶ Highway Beautification and Safety
  - Sidewalks
  - Bike Lanes
  - Landscaping
  - Gateways
  - Public Art
  - Slow Down Traffic
  - ADA Improvements
  - Defined Parking
  - Pedestrian Amenities
  - Street & Pedestrian Lighting
  - Underground Utilities

### Florence Streetscape Master Plan

Highway 101 & Highway 126 Florence




View online at: <http://www.ci.florence.or.us/urbanrenewal/revision-florence>

4

## Lane County Priorities

- ▶ **Priority 1: Safe, Healthy County**
  - 1.1 Ensure safety throughout our county
  - 1.2 Improve the health of our communities
- ▶ **Priority 2: Vibrant Communities**
  - 2.1 Invest in a strong, diverse, and sustainable regional economy
  - 2.2 Support and protect a vibrant natural environment
  - 2.3 Ensure equity and Access
- ▶ **Priority 3: Infrastructure**
  - 3.1 Maintain safe infrastructure
  - 3.2 Support and enhance Lane County's internal administrative infrastructure
- ▶ **Rural Prosperity Initiative**




5

## Why ReVision Florence?

### Promotion of Tourism and Expansion of Tourist Areas

- ▶ **Re-Investment in the Highway 101 District**
  - As development moved North out of Old Town with the development of the highway, the "Main Street" area was forgotten.
  - Will result in \$6-7 million in Urban Renewal investment that private development would be responsible for.
- ▶ **Promote Job Growth and Job Creation**
- ▶ **Re-Alignment with the Community's Character**
- ▶ **Safety in Corridor**
  - 13,000-15,000 average annual daily traffic (AADT)
  - Includes Florence residents, county residents, visitors, & freight
  - 18-20% of AADT is Heavy vehicle percentage
- ▶ **Maintenance of Freight Mobility**
  - Improving Pedestrian & Bicyclist Safety
  - Visual Cues to Slow Traffic



6

# Regional Significance

- ▶ Gateway to the Pacific Ocean & Gateway to Lane County
- ▶ 2021 IAAF World Track & Field Championships
  - One of Oregon's largest gathering of international travelers.
- ▶ Once in a Generation Project
- ▶ Case study on local government coordination with ODOT throughout the project.
- ▶ Increase potential for development of a large hotel in Florence.



7

# ReVision Florence & Tourism Promotion We are the Gateway!



- ▶ Lane County
- ▶ Oregon Coast
- ▶ Pacific Ocean

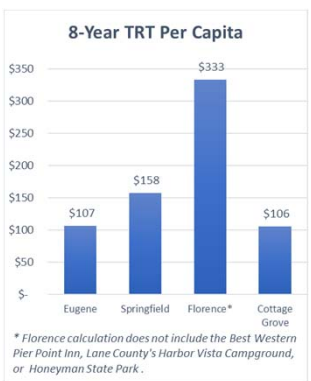
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# ReVision Florence

## A Tourism Based Economy

- ▶ City Limits: 8,680 residents, 2.35% of Lane County
- ▶ Siuslaw Region: 20,000 residents, 5.4% of Lane County
- ▶ Few Vacancies - Reaching capacity of current accommodations.



# ReVision Florence

## What does a County investment provide?

- ReVision Florence:
- ▶ Tourism Promotion
  - ▶ Shovel-Ready
  - ▶ Attractive
  - ▶ Multi-Modal
  - ▶ Modern
  - ▶ Functional
  - ▶ Gateway
  - ▶ Economic Growth
  - ▶ Development Catalyst
  - ▶ Future Potential



ReVision Florence

What qualifies for TRT? Here's the list:

- ▶ TRT Funds restricted to "tourism promotion or tourism-related facilities." (ORS 320.350)
- ▶ A "tourism-related facility" is defined by statute as:
  - "Other improved real property that has a useful life of 10 or more years and has a substantial purpose of supporting tourism or accommodating tourist activities."
- ▶ Project Elements with a useful life of 10 or more years and intended to support tourism:

TRT Qualifying Features	Cost
Gateway Features & Art Plinths	\$ 224,409
Streetscaping: 15 Benches, 18 Bicycle Racks, and 7 Litter Receptacles	69,541
Streetscaping: Concrete Plazas	256,703
Street & Pedestrian Lighting	1,317,026
Landscaping	1,375,000
<b>Total TRT Qualifying Features</b>	<b>\$ 3,241,680</b>

ReVision Florence

What qualifies for TRT?

Gateway Features & Public Art: \$224,409  
Street & Pedestrian Lighting: \$1,317,026



ReVision Florence

What qualifies for TRT?

