

Memorandum

To: Florence Transportation Committee

From: Kelli Weese, City Recorder / Economic Development Coordinator

Date: August 29, 2019

As part of the City of Florence's 2019-2021 Work Plan, the City of Florence City Council has provided direction on the need to review the parking requirements for the Old Town Area and consider changes that could be made to the Old Town District.

In order to assist the Transportation Committee as they begin to work toward these endeavors, staff has prepared a review of the high-level parking policies for the Old Town area over the last 20+ years. The Transportation Committee will then be tasked with reviewing these materials, along with potential solutions from other communities.

City of Florence Old Town Parking Policy History 1997 – Present

Date	Action
July 21, 1997	Council passes Resolution No. 33, Series 1997 (Attachment 1) – which allows the City to waive off-street parking requirements of Florence City Code within the Bay Street area, provided landowners enter into a new parking improvement agreement with the City.
October 1997	Planning Commission creates Old Town Parking Advisory Committee (on behalf of City Council) <ul style="list-style-type: none">• Committee tasked with researching & studying potential zoning code changes to address parking problems in Old Town
July 21, 1998	Resolution No. 33, Series 1997 allowed to expire at the direction of the Old Town Parking Committee
September 22, 1998	Old Town Parking Advisory Committee prepares Preliminary Old Town Parking Study Report (Attachment 1) and presents it to the Planning Commission
October 5, 1998	Preliminary Old Town Parking Study Report presented to City Council – Recommended study be forwarded on to consultant performing Downtown Development Plan creation (i.e. plan not adopted).
September 20, 1998	City Council adopts Resolution No. 29, Series 1999 – adopting the Florence Downtown Implementation Plan (Attachment 2) and subsequent attachment of Florence Downtown Plan (Attachment 3) – Plans include creation of pilot parking projects (leading to interpretive center etc.)
2000-2004	Work to establish parking areas for old town with eventual establishment of chamber / crab kettle parking (after quite a few false starts in other areas)

March 31, 2003	Council holds study session to discuss the establishment of a parking district (Attachment 4)
November, 2010 – April 18, 2011	City Reviews Old Town Parking with local businesses / property owners and amends parking time limit areas (Attachment 5)
July 1, 2013, October 7, 2013, March 3, 2014, September 15, 2014	City Council reviews potential options for Old Town parking to allow for more development opportunities resulting in amending required parking regulations in Old Town Area A by waiving parking requirements for existing structures and reducing parking requirements by 50% for all new structures and additions (Ordinance No. 4, Series 2014) (Attachment 6) – In addition, staff recommended the Council consider updating the parking study performed in 1999 to address concerns of lack of available parking
April 1, 2019	City Council adopts Work Plan for July 1, 2019 – June 30, 2021 including... <u>Tourism Promotion:</u> <u>Objective 4:</u> Work with Florence Urban Renewal Agency (FURA) and the Transportation Committee to consider amendments to parking requirements for Old Town. <ul style="list-style-type: none"> • <u>Task 1:</u> Consider supporting efforts to research and determine whether to conduct a parking analysis and take steps for parking management in Old Town • <u>Task 2:</u> Work with Old Town businesses on potential strategies for parking management (Attachment 7)

Items Attached:

1. Resolution No. 33, Series 1997
2. Preliminary Old Town Parking Study Report – 9.18.98
3. Florence Downtown Implementation Plan
4. Florence Downtown Plan
5. March 31, 2003 City Council meeting materials
6. April 18, 2011 City Council meeting materials
7. City Council meeting materials from...
 - a. July 1, 2013,
 - b. October 7, 2013,
 - c. March 3, 2014,
 - d. September 15, 2014 (Ord. 4, Series 2014)
8. City of Florence 2019-21 Work Plan

RESOLUTION NO 33 SERIES 1997

A RESOLUTION ENTERTAINING NEW IMPROVEMENT AGREEMENTS FOR A SPECIFIC AREA WITHIN THE WATERFRONT DISTRICT AND WAIVING OFF-STREET PARKING

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF FLORENCE:

WHEREAS, there are certain properties in the Waterfront District, specifically those fronting on Bay Street, which are suitable for redevelopment or expansion of existing uses; and

WHEREAS, the Council finds a public interest in promoting tourist related commercial uses and accessory residential uses in its Old Town area within the Waterfront District; and

WHEREAS, an obstacle to that redevelopment or expansion was found to exist in the City's Parking Code requirements; and

WHEREAS, the Council finds that allowing Bay Street property owners the ability to expand a tourist related commercial use, replace an existing tourist related use with a new tourist related commercial use, add accessory residential uses, condominiums or apartments, and waive off-street parking requirements for such changes will not significantly and adversely affect parking demand in the Waterfront District with respect to this area; and

WHEREAS, Council directed staff to proceed with a code amendment to allow plans to proceed to renovate buildings; and

WHEREAS, Council learned later it may accommodate its desires in this matter based on current parking code provisions; and

WHEREAS, some property owners have previously signed improvement agreements entitled "Parking District Proportionate Share" which waived the off-street parking requirement in return for mandatory participation in developing future parking facilities, and which after review by the City Attorney were found to be null and void upon the building which was subject to such agreement being torn down; and

WHEREAS, this is an appropriate case where the Council by special review or action, may stipulate different off-street parking requirements; and

WHEREAS, this is an interim solution to addressing parking needs in the Waterfront District to be replaced by a more long-term solution in the future; and

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF FLORENCE:

THAT, the City and property owners may enter into new parking improvement agreements waiving off-street parking requirements in cases where such owners have existing uses which front on Bay Street defined from its eastern intersection with the Siuslaw River bridge to its western intersection with Nopal Street; and

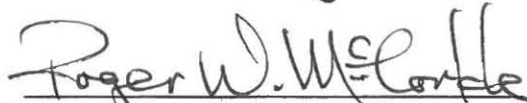
PROVIDED, the redevelopment or expansion involves tourist related commercial uses and accessory residential units, condominiums, or apartments, as determined by the Community Development Department; and

PROVIDED, that any existing off-street parking for existing uses is retained in form or number for any redevelopment or expansion.

DUE to its interim nature, this resolution will be automatically repealed one year from the date of its passage, July 21, 1998.

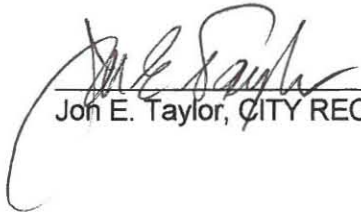
PASSED BY THE FLORENCE CITY COUNCIL, this 21 day of July, 1997.

APPROVED BY THE MAYOR, this 25 day of July, 1997.



Roger McCorkle, MAYOR

ATTEST:



Jon E. Taylor, CITY RECORDER



Old Town - Bay Street

To: The City of Florence Planning Commission

From: Old Town Parking Advisory Committee

Consisting of: Arolf Salo, Bob Beale, Teresa Weaver, John Stone, Don Douglas,
Ron Hogeland, Van Heeter (past member), and Jim Mulder (City Staff)

Date: September 18, 1998

Subject: Preliminary Old Town Parking Study Report

Introduction:

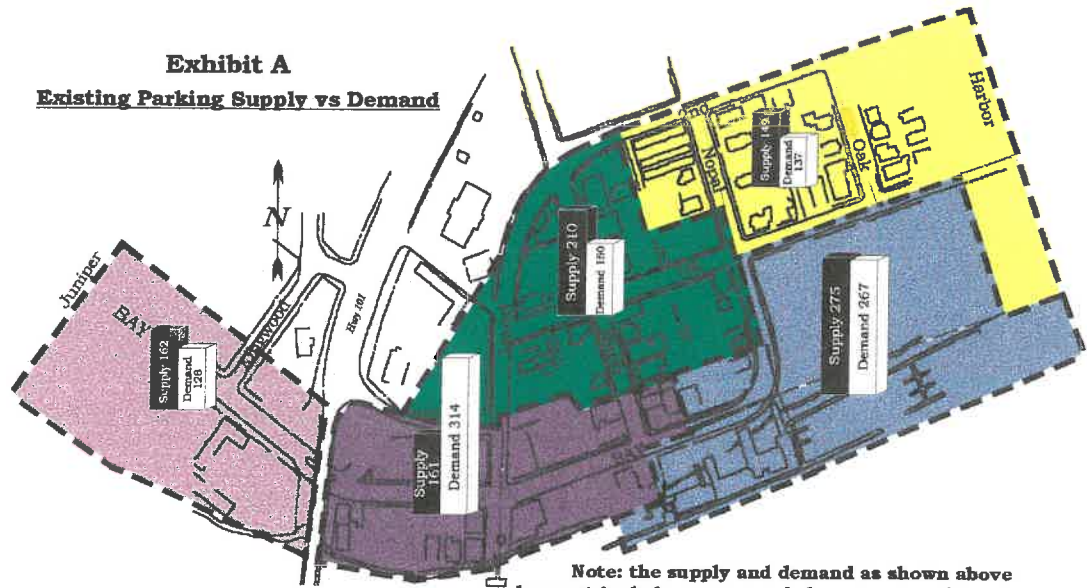
The City Planning Commission created this committee in October 1997 at the request of the City Council to investigate possible zoning code changes as they relate to parking problems in Old Town. The committee has been meeting at least twice a month since its creation and has compiled data on the number of existing parking spaces (the "supply") and on the existing land uses in an attempt to estimate the present "demand" for parking in Old Town. This data is summarized on Exhibit A with more detailed data included in the appendix.

Conclusions:

We have concluded that the core area of Old Town (Bay Street from the Hwy 101 bridge to Nopal) has an unmet parking demand in excess of 150 parking spaces. The Port's parking lot and other informal "public" parking on private properties are partially meeting this deficiency. When these spaces are lost, due to the development of the Boardwalk and other properties, there will be a sudden and critical parking deficiency in this core area of Old Town. The committee recommends that the parking code be revised, on-street parking be maximized through the use of angle parking, and more off-street parking be created on city-owned or leased properties. These changes would somewhat soften the expected impact of losing the use of these existing off-street parking spaces.

The Committee recommends that the data contained in this report be furnished to the City's consultant who will be preparing the Downtown Development study.

Exhibit A
Existing Parking Supply vs Demand



Note: the supply and demand as shown above does not include recommended on-street parking changes

District	"Supply"			"Demand"	Surplus or (Deficit)		
	Existing Parking Spaces(*1)		Add'l spaces W/Angle Pkg(*2)	Spaces Reg'd by Code*1	w/ Off-st only	w/ Off-st & On-st	w/ angle parking(*2)
	Off-Street	On-Street					
Bay Street Core	101	60	20	314	(213)	(153)	(133)
Off Bay Street (north)	95	115	35	150	(55)	60	95
West Bay Street	128	34	5	128	0	34	39
Port Properties	239	36	20	267	(28)	8	28
Northeast Old Town(*3)	60	89	25	137	(77)	12	37
Totals	623	334	105	996	(373)	(39)	66

*1 Survey included planned projects such as the Boardwalk and new buildings on Bay Street.

*2 Changing to angle parking on one side and "skip" parallel parking on the other results in additional spaces

*3 Angle parking on Oak and/or Harbor streets could be added in the future as needed

Summary of Recommendations:

A. Revise Parking Code:

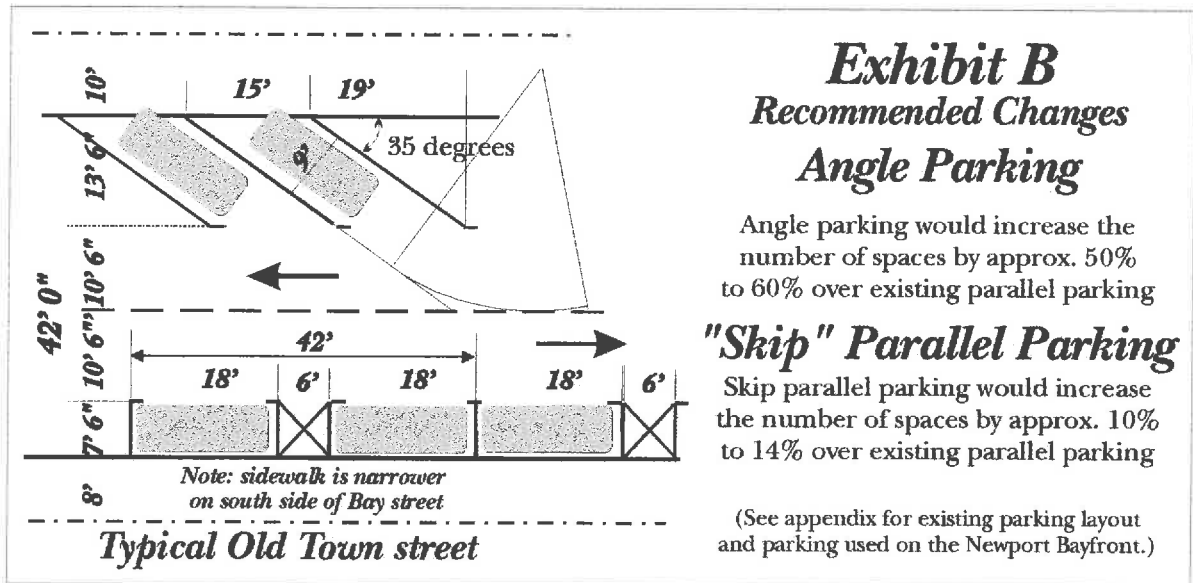
We recommend that the existing parking codes be revised and strictly enforced for all future development (or redevelopment) of properties in Old Town. Central to the current parking dilemma in Old Town is Bay Street's historic and geographical singularity. That is, many of its buildings pre-date the city's present parking code and because of the proximity of the bay to the south, there are natural limitations to availability of on-site parking for the core that makes up Old Town Florence. The existing code is both unworkable and unreasonable in this situation. We therefore recommend that the Old Town District parking code be revised, with parking requirements based on easily determined parameters such as floor area and zoning. The existing code relies heavily on such parameters as the number of employees, which are difficult to ascertain and varies greatly by tenancy. City staff should be asked to review standards and codes used in similar tourist related communities. The code requirements for Old Town should consider the Old Town area as a whole, similar to a shopping center where customers park once then walk to multiple destinations. Public parking, both on-street and off-street, provides a considerable percentage of the parking that would otherwise be required by the parking code. When the city staff considers the revision of the existing code we recommend that they consider the public parking in determining code requirements.

Any development, which occurs in the Old Town area before the parking code is revised, should be required to meet the existing parking code. Allowing development without providing adequate parking only exacerbates the current parking problem.



B. Maximize the use of On-Street Parking:

We recommend angle parking be utilized in Old Town where appropriate. The streets would remain two-way with angle parking on one side and "skip" type parallel parking on the other as detailed in Exhibit B. The angle parking would increase the number of parking spaces by 50 to 60 percent over the existing parallel parking and the "skip" parking would increase the number of spaces by 10 to 14 percent over the existing parallel parking. These revisions would provide 18 to 20 additional parking spaces in the core area (a 30% overall increase in public spaces). More than 100 additional parking spaces could be created in the Old Town district as a whole with these recommended changes.

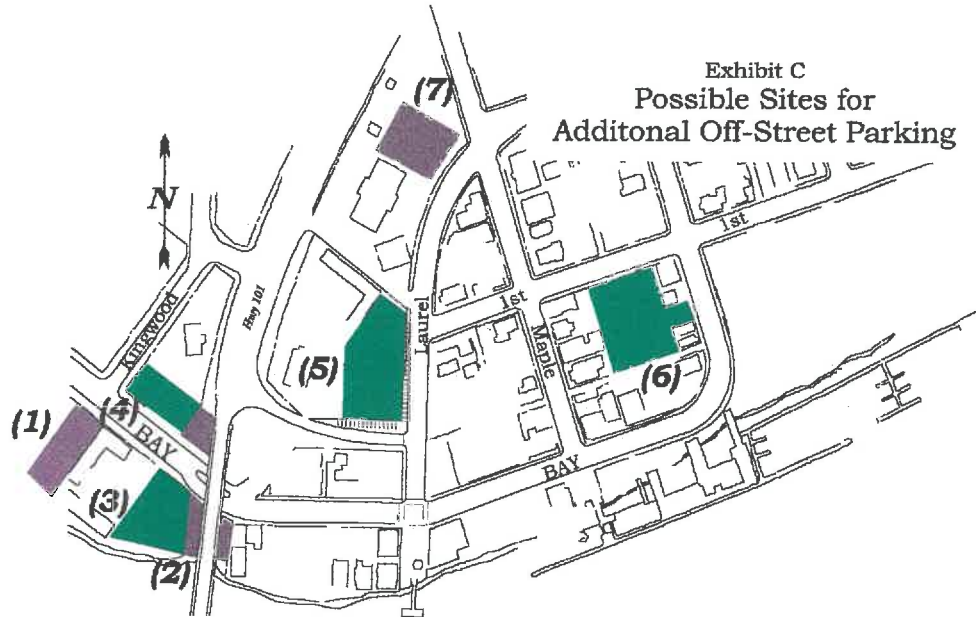


Angle parking would give Old Town the festive appearance of a busy, bustling commercial district as well as an "historical" flavor (angle parking was used in Old Town as late as the 1940's.) It would slow down traffic and provide shoppers who cannot or will not attempt to parallel park with a more inviting and accessible alternative. Angle parking is used in most of Florence's commercial developments such as BiMart, Safeway, and Rite-Aid. It is also prominent in such coastal communities as Newport, Bandon and Depoe Bay and in older sections of downtown Corvallis and Medford. A comparison with Newport's Bay Blvd. parking is included in the appendix.

We recommend that the City implement the on-street parking changes as soon as possible without waiting for the completion of the Downtown Development study.

C. Create Additional Off-Street Parking:

We recommend that several sites, which we have identified on Exhibit C, be further investigated as possible interim and/or permanent public parking lots. Part of the funding to develop these lots could be obtained by enforcing past commitments. There are properties that obtained building permits by leasing spaces that no longer exist and/or that their leases have expired. Their commitments should be enforced.



- 1) The **Kingwood right-of-way** (as extended south of Bay Street) should be developed into public parking for both Old Town customers and employees. The lot should be graveled and put into use as soon as possible to alleviate the existing parking problems in the west end of the core area with permanent improvements made in the future.
- 2) The public right-of-way **under the Hwy 101 bridge** on both sides of Bay Street should be investigated for public parking both on an interim and permanent basis similar to the Kingwood lot.

Other vacant private properties that might be considered for public parking on an interim short-term lease or permanent basis are:

- 3) The **old Florence Welding site** located south of Bay Street and west of the Hwy 101 bridge.
- 4) The vacant lot(s) **below Dairy Queen** on the north side of Bay Street between the Hwy 101 bridge and Kingwood Ave.
- 5) The undeveloped Coast Real Estate property on Laurel Street **behind the Money Saver Motel**.
- 6) The vacant and under-utilized area **behind the Siuslaw News** in the middle of the block bounded by Maple and Nopal, south of First Street to the east-west alley.
- 7) **The City Hall parking areas**.

D. Create a Parking District:

Our committee believes the City should provide a fair and equitable means of financing the off-street parking needs of Old Town. The city should explore the alternative of forming a parking district of only those properties that have agreed to not remonstrate against a parking district (in exchange for building permits) and/or those who have not provided the spaces they committed to provide. If all properties are included within the boundaries of an Old Town Parking District, the assessment mechanism must recognize that some properties in Old Town have provided their required off-street parking. Credit should be allowed for those spaces. It is recognized that forming an area-wide district is not likely or desirable until the Old Town planning effort is completed. The city should look for funding of the interim improvement from those properties which have redeveloped or which are allowed to develop without providing off-street parking. Any such funding could then become a "credit" when a taxing district is formed.

