

City of Florence  
*Oregon's Premier Coastal Community*

# ReVISION FLORENCE

Florence Urban Renewal Agency

## CONSTRUCTION SURVIVAL GUIDE

Helping your business thrive during the ReVision  
Florence Streetscape Project construction.

Construction August 2018 through March 2019



**FURA**  
FLORENCE URBAN  
RENEWAL AGENCY  
OREGON





Dear Florence area business owner:

The Florence Urban Renewal Agency (FURA) and the City of Florence are excited for the ReVision Florence Streetscape Project construction to begin. We understand that a road construction project of this magnitude can present a challenge for our local businesses, as well as cause inconveniences to you and your customers. That is why we have produced this Construction Survival Guide.

This Guide can help prepare you and your employees for construction. It has been developed to provide project information, resources, ideas, and recommendations that can contribute to successful day-to-day operations, and minimize disruption and impact during construction.

It is the hope of both FURA and the City, that the information presented here can help your business survive and thrive during construction. While the impacts of construction can be challenging, we believe that the results of the project will be of tremendous benefit to you, your business, and the community as a whole. If you have any questions, please contact the City Project Manager.

Working together we can keep our City in Motion moving forward!

Sincerely,



Joshua Greene  
Chairperson, FURA



Joe Henry  
Mayor, City of Florence

# notes

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# About the Project

## ReVision Florence: From Idea to Construction

The long-awaited ReVision Florence Streetscape Project is here! After three years of planning, the Florence Urban Renewal Agency (FURA) and the City of Florence are preparing for construction. FURA and the City have worked in partnership with the Oregon Department of Transportation (ODOT) on ReVision Florence since 2015. The project, known as ReVision Florence, will extend along Highway 101 between the Siuslaw River Bridge and Highway 126 , and east along Highway 126 to Spruce Street.

ReVision Florence's goal is to improve the streetscape along the Highway 101 and 126. If you spend the day in Historic Old Town Florence, it 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 experience an expanse of pavement and cement that is not in line with the amazing features of our community. The By improving the streetscape, we improve our community's first impression to our visitors and create a lasting impression for our citizens!

ReVision Florence is a regionally significant project for Florence and West Lane County. In Lane County, Florence and Highway 101 serve as the gateway to the Pacific Ocean and other coastal recreational opportunities for visitors. This project will help Florence attract repeat visitors to our area, and will serve as a vital economic development catalyst for Highway 101. It is not often that a community can construct a project of this magnitude along a Federal and State Highway. ODOT has been instrumental in ensuring that this project is constructed in coordination with their repaving of the project area.

The primary goals of ReVision Florence include:

- Reinvestment in the Highway 101 District
- Promotion of Job Growth and Job Creation
- Realignment of the Corridor with the Community's Character
- Promotion of Tourism and Expansion of Tourist Areas
- Pedestrian, Bicyclist, and Vehicular Safety in the Corridor
- Maintenance of Freight Mobility

It will include the following highway beatification and safety elements:

- |                   |                                    |
|-------------------|------------------------------------|
| ➤ Sidewalks       | ➤ ADA Improvements                 |
| ➤ Bike Lanes      | ➤ Pedestrian Amenities             |
| ➤ Defined Parking | ➤ Street & Pedestrian Lighting     |
| ➤ Landscaping     | ➤ Undergrounding Utilities         |
| ➤ Gateways        | ➤ Visual Cues to Slow Down Traffic |
| ➤ Public Art      |                                    |

# Project Timeline

## Construction Bidding

### Bid Advertisement

Spring 2018

### Bid Opening

Jun. 7, 2018

### Anticipated Notice to Proceed

Aug. 3, 2018

## Project Construction

*Timelines are weather dependent.*

### Stage 1

*Curb, Driveway, & Sidewalk W. Side*

Aug. 6, 2018—Nov. 7, 2018

### Stage 2

*Curb, Driveway, & Sidewalk E. Side*

Nov. 8, 2018—Jan. 30, 2019

### Stage 3

*Median Island Construction*

Jan. 31, 2019—Feb. 5, 2019

### Stage 4

*Planting, Lighting, & Signing*

Feb. 6, 2019—Mar. 14, 2019

## ODOT Paving

Beginning March

# Project Funding Sources & Estimate

Entity	Funding
FURA/City	\$ 3,185,000
State/Federal	2,550,000
Lane County	1,200,000
<b>Project Estimate</b>	<b>\$ 6,935,000</b>

*Actual construction costs may vary based on the construction bids received.*

# ABOUT FURA

Florence voters approved the formation of the Florence Downtown Preservation and Renewal Plan (Plan) in 2007, which created the Florence Urban Renewal Agency (FURA) district. The FURA district encompasses properties along Hwy 101 generally south of Highway 126, east of Kingwood, and inland of the Siuslaw River.