Streetscape Plazas: \$256,703

Streetscape Amenities: \$69,541

Landscaping: \$1,375,000



ReVision Florence

Financing Plan Overview

ReVision Florence Financing Plan			
(Note: Construction Engineering, Right of Way, Contingency costs have been proportionately allocated.)			
Description	Estimated Costs	Defined Funding*	Undefined Funding
Gateway Features & Public Art	\$ 224,409	\$ -	\$ 224,409
Pedestrian & Bicycle	1,897,352	1,800,000	97,352
Landscaping	1,374,000	-	1,374,000
Streetscape	326,244	-	326,244
Street Lighting	1,317,026	-	1,317,026
Drainage & Stormwater	610,031	250,000	360,031
Utility Undergrounding	1,114,305	-	1,114,305
Total Estimate	\$ 6,863,368	\$ 2,050,000	\$ 4,813,368
10% Contract Award Possible Variance**	513,251	-	513,251
Total Financing Plan	\$ 7,376,618	\$ 2,050,000	\$ 5,326,618
* Defined Funding allocations include:			
- \$1,800,000 from ODOT for ADA, Pedestrian, and Bicycle			
- \$250,000 from the City of Florence for Stormwater			
** State may award a construction contract at ten percent (10%) over engineer's estimate without prior approval of Agency.			



# Project Advocacy

## Who have we talked to?

- Federal

◦ Senators Merkley and Wyden

◦ Congressman DeFazio
- State

◦ Governor Brown

◦ Oregon Senator Roblan

◦ Oregon Representative McKeown

◦ Oregon Regional Solutions Team

◦ ODOT Regional Manager

◦ SuperACT Board Members
- Local

◦ Lane County Commissioners

◦ LaneACT Board Members

◦ ODOT Area Manager

◦ ODOT Project Team

◦ Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians

◦ Other Community Leaders & Members



15

# ReVision Florence

## County Funding Request

- Total funding request of Lane County is \$2.0 million.
- \$1.2 million over six years, \$200,000 per year beginning January 1, 2018, from transient room taxes, lottery funds and or existing transportation funding sources.
- \$0.8 million from the increased State revenue from the recently signed Transportation package, \$200,000 per year for four years beginning in fiscal year 2019.

Total funding, assuming the County Commission agrees to our funding request.

Entity	Amount	Percentage
FURA/City of Florence	\$2,850,000	38.50%
State of Oregon	2,550,000	34.50%
Lane County (Requested)	2,000,000	27.00%
Totals	\$7,400,000	100.00%



16

Questions?



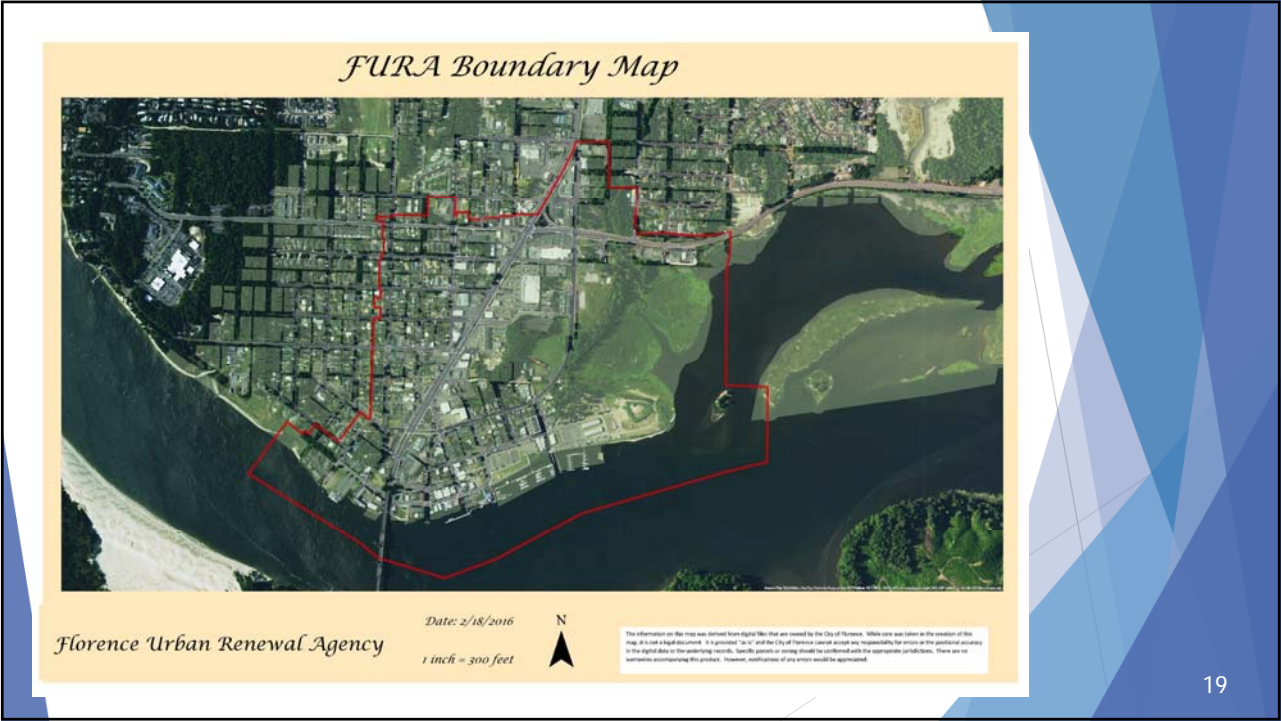
Total Funding Request:  
▶ \$2.0 million