E. Public/Private Cooperation:

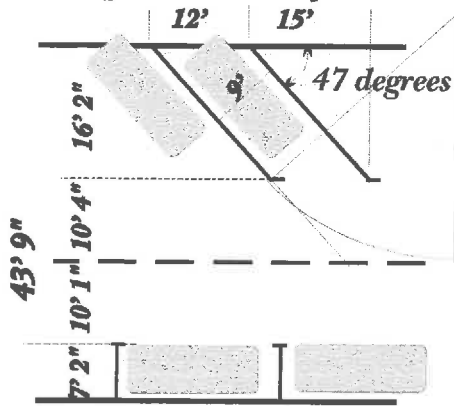
There are creative options available that have been successfully implemented in the recent past in Old Town. For example, there was the cooperative effort between the city and private property owners, which resulted in the paving, striping and maintenance of the parking area to between the bridge and Hair Etc. on the North side of Bay Street. This use of private money to satisfy code parking requirements provides public parking and fits with our recommendation to treat Old Town as a district. Obtaining the funding necessary to provide these code required spaces in public owned lots at the time of building permit is much preferable to an abstract waiver to forming a future parking district.

Future committee work:

This committee remains ready to offer our assistance to the City Planning Commission and the city's planning consultant that will be completing the Downtown Development plan.

APPENDIX A On-Street Parking Options

Newport, OR - Bay Blvd.



Source: Fax of 2/3/98 from Lee R. Ritzman
Newport Dir. of Public Works / City Engineer



Newport - Bay Blvd.



Newport, OR - Bay Blvd.



Hwy 101 - Depoe Bay

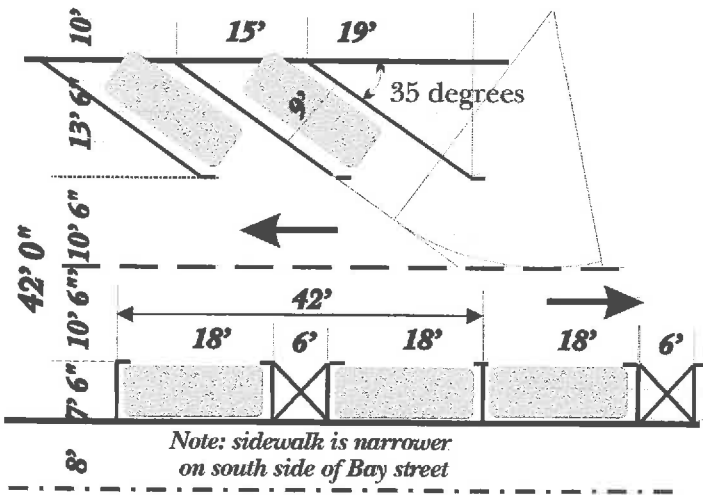


Bandon, Oregon

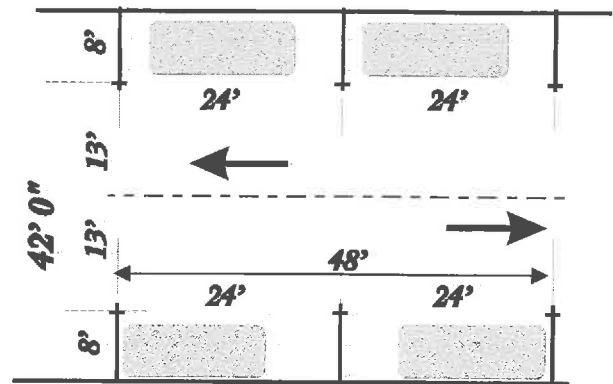


Bandon, Oregon

Florence - Bay Street
Recommended Angle Parking
and "skip" parallel parking



Florence - Bay Street



Typical Old Town street
Existing Parking.

Other options which were explored:

A. One-way Streets with angle parking on both sides. The street is wide enough to have angle parking on both side only if you have one moving traffic lane. This option was rejected because an accident or delivery truck double parked would completely block traffic and restrict emergency access for fire trucks and ambulances.

APPENDIX B

Part 1 of 3

Required Parking by Code BY BLOCK

as applied to existing development (Boardwalk included)

Old Town Parking Study by the Parking Advisory Committee

Block	Block boundaries	Landmark(s)	Retail Shops		Restaurants		Single Residential		Multiple Residential		Med/Dental floor area	
			Area / Employees	Spaces / 1/2000sf + 1/3employee	Floor area	1/1000sf	# of units	1.5/unit	# of units	1.5/unit		
I	Btw Bay & 1st - 101 Bridge & Laurel	Bridgewater/Hair Etc	3500	7	14	7000	70		3	5	1/2000sf	
II	Btw Bay & River - 101 bridge & Laurel	Bill's/KitchenK	2460	6	8				10	15	1866	
III	Btw Laurel & Maple - 1st and 2nd	Dance Studio/Tax Office	3680	1	10			1	2	2		
IV	Btw Bay & 1st - Laurel & Maple	The Wharf/Wind Drift	7400	13	23	3040	30	3	5	3		
V	Btw Bay & River - Laurel & Nopal	Splash to ICM	12120	12	34	9840	98		13	20		
VI	Btw Maple & Nopal - 1st & 2nd	Callison bldg/B&B	2000	2	6			2	3	18	27	
VII	Btw Maple & Nopal - Bay & 1st	Balcony/Tom's BBQ	11470	16	34	1200	12		8	12		
VIII	Btw Nopal & Oak - 1st & 2nd	Dr Oliver DDS	2400	4	7			6	9	11	1000	
IX	Btw Oak & Harbor - 1st & 2nd	Burns Mortuary						17	26			
X (*)	Btw Nopal & Harbor - 1st and River	Port Boardwalk						1	2	25	38	
XII	Btw 101 & Laurel - 1st to Fire Sta	Lot behind Money Saver										
XIII	Btw Bay & River - 101 bridge & Kingwood	River House Motel										
XIV	Btw Bay & River - Kingwood to Juniper	The Lotus				7000	70					
XV	No. side of Bay - Kinwood to Juniper	Edwin K./Thrift shop	960	3	3			2	3	2	3	
XVI	Btw 101 & Kingwood - No. of Bay	Lot below DQ										
Totals			45990	64	139	28080	281	32	48	95	143	2866



Note: Survey taken in the Spring of 1998

(*) Block XI (the City Hall block) was removed from the Old Town study boundary but could provide parking for area.

APPENDIX B

Part 2 of 3



Required Parking by Code BY BLOCK

as applied to existing development (Boardwalk included)

Old Town Parking Study by the Parking Advisory Committee

Block	Landmark(s)	Professional		Beauty shop	Dance Studio	Public bldgs	Fraternal	Theater		Motels	Old gym	Seafood Process											
		Floor area	# Emp					Floor area	seats			Floor area	Floor area / # emp										
		1/400sf + 1/emp	1/200sf+1/emp	Floor area	Floor area	1/400sf	see notes	1/4seats	1/unit	1/400+1/emp													
I	Bridgewater/Hair Etc		4	600																			
II	Bill's/KitchenK	480	3	4																			
III	Dance Studio/Tax Office	1120	1	4	1600	7																	
IV	The Wharf/Wind Drift	1200	2	5				180	45														
V	Splash to ICM	760	4	6																			
VI	Caillison bldg/B&B	2560	3	9																			
VII	Balcony/Tom's BBQ	256	1	2	1540	6	14																
VIII	Dr Oliver DDS	1100	1	4				3248	10	5	2800	1	8										
IX	Burns Mortuary																						
X	Port Boardwalk																						
XII	Lot behind Money Saver																						
XIII	River House Motel									40													
XIV	The Lotus	800	1	3						40													
XV	Edwin K./Thrift shop									6													
XVI	Lot below DQ									6													
Totals		8276	16	37	2140	10	21	1600	7	960	2	3248	10	180	45	51	51	2800	1	8	960	3	5

Note: Masonic Lodge: 10 spaces plus 1/200 sf over 1000sf less on-street within 800ft
 Theaters can use on-street parking within 1000 ft. to fulfill parking requirement
 Old gym on Maple does not fit "storage" parking code-figure 2 parking spaces

APPENDIX B

Part 3 of 3



Required Parking by Code BY BLOCK

as applied to existing development (Boardwalk included)

Old Town Parking Study by the Parking Advisory Committee

Block	Landmark(s)	Newspaper		Funeral Home	Westward HOJ estimate	Commercial Docks estimate	Port Boardwalk	Total Reg'd Parking by code	Block	Under-utilized and vacant	
		Floor area / # emp	# of seats							Floor area / # employees	Under-utilized
I	Bridgewater/Hair Etc						1/300sf + 1/3 emp	96	I	0	0
II	Bill's to KitchenK							37	II	0	24,400
III	Dance Studio/Tax Office							25	III	9,400	0
IV	The Wharf to Wind Drift							112	IV	4,700	4,600
V	Splash to ICM				12			176	V	0	0
VI	Callison bldg & B&B							58	VI	34,200	5,000
VII	Balcony G. to Tom's BBQ	2560	18					104	VII	42,500	6,500
VIII	Dr Oliver DDS							42	VIII	28,900	0
IX	Burns Mortuary			125				57	IX	56,800	7,100
X	Port Boardwalk					54	16000	161	X	13,400	0
XI	Lot behind Money Saver							0	XI	0	50,300
XIII	River House Motel							40	XIII	0	12,500
XIV	The Lotus							73	XIV	0	18,000
XV	Edwin K. & Thirft shop							15	XV	11,700	0
XV1	Lot below DQ							0	XV1	0	19,500
Totals		2560	12	18	12	54	16000	995	Totals	201,600	147,900

APPENDIX C

Part 2 of 3



Required Parking by Code BY DISTRICT

as applied to existing development (Boardwalk included)

Old Town Parking Study by the Parking Advisory Committee

Block	Landmark(s)	Professional		Beauty shop		Dance Studio		Public bldgs.		Fraternal	Theater seats	Motels # units	Old gym	Seafood Processing					
		Floor area	# Emp	Floor area	# Emp	Floor area	# emp	Floor area	# emp						Floor area	# emp			
I	Bridgewater/Hair Etc			600	4														
II	Bill's Auto/Kitchen Klutter	480	3																
IV-b	The Wharf/Wind Drift	200	1																
V-a	Splash/Connies	760	4																
VII-c	Balcony Gourmet			840	2														
	Bay Street Core	1440	8	1440	6	13				180	45								
III	Duwell Studio/Kline's Tax	1120	1			1600	7												
IV-a	Grape Leaf / Van's Deli	1000	2																
VI-a	Callison bldg./B&B	2560	3																
VI-c	Parking & vacant Lot																		
VII-a	Masonic/Newsaper	256	1																
VII-b	Tom's BBQ/Sunny's Bks			800	2														
XII	Coast Real Estate lot																		
	Off Bay Street (North)	4936	7	19.34	3	1600	7			3248	10	6	6	2800					
XIII	River House Motel																		
XIV	The Lotus	800	1																
XV	Edwin K. / Thrift Shop																		
XVI	Lot below DQ on Bay																		
	West Bay Street	800	1	3	0														
VI-b	residential properties																		
VIII	Dr Oliver DDS	1100	1																
IX	Burns Mortuary																		
X-c	Apartments																		
	Northeast Old Town	1100	1	3.75	0														
V-b	MC's/Westward HO!																		
VII-d	BJ's & Port Bldg.					960	2							960					
X-a	Port Boardwalk/parking																		
X-b	Boat basin																		
	Port Properties					960	2												
Totals		8276	17	38	2140	9	20	1600	7	3248	10	61	61	2800	0	7	960	3	5.4

APPENDIX C

Part 3 of 3

Required Parking by Code BY DISTRICT

as applied to existing development (Boardwalk included)

Old Town Parking Study by the Parking Advisory Committee

Block	Landmark(s)	Newspaper Floor area / # emp	Funeral Home # of seats	Westward HOI	Commercial Docks	Port Boardwalk Floor area / # employees 1/300sf + 1/3 emp	Total Reg'd Parking by code	Under-utilized or vacant lots		
								Block	Under-utilized	Vacant
I	Bridgewater/Hair Etc	1/400+1/emp	1/4 seats	estimate	estimate	1/300sf + 1/3 emp	96	0	0	
II	Bill's Auto/Kitchen Klutter						37	0	24,400	
IV-b	The Wharf/Wind Drift						96	4,700	4,600	
V-a	Splash/Connies						69			
VII-c	Balcony Gourmet						18	1,600		
Bay Street Core								314	6,300	29,000
III	Duwell Studio/Kline's Tax						25	9,400	0	
IV-a	Grape Leaf / Van's Deli						20			
VI-a	Callison bldg./B&B						27	5,500		
VI-c	Parking & vacant Lot						0		5,000	
VII-a	Masonic/Newspaper	2560	18				57	14,500		
VII-b	Tom's BBQ/Sunny's Bks						20	10,000	6,500	
XII	Coast Real Estate lot						0	0	50,300	
Off Bay Street (North)								160	39,400	61,800
XIII	River House Motel						40	0	12,500	
XIV	The Lotus						73	0	18,000	
XV	Edwin K. / Thrift Shop						15	11,700	0	
XVI	Lot below DQ on Bay						0	0	19,500	
West Bay Street								128	11,700	60,000
VI-b	residential properties						30			
VIII	Dr Oliver DDS						42	28,900	0	
IX	Burns Mortuary		125				57	56,800	7,100	
X-c	Apartments						9	13,400	0	
Northeast Old Town								137	99,100	7,100
V-b	MO's/Westward HOI			12			107	28,700		
VII-d	BJ's & Port Bldg.						8	16,400		
X-a	Port Boardwalk/parking						98	0	0	
X-b	Boat basin				54		54	0	0	
Port Properties								267	46,100	0
Totals		2660	12	18	126	31	997	201,600	147,900	



APPENDIX D

Existing Parking Spaces

Old Town Parking Study by Parking Advisory Committee

Note: Survey taken Spring of 1998

Block	Block boundaries	Landmark(s)	# of On Street Spaces (per block face)				Existing Off-street Parking			Total Parking	
			North	South	East	West	Total	Public	Private		
I	Btw Bay & 1st - 101 Bridge & Laurel	Bridgewater/Hair Etc	0	14	4	0	18	19	15	34	52
II	Btw Bay & River - 101 bridge & Laurel	Bill's/Kitchen Klutter	0	12	0	0	12	0	21	21	33
III	Btw Laurel & Maple - 1st and 2nd	Dance studio/Tax office	1	4	9	7	21	0	11	11	32
IV	Btw Bay & 1st - Laurel & Maple										
IVa	N. of alley (less Wharf's parking)	Grape Leaf / Van's bldg	5	0	6	7	18	0	46	46	64
IVb	S. of alley (plus Wharf's parking)	Wharf/Wind Drift	0	10	4	1	15	0	36	36	51
V	Btw Bay & River - Laurel & Nopal										
Va	Laurel to Maple	Splash/Connies	12	0	0	0	12	0	0	0	12
Vb	Maple to Nopal	Mo's/Westward HO!	10	0	0	0	10	0	18	18	28
VI	Btw Maple & Nopal - 1st & 2nd										
Via	West of alley (Maple side)	Callison bldg/B&B	2	6	0	11	19	0	7	7	26
Vib	East of alley (Nopal side)	residential properties	3	0	10	0	13	0	30	30	43
Vic	East of alley - on 1st st	Parking lot and vacant	0	5	2	0	7	0	0	0	7
VII	Btw Maple & Nopal - Bay & 1st										
VIIa	North of alley (Maple side)	Masonic/Newspaper	4	0	0	8	12	0	19	19	31
VIIb	North of alley (Nopal side)	Tom's BBQ/Sunny's	4	0	4	0	8	0	12	12	20
VIIc	So of alley west of Port properties	Balcony Gourmet	0	1	0	2	3	0	10	10	13
VIIId	So of alley - Port properties	BJ's & Port Office	0	3	2	0	5	0	22	22	27
VIII	Btw Nopal & Oak - 1st & 2nd	Dr Oliver DDS	9	12	11	12	44	0	30	30	74
IX	Btw Oak & Harbor - 1st & 2nd	Burns Mortuary	7	8	6	8	29	0	0	0	29
X	Btw Nopal & Harbor - 1st and River										
Xa	Boardwalk and parking lot	Port Boardwalk	15	0	0	4	19	0	199	199	218
Xb	Commercial Boat basin	Boat basin	0	0	0	2	2	0	0	0	2
Xc	Non-Port property	Apartments	3	0	0	0	3	0	0	0	3
XI	see below (City hall block not included in Old Town district)										
XII	W. of Laurel btw 1st and Fire Sta.	Coast Realty lot	0	12	18	0	30	0	0	0	30
XIII	Btw Bay & River - 101 bridge & Kingwood	River House Motel	0	12	0	0	12	0	43	43	55
XIV	Btw Bay & River - Kingwood to Juniper	The Lotus	0	8	0	0	8	0	76	76	84
XV	No. side of Bay - Kinwood to Juniper	Edwin K./Thrift Shop	0	7	0	0	7	0	9	9	16
XVI	Btw 101 & Kingwood - No. of Bay	lot below DQ	0	7	0	0	7	0	0	0	7
Totals							334	19	604	623	957
XI	Btw 101 and Laurel	City Hall block	0	0	5	6	11	45	0	0	45

FLORENCE DOWNTOWN 'IMPLEMENTATION PLAN'



SEPTEMBER, 1999

RESOLUTION NO. 29, SERIES 1999

A RESOLUTION ADOPTING THE FLORENCE DOWNTOWN IMPLEMENTATION PLAN

WHEREAS, The Old Town and the Highway 101 Commercial areas are very important to the economic, cultural, and social fabric of the community; and

WHEREAS, In 1998, the City Council determined that, in order to encourage development and redevelopment of these areas, it was necessary to prepare a plan for the downtown area; and

WHEREAS, Consultants were chosen, and a public process begun which included many days and evenings of public forums and workshops; and

WHEREAS, A Final Draft "Downtown Plan" was presented to the City Council and the Planning Commission on June 30, 1999; and

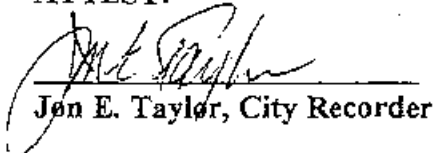
WHEREAS, The City Council and the Downtown Steering Committee met in two workshops to review a revised Draft Plan prepared by staff, and to work out differences and issues therein,

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Florence that the Florence City Council adopts the document titled "**Florence Downtown Implementation Plan - September 1999**" as the official Downtown Plan. The document titled "Florence Downtown Plan - June 1999" shall be used as a reference and guide since it contains data and background information not included in the September 1999 implementation document. However, it is not the official Downtown Plan.

Approved by the Florence City Council this 20th day of September, 1999.


Alan Burns, Mayor

ATTEST:


Jon E. Taylor, City Recorder

I. The Downtown Plan

A. Goals and Objectives for Downtown Florence

Goal:

To revitalize the downtown area as the primary cultural, tourist, commercial, and community core to serve all of Florence's citizens and visitors.

Objectives:

1. To develop a unified downtown consisting of the neighborhoods and commercial districts on both sides of Highway 101, south of Highway 126 and 9th Street, east of Kingwood Avenue, and west of the Port property along the Siuslaw River estuary.
2. To revitalize deteriorating sections of the downtown area.
3. To enhance the downtown through the promotion of mixed-use development, pedestrian and bicycle accessibility, provision of useful public space, and attractive site and architectural design to create one of Florence's special places.
4. To provide safe, convenient, and attractive choices for people to walk, bike, and drive throughout the downtown.
5. To facilitate public/private partnerships to carry out the plan.
6. To achieve a balanced transportation/land use solution for Highway 101 that maintains its historic function as both the Coast's primary transportation route, and as the center of Florence's downtown.
7. To develop safe, convenient and attractive public parking areas to accommodate visitors and residents accessing the downtown from Highway 101 and adjacent neighborhoods.
8. To ensure that the transportation objectives of the downtown plan are consistent with the transportation system plan (TSP), the Oregon Highway Plan, and ODOT's adopted plans for Highway 101 and Highway 126.
9. To identify suggested transportation improvements needed to facilitate redevelopment of the downtown area consistent with land use and retail market strategies.
10. To encourage mixed-use development that enables citizens to live, work, shop, and recreate all within easy walking distance within the downtown.
11. To improve access to, and visibility of Old Town from Highway 101.