To fund projects within the Plan, FURA uses property tax increment financing, repaid with dedicated property taxes, to fund projects within the District to facilitate redevelopment and development.

Urban Renewal focuses on projects, such as construction and repair of public infrastructure, including parks, streets, and other public facilities; facilitation of public-private partnerships to revitalize and preserve downtown properties; promotion of mixed-use development; and rehabilitation of the waterfront for public and commercial uses. The maximum indebtedness authorized under the FURA Plan, for the projects within the Plan, is \$22,545,000.

For more information, visit [www.ci.florence.or.us/urbanrenewal](http://www.ci.florence.or.us/urbanrenewal).

## WHO DO I CALL?

Since Highway 101 is a Federal and State Highway, the construction of this project will be managed by ODOT. The City will be coordinating with ODOT on behalf of FURA, with the help of FURA's engineering and design firms of Murraysmith and Dougherty Landscape Architects.

### FURA & City Contact

#### **Megan Messmer**

City Project Manager

541-902-2182

[megan.messmer@ci.florence.or.us](mailto:megan.messmer@ci.florence.or.us)

### ODOT Contact

#### **Angela Beers Seydel**

ODOT Public Information Officer

541-726-2442

[angela.beers-seydel@odot.state.or.us](mailto:angela.beers-seydel@odot.state.or.us)

All construction crew members and City employees will direct members of the public who have questions to contact the individuals mentioned above. With so many moving pieces to this complex project, we ask that the public work with the designated contacts to avoid any misinformation and enable us to address concerns efficiently.

*ReVision Florence will revitalize our highway corridors and contribute greatly to the economic development efforts in Florence.*

Joe Henry,  
Florence Mayor

*ReVision Florence is a major step in transforming a multi-lane highway into an authentic and visually appealing first impression to local citizens and visitors alike. The wide sidewalks, open spaces, benches, trees, and public art will enhance Florence's gateway.*

Joshua Greene,  
FURA Chairperson

*In this current era it is rare to see such a large project in full swing, but ReVision Florence is breaking ground in the summer of 2018. The City of Florence and ODOT have planned the project delivery to minimize road construction impacts to businesses and residents during the short construction season that coincides with the peak tourism season. In addition, the City can undertake needed utility work ahead of the repaving so that the final product will be seamless.*

Frannie Brindle,  
ODOT Region 2 S. Area Mgr.

# Communication Plan

## Commitment to Information Sharing

FURA and the City are committed to communicating timely information to our business community and residents about the status of construction and what you need to know to minimize the impact on your day-to-day operations. Specifically, on behalf of FURA, the City will share information we receive from the Oregon Department of Transportation (ODOT) in a variety of ways.

The City's Communication Plan includes using:

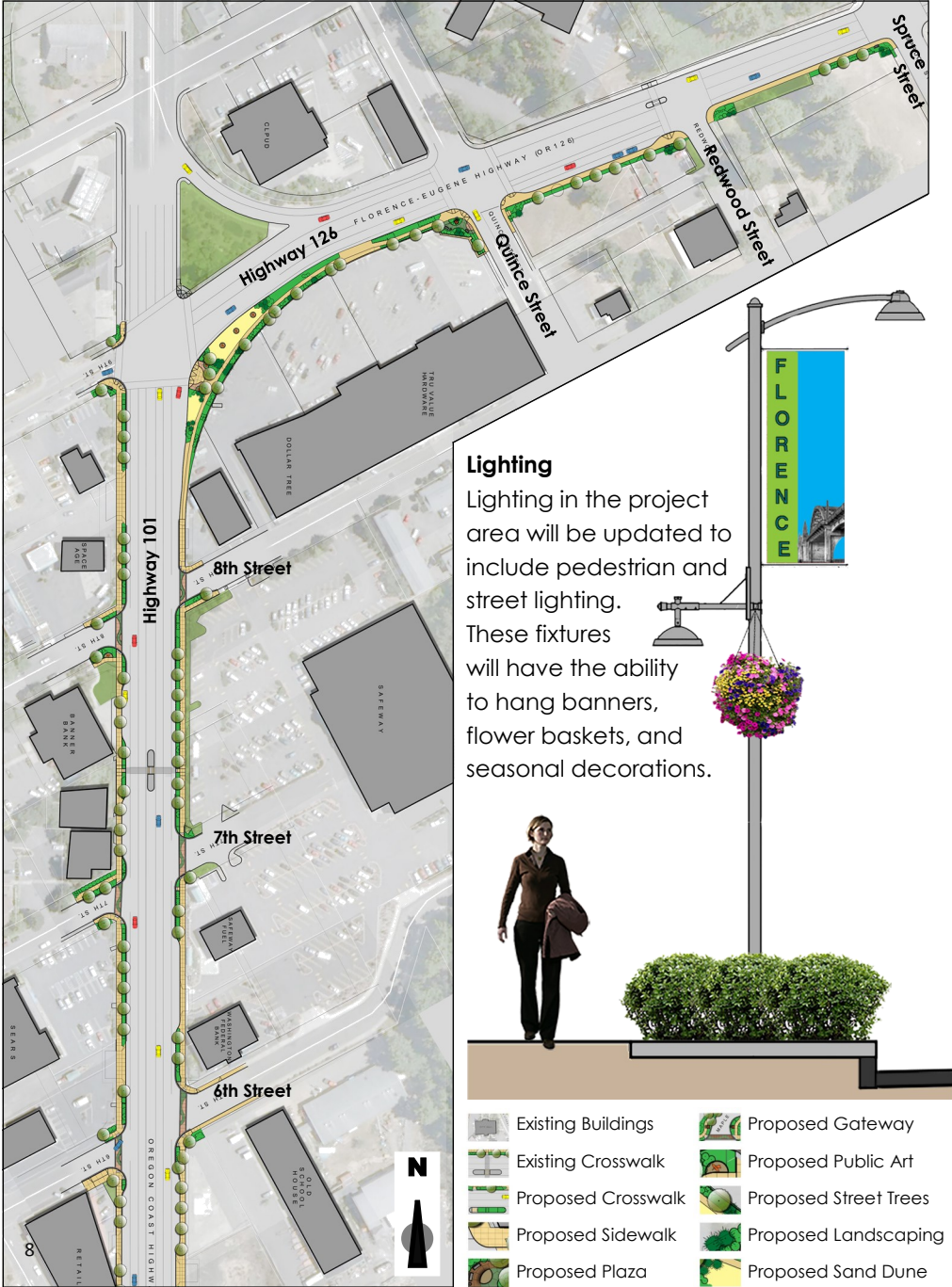
- **ReVision Florence Project Webpage**  
*[www.ci.florence.or.us/urbanrenewal/revision-florence](http://www.ci.florence.or.us/urbanrenewal/revision-florence)*
- **ReVision Florence Project Email Distribution List**  
*Sign up at [www.ci.florence.or.us/newsletter/subscriptions](http://www.ci.florence.or.us/newsletter/subscriptions)*
- **City of Florence Newsletter — Focus on Florence**  
*Online at [www.ci.florence.or.us/community/city-florence-newsletter](http://www.ci.florence.or.us/community/city-florence-newsletter)*
- **City of Florence Social Media**  
*Facebook: [www.facebook.com/CityofFlorenceOregon](http://www.facebook.com/CityofFlorenceOregon)  
Twitter: [www.twitter.com/CityFlorenceOR](http://www.twitter.com/CityFlorenceOR)  
Instagram: [www.instagram.com/city\\_of\\_florence\\_oregon](http://www.instagram.com/city_of_florence_oregon)  
Vimeo (Recorded Meetings): [www.vimeo.com/florenceoregon](http://www.vimeo.com/florenceoregon)*
- **Newspaper Ads for General Updates**  
*The Siuslaw News*
- **Radio Spots for Traffic and General Updates**  
*Coast Radio KCST 106.7 & Florence Area Community Radio KXCR 90.7*
- **Public Meetings & Open Houses**
- **Direct Mailings for Important Updates**  
*The City will utilize property owner information and our business license registration list for surrounding property owners.*