*Thank you!*

Florence Generated TRT

Fiscal Year	Florence*	% Change
2010	\$299,344	
2011	307,193	2.62%
2012	313,750	2.13%
2013	307,704	-1.93%
2014	356,080	15.72%
2015	401,719	12.82%
2016	447,307	11.35%
2017	459,437	2.71%
Total	\$2,892,534	Average 6.5%







# City of Florence

250 Hwy 101, Florence, OR 97439

[www.ci.florence.or.us](http://www.ci.florence.or.us)

October 20, 2017

Steve Mokrohisky, County Administrator  
Lane County  
Eugene, Oregon

Via: Emma.Ayala2@co.lane.or.us  
CC: Christine.Moody@co.lane.or.us  
Sarah.Means@co.lane.or.us

Re: ReVision Florence Funding Request

Dear Steve,

Thank you for you and several of your team members for taking the time to meet with Megan, Andy, and myself to discuss funding for the ReVision Florence Streetscape Project. We have incorporated the feedback from our meeting into this communication.

Please find attached a copy of the Florence Urban Renewal Agency's (FURA) approved 2017-19 biennial budget and a copy of the presentation made to the FURA Budget Committee May 31, 2017.

Before addressing the County Board's request at our joint meeting in May and our follow up discussion July 6, 2017, specific to the ReVision Florence project, I wanted to provide a brief update on activity in Florence. We celebrated the completion of the Rhododendron Drive Shoulder

## ReVision Florence Maple Street Gateway into Old Town



Extension and the Rhododendron Drive Roadway and Water Improvement Project in August. Nearly 100 people from throughout the community, including Commissioner Bozievich, joined us to walk and bike along the new Rhododendron Drive improvements. We are having increased communications with a few developers interested in building hotels in Florence, and we have seen real market values in our housing market make a significant move upward, not to mention the State passed the transportation funding package.

**Public Works**  
989 Spruce St.  
(541) 997-4106

**City Manager/  
City Recorder**  
(541) 997-3437

**Community Development:  
Planning & Building**  
(541) 997-8237

**Finance/  
Utility Billing**  
(541) 997-3436

**Justice Center**  
900 Greenwood St.  
(541) 997-3515

**Florence Events Center**  
715 Quince St.  
(541) 997-1994



The following Funding Analysis & Participation Request outlines FURA's funding request of Lane County in greater detail. As requested by the County Board of Commissioners at the joint meeting earlier this year, we are being bold in our request.

We understand the use of transient room tax (TRT) funds can only be spent on "tourism promotion or tourism-related facilities." (ORS 320.350.) ReVision Florence has many elements that meet the definition of "tourism-related facilities" under ORS 320.300. Relevant to this project, a "tourism-related facility" is defined by statute as: "Other improved real property that has a useful life of 10 or more years and has a substantial purpose of supporting tourism or accommodating tourist activities."

The project's gateway features and public art, landscaping, streetscaping, and streetlighting elements are all related to enhancing the tourism experience through Florence, which is our area's major economic driver. That is, support for this project provides tourism amenities in our region, which in turn enhances our region's economy. A brief synopsis of FURA's funding request of Lane County is as follows:

- \$1.2 million over six years, \$200,000 per year beginning January 1, 2018, from transient room taxes, lottery funds and or existing transportation funding sources.
- \$0.8 million from the increased State revenue from the recently signed Transportation package, \$200,000 per year for four years beginning in fiscal year 2019.
- Total funding request of Lane County is \$2.0 million.

Project elements that we believe qualify for transient room tax funds and are intended to support tourism and accommodate tourist activities are the following. Greater detail is provided in the attached request.

<b>TRT Qualifying Features</b>	<b>Cost</b>
Gateway Features & Art Plinths	\$ 224,409
Streetscaping: 15 Benches, 18 Bicycle Racks, and 7 Litter Receptacles	69,541
Streetscaping: Concrete Plazas	256,703
Street & Pedestrian Lighting	1,317,026
Landscaping	1,375,000
<b>Total TRT Qualifying Features</b>	<b>\$ 3,241,680</b>

In order to include Lane County as a funding partner and for the County to participate in this shovel-ready, regionally significant project that supports tourism and accommodates tourism activities, we request a decision on our funding request be made by November 30, 2017.

We look forward to presenting our funding request to the Board of Commissioners in the near future. If you have any questions, please give me a call at 541-997-3437.

Best regards,



Erin Reynolds  
City Manager

## **ReVision Florence Funding Analysis & Participation Request**

The Florence Urban Renewal Agency (FURA) and the City of Florence have been working on ReVision Florence since 2015. ReVision Florence's goal is to improve the streetscape along the Highways 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!