Overall Vision and Strategy

If the downtown is intended to be a vital and authentic heart to the Florence community, it must have a vital retail core attractive to pedestrians. Unifying the downtown around a mainstreet on a short section of Highway 101 could both revitalize the retail market and transform this portion of the Highway into the core of the downtown. The City of Florence will undertake the following actions aimed at improving the Downtown's retail sales and property values, particularly on Highway 101, and to expand its trade area.

1. Recognize the portion of Highway 101 between the Siuslaw Bridge and Highway 126 as the City's retail core, and "mainstreet" of the new downtown Florence.
2. Design streetscapes and buildings to support the pedestrian-oriented mainstreet character by implementing transportation and land use changes.
3. Encourage drivers to easily view merchandise displays in storefronts by slowing traffic speeds on Highway 101.
4. Improve access to, and visibility of Old Town from the new mainstreet on Highway 101.
5. Provide a parallel route to Highway 101 on 2nd & Quince Street to relieve overflow summer peak traffic.
6. Consider implementing Retail and Merchandizing Guidelines to coordinate downtown business management on a voluntary basis. (see appendix)
7. Implement Architectural Guidelines aimed at improving storefront facades and retail viability on Highway 101 and Old Town. (see appendix)
8. Develop a unified retail theme that can help establish Florence's leadership position and identity in the region. (see appendix)
9. Create a downtown Green as the gateway and center of a new mainstreet on Highway 101.



Characteristics of a Mainstreet District

Mainstreets typically have

- wide sidewalks
- storefronts up to the sidewalk
- on-street parallel or diagonal parking
- short pedestrian street crossings - 50 feet maximum
- high traffic volumes
- slow traffic speeds
- narrow building face-to-face distance
- extra parking behind storefronts with pedestrian paths between buildings
- pedestrian scaled street lamps, and furniture
- street trees

Retail benefits of mainstreets:

- Closely concentrated stores encourage impulse buying between a variety of shops.
- Store windows up to the street are easily visible to drivers and pedestrians.
- On-street and shared parking saves land by reducing on-site parking needs.
- On-street parking protects pedestrians on sidewalks from vehicles in driving lane.
- Mainstreets are attractive environments for strolling, window shopping, and people watching.
- Mainstreets accommodate a variety of retail types from large anchors to small shops.

Implementation Strategy

Key Components

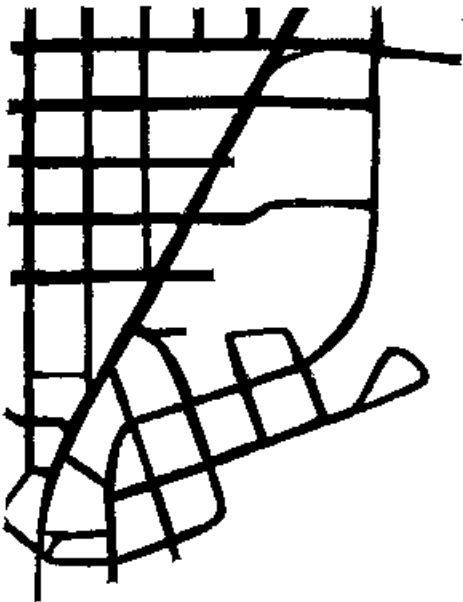
- **Committed On-Going Leadership.** Successful downtowns usually are dependent on leadership. A few individuals that are focused and committed to seeing the project or the program through are critical to success.
- **Multiple Projects.** A wide variety of on-going projects should always be moving forward to ensure a continuous stream of success stories, even if one project slows down or fails.
- **Many Stakeholders.** Stakeholders should be broadly defined to include any individual or organization that can possibly have an interest in and a desire to play a role in the successful implementation of projects that contribute to the success of the downtown.
- **Communications.** An on-going communications program should tell what is happening and being accomplished.



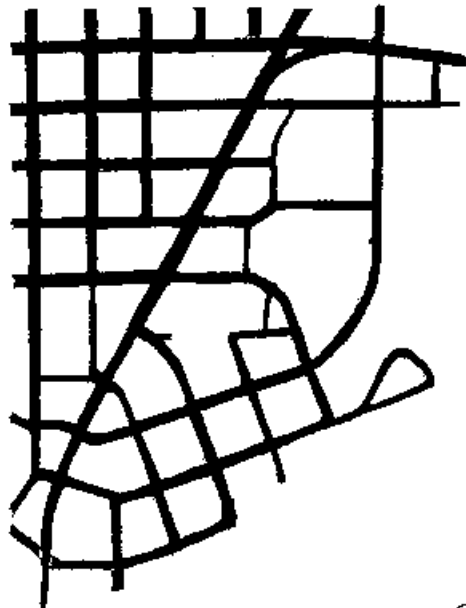
PRIORITIES

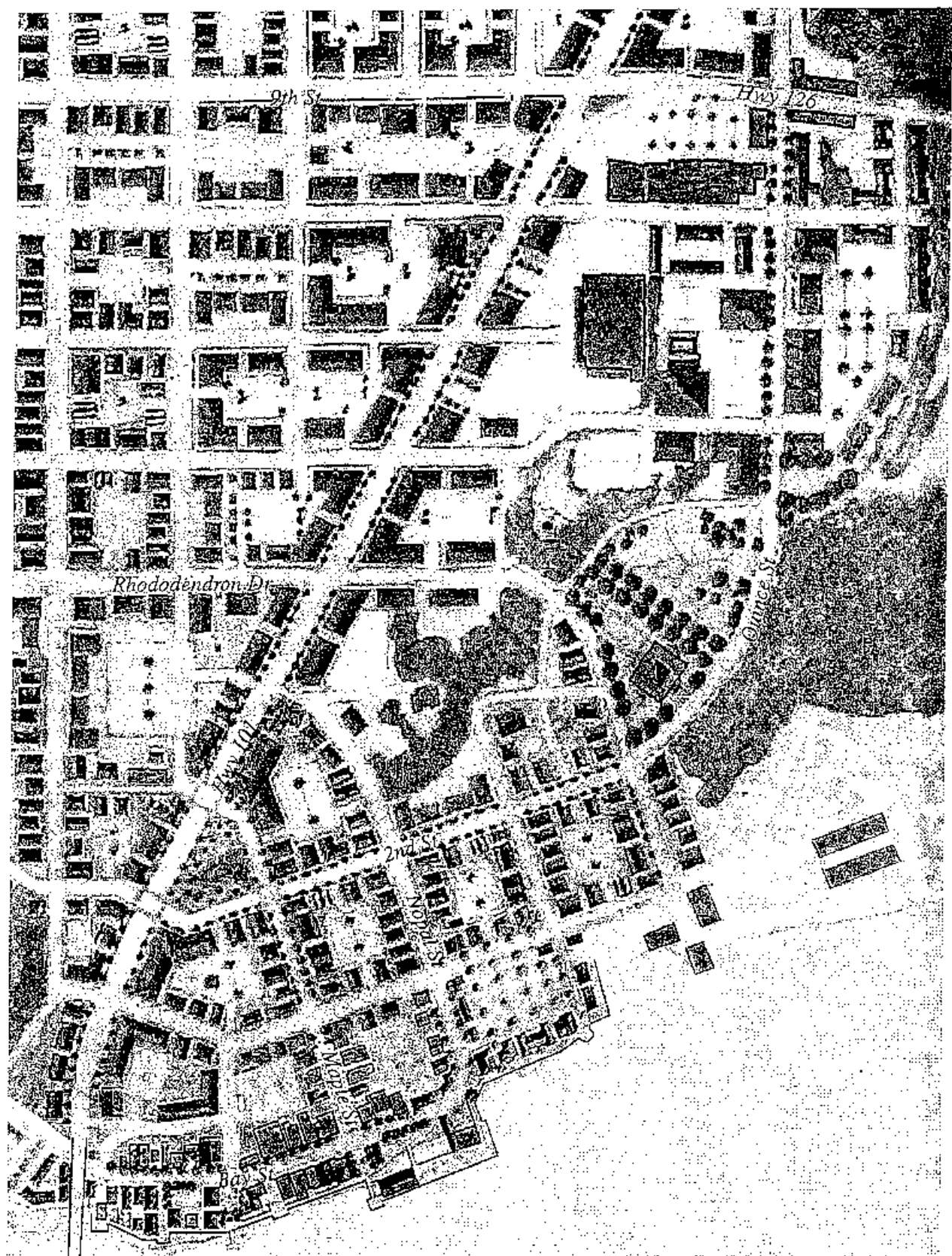
1. Construct the Downtown Green.
2. City participation in land acquisition of the Middle School site, especially the ballfields.
3. Stripe on-street parking spaces on Highway 101.
4. Streetscape
 - a. Extend the "historic" street light program now in Old Town to the Mainstreet.
 - b. Install irrigation and street trees in the Siuslaw Bridge Gateway area along Highway 101.
5. Complete a pilot "parking courtyard" in Old Town. (12 - 18 months)
6. Establish an estuary trail connecting the Boardwalk to the Munsel Creek Bikepath.
7. Identify and obtain key lots in Old Town for parking, and to preserve views.
8. Locate a parking lot under the bridge. Combine with a Scenic Byways Bridge Interpretive Site.
9. Amend Comp Plan to include Downtown Plan. Amend codes as necessary. Adopt Retail and Merchandising guidelines, and Architectural Guidelines.
10. Create a pilot block project with decreased width crosswalks, wide sidewalks, on-street parking, and incorporate the in-street pedestrian activated crosswalk lighting.
11. Wage an effective campaign to obtain construction of the Highways 101/126 & Quince/Spruce intersections in the next two years.

OLD

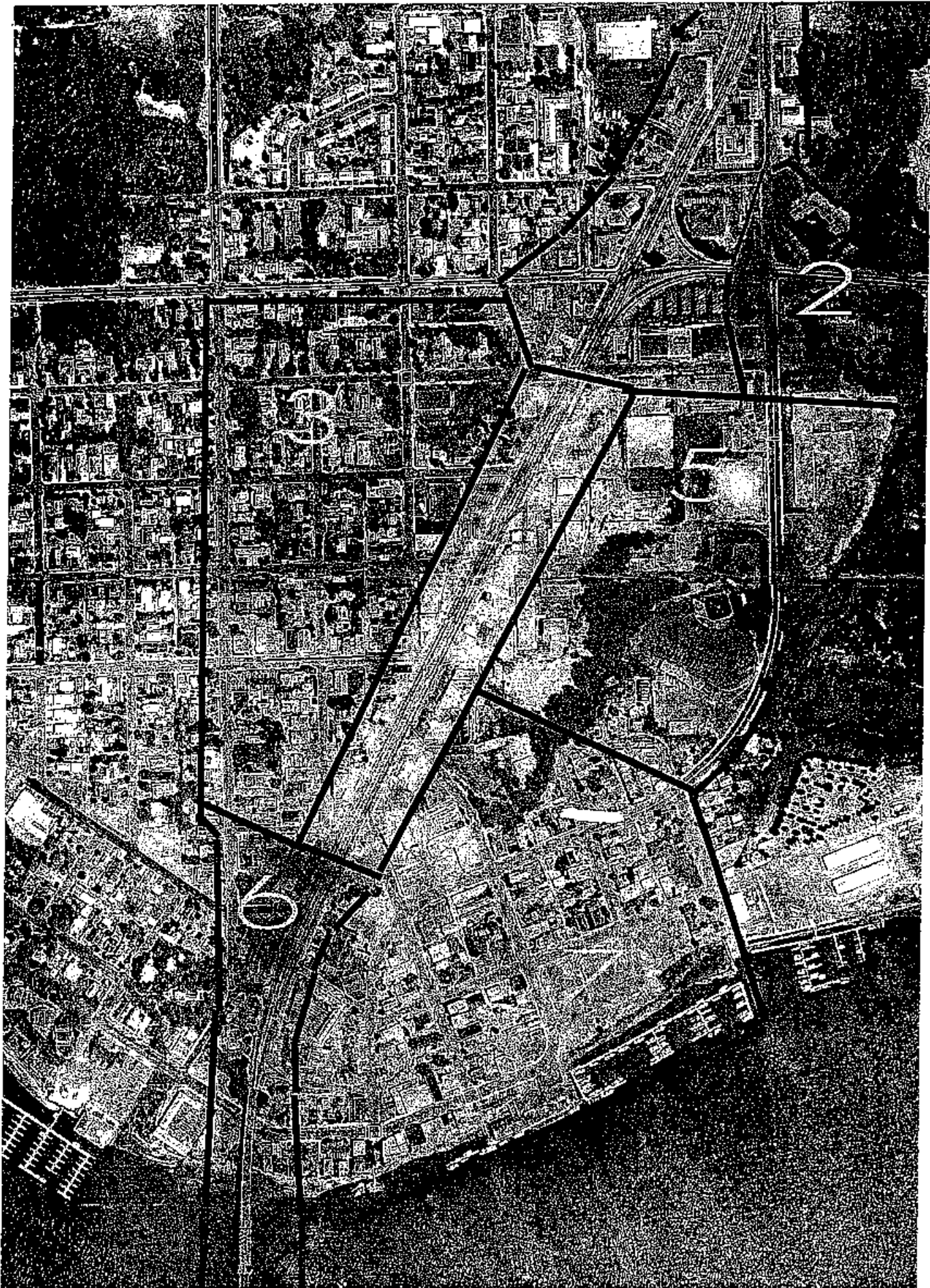


NEW





Illustrative plan of potential redevelopment
1" = 400'



1) Hwy 101 Commercial 2) Hwy 126 Gateway
4) Hwy 101 Storefront & Mainstreet
6) Siuslaw Bridge dist

3) Kingwood & 9th
5) Event Center Dist.
7) Old Town



The Downtown Green/Mainstreet

1. Obtain funding for a Highway 101 Corridor Refinement Plan to prepare detailed traffic operations analyses necessary to support a decision on the future lane configuration of Highway 101 supporting Mainstreet development, and the development of a Downtown Green. Negotiate an intergovernmental agreement with ODOT to implement the recommendations of the Refinement Plan.

2. Create a Downtown Green between Highway 101, Second Street, and Maple Street as the gateway and center of the new mainstreet, and the downtown

- include:

- a signalized intersection
- maximum length for crosswalks - 50 feet
- no buildings should be located on the Green, because of difficulty of safe vehicular and pedestrian access

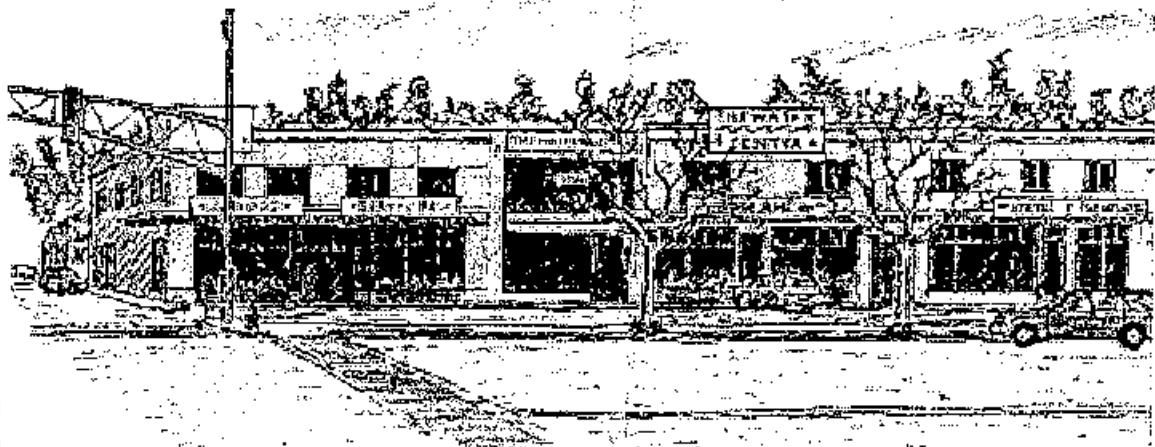
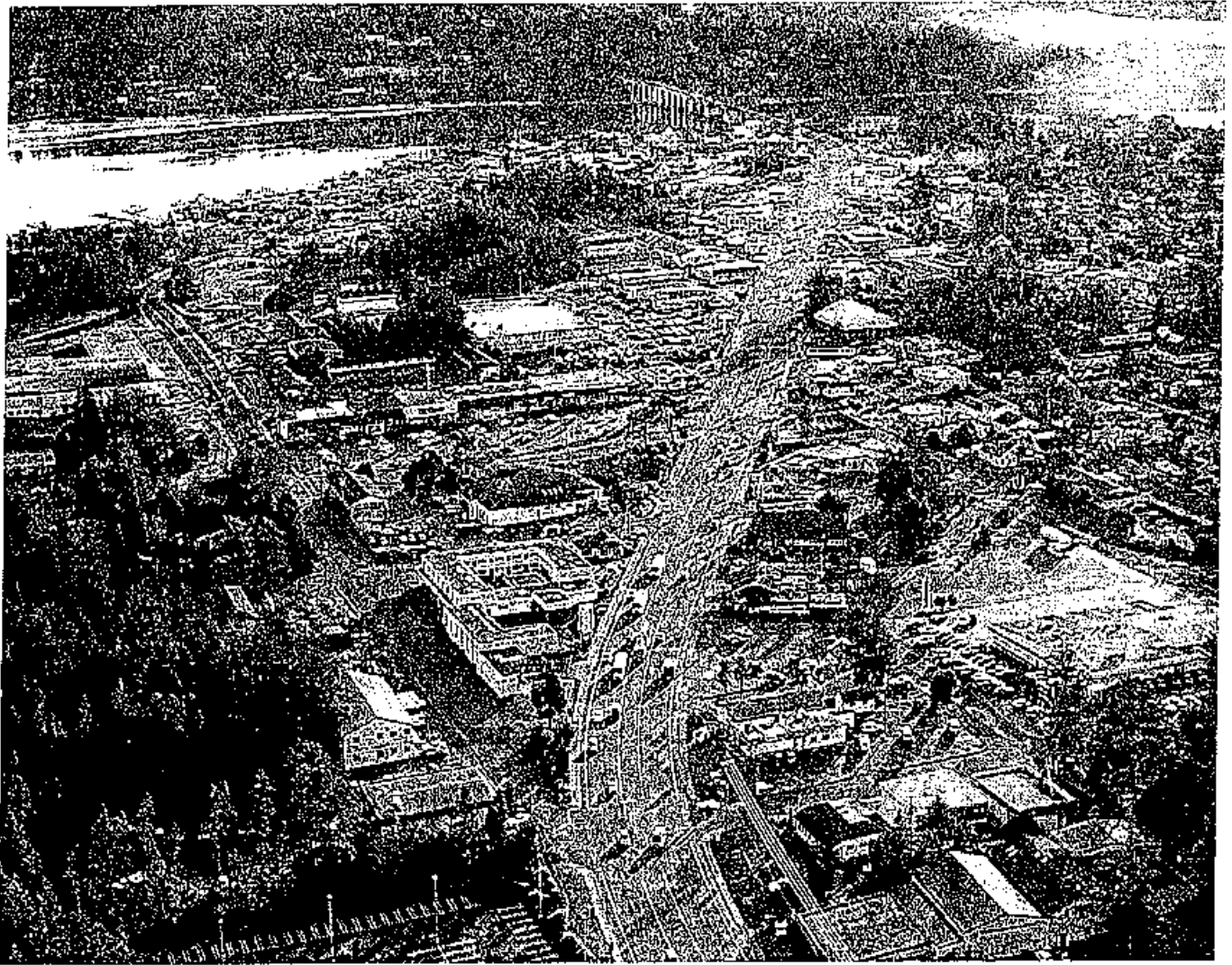
3. Realign Laurel and 2nd Streets west of Highway 101 to form right angle intersections with the Maple/2nd Street configuration east of Highway 101 at the Green.