# ReVision Florence

## The Plan and Design Features

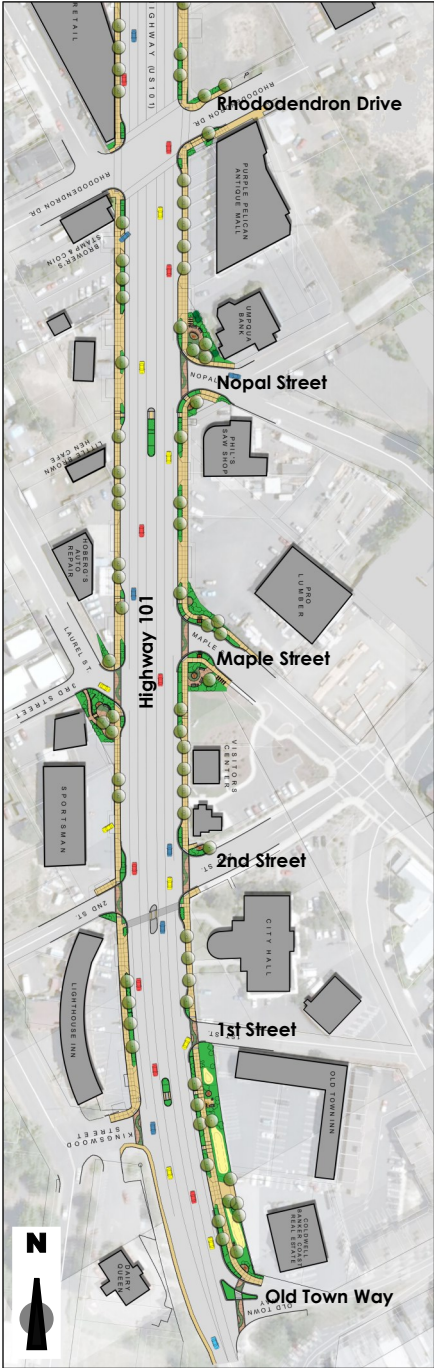




**Incorporating Public Art**

The design for ReVision Florence incorporates plinths for public art pieces. Those pieces will be selected, funded, and placed by the Public Art Committee. These artistic focal points will add to the gateway features, creative sidewalk treatments, and landscaping in the project. There will 13 plinths as part of

ReVision Florence for both a rotating gallery and permanent installations.



**Pedestrian Amenities**

Creating an inviting space to improve pedestrian and bicyclist accessibility and safety is an important project element of ReVision Florence. Highway 101 goes through the center of Florence and our desire is to make it as inviting as the rest of our community. The area will have a modern feel to give it an identity of its own. To do this, we will add pedestrian amenities that will include updated lighting, banners, flower baskets, benches, landscaping, bike racks, and more.



# Construction Plan

## What to expect during construction?

Construction projects of this magnitude require a well planned schedule. Through our planning process, the City and ODOT have worked to ensure that the construction has a manageable amount of impact on the business owners in the project area. Our goal is to help businesses succeed during the period of construction.

**Construction Timing:** The construction will occur both during the day and at night, depending on the contractor's schedule and the type of work being done. Currently, the general timeline was developed by the engineers. Once a contractor is selected through the bidding process, an updated schedule will be provided.

**Transportation Management Plan Strategies:** FURA's consultants have worked closely with ODOT to develop Transportation Management Plan strategies during construction.

- **Lane Closures:** Construction will require temporary lane closures. Due to summer tourism along the Oregon coast, there are seasonal restrictions for this project. Single lane closures on Highways 101 and 126 are generally allowed between 7 p.m. and 7 a.m. on weekdays (Monday through Thursday), but specific times vary depending on the month. Weekend (from 11 a.m. on Friday to 7 p.m. on Sunday) and holiday closures are not allowed. During the day, the contractor will have the ability to close the existing shoulder of the highway, while maintaining all of the travel lanes open.
- **Street Closures:** Several intersecting side streets will be closed for up to 10 consecutive days at a time to allow for sidewalk and crosswalk construction. These street closures will be staged to provide alternate routes.
- **Traffic Delays:** Some delays can be expected due to construction. Generally, night-time lane closures are recommended so delays can be limited to off-peak night time hours.
- **Pedestrian Access:** Pedestrians will typically be detoured to the shortest accessible route around the construction area using existing sidewalk on the opposite side of Highway 101 or behind the work area on temporary paths. In a few cases pedestrians will be routed into temporary, protected, paths that are in the closed vehicle travel lane.
- **Vehicular Access:** The contractor will be required to provide private driveway access to at all times. While driveways are being constructed, access will be provided via an alternate route.

# ODOT Paving Project

## U.S. 101: OR 126 Junction - Siuslaw River Bridge

The pavement condition of Highway 101 going through Florence is deteriorated and in need of repair. Oregon Department of Transportation (ODOT) will pave Highway 101 from the Highway 126 junction south to the Siuslaw River Bridge (milepost 190.22 to milepost 190.84) in 2019. This project will provide a safer, smoother trip through the area.