The following information outlines FURA's funding request of Lane County for the ReVision Florence Streetscape Project, and as requested by the County Board of Commissioners, we are being bold in our request. Additional detail outlining the project and project costs are available in the attached exhibits.

### **ReVision Florence: What You Need to Know**

- ReVision Florence is a shovel-ready project with a defined project timeline that will produce visible outcomes over the next two years.
- Total project cost – including design, right-of-way administration, construction, project management, and the 10% bid variance required by ODOT is estimated at \$7.38 million. We have rounded this cost to \$7.4 million.
- FURA took the leadership role, with the City of Florence, to initiate collaboration with ODOT to realize an improvement project that will dramatically improve the aesthetics, safety, and vitality of this Corridor.
- 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.
- FURA has funded this project from its inception with no guarantee of any reimbursement or participation by others. City staff and its elected officials have worked diligently and have secured \$2.55 million from the State of Oregon through various funding channels.
- Per Commissioner Leiken's suggestion, we met with Representative McKeown June 2, 2017 in Salem to request an earmark for inclusion in the transportation funding package.
- Representative McKeown politely informed us it was too late to amend the funding package, but noted the updated transportation funding package would provide additional dollars to Lane County and the City of Florence, and those dollars will be available to provide project funding assistance.
- The State of Oregon's projections indicate Lane County will receive more than \$80.0 million during the next ten years to fund transportation projects throughout Lane County.

## Project Costs and Current Funding Sources

As requested, a detailed cost estimate schedule for the project is provided below. The schedule outlines the project costs associated with the various elements. Engineering, Right of Way, and Contingency costs have been allocated proportionately. Project elements have been defined more thoroughly in Exhibit A. See the full cost breakdown located in Exhibit B, Figure 1.

<b>ReVision Florence Financing Plan</b>			
<i>(Note: Construction Engineering, Right of Way, Contingency costs have been proportionately allocated.)</i>			
<b>Description</b>	<b>Estimated Costs</b>	<b>Defined Funding*</b>	<b>Undefined Funding</b>
Gateway Features & Public Art	\$ 224,409	\$ -	\$ 224,409
Pedestrian & Bicycle	1,897,352	1,800,000	\$ 97,352
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Drainage & Stormwater	610,031	250,000	\$ 360,031
Utility Undergrounding	1,114,305	-	\$ 1,114,305
<b>Total Estimate</b>	<b>\$ 6,863,368</b>	<b>\$ 2,050,000</b>	<b>\$ 4,813,368</b>
10% Contract Award Possible Variance**	513,251	-	513,251
<b>Total Financing Plan</b>	<b>\$ 7,376,618</b>	<b>\$ 2,050,000</b>	<b>\$ 5,326,618</b>
* Defined funding allocations include:			
\$1,800,000 from ODOT for ADA, Pedestrian, and Bicycle			
\$250,000 from the City of Florence for Stormwater			
** State may award a construction contract at ten percent (10%) over engineer's estimate without prior approval of Agency.			

Currently there are three funding sources that are dedicated to specific aspects of the project.

- ODOT has committed funding to reimburse FURA for the ODOT ADA improvements that have been incorporated into ReVision Florence. They have two funding sources that total \$1,800,000 dedicated to pedestrian and bicycle aspects of ReVision Florence.
- The City of Florence has committed \$250,000 towards stormwater improvements.

The remaining \$5.3 million does not have a dedicated funding source. All FURA contributions are unrestricted. The undefined funding column of the above schedule indicates which areas are available for defined funding.

The City of Florence and FURA were successful in receiving Statewide Transportation Improvement Program (STIP) funding the LaneACT process. This funding provides additional support for the overall project in the amount of \$1,000,000. The funding breakdown includes \$750,000 in STIP funds with a \$250,000 funding match from FURA. This STIP funding brings the total funding from the State of Oregon to \$2,550,000.



## The Case for Transient Room Tax

We understand the use of transient room tax (TRT) funds can only be spent on “tourism promotion or tourism-related facilities.” (ORS 320.350.) ReVision Florence has many elements that meet the definition of “tourism-related facilities” under ORS 320.300. Relevant to this project, a “tourism-related facility” is defined by statute as: “Other improved real property that has a useful life of 10 or more years and has a substantial purpose of supporting tourism or accommodating tourist activities.”

The project’s gateway features and public art, landscaping, streetscaping, and streetlighting elements are all related to enhancing the tourism experience through Florence, which is our area’s major economic driver. That is, support for this project provides tourism amenities in our region, which in turn enhances our region’s economy. The cost estimates of the elements outlined above are provided in further detail below and described in narrative form in Exhibit A.