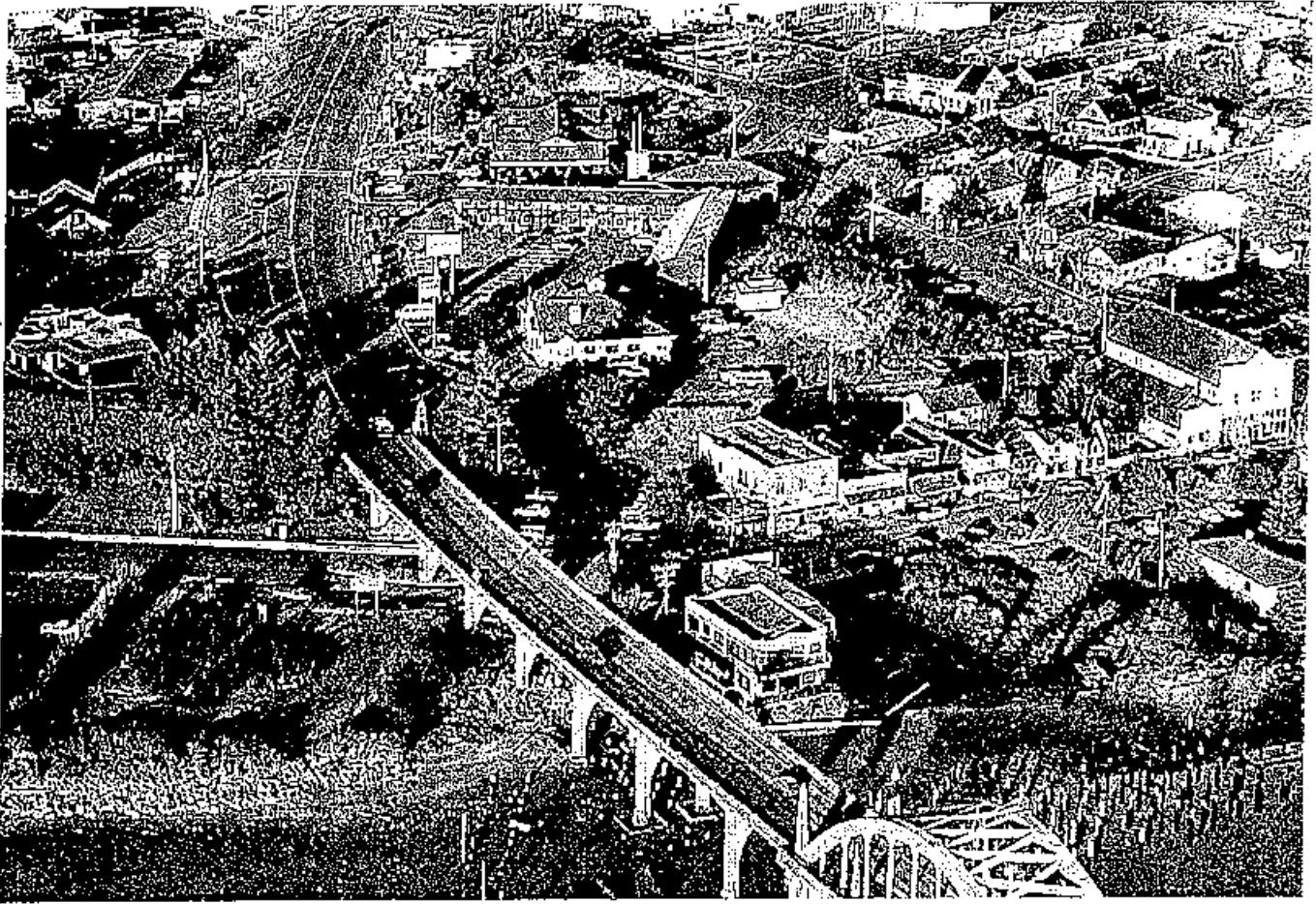
4. Create a revitalized retail Mainstreet on Highway 101 between 1st and Eighth Street

- Include:

- reduced pedestrian crossing distances,
- pedestrian activated, in-pavement lighted crosswalk at Eighth Street
- slow traffic to 25 mph
- widen sidewalks
- on-street parking
- access management to encourage use of streets and alleys for access
- off-street parking at rear of buildings
- building frontages at the sidewalk
- implement parking signage system
- reduce onsite parking requirements to encourage infill development
- building heights minimum 20 feet.

5. Maintain Downtown Business Associations to support implementation of the Downtown Plan.





Siuslaw Bridge Gateway (Bridge to the Green)

- Include:
 - signage welcoming the traveling public to Florence Mainstreet
 - begin street trees and street lighting as close to the bridge as possible
 - make 1st Street right-out only
 - work with ODOT to ensure that the rewiring of the Bridge includes provision for holiday lighting by the community
 - plan for long term preservation of the Bridge, with a parallel bridge to carry additional lanes of traffic as demand warrants





9th Street/Kingwood Neighborhood

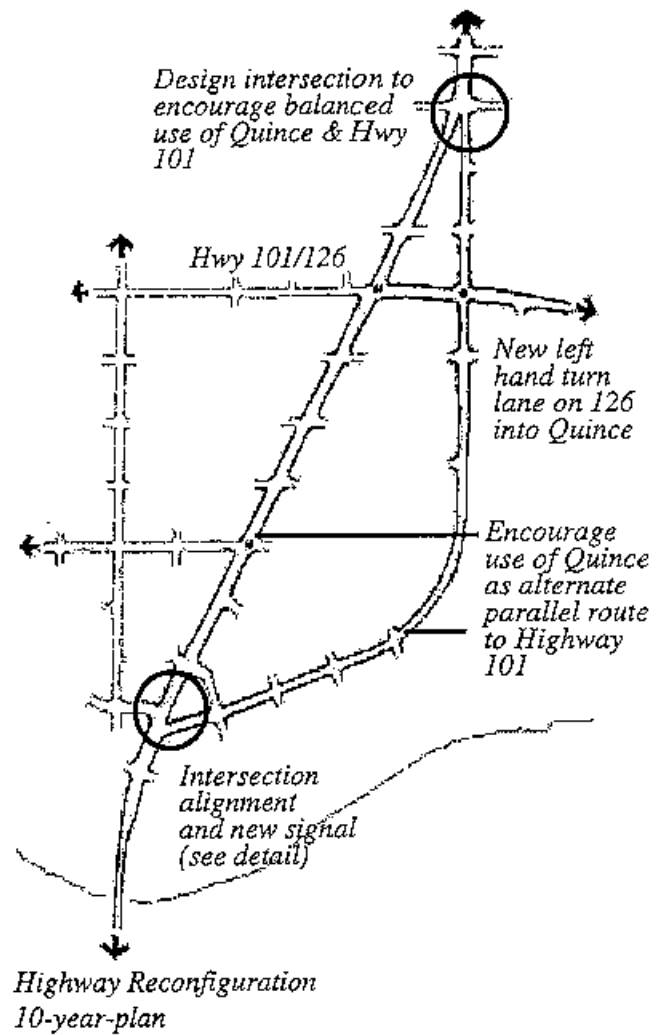
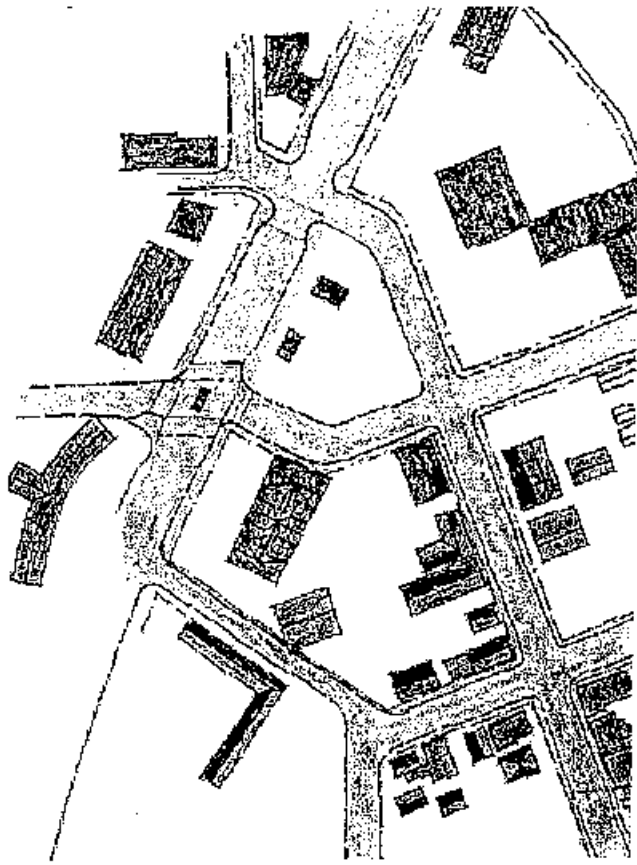
1. Maintain the development pattern of mixed-use, detached buildings currently in the neighborhood.

include:

- off-street parking located behind buildings
- upper story offices or residences
- building facades which occupy at least 70% of the primary building frontage line

- pedestrian accessway(s) to rear parking areas.
- buildings oriented to Kingwood and east-west streets with direct connections to Highway 101
- front setbacks from 5 to 10 feet
- minimum height of 15 feet measured to the eave or top of parapet

2. Implement a multifamily zone between the commercial and single family residential zones to provide infill and redevelopment, and to allow residents to be in close walking distance of stores and services on Highway 101.



Highway 101/126/Quince/Spruce Intersections

1. Mount a well organized campaign to promote the construction of the ODOT planned improvements at these intersections within the next 2 years.
2. Pursue signalization of the Highway 126/Quince intersection.
3. If the landscaped triangle at Highway 101/126 is to remain for longer than 2 years, secure adequate power and water into the triangle, and provide for routine maintenance under contract with the City.
4. New left hand turn lane on 126 into Quince street



Gateway District - Highway 126

1. Redesign the intersection of Quince and Highway 101 to allow a more balanced traffic flow between these two parallel roads through the downtown.

On Quince Street, provide for:

- mixed-use storefront retail
- 90% building frontage minimum
- on-street parking
- building fronts close to the sidewalks.
- On Hwy 126/101, provide for:
 - frontage requirement of 50% where on-street parking is not possible
 - site buildings up to the sidewalk at the corners of Quince

2. Retain the northeast corner of the intersection in its wooded state (where the County Annex building currently resides)

Events Center District

1. Provide for mixed use infill and redevelopment of sites around the Florence Events Center.

Including:

- building facades occupy at least 80% of the primary building frontage line
- pedestrian accessway(s) to rear parking areas
- building front setbacks from 10 to 15 feet
- minimum building height of 15 feet measured to the eave or top of parapet
- require new buildings to line Quince Street

2. Strongly encourage hotel development on the Middle School site

3. Obtain a decision-making position in the sale of the ballfield/bus barns in order to guide future use of the site

4. Work cooperatively with the School District to prepare a master plan to guide future development on school property

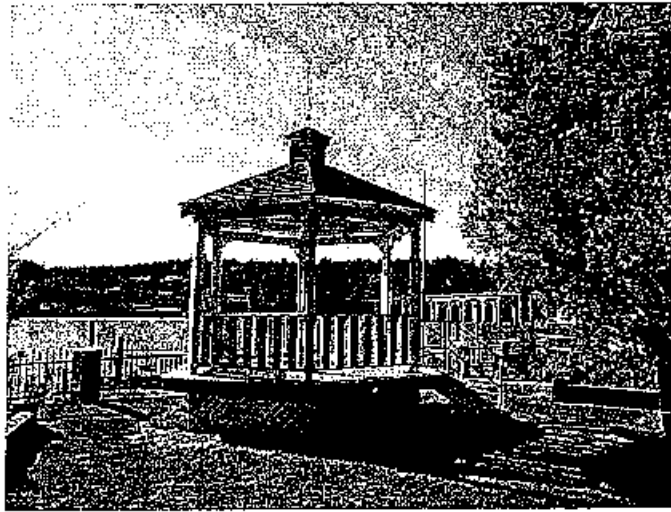
5. Site a bicycle trail along the eastern edge overlooking the estuaries below

6. Maintain community recreational opportunities and amenities currently provided by the play fields by either:

- Providing a development opportunity for a public/quasi-public building at this site, or
- a mixed-use district with medium density residential uses such as duplexes, rowhouses, and garden apartments and non-retail commercial uses in keeping with the character of Old Town

7. Find an appropriate place in the downtown for a Sister City Japanese Garden

8. Locate appropriate areas for RV parking, and provide directional signage



Old Town

1. Maintain and reinforce the existing mixed-use, small-town character of Old Town as follows:

a. Bay Street - defined by:

- continuous storefronts lining the sidewalks
- off-street parking behind buildings on the north side
- opportunity for upper story offices or residences
- building facades occupying at least 90% of the primary building frontage line with
- remaining frontage dedicated to pedestrian accessway(s) to rear parking areas
- building ground floors aligned at the street right-of-way
- Upper story bay windows, balconies, and awnings may encroach over the public sidewalk above the first story
- building fronts have a minimum height of 20 feet measured to the eave or top of parapet

b. detached building or house converted to a commercial business.

- building side setbacks at a minimum 5 feet
- rowhouses may have no side setbacks
- variable front setback from 5 to 15 feet with allowable porch encroachments into the setback to match the historic conditions
- maximum length of an uninterrupted building front should be 40 feet. Building fronts longer than 40 feet should have a variation of 5 foot depth and 10 foot width
- off-street parking at the rear of buildings with access from rear alleys. For any lots that are not accessed by alleys a maximum 14 foot wide curb cut should be allowed to access parking to the rear of buildings

c. Boardwalk

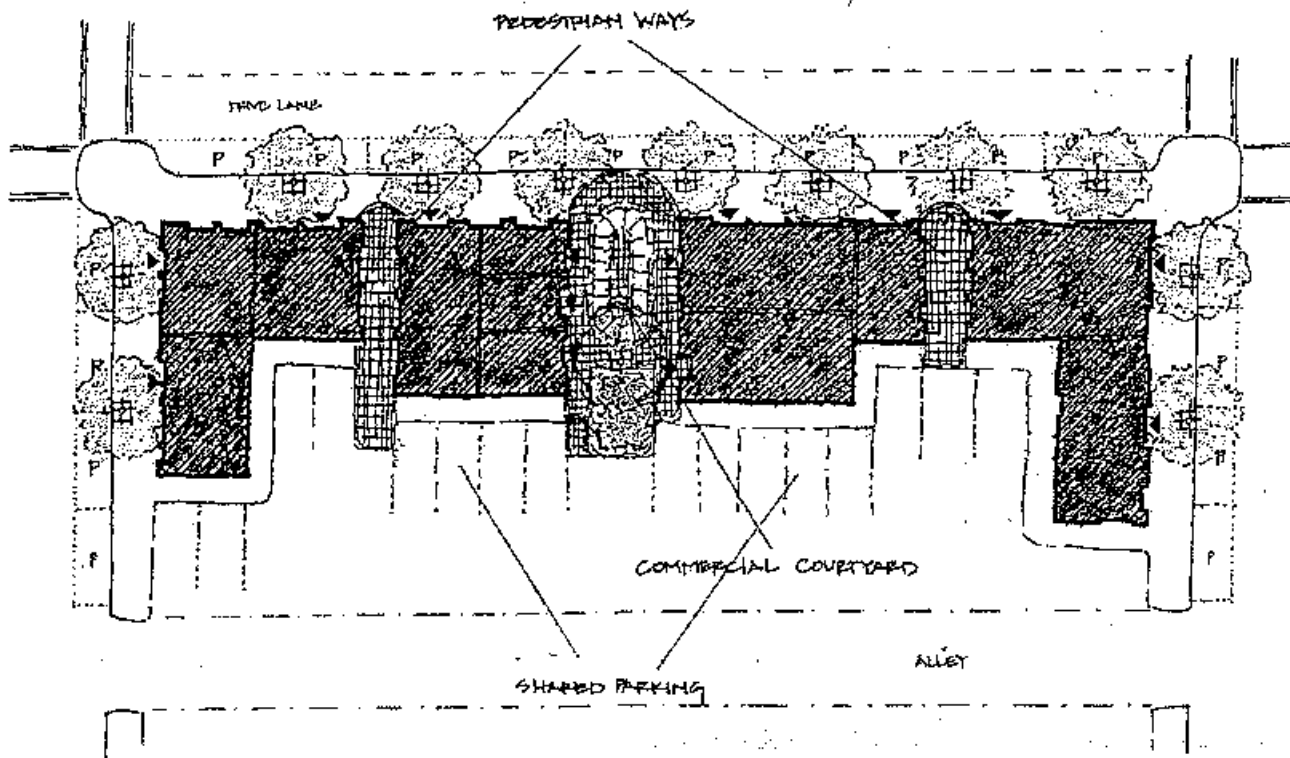
- site additional development along the western edge of the Boardwalk parking lot, in addition to the Port's currently proposed plan to complement the retail use across the street, and encourage pedestrian use along the street.
- encourage decks on riverfront businesses, and connections between them where possible

2. Implement an overall parking district plan for Old Town

- City should locate, acquire and build new parking lots as funds become available
- Create a paved alley network

3. Conduct a streetscape design study for improving the sidewalks and crosswalks in Old Town

4. Maintain Downtown Business Associations to provide support for implementation of the Downtown Plan



PROJECTWIDE TASKS

1. Adopt the necessary Comprehensive Plan amendments, zoning ordinance changes, and design guidelines to support implementation of the Downtown Plan. Adopt revised parking ratio standards to ensure a sufficient, but not excessive supply of parking for customers and employees. Research options available to increase building heights without jeopardizing public safety.
2. Incorporate the Downtown Plan recommendations into the City's Transportation Systems Plan.
3. Request ODOT to install a permanent traffic count station on Highway 101 between Highway 126 and the Bridge, to provide more accurate traffic volume data.
4. Consider conducting a feasibility study to explore the creation of an urban renewal district as a means to finance public improvements necessary to implement the Downtown Plan.
5. Work with U.S. Postal Service officials to insure long-term viability of its present location.

PRIORITIES

1. Construct the Downtown Green.
2. City participation in master planning for the Middle School site, especially the ballfields.
3. Stripe on-street parking spaces on Highway 101.
4. Streetscape
 - a. Extend the "historic" street light program now in Old Town to the Mainstreet.
 - b. Install irrigation and street trees in the Siuslaw Bridge Gateway area along Highway 101.
5. Complete a pilot "parking courtyard" in Old Town. (12 - 18 months)
6. Establish an estuary trail connecting the Boardwalk to the Munsel Creek Bikepath.
7. Identify and obtain key lots in Old Town for parking, and to preserve views.
8. Locate a parking lot under the bridge. Combine with a Scenic Byways Bridge Interpretive Site.
9. Amend Comp Plan to include Downtown Plan. Amend codes as necessary. Adopt Retail and Merchandising guidelines, and Architectural Guidelines.
10. Create a pilot block project with decreased width crosswalks, wide sidewalks, on-street parking, and incorporate the in-street pedestrian activated crosswalk lighting.
11. Wage an effective campaign to obtain construction of the Highways 101/126/Quince/Spruce intersections in the next two years.

TIMELINE

1. Construct the Downtown Green.

- Obtain TGM funds for preliminary engineering - Early Fall 1999
- Hire consultant (in cooperation with TGM Program) - late Fall 1999
- Preliminary engineering completed - estimated late winter 2000
- Negotiations for land acquisition/relocation of businesses - during 2000
- Prepare construction drawings - late 2000 (funding - grants)
- Begin construction Spring 2001 for completion for the summer season (cost/funding - grants/loans)

2. City participation in Master Plan for the Middle School site, especially the ballfields.

- Late summer/fall 1999 - work with School District to determine how this can occur effectively. Implement as soon as agreement is reached.

3. Stripe on-street parking spaces on Highway 101.

- City Public Works to begin working with ODOT to accomplish stripping this fall if possible, otherwise by summer season in 2000.