ODOT, the Florence Urban Renewal Agency (FURA), and the City of Florence are working closely to coordinate this ODOT project with the ReVision Florence Streetscape Project, which is happening in the same area of Highway 101. ReVision Florence is on schedule to be under construction beginning late summer 2018 and will be followed by ODOT's paving project. The estimated cost for ODOT's paving project is \$1,450,000 and the project includes:

- Grind/inlay and overlay paving of Highway 101 between the junction with Highway 126 and the Siuslaw River Bridge.
- Striping of travel lanes and crosswalks in the project area.

Pedestrian improvements associated with the Americans with Disabilities Act (ADA) standards were also part of the original ODOT paving project. Pedestrian improvements are necessary to help all travelers reach their destination safely by meeting the ADA standards. During the early stages of planning these two projects, FURA and the City agreed to incorporate the ADA improvements into ReVision Florence in order to create a cohesive project throughout the corridor. The ADA improvement will be completed prior to the ODOT paving project and ODOT is funding those improvements as part of their contribution to ReVision Florence.

### **ODOT Paving Project Contact**

Jeff Lange  
Project Leader

jeffrey.r.lange@odot.state.or.us  
541-744-8080

For more information and for project updates, visit ODOT's project page at [www.oregon.gov/ODOT/Projects](http://www.oregon.gov/ODOT/Projects).

## Be Positive

Encourage and generate a positive environment to support your staff and ensure retention of valued customers. Remind your customers and employees about the benefits your area will receive once construction is complete.

## Be Knowledgeable

Stay informed about the project through web and social media sites. This will allow you to help customers find detours and access points to make it as easy as possible for them to keep coming back.

# Tips & Ideas

## Pre-Construction

**Communication is critical.** Take note of all communications from the City and attend public information meetings to learn about the project. Communicate with your employees, other businesses and, most importantly, your customers.

**Develop a game plan.** Talk to your employees about the process and strategies to stay prosperous during construction. Discuss marketing efforts and allow employees to share any thoughts they may have. Your employees will appreciate the opportunity, and the dialogue may spark new ideas that will benefit your business.

**Inform customers as early as possible.** Keeping your customers informed gives them the ability to navigate construction and access your business. Consider putting up signs, sending out regular emails, or passing out copies of alternative routes to your business before the project. By keeping customers informed, they may not be as likely to change their buying habits during construction.

### **Use various marketing resources.**

Facebook, Twitter, and other social media are excellent channels for providing updates and reminding customers you're open for business.

### **Examine your budget and operations.**

Examine your overhead and employee staffing levels to make sure they are appropriate for the construction period. More effort might be required for keeping your own business as dust-free as possible.

### **Make the construction work for you.**

Occasionally businesses facing lease renewals consider moving to avoid construction. While construction may have some inconveniences, you'll reap the benefits when it's finished. For example, if you've been considering a remodel for your business or a paving/repair of your parking lot, why not do it during the construction period?

### **Partner with other neighborhood businesses and/or neighborhood associations.**

Businesses and other organizations that work cooperatively to share resources and ideas, save time and money, and more effectively prepare for the impact caused by road construction.

## Be Pro-Active

If you see a potential problem developing during construction or have a concern, be pro-active and contact the designated project managers with questions or concerns.

## Be Safe

Pay attention to construction signs. Be aware of roadside construction workers and pedestrians while driving around the project area. As the project progresses, traffic and workers will change locations so drivers need to stay alert.

## During Construction

**Stay informed.** Attend public meetings related to the project to get ideas and hear the latest news. Sign up to receive the City's newsletter.

**Highlight your entrance.** Make sure there are signs directing your customer to the correct entrance. Contact the City for an "Open for Business" sign.

**Signs, signs, and more signs.** The construction contractor is required to provide safety and directional signs throughout the duration of the project. These signs usually have general messages about detours and business access.

**Reserve priority parking and access for your customers.** Develop a plan with your employees on where they should park in order to provide the best access for your customers.

**Create a friendly rapport with construction workers.** While the on-site construction workers aren't the appropriate people to contact about concerns, you can create a friendly rapport with them. Remember, they can be potential customers. However, it's important to emphasize that construction workers are following instructions from their supervisors.

**Keep on message.** Consider keeping a script next to your phone so that you and your employees have quick and easy directions to give to customers. Make sure all your employees know what to say and how to say it. Include directions on your outgoing voicemail.

**Communicate with other businesses.** Hold frequent and regular meetings with other businesses for support and strategies. Write down your issues and questions for discussion.

