

# Housing Survey

Please check boxes next to the five most important housing-related recommendations for near-term implementation (Check 5 boxes).

- Unsafe or unhealthy housing conditions should be eliminated.
- The City should encourage innovative design techniques (such as clustering, townhouses or condominiums) in appropriate areas, as a method to preserve open space, to lower the costs of housing and public facilities, and to maintain vegetative cover.
- Support periodic UGB expansions within 1 mile of existing city limits to accommodate housing needs and to ensure that cost economies are realized for the city and property owners.
- Provide a design and development assistance program (DDAP) to help property owners evaluate redevelopment potential.
- Reestablish the downtown preservation and rehabilitation program which will incentivize façade improvements.
- Develop an accessory dwelling unit (ADU) Program which will clarify ADU policies in Florence and allow for increased housing opportunities in and near Old Town.
- Conduct a developer/property owner recruitment and outreach campaign to encourage new and innovative developments in Florence.
- Conduct an audit of the development code in Florence to identify and address barriers to workforce housing development.
- Outside established neighborhoods, set parking requirements and building setbacks to the minimum standards that will meet the community's needs in order to reduce land utilized for parking, reduce the cost of housing development, and encourage walking, transit use and a compact development pattern.
- Prioritize capital improvement projects that support development of affordable homes and neighborhoods.
- Participate in public/private development projects, in association with the Florence Urban Renewal Plan.
- Encourage development of a tiny home artist/maker village with shared common areas and sustainable energy elements.
- Explore local and regional funding options to support development of housing for low- and moderate-income households.
- Pursue state and federal grants to design and finance affordable housing.
- Pursue partnerships with Lane Community College to develop student housing.
- Set fees and system development charges (SDCs) on new construction of affordable housing as low as possible while ensuring necessary infrastructure to make neighborhoods cost-effective places to live and good investments for homeowners.
- Offer expedited review and permitting for residential or mixed-use projects that meet certain criteria (e.g., receive local, state or federal affordable housing funding for development of workforce housing).

- Offer a 10 or 20-year property tax exemption to low-income rental housing projects that meet certain criteria (e.g., receive local, state or federal affordable housing funding and are outside the tsunami inundation zone).
- Involve major employers in efforts to develop and support housing affordable to their workforce.
- Provide density bonuses and/or reduced parking requirements for affordable housing developments
- Establish an Affordable Housing Advisory Committee to establish and oversee an affordable housing program that identifies specific actions to increase the supply of housing that is affordable to low to middle income individuals and families.
- Utilize affordable housing funds to provide incentives to developers of income-restricted dwelling units.
- Establish an affordable housing funding mechanism, such as a housing levy or construction excise tax on new building permits (based on valuation).
- Locate affordable housing throughout the city and especially in areas with good access to transit, employment, education and shopping.
- Consider pre-approving ADU and other housing designs to accelerate their development process and lower housing costs.
- Periodically examine and revise the municipal code to reduce barriers to new affordable housing development
- Utilize various mechanisms to ensure the continued affordability of affordable housing the City has built, required or incentivized.
- Encourage housing options for special needs populations, including independent living for seniors, assisted living, memory care, drug and alcohol rehab and mental health facilities.
- Integrate housing for people with special needs into neighborhoods throughout the city, avoid concentrations.
- Encourage the development of senior-friendly housing opportunities, particularly in areas near services and amenities.
- Promote the provision of support services, including transportation options, to allow seniors and those with special needs to remain in their own homes or non-institutional settings.
- Support public and private housing and services for people who are homeless.
- Review municipal code to ensure compliance with the Affirmatively Furthering Fair Housing rule.
- Establish a cap on the number of short-term vacation rental properties available in residential zones.
- Prepare clear and objective city policy that defines and limits short-term rentals.

# Economic Development Survey

Please check boxes next to the five most important economic development-related recommendations for near-term implementation (Check 5 boxes).

- The City should periodically update the City's website for use, among other purposes, to promote business and economic development opportunities in the Florence area.
- The City should continue to improve the airport to enhance utility for general and commercial uses.
- The City should encourage and support the Port of Siuslaw in nurturing water-related tourism and recreation, fishing of all kinds including aquaculture, and water-dependent commercial and industrial activities, and to diversify into light industry and manufacturing, high technology related businesses and other non-water-dependent activities.
- The City should continue to implement the Florence Downtown Implementation Plan in order to preserve and enhance the Downtown area.
- Support development of additional aviation research and technology buildings.
- Conduct feasibility study for developing an ATV research and development complex
- Conduct feasibility study for redevelopment of the Lotus building site and other sites for a public/private development "maker community" with artist residences and shared space for glass/metal fabrication, artist gallery/showrooms and events.
- The City should continue to work to improve vehicular access connecting Florence to other communities, particularly on Highway 126.
- Evaluate incentives to lower development costs for business expansion, such as deferral of systems development charges (e.g., use of an Enterprise Zone).
- Administer programs that support local businesses, such as the RAIN Program, Façade Improvement Loan Program, Energy Efficiency Loan Program and Business Expansion Loan Program.
- Explore creation of a natural emergency preparedness training center.
- Coordinate capital improvement planning to ensure infrastructure availability on employment land and pursue funding for needed infrastructure to support economic development activities.
- Develop fiber optic network telecommunications and natural gas infrastructure necessary to support business retention and attraction.
- Identify changes to Florence's zoning code or entitlement process to simplify the development process. Ensure that the City's building permitting and land use entitlement processes support business growth.
- Conduct feasibility study for developing a "bricks and mortar" business incubator facility and sustaining its operations.
- Consider changes to the development code to allow a wider range of commercial uses (such as hotels and retail/wholesale outlets) within industrial zones.
- Consider changes to the development code to allow workforce housing and multifamily housing as a conditional use within industrial zones.

- The City should continue to support anchor tourism destinations such as our local golf resorts, Old Town, water-related recreational opportunities, and expanded shopping opportunities.
- The City should continue to develop and improve recreational facilities and sites for tourist to draw more visitors to the town. Such activities may include Siuslaw Estuary Water Trail kayak launches, viewing platforms for bird watchers, trail signage, Frisbee golf, in city open space areas (such as 3 Mile Prairie), and a family recreational development in the Old Town area.
- The City should develop and implement an effective marketing strategy for the Pacific View Business Park.
- Work with the Lane County Community College and Florence High School and other community partners to support local workforce training opportunities particularly in the construction trades, health, human safety, culinary arts, renewable energy and other and software development professions.
- Sponsor development of a “virtual network” database of local residents/retirees/volunteers to match skills with local trades.