Project elements with a useful life of 10 or more years that are intended to support tourism and accommodate tourist activities are the following:

<b>TRT Qualifying Features</b>	<b>Cost</b>
Gateway Features & Art Plinths	\$ 224,409
Streetscaping: 15 Benches, 18 Bicycle Racks, and 7 Litter Receptacles	69,541
Streetscaping: Concrete Plazas	256,703
Street & Pedestrian Lighting	1,317,026
Landscaping	1,375,000
<b>Total TRT Qualifying Features</b>	<b>\$ 3,241,680</b>

Each of these elements are intended to support tourism and accommodate tourism activities, because each of these elements is designed to provide an inviting and encouraging environment to welcome visitors to Florence. These elements will also welcome visitors along Highway 101 to Lane County. Our design team has selected products and materials that are designed to last more than 10 years, with proper maintenance. The City has obligated itself through our adopted biennium budget and our long-term financial planning to maintain these elements so that an extended useful life is expected.

Each of these elements has been designed to foster pedestrian interest and access to the Highway 101 and Highway 126 corridor – dramatically changing this corridor from a major transportation route into a welcoming gateway to Florence that will encourage visitors to pull off the highways and investigate what Florence and Lane County have to offer. While these elements will also have an impact on Florence residents and non-tourists, each of these elements has been specifically designed to primarily create an inviting environment for visitors. In other words, the substantial and primary purpose of each of these elements is not transportation-related, but is instead tourism-related and designed to support the pedestrian visitor to Florence and invite the highway traveler to park and stroll the streets of Florence.

In creating the design for ReVision Florence, FURA conducted public outreach to gain community feedback. The overwhelming sentiment of the responses indicated that the project should showcase what Florence has to offer to enhance our tourism economy and attract new business to the Highway 101 corridor. When asked about the current conditions of the corridor, respondents indicated that the current feel of Highway 101 was not reflective of all that is great about Florence and does not make a first impression that represents our community. The desire is to expand on the tourism experience of Historic Old Town and bring it to the Highway 101 corridor. City residents will benefit from these design elements, but the primary motivation behind each of these elements is to encourage and support tourism.

## Tourism as an Economic Foundation & the Impacts of ReVision Florence

Florence represents a vital gateway for Lane County. Florence is Lane County's Gateway to the Pacific Ocean for visitors from around the world. Florence also serves as the Gateway to Lane County for tourists travelling both north and south on Highway 101, also known as the Pacific Coast Scenic Byway. The greater Siuslaw Region depends on this tourism as our economic base. The tourism industry invites visitors to experience the Oregon Coast in Florence and often leads to new residents for the Florence community, both inside the City and in unincorporated Lane County.

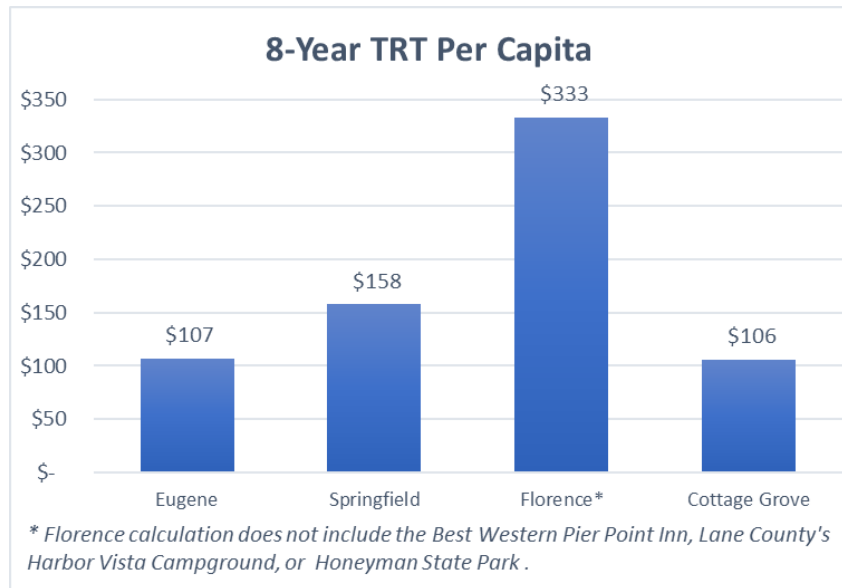
The 8,680 Florence residents, within the City limits, represent approximately 2.35% of Lane County's population. The entire Florence area, including those within the UGB, Dunes City, and the unincorporated areas, is approximately 20,000 in population and is commonly referred to as the Siuslaw Region. This population uses Highways 101 and 126, through the heart of Florence, on a daily basis. The Siuslaw Region population represents 5.4% of the County's population.

Given the tourism revenue generated in Florence, the population utilizing Highways 101 and 126 is much greater than Florence's 8,680 residents. Many of these visitors originate from the Eugene/Springfield area and other communities in Lane County.

The per capita TRT generated in Florence is much greater in comparison to the three other larger cities in Lane County, spreading the burden of supporting this large tourism population on fewer residents.