**Creative promotions.** Businesses can come up with creative ways to make the construction period fun for customers. For a list of ideas and resources see page 14.

**Encourage repeat customers.** Reward and recognize loyal customers who patronize your business.

**Well-informed customers are generally tolerant of traffic disruption.** If they know about the construction before leaving home, they are better prepared for delays, construction equipment, detours, or parking restrictions. Encourage them to visit the website and social media communication channels for the latest updates.



# Creative Promotions

## Promotional Ideas & Business Toolkit

Our shared goal is to keep customers coming, keep them smiling, and shift their focus to the outcome, not the inconvenience of the construction. All businesses have a unique opportunity to have a little fun with the construction process by offering related business promotions and cross-promotions.

### **Remember, you are not alone.**

Consider reaching out to businesses in other areas of the community that have dealt with construction projects. Discuss how they prepared for the project and what actions they took during and after construction. Ask what worked well, and what they would have done differently.

### **Work with local business associations.**

The Downtown Revitalization Team, the Florence Area Chamber of Commerce, the Siuslaw Vision, and other organizations can help coordinate periodic communications to the community. Pool resources and coordinate promotions to attract and share customers.

### **Utilize the ReVision Florence Business Toolkit.**

The City is creating a toolkit of items and information that will be available to business owners beginning in July and throughout the project's construction. Items will include infographics, sample language for social media posts, project information placemats for restaurants, project fliers, and more.

Find the Business Toolkit at [www.ci.florence.or.us/urbanrenewal/revision-florence-business-toolkit](http://www.ci.florence.or.us/urbanrenewal/revision-florence-business-toolkit).

### **Utilize social media and get online.**

If you don't have them already, create a website and/or social media accounts to connect with customers.

- Remember to only start as many social media pages as you can keep up with. Customers don't like feeling neglected in person or online.
- Once you're online, start promoting your sites by posting signs in your store, including links in your email, or creating ads through the social media site.
- Share updates from the City's social media pages and website. Utilize the infographics provided by the City to keep your customers informed.
- Use a URL shortener like [bit.ly](http://bit.ly) that lets you track how many people click on your posts. This helps you determine the best times to post and what type of post gets the most interest.
- Use Google Analytics or a similar service to track how many people are going to your site and when.

**Don't forget about newspaper and radio ads to reach customers!** Work with other businesses to share costs and receive a larger impact.



## Resources

### Temporary Signs

The City allows temporary signs of up to six square feet to be displayed on private property, during business hours, without a sign permit. Businesses are encouraged to let customers know that they are open for business during construction!

### Open for Business Signs

To help achieve that messaging, "Open" signs will be available from the City for businesses to utilize in the corridor. During construction, a consistent visual indicator through the use of such signs will bring visual attention to our businesses, and less attention on the construction. For information on requesting a sign, contact City Project Manager Megan Messmer.

### Informational Fliers & Leaflets

FURA and the City will be producing informational fliers and leaflets for businesses to share project information with customers.



**Do you have an idea  
for the Business Toolkit?  
Share it with the City  
Project Manager!**

## POST-CONSTRUCTION

### Congratulations! You made it! Now what?

Once construction is over, it's time to focus on recapturing market share and winning back customers.

**Acknowledge the hard work and support of all involved.** Once the construction is over, thank project contractors and anyone who's gone above and beyond to work with local businesses.

**Celebrate the project's completion.** Consider pooling resources with local businesses for a grand celebration and/or shared advertisement.

**Consider promotions and advertising.** Now's the time to focus on recapturing market share and winning back customers and let them know the roadways are free. Promote the new image and convenience of the completed project.

Finally, **support other businesses** that undergo a similar process. Give them your patronage and provide helpful feedback based on your experiences. The willingness to share information can build a stronger business community.

# THANK YOU FOR YOUR PATIENCE DURING CONSTRUCTION!

*Highway 101 is a Federal and State Highway, Special Transportation Corridor, and Freight Mobility Route that runs through the center of our community. With ReVision Florence, we hope to transform this corridor to be more reflective of what makes our community great and to have a say in how our highways demonstrate that. Improving our highways and the aesthetics of our community are vital in our economic development and tourism efforts, and will help make Florence Oregon's Premier Coastal Community!*



**FURA**  
FLORENCE URBAN  
RENEWAL AGENCY  
ODOT 100%



**City of Florence**

541-997-3437

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

**ReVision Florence ODOT Project Title**  
OR126/US101: Spruce St-Siuslaw River Bridge