4. Streetscape

- Extend the "historic" street light program now in Old Town to the Mainstreet.
- Begin now as businesses redevelop
 - a. Install irrigation and street trees in the Siuslaw Bridge Gateway area along Highway 101.
- Prepare a plan for street trees and irrigation - Fall 1999 (funds - grants, contributions)
- Apply for Scenic Byway funding for construction - next available funding round

5. Complete a pilot "parking courtyard" in Old Town. (12 - 18 months)

- Presently underway - public/private partnership

6. Establish an estuary trail connecting the Boardwalk to the Munsel Creek Bikepath.

- Prepare an Estuary Trail Plan, and include in the City's TSP. Winter 1999/2000 - RARE student.
- As part of # 2 above, secure this easement over School District property.
- As other properties redevelop, secure easements
- Apply for ODOT Enhancement Funds for construction when easements have been secured.

7. Identify and obtain key lots in Old Town for parking, and to preserve views.

- Merchants associations and Downtown Committee identify lots, and prepare costs for acquisition and development - 1999/2000
- Investigate public/private partnerships or private partnerships to acquire and develop key lots - 1999/2000
- If necessary, move forward with a Parking District to provide funds for remaining lots, and for continuing maintenance - 2000/2001

8. Locate a parking lot under the bridge. Combine with a Scenic Byways Bridge Interpretive Site.

- Plan is completed. Apply for Scenic Byways funds for construction in Spring 2000.

9. Amend city codes and ordinances

9a. Amend Comp Plan to include Downtown Plan

- Can be initiated as soon as the Council adopts the Downtown Plan. Process similar to that for the recent Comp Plan amendment creating the West 9th Street Planning Area.

9b. Amend codes as necessary.

- Can be drafted by RARE student in Fall/Winter 1999/2000

9c. Adopt Retail and Merchandising guidelines, and Architectural Guidelines.

- Downtown Committee/Merchants associations/Chamber work on these and make recommendations to the City on implementation - Fall/Winter 1999/2000

10. Create a pilot block project with decreased width crosswalks, wide sidewalks, on-street parking, and incorporate the in-street pedestrian activated crosswalk lighting.

- Identify pilot block - Downtown Committee working with businesses- Fall 1999
- City to begin negotiations with ODOT immediately. Downtown Committee/City work with local businesses on matching funds. Winter 2000
- Construct in Spring 2000 for summer season.

11. Wage an effective campaign to obtain construction of the Highways 101/126/Quince/Spruce intersections in the next two years.

- City Council to begin campaign immediately. Efforts to include letters, visits, talks with legislators, etc. City needs to be involved in resolution of access issues at the intersection of 101/126 if this continues to cause the project to be delayed.

Potential Funding Sources

Capital Improvement Program

Some of the transportation projects, especially the local system improvements, should be included on the list of improvement projects in the TSP. Presumably, these projects would be included as part of the City's 5-year, Capital Improvement Program, competing against other city priorities for limited funding.

ODOT's State Transportation Improvement Program (STIP)

ODOT identifies and ranks all state highway improvement projects. Again, the Florence projects would be added to the list and compete against other state highway projects for limited funding.

ODOT'S Scenic Byways Program

Highway 101 has been designated a State Scenic Byway, making Highway 101 projects which enhance the scenic qualities of the highway eligible for Scenic Byway funding.

Local Improvement District

Property owners for a defined area, which could cover the entire downtown area or a smaller area such as Old Town, could elect to impose a special property tax upon themselves to pay for improvements that will benefit the area. Streetscape improvements are an example of an appropriate project.

Revenue Bond Issue

The proposed Parking District could issue bonds backed by an expected revenue stream, such as parking fees from business owners. The bonds would allow the fees to be used upfront to construct parking facilities that would benefit the businesses that pay into the district. This mechanism would expedite the construction of such facilities, rather than waiting for sufficient funds to accumulate.

General Obligation Bonds

The City could place a ballot measure for voter approval for bonds to fund a major project, such as the town square or parks projects.

Participating Agencies

City of Florence, Community Development Department
Sandy Young, Community Development Director
Jim Mulder, Associate Planner
ODOT/DLCD TGM Program
Sue Geniesse, Urban Growth Management Planner
ODOT
Nick Arnis, Regional Planner
DLCD Coastal Division
David Perry, S. Coast Field Representative
Port of Siuslaw
Tom Kartrude, Port Manager
Siuslaw School District
Steve Waddell, Superintendent

Steering Committee Members

Dave Braley
Arolf Salo
Lynnette Wikstrom-Smith
Marteen Wick
Joshua Greene
Jack Butler
David Capen
David Jackson
John Balcom

Consultant Team

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Laurence Qamar, Project Manager
Bill Lennertz, Charrette Manager
Oliver Kuehne, Designer
Jeff Thierfelder, Designer
Ken Hutchinson, Designer
Aarin Lutzenhiser, Report Editing
W&H Pacific, Transportation Planners
Laura Jackson
Pacific Rim Resources, Land Use Planners
Tom Armstrong
Leland Consulting Group, Market Economists
Ed Starkie
Paul Dennis
Gibbs Planning Group, Retail Planners
Bob Gibbs
Paul K. Jensen, Architect

Photo Credits

Special thanks is due to the Siuslaw Pioneer Museum for photos of turn of the century Florence, and to Joshua Greene for aerial photos of Florence. Other photos are by Lennertz Coyle & Associates.

FLORENCE DOWNTOWN PLAN

JUNE 1999

TRANSPORTATION GROWTH MANAGEMENT PROJECT
CITY OF FLORENCE, ODOT / DLCD



LENNERTZ COYLE & ASSOCIATES - W&H PACIFIC - PACIFIC RIM RESOURCES - LELAND CONSULTING GROUP - GIBBS PLANNING GROUP - PAUL JENSEN

This project is partially funded by a grant from the Transportation and Growth Management (TGM) Program, a joint program of the Oregon Department of Transportation and the Oregon Department of Land Conservation and Development. This TGM grant is financed by federal Intermodal Surface Transportation Efficiency Act and local government funds. The contents of this document do not necessarily reflect views or policies of the State of Oregon.

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Preface

The Florence Downtown Plan is a Transportation Growth Management project funded through a joint program of the Department of Land Conservation and Development, and the Oregon Department of Transportation. The project began in September 1998 and ended in June of 1999. A consultant team has worked directly with the City of Florence's Community Development Department, and a Steering Committee of local citizens selected by the City Council.

An essential goal of the project has been to closely involve the local citizens of Florence to determine the future outcome of their Downtown. An initial consultant team visit for four days took place in early-November, 1998. Prior to the trip the Steering Committee was selected, a list of over 20 stakeholders from throughout the City were compiled, and initial base data collection was conducted. During the initial four-day, visit the consultant team met twice with the Steering Committee, conducted one-on-one interviews with the stakeholders, and conducted a public open house at the City Hall to introduce the project and gain a greater understanding of the concerns and ideas of the public.

After the first trip a summary of issues and opportunities was presented to the Steering Committee. Further analysis of base data was conducted in preparation for the second major Consultant visit in early-February, 1999. The second visit was a four day long public design Charrette that gathered the consultant team, ODOT and DLCD representatives, City agencies, the Steering Committee, and the public. Three evening public open houses occurred during the Charrette with design work from the previous day presented. Each evening new design work reflecting changes requested by the public from the previous evening was presented. The public was able to directly discuss issues with designers, transportation planners, architects, land use planners, retail planners, and economists. The Charrette had a strong public turnout with as many as 70 attendees on the last night.

Following the Charrette visit, the consulting team produced a draft report describing the background information and recommendations developed to-date. A third consultant team visit took place in May to make a another public presentation of the recommendations developed during the Charrette and any subsequent refinements in the draft report. Agency and public commentary was gathered to make adjustments to the plan. Finally, this Downtown Plan was presented to a joint session of the Florence Planning Commission, and City Council in June, has strived to represent the many views of Florence.



Steering Committee Meeting



Charrette Public Meeting

I. The Downtown Plan

A. Goals and Objectives for Downtown Florence

Goal:

To revitalize the downtown area as the primary cultural, tourist, commercial, and community core to serve all of Florence's citizens and visitors.

Objectives:

- 1 To develop a unified downtown consisting of the neighborhoods and commercial districts on both sides of Highway 101, south of Highway 126 and 9th Street, east of Kingwood Avenue, and west of the Port property along the Siuslaw River estuary.
- 2 To revitalize deteriorating sections of the downtown area.
- 3 To enhance the downtown through the promotion of mixed-use development, pedestrian and bicycle accessibility, provision of useful public space, and attractive site and architectural design to create one of Florence's special places.
- 4 To provide safe, convenient, and attractive choices for people to walk, bike, and drive throughout the downtown.
- 5 To facilitate public/private partnerships to carry out the plan.
- 6 To achieve a balanced transportation/land use solution for Highway 101 that maintains its historic function as both the Coast's primary transportation route, and as the center of Florence's downtown.
- 7 To develop safe, convenient and attractive public parking areas to accommodate visitors and residents accessing the downtown from Highway 101 and adjacent neighborhoods.
- 8 To ensure that the transportation objectives of the downtown plan are consistent with the transportation system plan (TSP), the Oregon Highway Plan, and ODOT's adopted plans for Highway 101 and Highway 126.
- 9 To identify suggested transportation improvements needed to facilitate redevelopment of the downtown area consistent with land use and retail market strategies.
- 10 To encourage mixed-use development that enables citizens to live, work, shop, and recreate all within easy walking distance within the downtown.
- 11 To improve access to, and visibility of Old Town from Highway 101.

B. Historic Context

In the late-19th Century, Florence was founded much like every other settlement throughout history at the crossing of two regional trade routes. The importance for commercial development at the crossing point of “main and main” routes endures today. It is the cross roads through which the highest customer base passes, and lives



nearby. Businesses of all kinds either fail or thrive based on their location, accessibility and visibility from the greatest number of customers. The regional through route invariably became the cultural and commercial “mainstreet” of a town anchored at the original “main and main” crossing.

Florence’s historic routes were the Siuslaw River running west to the Pacific ocean and the north/south Oregon coast road. Shipping between the ocean and the river logically joined with the coastal road at a place which eventually became the port and the center of the new City of Florence. Fishing and logging remained the predominant industries of the region through much of the early part of the 20th Century.

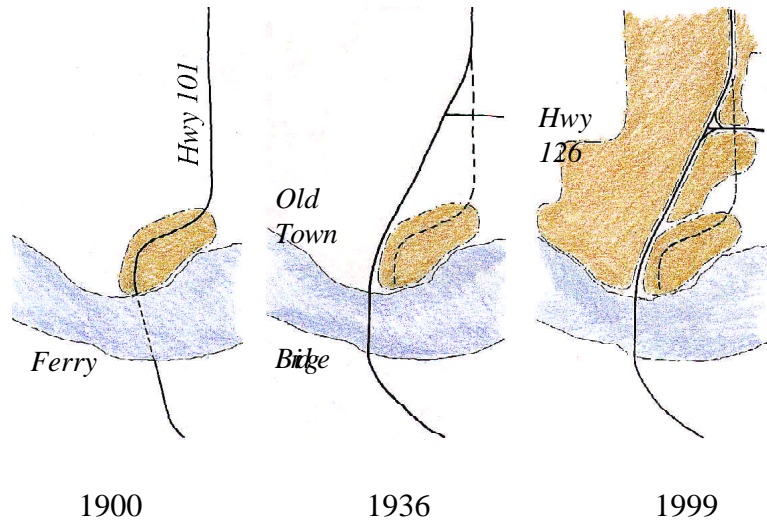
The original coastal road was the main street as it passed through Florence. Old photographs, before Highway 101 was constructed, show the coastal road where Quince Street is located today, with a ferry serving as the means to cross the Siuslaw River. This was the point of arrival for visitors either destined for Florence or just passing through. Visitors entered Florence through a grand gateway that welcomed and embraced them at the ferry landing. All who passed through were obliged to pause at the gateway to town and refuel, but not to merely speed through without hesitation. Logically the highest valued real estate was on the four corners of Bay Street and Laurel Street at the landing. Houses were constructed as close as possible to this high valued center for easy access by foot or by carriage to the goods, services, and community amenities available there. Here the Kyle Building still stands as testament of the flourishing trade and civic pride that formed Florence’s original downtown.



The historic mainstreet welcomed visitors at the heart of the town before 1936.

In the 1930’s, Highway 101 was located in its current location west of the old downtown, and the Siuslaw Bridge was built. Autos were becoming the predominant means of personal transportation on the coastal road, as throughout the nation. The main travel route was shifted from the community main street to a highway that was built to move vehicles at comparatively high speeds around the town. This “bypass” would have profound consequences on the commercial viability of the downtown for generations to come, as it does today. The “main and main” was effectively moved to a new location most likely at the crossing

of the new Highway 101 and the Eugene–Florence Highway (Highway 126). The Port with its associated fishing and the logging industry continued in the downtown. However, travelers now had the choice to turn off the highway into the town or just pass it by without stopping. No longer would mainstreet businesses benefit from the potential impulse purchase of travelers. Starting in the 1940's and 1950's highway oriented commercial developed along the Highway only hundreds of feet from the original mainstreet beside the bridge. This highway convenience retail further dissuaded travelers from stopping in town.



The historic movement of Highway 101 and resulting dispersement of the Downtown commercial core.

During the later half of the 20th century as the town grew, residential, commercial, and civic development spread on both sides of Highway 101. The historic downtown around the river crossing gained the title “Old Town”. In contrast, what might be considered a new town was growing along the highway. As new grocery stores were built at the Highway 101/126 crossing, the old grocery in Old Town closed. Banks which were the financial center of the region moved to Highway 101. Hotels that offered visitors a resting place also lined the highway. The Post Office, an age old anchor of every town, was moved out of Old Town decades ago to its current location on 8th Street west of Highway 101. Recently the new Library was built on 9th Street a block from the Highway 101/126 crossing. A new medical center, and justice center has been built further west on 9th Street.



The Siuslaw Bridge was built in 1936. It allowed travelers to bypass the Old Town.

New businesses responded to the change in access by locating on Highway 101 with buildings and signage that responded to faster traffic flows and automobile access. A new downtown has grown beside the historic one. Following the historic pattern of the main route through a town as the focus of commercial activity, Highway 101 has grown to become the commercial center of Florence’s new downtown. While Old Town remained in place, new auto-oriented businesses of a much larger scale were built on Highway 101 allowing ease of shopping to local residents and to those passing through the city. These businesses required longer frontages and larger signs to catch the eye of passing motorists and were laid out according to typical suburban standards with large areas of parking in front of buildings. Pedestrian and auto access to Old Town became more difficult thereby encouraging residents to shop on Highway 101.

Auto oriented commercial flanking the highway has continued to develop northward. New retail which might have been built in the downtown area through infill and redevelopment has spread north in a dispersed

manner.

C. Existing Conditions

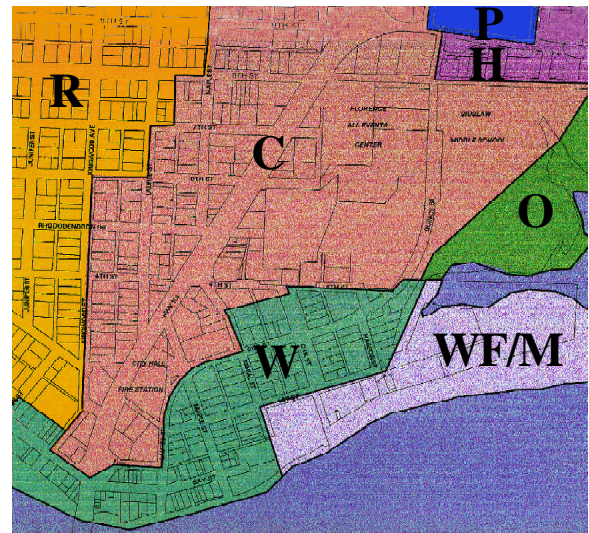
The study area for the Florence downtown Plan is defined by Highway 126 and 9th Street to the north, Kingwood Street to the west, the Munsel Creek estuary to the east, and the Siuslaw River to the south. The area has a fairly continuous street grid that is diagonally cut by the highway. Auto oriented retail lines Highway 101. Residential neighborhoods are primarily on the west side of the highway, while the mixed-use Old Town district, school properties, Events Center and Port of Siuslaw are situated on the east side.

Current Land Use Comprehensive Plan

The Comprehensive Plan Map designates major land use categories for the downtown area. The Highway 101 corridor (from the bridge north to 21st Street), plus an additional 1-2 blocks on either side, is designated as Commercial and the Comprehensive Plan encourages “further development of a downtown commercial area in this location.” The south side of Highway 126, east of Quince, is designated as Highway Commercial, which is intended for a mix of commercial and multifamily residential uses and to discourage strip development. The Old Town area, primarily those blocks without frontage onto Highway 101 is designated as Waterfront. The Comprehensive Plan recognizes the importance of this area as a valuable asset, especially for tourist oriented businesses. The Port of Siuslaw properties are designated as Waterfront/Marine for facilities and services related to recreational and commercial fishing and boating, seafood processing, and other industries requiring close access to the water. The northwest corner of the study, near the intersection of 9th and Kingwood is designated for residential uses.

Zoning Map

The Zoning Map and Ordinance provides more specific regulations to implement the Comprehensive Plan. The development standards include lists of permitted and conditional uses, lot sizes and coverage, setbacks, and other site design standards to ensure new development is compatible with existing uses and is consistent with the future plans for the City.



- R-Residential
- MR-Multi Fam. Res.
- C-Commercial
- H-Highway
- WF-Waterfront
- M-Marine
- O-Open Space
- P-Public

The zoning designation generally conforms to the Comprehensive Plan designations. The Highway 101 corridor (from the bridge north to 21st Street), plus an additional 1-2 blocks on either side, is designated as Commercial. The Commercial District allows a wide range of retail and service businesses. Residential units are allowed as a conditional use provided it is part of a mixed use development with other commercial uses. The dominant development character along the Highway 101 is strip commercial typified by buildings set behind parking lots which line the highway.

The Highway Commercial District applies to the south side of Highway 126, east of Quince, and permits outright all of the uses in the Commercial District, except single-family dwellings and public buildings and facilities. Multiple-family residential and planned unit developments, except for single-family residential, also are permitted. The development standards are more stringent than the Commercial District and the City may require additional conditions.

The Old Town area, primarily those blocks without frontage onto Highway 101, is designated as the Waterfront District, which is intended to provide for a mix of land uses that are appropriate along the riverfront. A wide range of retail, service and residential uses are permitted. All new development is subject to design review to insure compatibility and integration with the character of the district. The development pattern in the Waterfront district generally takes on two characters. First, the building fronts along Bay Street are mostly built up to the street right-of-way, with little or no sideyards resulting in an unbroken street face of mainstreet shops. Second, the predominant building type found throughout the remainder of the District are detached buildings or houses, some of which have been converted into businesses or remain as residences. Most buildings have off-street parking at the rear accessed from mid-block alleyways. Mixed-use buildings with upper story offices or residences occur frequently throughout the Waterfront District.

The Waterfront/Marine District sets development standards for the Port of Siuslaw properties. The permitted uses are primarily water dependent or water related commercial, recreational and industrial. Additional development permits may be required from the Port of Siuslaw, Oregon DEQ, Division of State Lands, US Army Corps of Engineers and other state or federal agencies with an applicable interest. The existing development character here is a mix of port operations, a RV park, and surface parking lots. In contrast to the intimate urban fabric of Old Town, the Marine zone appears somewhat under-built. The proposed Boardwalk project with its two-story mixed-use buildings aligning the waterfront will greatly improve the Port's integration with the Old Town.