The graph demonstrates the per capita TRT generation for Florence and the other three larger cities in Lane County (see full analysis in Exhibit B, Figure 2). Please note, these calculations do not take into account the three large lodging facilities located just outside of Florence's city limits.

The per capita TRT generated by lodging within the Florence City limits is three times greater than that generated by Eugene and Cottage Grove, and two times greater than that generated per capita by Springfield. Additionally, Florence's TRT growth rate slowed in FY 2017 as the City's capacity during tourism season peaked. This supports our economic consultant's finding that Florence can support 1-3 new properties.



## ReVision Florence Funding Request

Given the above information, FURA's funding request of Lane County is as follows:

- \$1.2 million over six years, \$200,000 per year beginning January 1, 2018, from transient room taxes, lottery funds and or existing transportation funding sources.
- \$0.8 million from the increased State revenue from the recently signed Transportation package, \$200,000 per year for four years beginning in fiscal year 2019.
- Total funding request of Lane County is \$2.0 million.

As outlined previously, funding resources from the State of Oregon total \$2.55 million. FURA and the City of Florence will be responsible for the remaining project costs of \$2.85 million.

Total funding, assuming the County Commission agrees to our funding request, is demonstrated to the right.

Entity	Amount	Percentage
FURA/City of Florence	\$2,850,000	38.50%
State of Oregon	2,550,000	34.50%
Lane County (Requested)	2,000,000	27.00%
<b>Totals</b>	<b>\$7,400,000</b>	<b>100.00%</b>

What does an investment of \$2 million towards the ReVision Florence project provide the County? Participation in a shovel-ready, attractive, modern, and functional transportation facility in Lane County's gateway to the Pacific Ocean and Highway 101's gateway to Lane County that will:

- Be completed in May 2019, that includes ODOT repaving!
- Demonstrate the ability to invest State Transportation Package dollars with other partners to achieve great outcomes.
- Support the Florence vision of being "Oregon's Premier Coastal Community."
- Enhance the tourism experience in Lane County's coastal community.
- Significantly upgrade present facilities with long-term goals of:
  - Stimulating economic development in downtown Florence and the greater Siuslaw Region.
  - Help attract one or more hospitality developers with a national/international brand. A 100-room facility with 50% occupancy at \$125 average room rate would generate an additional \$114,000 per year in County TRT (5%). Payback for TRT funding with new revenue, as outlined here, is approximately 10 years with a single new facility.

Should any portion of our funding request not be approved, the FURA board will have to consider cost reduction alternatives. The most likely scaling opportunities include elimination of the improvements on Highway 126, and or removal of one or more major elements in the project. Each of these alternatives is avoidable with the County funding commitment requested.

As we communicated to the County Board of Commissioners, City staff has and will continue to search for other funding from every viable source.

## Exhibit A

ReVision Florence's goal is to improve the streetscape along the Highways 101 and 126 corridors. These improvements will include the elements outlined in the categories below. The Oregon Department of Transportation (ODOT) will be paving Highway 101 between the Siuslaw River Bridge and the Highway 126 intersection through their pavement preservation programs. ReVision Florence does not include paving; however, it will include the ADA upgrades that ODOT is required to make in the corridor. The Florence Urban Renewal Agency (FURA) has included those ADA sidewalk improvements within ReVision Florence in order to have a cohesive design. ODOT will be reimbursing FURA for the cost of those improvements through their funding outlined in this letter.

### Gateway Features & Public Art

Old Town Gateway Monuments (Quince Street & Nopal Street) to direct visitors to Historic Old Town Florence. Quince Street Gateway (approved design shown below) will include two 25-30-foot monument columns providing the Old Town gateway from Highway 101. The pillars will integrate the architectural design features from the Siuslaw River Bridge and the art deco era.



The Quince Street Gateway (not shown) will incorporate similar elements as the Maple Street Gateway, but will be more linear in design. The Quince Street Gateway will provide the gateway to Old Town from Highway 126, as well as providing welcome signage to Florence. This gateway's design is currently being refined.

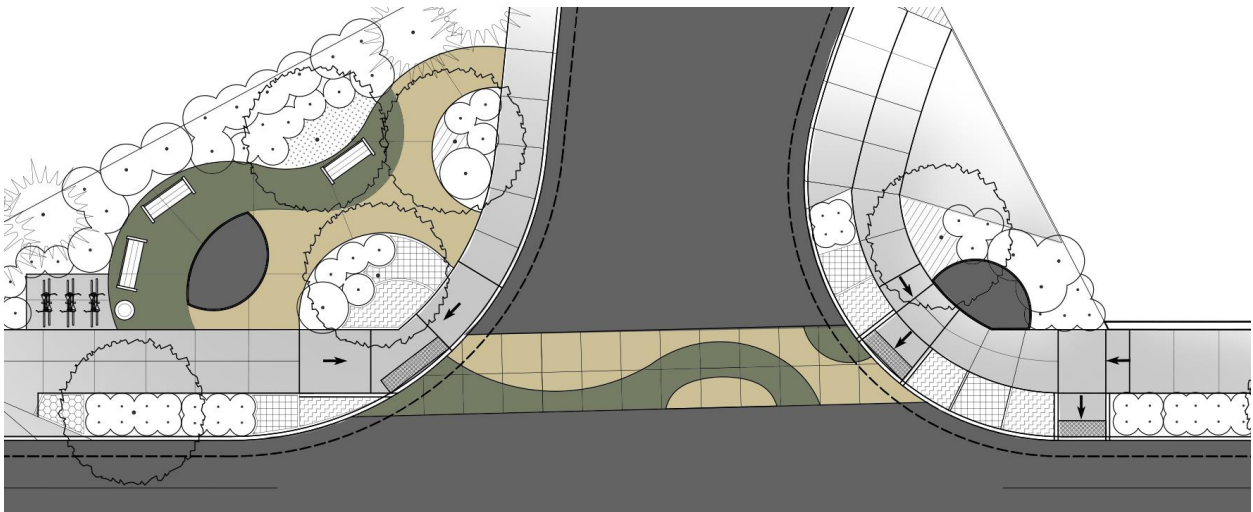
ReVision Florence will incorporate 13 art plinths throughout the design for display of public art pieces. The City of Florence Public Art Committee has developed a rotating public art display program called Art Exposed, which will allow for art pieces to be placed for a set amount of time by regional artists. The program will solicit and select pieces to be displayed in the corridor on the constructed plinths. They are currently beginning the program with six displays in Historic Old Town. The Committee is also committed to purchasing several pieces for permanent display to be dispersed throughout the corridor.

## Streetscape

The FURA Board has made the selections for the streetscape elements (pictured below). Those items include 15 benches, 18 bicycle racks, and 7 litter receptacles. They will be placed throughout the project with the majority placed in the various plaza areas that are created.



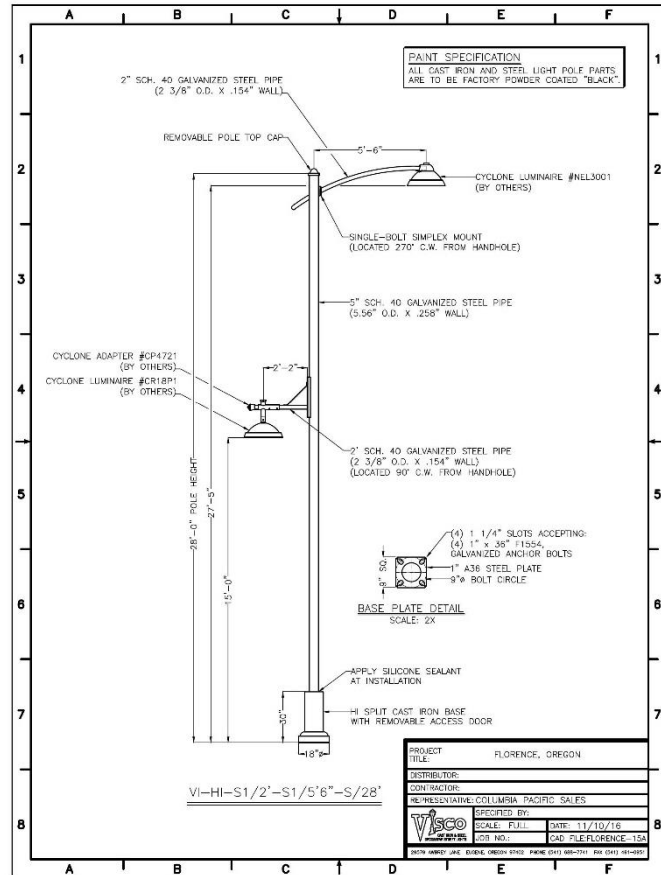
In addition to the pedestrian amenities, the streetscape elements also include the concrete plazas and crosswalks. These areas will be defined by colored concrete accents. An example of one of the plazas is displayed below. The actual concrete colors that will be used are shown below in the two images. They will be the terracotta shown in the first image and the prisma green shown in the second.





## Street Lighting

ReVision Florence will replace the traditional cobra head street lights in the corridor with more modern lighting. The proposed lighting configuration (shown in the drawing) will be similar in style to the example below. They will incorporate both street and pedestrian scale lighting. The pedestrian lighting along the highway, and in the plazas, will improve the safety of visitors in the area. It will provide much needed visibility for both pedestrians and bicyclists by motorists, as well as improve the feeling of safety.



In addition to the lights themselves, these fixtures will provide opportunities for banner and flower basket displays. These elements will enhance the visual appeal of the corridor and create an inviting feel for our visitors. It will also build on the success of the Old Town flower basket

sponsorship program developed by the Florence Area Chamber of Commerce and supported by the City of Florence Urban Renewal Agency and the Public Works Department.