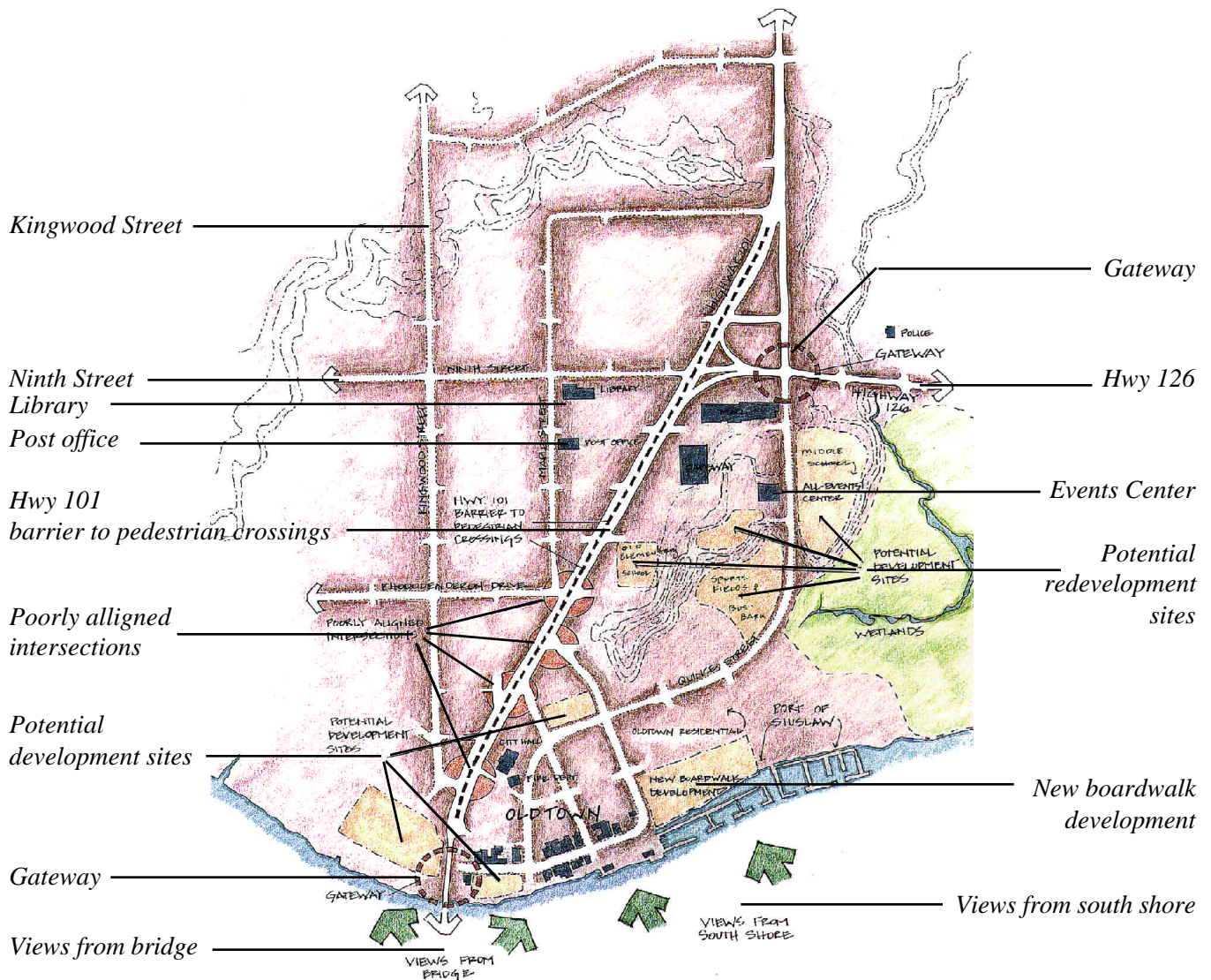
The northwest corner of the study area, near the intersection of 9th and Kingwood is zoned for Multi-Family Residential. The density is limited by a maximum building height of 28 feet. Some of the edges between the residential and commercial zones in this area fall along streets, which occasionally result in incompatible building uses and forms facing one another across streets.



Old Town Park Overlooking the Siuslaw River



Old Town seen from the Siuslaw River



Downtown existing primary connecting streets, potential redevelopment study areas, and major landmarks.

Current Market Conditions

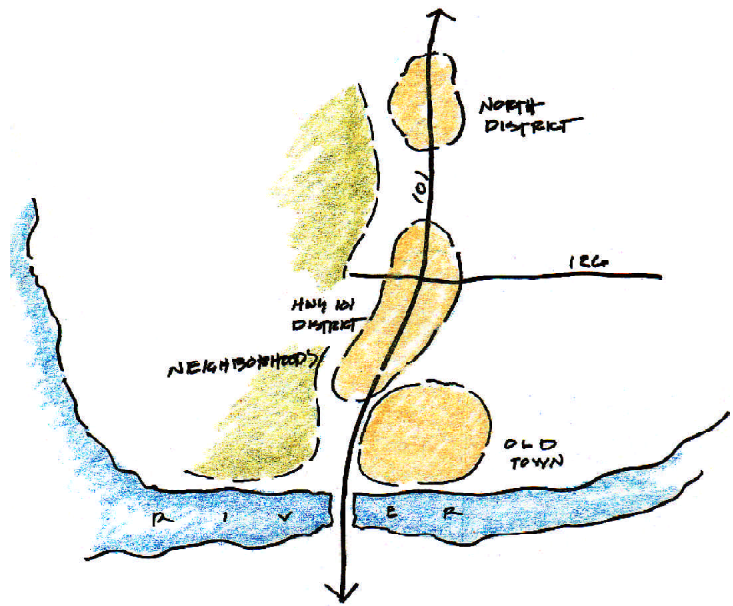
Highway 101 is now the functional business street in Florence, while Old Town, has become more of a tourist destination used only by a portion of Florence’s local residents. Old Town has a significant collection of well-maintained historic buildings that form a very authentic small town. Its small town, historic quality is in itself a major tourist attraction, and a reason that many Florence residents and merchants value it so much. However, it is reported that many local citizens simply do not use Old Town for most of their needs. Highway 101 cuts-off access to Old Town from the majority of Florence in terms of its market area. Presently the intersection of Highway 101 and 126 serves as the region’s primary shopping location (with the two supermarkets as its anchors). Many of the Highway 101 businesses have a dated appearance that is not representative of the City as a whole. The proposed Fred Meyer and other major commercial development will create another primary shopping location at the north end of the City.

On the average, there are approximately 21,000 trips per day on Highway 101 in the vicinity of Highway 126, offering a good market location for retailers and businesses. In the vicinity of Rhododendron, the average daily traffic volume is closer to 17,000 vehicles per day. Only a proportion of these trips detour through Old Town. Business requires pass-by traffic to capture customers and a typical main street with

a healthy economy will have around 20,000 cars pass by daily.

Florence has sufficient traffic to support a more intensive level of retail development, and yet this has not occurred. There are several possible causes for this inability to develop a more concentrated retail market.

First, the current business pattern along the highway is oriented to the speed of passing traffic. In other words the Highway promotes an auto oriented retail pattern that by its very nature is dispersed and low intensity. While the posted limit is 30 miles per hour, the road five lane roadway encourages much higher speeds. Businesses have responded with development that is visible to higher speed traffic and is typical of other highway-oriented development: large signs, long frontages, and large areas of parking visible from the highway.



Existing Commercial Districts

The retail market core is around the crossing of Highway 101 and Highway 126. Highway 101 bypasses Old Town and cuts its market area off from the neighborhood to its west.

A second cause of this low intensity of retail development can be attributed to past land use decisions that may have undermined the viability of retail development. High parking ratio requirements have mandated large on-site parking lots which tends to disperse buildings. The overall area of Florence’s commercial zones has also outpaced the retail market resulting in a tendency to build new instead of more intensively infilling existing retail areas.

The third major factor influencing the retail market is that Florence residents tend to go to Eugene, located one hour east, for many of their purchases. This is a habit gained from years when the Florence market was unable to sustain levels of retail that would give them the selection and prices available in the Eugene area. This tendency has been supported by reasonably good highway access to Eugene. Due to recent influx and growth in the Florence market, greater potential now exists for infill, redevelopment and intensification of the retail market in Florence.



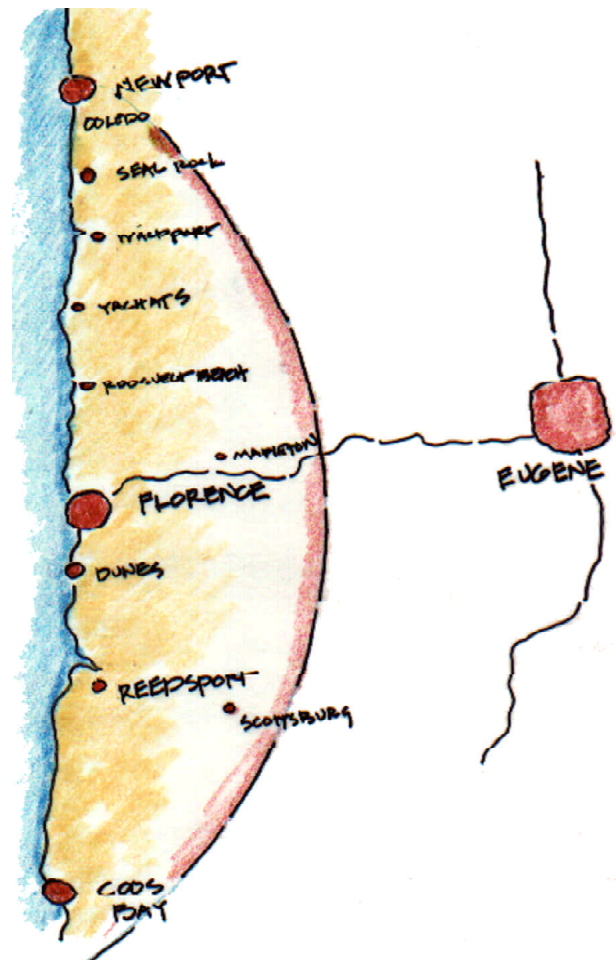
Highway 101 divides Downtown, cutting diagonally across the original street grid.

Current Demographics, Income and Spending

Florence has changed from a resource-based economy to a retail and services economy. The age and income of residents is rising with the influx of retirees and second home buyers who have income and assets but do not need steady employment. The result of this change is that aggregate consumer spending by residents in the Florence area has risen to \$149 million on consumer goods and services in 1998. A rough analysis indicates potential leakage (the spending of citizen dollars outside the City of Florence) in the range of \$39 million annually. This is sufficient to support about 250,000 square feet of new retail space over existing and planned projects, including Fred Meyer. At a capture rate of 25 percent for this increment, approximately 75,000 square feet of new retail and service space could be planned for the downtown area.

Current Transportation

Current traffic volumes show that Highway 101, just south of the intersection with Rhododendron, carries an average of 17,000 vehicles per day. In the summer peak, this volume climbs to over 22,000 vehicles per day, and in the winter the volume is closer to 12,000 vehicles per day. About 40% of this traffic is estimated to be through traffic; that is, traffic with neither beginning, nor end in Florence, but has a significant influence on its retail trade. With the link to Highway 126 and Eugene, this section of Highway 101 is seen as a major link in the goods distribution network for the central Oregon coast.



Regional Market Area between Eugene, Newport and Coos Bay

Highway 101 is a federal highway spanning three states. Oregon classifies it as a Statewide Highway/National Highway System. This designation carries with it a set of design standards and operational expectations from the Federal Highway Administration (FHWA). The FHWA has also designated Highway 101 as a Scenic Byway.

Parallel Routes to Highway 101

Within the City, there are several parallel routes to Highway 101. Rhododendron, Oak, Kingwood and Munsel Lake Road provide parallel routes north of Highway 126. In the study area, Kingwood and Quince provide full-length, parallel facilities. One objective of highway management is to identify local parallel streets as options to carry local traffic. Through development of these routes to create safe, well identified facilities, local residents can be given an option to using Highway 101 to access the downtown area.

Crossing Highway 101

In its current condition, Highway 101 presents a perceived danger and thus a real barrier to pedestrians. This perceived danger is due in part to the highway's crossing width, travel speed, infrequency of signalized cross walks, and lack of spacial enclosure resulting from deep building setbacks. Sidewalks are provided along the entire length from Highway 126 to the Siuslaw Bridge, although walking along the road may not

feel very safe or attractive. The sidewalks are relatively narrow, and numerous driveways cut into front parking lots creating conflicts between vehicles and pedestrians.

There are two signalized crosswalks, at Highway 126, and Rhododendron. Other striped crosswalks exist by City Hall, 8th, 7th, and 6th Streets. Pedestrians can quickly cross between waves of highway traffic at unsignalized crosswalks north of Rhododendron. Some traffic breaks occur because of the Highway 126 and Rhododendron signals. Crossing the highway south of Rhododendron is even more challenging, because there is no signage to remind drivers that pedestrians may be crossing, and there are no signals to cause gaps in the traffic to allow pedestrians to cross. The Rhododendron crossing does not provide access into the Old Town. Thus, walking between Old Town and the neighborhoods west of Highway 101 is difficult, inconvenient, unattractive, and mostly avoided.

Crossing Highway 101 is also reported to be difficult for drivers. Currently there are no signalized intersections to provide direct street access into the heart of Old Town for south bound Highway 101 drivers. Instead a circuitous, out-of-direction, right-turn leads drivers under the bridge to find their way to Old Town. Also, since all of the east/west local streets intersecting Highway 101 are skewed and misaligned, there is no direct street crossing available between Old Town and the neighborhoods to the west.



The Downtown Plan Recommendations

The following downtown Plan recommendations consist of a central Business Strategy supported by Transportation, Land Use, and Implementation Strategies. The approach of beginning with the Business Plan is based on the presumption that a strong downtown invariably must have a strong commercial core. In order to function as a strong downtown there also must be more than just strong retail. Downtowns have a mix of residences, businesses, public buildings and parks in close walking distance. Thus the Transportation, and Land Use Strategies are critical elements to making a successful downtown. Finally the Implementation Strategy proposes ways to achieve the recommendations outlined in the downtown Plan.

Highway 101's current street section of 5 lanes, 2 parallel parking lanes, and narrow sidewalks is a barrier to pedestrian circulation.

Overall Vision and Strategy

If the downtown is intended to be a vital and authentic heart to the Florence community, it must have a vital retail core attractive to pedestrians. Unifying the downtown around a mainstreet on a short section of Highway 101 could both revitalize the retail market and transform this portion of the Highway into the core of the downtown. The City of Florence could undertake the following actions aimed at improving the Downtown's retail sales and property values, particularly on Highway 101, and to expand its trade area.

1. Recognize the portion of Highway 101 between the Siuslaw Bridge and Highway 126 as the City's retail core, and "mainstreet" of the new downtown Florence.
2. Design streetscapes and buildings to support the pedestrian-oriented mainstreet character by implementing transportation and land use changes.
3. Encourage drivers to easily view merchandise displays in storefronts by slowing traffic speeds on Highway 101.

D. The Florence Downtown Plan - Recommended Improvements



*Illustrative plan of potential redevelopment
1" = 400'*

4. Improve access to, and visibility of Old Town from the new mainstreet on Highway 101.
5. Provide a parallel alternate route to Highway 101 on 2nd & Quince Street to relieve overflow summer peak traffic.
6. Consider implementing Retail and Merchandizing Guidelines to coordinate downtown business management on a voluntary basis. (see appendix)
7. Implement Architectural Guidelines aimed at improving storefront facades and retail viability on Highway 101 and Old Town. (see appendix)
8. Develop a unified retail theme that can help establish Florence's leadership position and identity in the region. (see appendix)
9. Create a downtown Green as the gateway and center of a new mainstreet on Highway 101.

Business Strategy

The focus of the business strategy is to further enhance the usefulness of the downtown as a year-round place to serve residents, that will also be attractive to tourists. This goal can best be achieved by transforming a portion of Hwy 101 into a mainstreet with a downtown Green to anchor the retail core at a place shared by townspeople and visitors alike.

Retail Benefits of a mainstreet District

Although no two mainstreets are identical they all adhere to certain basic physical design criteria in order to be successful retail environments. Mainstreets typically have

- wide sidewalks,
- storefronts up to the sidewalk,
- on-street parallel or diagonal parking,
- short pedestrian street crossings - 50 feet maximum,
- high traffic volumes,
- slow traffic speeds,
- narrow building face-to-face distance,
- extra parking behind storefronts with pedestrian paths between buildings,
- pedestrian scaled street lamps, and furniture.

The retail benefits of mainstreets over conventional strip commercial are that:

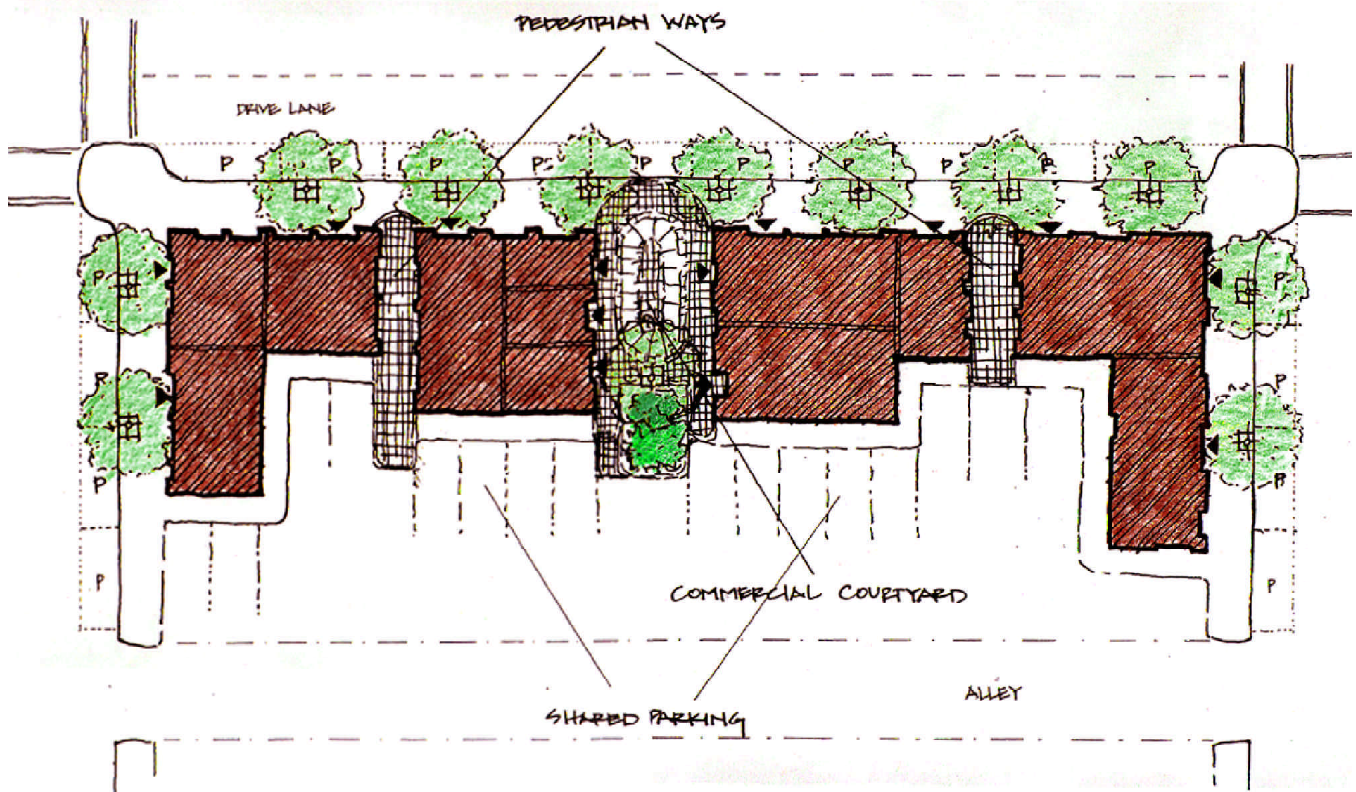
- Closely concentrated stores encourages impulse buying between a variety of shops.
- Store windows up to the street are easily visible to drivers and pedestrians.
- On-street and shared parking saves land by reducing on-site parking needs.
- On-street parking protects pedestrians on sidewalks from vehicles in driving lane.
- Mainstreets are attractive environments for strolling, window shopping, and people watching.
- Mainstreets accommodate a variety of retail types from large anchors to small shops.