## **Landscaping**

ReVision Florence will incorporate landscaping along both corridors. Highway 101 will receive landscaping throughout, as well as several plaza areas on both sides of the highway. Currently, this section of Highway 101 lacks landscaping in the majority of the area. Landscaping elements include trees, plant beds, shrubbery, ground cover, other plantings, soils, retaining walls where needed, irrigation systems, and landscape lighting.

One thing that we have heard from our community is the desire to bring the flower basket program, banners, and holiday décor up to the highway. The irrigation system will serve the traditional landscaping on the ground, but will also make adding flower baskets possible. The landscape lighting will allow for future holiday décor to expand from Old Town into the highway area. This will bring the tourist experience of Old Town to the downtown area and provide that gateway welcome at the east and south entrances to Florence.

## **Pedestrian & Bicycle**

The pedestrian and bicycle elements of ReVision Florence includes construction of sidewalks, curbs, gutters, pedestrian islands, driveways, sidewalk ramps, and crosswalks. ReVision Florence will add 8-foot sidewalks along Highway 101. This will update several areas that currently have sidewalks, but will also add sidewalks to areas along the Highway without sidewalks and the accompanying features.

ODOT is funding a majority of these improvements as they will address the ADA upgrades that ODOT has been tasked with making. FURA has taken on these components in an effort create a cohesive project that reflects the desires of our community.

## **Drainage & Stormwater**

ReVision Florence will include drainage and stormwater elements. This will be in the form of rainwater planters, storm drainage, and the accompanying components of those systems. The City is contributing \$250,000 in stormwater funds to support these improvements.

## **Utility Undergrounding**

To improve the visual aesthetics of the corridor, ReVision Florence will underground the majority of the utilities along Highway 101 between the Siuslaw River Bridge and the Highway 126 intersection. Three aerial crossings will remain for the transmission of electrical power. Currently, there are many utility lines strung both across and along Highway 101. The majority of these serve the street lights and provide communications utilities. These will be undergrounded through coordination with our utility partners.

## Exhibit B

### Figure 1

#### ReVision Florence Financing Plan

Description	Estimated Costs
Gateway Features & Public Art	\$ 131,413
Pedestrian & Bicycle	1,111,083
Landscaping	804,610
Streetscape	191,047
Street Lighting	771,246
Drainage & Stormwater	357,232
Utility Undergrounding	652,533
<b>Subtotal</b>	<b>\$ 4,019,164</b>
Construction Engineering	417,504
Contingencies	695,840
<b>Subtotal Construction</b>	<b>\$ 5,132,508</b>
Design & ROW Administration	1,447,293
Right of Way Acquisition	283,567
<b>Total Estimate</b>	<b>\$ 6,863,368</b>
10% Contract Award Possible Variance*	513,251
<b>Total Financing Plan</b>	<b>\$ 7,376,618</b>

\* State may award a construction contract at ten percent (10%) over engineer's estimate without prior approval of Agency.

### Figure 2

Lane County - TRT 5% Only  
Fiscal Year 2010 - Present

Fiscal Year	Amount					Annual Percentage Change				
	Eugene	Springfield	Florence*	Cottage Grove	Total	Eugene	Springfield	Florence	Cottage Grove	Total
2010	\$ 1,686,702.00	\$ 770,667.00	\$ 299,344.00	\$ 113,831.00	\$ 2,870,544.00					
2011	1,842,411	889,957	307,193	104,586	3,144,147	9.2%	15.5%	2.6%	-8.1%	9.5%
2012	1,873,843	1,024,863	313,750	117,201	3,329,657	1.7%	15.2%	2.1%	12.1%	5.9%
2013	1,941,426	1,076,793	307,704	118,275	3,444,198	3.6%	5.1%	-1.9%	0.9%	3.4%
2014	2,109,407	1,198,290	356,080	133,778	3,797,555	8.7%	11.3%	15.7%	13.1%	10.3%
2015	2,403,230	1,384,317	401,719	142,285	4,331,551	13.9%	15.5%	12.8%	6.4%	14.1%
2016	2,738,111	1,536,525	447,307	151,458	4,873,401	13.9%	11.0%	11.3%	6.4%	12.5%
2017	3,112,770	1,597,637	459,437	164,861	5,334,705	13.7%	4.0%	2.7%	8.8%	9.5%
<b>Total</b>	<b>\$17,707,900.00</b>	<b>\$ 9,479,049.00</b>	<b>\$ 2,892,534.00</b>	<b>\$ 1,046,275.00</b>	<b>\$31,125,758.00</b>	<b>9.2%</b>	<b>11.1%</b>	<b>6.5%</b>	<b>5.7%</b>	<b>9.3%</b>
2016										
Population	165,885	60,140	8,680	9,890	244,595					
<b>8-Year TRT</b>										
Per Capita	\$ 107	\$ 158	\$ 333	\$ 106	\$ 127					