Existing Highway 101 with parking lots in front of stores



On-street parking, curbside zone, walking lane and storefront zone are essential elements of a mainstreet.



A block face of mainstreet retail buildings with on-street parking, rear parking lots accessed by side streets, and pedestrian passages linking the front and back.

For any retail to be successful it must meet the minimum criteria of good access, clear visibility, and parking close to the door. The highest commercial values throughout the country in addition to providing these basics, offer attractive, well designed pedestrian environments. Highway strip shopping centers typically offer the driving customer only the basic access, visibility and parking, but little more. Thriving mainstreets are enjoyable and attractive places to be, as well as offer close-up views of display windows from the drivers seat, and direct access to upfront, on-street parking.

Retail Walking Loops and Cross Street Shopping

On a mainstreet short pedestrian street crossing distances encourage cross shopping and retail loops. Shoppers tend to shop longer when they can walk along an uninterrupted line of shop fronts from one side of a street to another. Known as a retail loop, shoppers are likely to walk in a counterclockwise direction with shop fronts on their right. A pedestrian cross walk should be 50 feet maximum for shoppers to comfortably shop on both sides of a street. Mainstreet districts are destinations that attract shoppers. People strolling along a street simply attracts more people. They enjoy walking on a shopping street that has a lot of sidewalk activity. However pedestrian malls without cars are not the answer. On Mainstreets slow moving traffic volume provides added activity and customer access to stores without the danger of higher speeds.

Affect of Driver's Speed and Visibility on Mainstreet Viability

A high volume of slow moving traffic is critical to a successful retail mainstreet. A lowered design speed will allow smaller mainstreet style businesses to capture traffic without having long frontages or large signs. Drive-by speed is critical to retail success because a driver passing at a high speed has less time to be attracted by a storefront. A car at 40 miles per hour travels by businesses at 58 feet per second. This

allows a motorist less than half of a second to see a 25-foot sign on a building front. A car passing by at 20 M.P.H. travels 29 feet per second. If storefronts are 25 feet wide (a pedestrian-oriented distance for storefronts) a car at 20 miles per hour will have almost a whole second to see the storefront. A recent study in Portland recommended the maximum speed for mainstreets at 25 miles per hour. At higher speeds, signs and shop-fronts move by too rapidly for recognition by motorists.

Allowing some Highway 101 traffic, especially local trips, to divert to Quince Street could relieve peak-season traffic jams, and reinforce the retail environment of Old Town by simply providing more pass-through traffic. In combination with a speed reduction on Highway 101, this would allow a re-connection of the residential areas, the mainstreet on Highway 101, and the Old Town. Without pass-by trips through Old Town, it will be difficult to encourage a wider range of businesses with greater potential to serve locals and tourists alike.

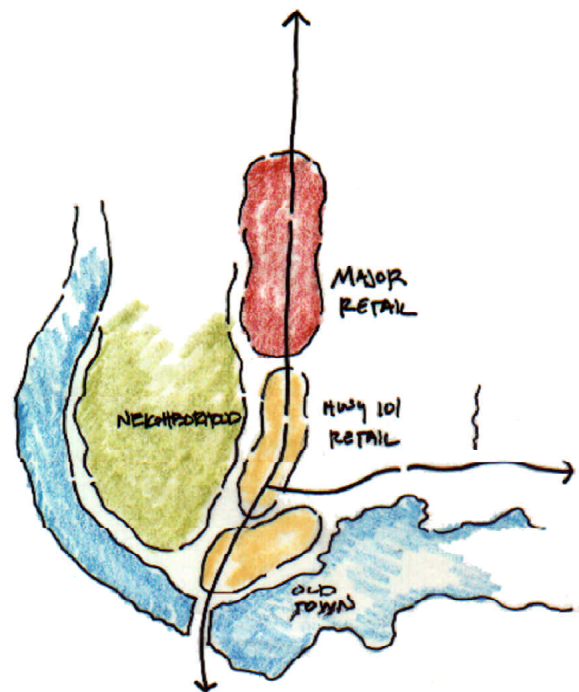
General Market Recommendations-Retail Mix

Florence citizens have described three primary images of the City’s future commercial development. A unified strategy that will direct future decision making should be defined. Attempt to establish a position for Florence as one of the following three alternative retail strategies:

1. Prime Tourist Destination: Improve and expand on Florence as one of the most desirable and unique coastal tourist locations; this would require upgrading the storefront and visual merchandising of both the Old Town and Highway 101 businesses. In addition, strategic business recruitment of new restaurants, specialty stores, and national theme retailers should be implemented.

2. Core Retail Expansion: Redirect Florence’s present emphasis as a tourist destination towards a small town core shopping district that offers a wide range of goods and services. This option would include the re-merchandising of many of the Old Town retailers from gift and restaurants to general merchandise, hardware, sporting goods, apparel, housewares, electronics, etc. As a part of this effort, parking, store hours, access, store designs, etc. would need to be improved to make it convenient and practical for residents to shop on a regular basis. As a result of this make over, the Old Town and Highway 101 shopping districts may actually become a more appealing tourist destination for today’s vacationer who often avoids “tourist locations”.

3. Major Business Expansion: A long range option to improve Florence’s existing trade area would be to complete a detailed overlay master plan that allows for a significant amount of retail and commercial expansion. By carefully planning for this growth with detailed architectural and site planning codes, Florence might be able to attract a number of major retailers that could be unique to the coastal area. These unique businesses could help to expand the trade area and to stop the existing “leakage” of expenditures to Eugene and other major destinations.



Proposed commercial districts

4. Retail and Merchandizing Guidelines: The downtown Business Association might consider implementing Retail and Merchandizing Guidelines to coordinate downtown business management on a voluntary basis (see appendix). These guidelines are based on tried and true principles that are used by major retailers in shopping malls across the country.

Transportation Strategy

Objectives

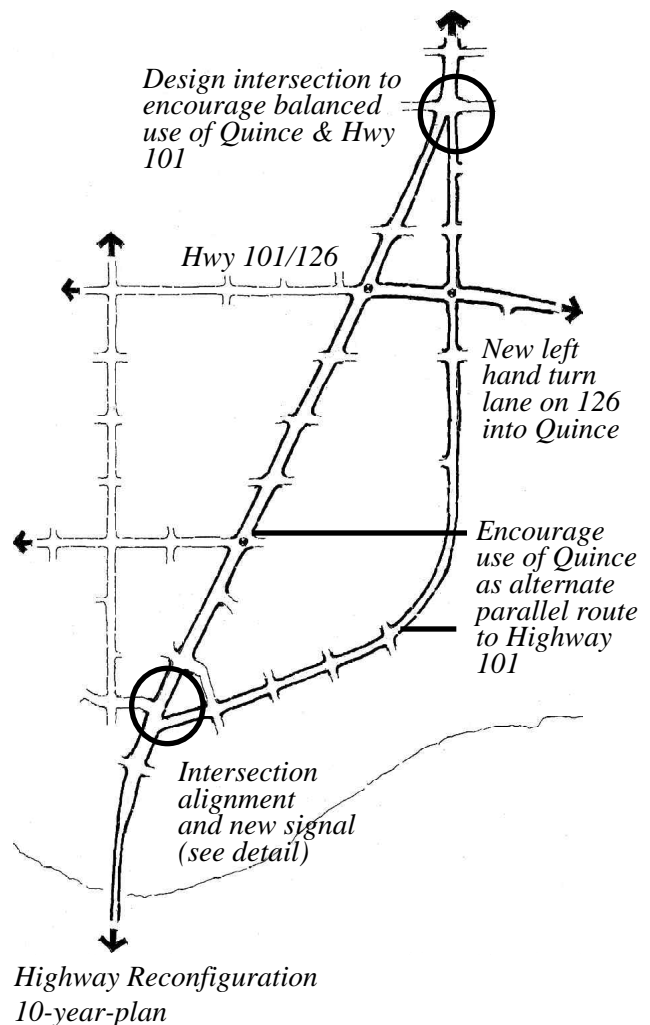
The Downtown Plan's transportation objectives are to make a safe, convenient, and attractive pedestrian environment on all streets throughout the downtown, and especially on Highway 101 where those qualities are most lacking. An additional objective of the transportation strategy is to help establish and support the revitalized retail mainstreet on a short section of Highway 101 between the Siuslaw Bridge and Rhododendron.

A balance must be achieved between these local downtown goals, and the regional transportation goals of moving traffic efficiently through town on the highway. An over riding objective is to eventually reduce the overall vehicle trips taken on the highway by giving local residents the qualitative choice to walk or cycle to meet their daily needs opposed to using their car for every trip. To this end the downtown Business Strategy recommends enhancing a short portion of Highway 101 into a pedestrian-oriented retail mainstreet. Other objectives include creating more visible vehicular and pedestrian access to Old Town, enhance the business environment on Highway 101 and Old Town, developing a unified downtown image for all of downtown, and ensuring that the Highway will function at an acceptable level of service.

Recommendations

To achieve the objectives of the downtown Plan, the following transportation related recommendations are made:

1. Identify a 1,500 foot mainstreet portion of Highway 101 between the Siuslaw Bridge and Rhododendron Street as a retail pedestrian zone in which,
 - A. crossing distances are reduced,
 - B. traffic is slowed (at least to posted speeds if not less),
 - C. sidewalks are widened.
2. Add capacity along parallel routes (Quince, Kingwood) to balance any lost on the highway.
3. Provide access management along the mainstreet on Highway 101, which would permit all left turns into public streets while eliminating as many private driveway curb cuts as possible.
4. Facilitate access to Highway 101 properties from side streets and a system of rear alleys.
5. Realign 2nd Street/Maple Street with a signalized intersection for more direct and visible access to Old Town and Quince (as a parallel route).



6. Provide pedestrian street design elements such as curb extensions, widened sidewalks, and crosswalks on Highway 101.
7. Conduct engineering level transportation analysis of the planning level recommendations.

By providing good parallel routes while restricting the level of service on only a 1,500 foot section of Highway 101, the highway's overall function from end to end of the City will remain the same if not actually be improved. However the primary way through town will certainly remain to be Highway 101 with parallel routes functioning only as secondary relief valves at the highest peak seasons.

Design Speed vs. Posted Speed

Often, roads are designed for operation at a speed higher than the posted speed limit in order to provide a margin for driver error. Typically, within urban areas and downtowns where speeds need to be lower for pedestrians, the difference between design speed and posted speed is far less than the difference on rural highways.

When Highway 101 was constructed in its present configuration, it was built to a high design speed, likely 50 miles per hour or more. Within the City, the posted speed limit on Highway 101 is 30 miles per hour. As drivers enter the downtown area from either the north or south, they are confronted with a wide 5-lane road, with most of the buildings set back from the sidewalk, and other visual cues that this is a place where it is safe and appropriate to drive fast. The driver is presented with a mixed message of a facility built to a high design speed with a low posted speed limit, but more often than not travels at a higher speed.

Highway 101 Street Sections

A primary recommendation of the downtown Plan is to redesign a portion of the highway cross section in order to widen the sidewalks, and match the desired speed and pedestrian crossing distance for a safe, and convenient pedestrian-friendly mainstreet. Further traffic engineering analysis is required to study the implementation of these transportation proposals.

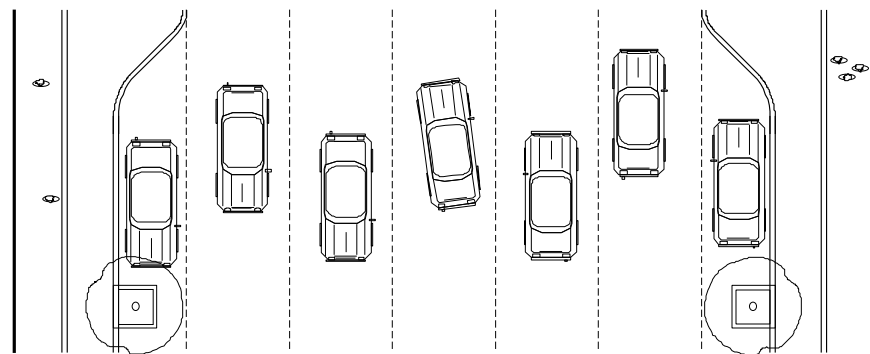
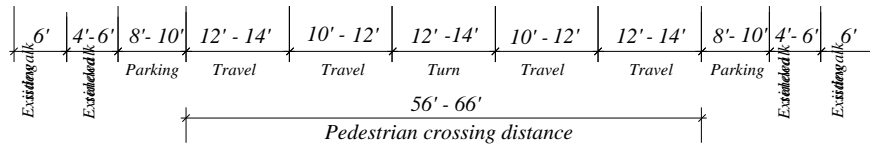
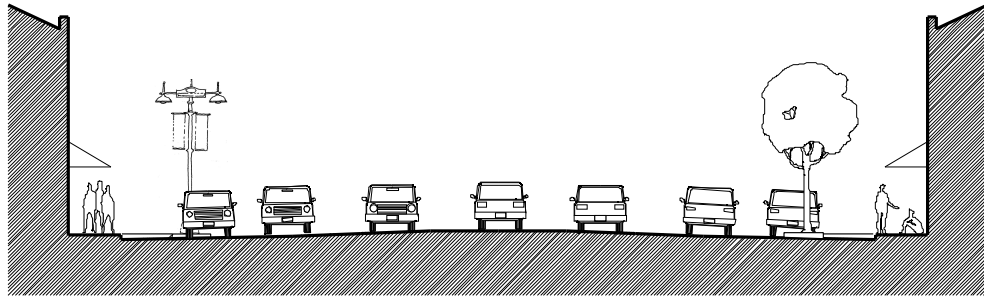
Two options with phasing implications are recommended for further study (see street sections):

- Option A - Incremental pedestrian improvements to existing 5-lane section. Immediate interim improvements can be made to the existing cross section while study of other options are conducted. Improvements would entail leaving the curbs intact, building curb extensions at intersections, adding pedestrian actuated in-street lights at crosswalks, reducing lane widths using painted lines, placing street trees and/or pedestrian streets lights in tree wells in the parking lanes, and expanding sidewalks with low cost temporary materials (such as asphalt with white pea-gravel topping to resemble concrete). Implement an access management plan that removes all mid block access but maintains all street crossings (except a few street closures shown in diagram.) Do not restrict left turns into side street (they are essential to retail access).

- Phase II - Widen sidewalks and further reduce highway pavement width.

Contingent on determining the affects on traffic performance, new curbs would be built to widen the existing narrow sidewalks. Previously placed street trees and/or streets lights would end up in position behind curb when the curb is moved inward. Wide sidewalks with street furniture would be safe, convenient and attractive to pedestrians and be a catalyst to mainstreet retail development. Parallel on-street parking, which is allowed today, should be maintained and defined with curb extensions and line painting.

Bike lanes are not recommended on the mainstreet portion of Highway 101. However it must be acknowledged that State law requires bike lanes on all arterials, where feasible. A sufficient reason must



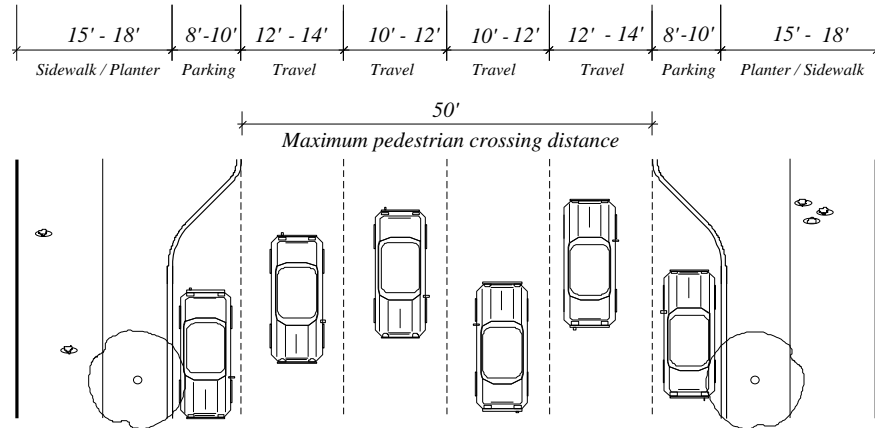
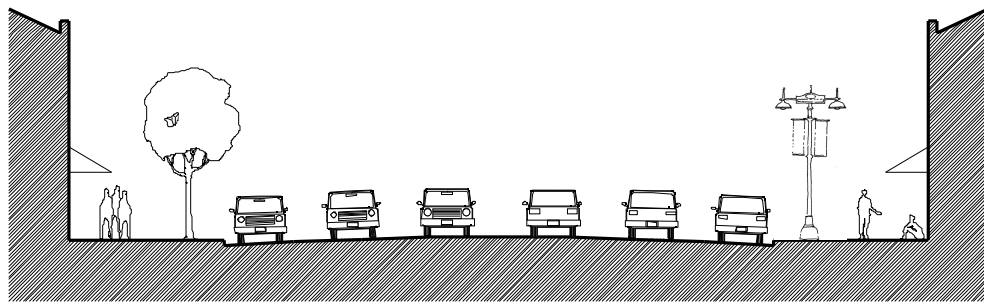
Street section of Highway 101 - 5-lane option with preserved on-street parking

be provided to justify not including bike lanes on a portion of the Highway especially since it serves as a regional cycling route. Within the 100ft R.O.W. either bike lanes or wider sidewalks can fit in addition to 5 travel lanes, but not both. Probably the most essential element to achieve an attractive mainstreet (and encourage developers to build new storefronts up to the sidewalk) is to widen the sidewalks plus retain the on-street parking. If the sidewalk width were less than 12 feet, it will not give a comfortable enough space between pedestrian and travel lanes considering highway width, speed and volume. While sidewalk widening could be achieved by expanding onto private property, this plan advises against such action. It may come down to either bike lanes, or wider sidewalks on a new mainstreet. Even bikes have alternative routes on either Quince or Kingwood- the recommendation is to use this R.O.W. for wider sidewalks.

A qualitative comparison of two street section alternatives for the proposed mainstreet can be found in a matrix in the appendix. It is recommended that any cross section for Highway 101 with a pedestrian crossing distance wider than 50 feet would not meet the functional criteria of a viable retail mainstreet. While the 5-lane option would better *enable* pedestrians to cross the highway, it would not as effectively provide an environment that would *encourage and attract* pedestrians. Even with a high level of pedestrian amenities, a five lane highway would at best be only a partial improvement to the existing retail strip.

Highway 101 Crossings, and the Local Circulation Network

The existing street grid provides a good network of routes to circulate throughout the downtown. Several breaks in this network occur along Highway 101, and around the wooded sand hill east of the highway. Other local connections can be made with both new streets and pathways to further improve street connectivity. This network is an advantage that Florence has over other coastal communities, which could



Street section of Highway 101 - 4-lane option with preserved on-street parking

provide alternatives to the highway on parallel streets.

Currently none of the streets south of Rhododendron Street align across Highway 101. This makes circulation between Old Town and the neighborhood west of the highway difficult. The downtown Plan recommends realigning existing offsets and skewed intersections along Highway 101 into right angle crossings for more direct street circulation. Intersections should be reconstructed to include curb extensions and painted crosswalks to establish clear pedestrian crossing points, and to help alert highway drivers they are in a pedestrian-friendly area. The Maple/Second/Highway 101 intersection could be reconstructed to create a southern gateway into Florence, along with providing a signalized pedestrian crossing.

Pedestrian activated, in-pavement, lighted crosswalks should be further researched for use here. They are reportedly a less costly, and more aesthetically pleasing means than full signals to provide frequent pedestrian crossing. These have not been used yet in Oregon, however since they have been used with some success in California and Washington, and are standard issue in New Zealand, we recommended they be further considered for use in the proposed Highway 101 mainstreet. Pedestrian crossings at all streets could also be achieved as gaps in traffic flow create pedestrian crossing opportunities at unsignalized intersections.

Driveways accessing Highway 101 should be limited (consistent with ODOT policy), with access to rear parking lots from side streets. By limiting curb cuts off the highway, allowing left turns onto all the streets, safe access into retail businesses shall be maintained.

A significant new street connection is recommended between Highway 101 and Quince. By extending Rhododendron through the forested sand hill east of the highway, the Port and Old Town would gain access to a current lighted intersection on Highway 101.

Another suggested street addition is from Quince Street to Highway 126 east of Quince. This would provide access to potential development sites and provide another ingress/ egress to Quince. Non-vehicular pathways are recommended along the Munsel Creek, east of the Siuslaw Middle School fields, down to the Port and Old Town. The Port's Boardwalk project could connect to this pathway.

Sidewalks, Street Trees and Lights

One of the most essential components of an attractive pedestrian mainstreet is the sidewalk space itself. Street trees provide an enclosure of the street space which helps to make drivers more aware of their travel speed. A closely spaced rhythm of trees, street lamps, parked cars, and buildings all help to slow down drivers by alerting them that they are entering a pedestrian zone.

Most street trees are difficult to grow along the Highway 101 in Florence because of the constant wind in the summer. They tend to become distorted and don't grow well. However, some trees such as the indigenous 'shore pine' and some varieties of cherry do reasonably well. Coniferous trees are usually not appropriate as street trees. Appropriate street trees should be chosen by local landscapers who knows what will best survive in these conditions. Also, landscaping in the mainstreet portion of the highway should be kept to a minimum in order not to block retail signage and storefronts. However any parking lots fronting along a street should be buffered at a minimum by low hedges.

Decorative pedestrian-scaled street lamps also provide the sense of enclosure of the street space that contributes to the pedestrian environment. The closer that street lamps can be placed to the travel lanes, the greater affect they can have on alerting drivers of the presence of pedestrians. Well designed street lamps can also incorporate banner signs or panels for community announcements.



Proposed Streets and Paths, additions and deletions

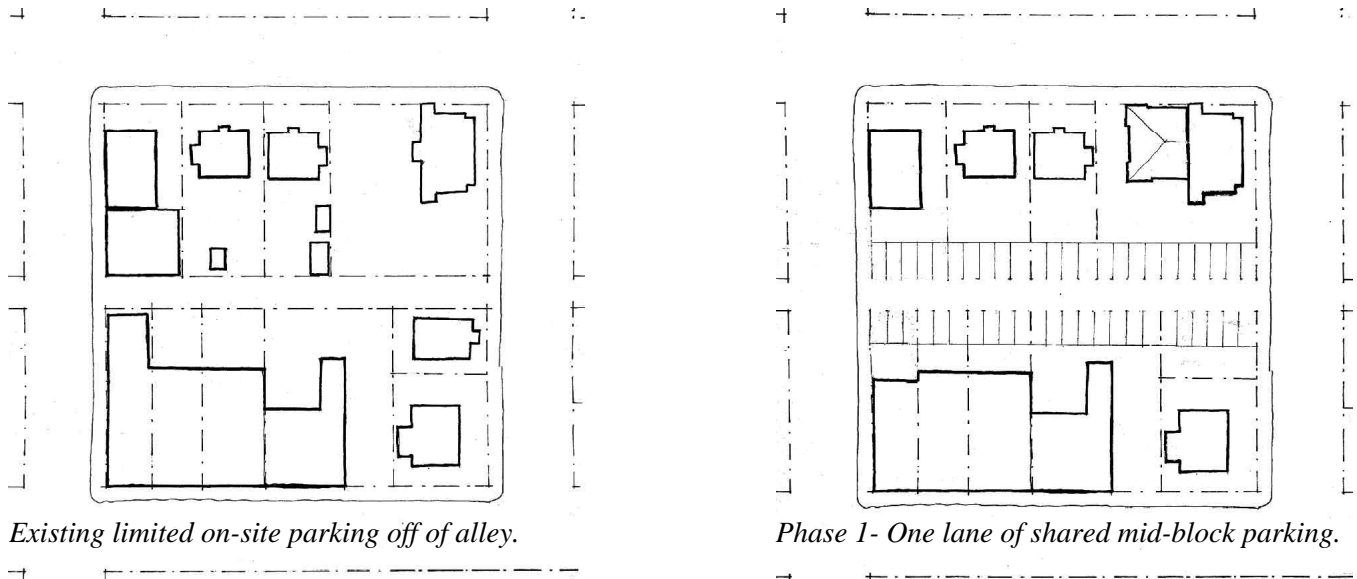
Parking Strategy

Recommendations for parking in the downtown area include:

1. Create parking districts for Highway 101 mainstreet, and Old Town districts.
2. Formalize the on-street parallel parking on Highway 101, with curb extensions, signage, delineation of spaces, curb painting for parking limitations (red zones, loading zones, fire hydrant space, et cetera).
3. Formalize on-street parallel parking on side streets, outside of Old Town, with curb extensions as warranted, painted curbs, space delineation.
4. Locate off-street parking along the Highway 101 corridor in parking areas behind the storefronts, with access from side streets or roads that parallel the highway.
5. Implement a way-finding parking signage system.
6. Pave existing and proposed downtown alleys through a Local Improvement District or other appropriate public funding mechanism.
7. Reduce on-site parking requirements to encourage infill development. Eliminate on-site employee parking requirement, at minimum. Research shows that this change will bring ratios more in-line with other communities.
8. Bay Street should continue to include parallel parking. The marginal increase in number of parking spaces, in trying to convert to diagonal, does not outweigh increased concerns for pedestrian and vehicular safety, sight distance and larger vehicle (delivery trucks and motor homes) circulation.
9. The City should consider adopting a 30 or 35 degree standard for angle parking on streets in Old Town, other than Bay Street.
10. Locate off-street parking within Old Town inside blocks, similar to the concept for Highway 101.
11. Identify and acquire vacant land near the Bridge for development as public parking for Old Town. This would also be consistent with one of the Scenic Byway Plan recommendations.

Parking Courts

An opportunity for greatly increasing the parking supply in Old Town is to transform the centers of the blocks into Parking Courts. Currently alleyways access each individual property from the rear. There is a



Conceptual transformation of a block in Old Town in two phases of infill and redevelopment. Subsequent Phases of redevelopment could double the parking supply with two parking lanes instead of the single lane shown in phase 1.

great deal of redundant space left over between these separate lots. By working together, the owners of each block can combine their individual rear parking spaces into much more efficient shared Parking Courts. These can be implemented block by block, or at a parking district level. A way-finding parking signage system calls out the entry points to the parking lots. Existing aligned alleyways would create a very clear circulation network between each Parking Court.

Land Use Strategy

Creating a unified downtown can be achieved in part by unifying the uses, massing, proportions, and orientation of the buildings. Finding a compatibility between varying uses and building types is necessary to insure an authentic and revitalized downtown. (See Proposed Comprehensive Plan Amendments in the Appendix)

The purposes of the downtown Land Use Strategy are to:

1. Support the safety, convenience, and attractiveness of the pedestrian experience,
2. Reinforce the historic urban fabric of building scale, mass, site layout, and orientation to the public realm. (See Architectural Guidelines in the Appendix)
3. Orient building front entries close to the street sidewalk with off-street parking to the side, or preferably, the rear.
4. Encourage mixed-use development that offers convenient proximity between people’s destinations.
5. Adopt Comp Plan goals, objectives, and policies in support of these recommendations. (See recommends language in Appendix)
6. Remove code related obstacles to development practices that meet the objectives of the downtown Plan. (See appendix.)



Florence Downtown Districts

The downtown is the mainstreet, Highway 101 commercial boulevard, the 9th Street/Kingwood Neighborhood, the Events Center District, the downtown Park, and the Old Town . Urban design guidelines and development code recommendations are described for each of these areas. The primary objective of these recommendations is to encourage new building development that enlivens, not detracts from, the public street space. These design recommendations will be implemented through changes to development

standards and suggested architectural guidelines.

Recommendations by District

Highway 101 Mainstreet

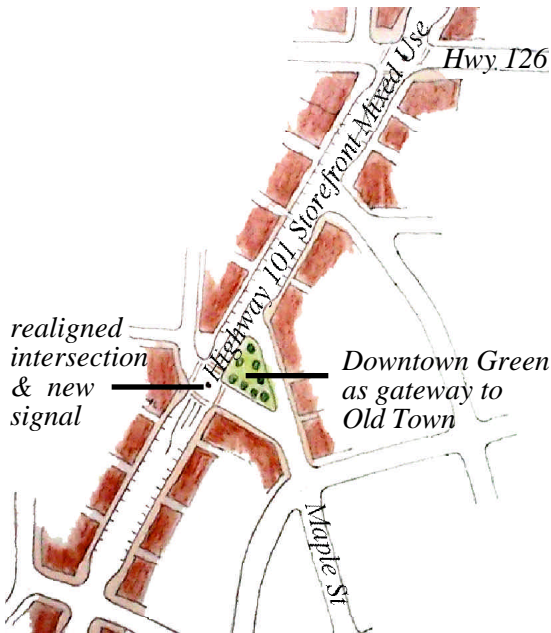
The downtown Plan recommends transforming the strip commercial along Highway 101 into a pedestrian friendly mainstreet district. A mainstreet is defined by continuous storefronts lining the sidewalks with off-street parking behind buildings, and the opportunity for upper story offices or residences. While upper story residences here may not currently appear to be suited to the highway, they should be permitted in order to provide future opportunities to develop housing. Building facades should occupy at least 90% of the primary building frontage line with remaining frontage dedicated to pedestrian accessway(s) to rear parking areas. Auto access to on-site parking will be from side streets. Direct driveway access from Highway 101 will be discouraged.

Building ground floors shall align at the street right-of-way with no front setback, except one setback court per block with a maximum area of 200 square feet. This court should be used for upper story bay windows, balconies, and awnings may encroach over the public sidewalk above the first story. Building fronts shall have a minimum height of 20feet measured to the eave or top of parapet.

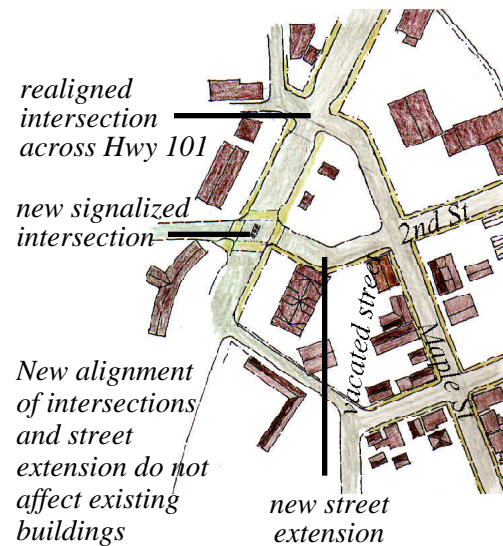
downtown Green



Highway 101 Storefront Mainstreet and downtown Green- 1" = 400'

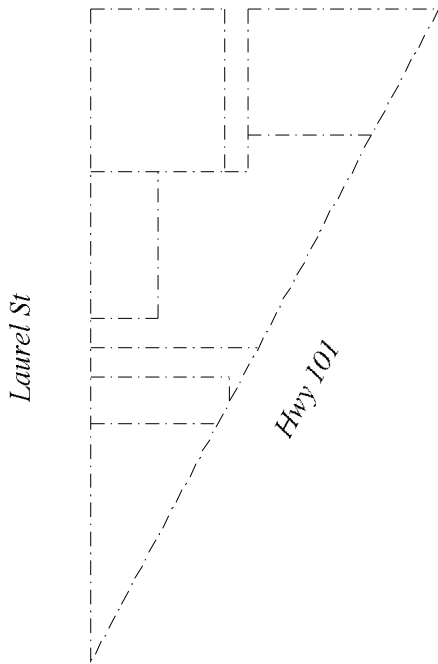


Hwy101 & Maple St. intersection realignment Phase I, 1" = 400'



Hwy 101 & 2nd St. intersection realignment - Phase II, 1" = 400'

Rhododendron



Existing Conditions

Rhododendron



Phase 1



Phase 2

Illustration showing a possible transformation of a block on Highway 101 to meet the goals of a retail Mainstreet. This represents four phases of infill and redevelopment over time.

The Downtown Green

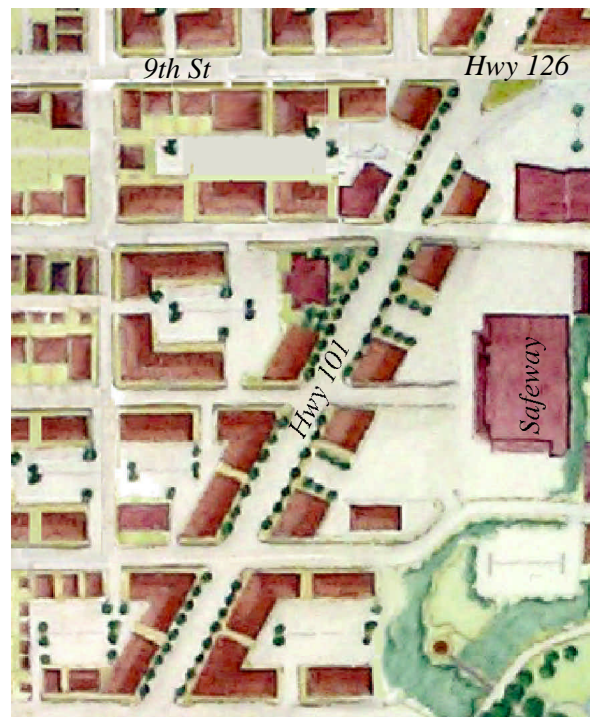
It is recommended that a downtown green be created between Highway 101, Second Street, and Maple Street as the gateway and center of the new mainstreet, and the downtown. A several phased process to implement the Green could begin with realignments of Maple and Second Street to be perpendicular with the Highway. Second Street would need to be extended through the north edge of the City Hall property. A signalized intersection at the Highway 101/Second Street intersection would provide much needed access into Old Town businesses, and to Quince Street. The remaining properties between the three streets would consist of the current muffler shop and an adjacent sand dune. Future redevelopment of the surrounding lumber yard and City Hall would enjoy excellent visibility and access for retail uses.



The Downtown Green at Maple Street will be a new gateway to Old Town and Center of Highway 101 Mainstreet

Highway 101 Commercial Boulevard

The downtown plan recommends redeveloping the portion of Highway 101 between Rhododendron Drive and Highway 126 into a commercial boulevard. A Commercial Boulevard would function as a transition between the more auto-oriented commercial strip north of Highway 126 and the proposed pedestrian-oriented mainstreet between Rhododendron and the Siuslaw Bridge. The Boulevard could have a five-lane street section (reduced curb to curb width from the existing section) with on-street parking, curb extensions and a planted median in center turn lane. Since the five-lane street would generally enable greater traffic speeds compared with the mainstreet section, the retail development pattern along the Boulevard could be somewhat more auto-oriented as well. A 50% building frontage minimum would allow more building orientation to side streets with parking lots between buildings. This layout would be clearly contrasted with the Mainstreet's 90% minimum frontage which would place all parking to the back of buildings. Openings between stores on the



Highway 101 Commercial Boulevard - 1" = 400'

Boulevard would offer views to the existing setback ‘big boxes’ such as Safeway.

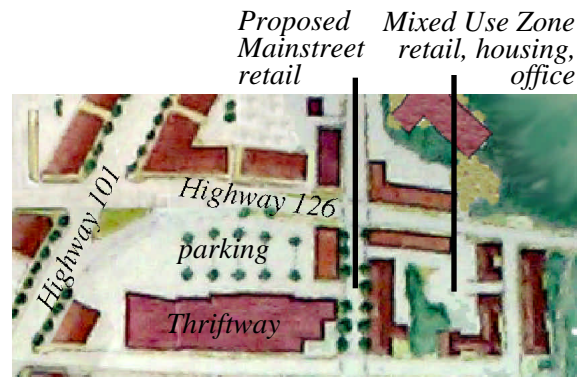
9th Street/Kingwood Neighborhood

The downtown plan recommends maintaining the development pattern of mixed-use, detached buildings currently in the neighborhood. Off-street parking shall continue to be located behind buildings, and upper story offices or residences shall be allowed. Building facades shall occupy at least 70% of the primary building frontage line with remaining frontage dedicated to pedestrian accessway(s) to rear parking areas. Buildings are oriented primarily to Kingwood and east-west streets with direct connections to Highway 101. Building front setbacks shall range from 5 to 10 feet . Building fronts shall have a minimum height of 15 feet measured to the eave or top of parapet.

The commercial zone along Highway 101 extends several blocks west of the highway. There is very little market for commercial development away from the highway. Multifamily housing is a more likely development pattern. It is recommended that a multifamily zone be implemented between the commercial and single family residential zones. This would enable infill and redevelopment of properties nearby, but not visible from the highway. As residential populations increase over time, more residents will be in close walking distance of stores and services on Highway 101.

Gateway District - Highway 126

The downtown plan recommends identifying the intersection of Highway 126 and Quince Street as an important gateway to Florence. The intersection of Quince and Highway 101, which is outside the predetermined study area boundary, also plays an important role in the future of the downtown. It is recommended that the Quince / Highway 101 intersection be redesigned to allow a more balanced traffic flow between these two parallel roads through the downtown. Thus Quince Street could develop into a strong location for mixed-use storefront retail with a 90% building frontage minimum, on-street parking and building fronts close to the sidewalks. In contrast

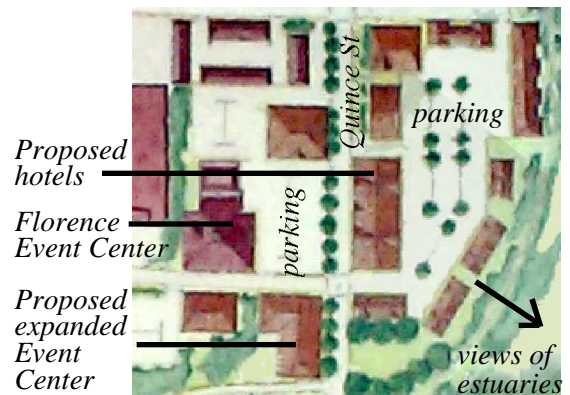


Highway 126 Gateway District, 1" = 400'

the highway 126 and 101 frontages would have a more relaxed frontage requirement of 50% where on-street parking would not be possible. The sense of a gateway would be experienced along Highway 126 at the intersection of Quince where future buildings would be built up to the corners marking Quince as an entry into the Events Center and Old Town districts . However the northeast corner of the intersection could remain in its wooded state where the County Annex building currently resides.

Events Center District

The downtown plan recommends mixed use infill and redevelopment of sites around the Florence Events Center. With eventual redevelopment of the Siuslaw Middle School, the bus barn, play fields, and storage buildings this area offers redevelopment potential that can help to revitalize the downtown. If recommended transportation changes are implemented, additional traffic flow on Quince Street could improve retail potential. Hotel development (associated with the Events Center) should be strongly encouraged. Building facades shall occupy at least 80% of the primary building



Event Center District - 1" = 400'

frontage line with remaining frontage dedicated to pedestrian accessway(s) to rear parking areas. Building front setbacks shall vary from 10 to 15 feet from the street right-of-way. Building fronts shall have a minimum height of 15 feet measured to the eave or top of parapet. The redevelopment of the Middle School site shall require new buildings to line Quince Street and to line a proposed bicycle trail along the eastern edge overlooking the estuaries below.

Downtown Parks and Community Buildings

The downtown Plan recommends maintaining the community recreational opportunities and amenities currently provided by the play fields, and possibly providing a development opportunity for a civic building at this site. Such an opportunity may arise by converting the bus barns, play fields and the large tree covered sand hill east of Highway 101 into a downtown Park with an associated Community Building. It is important to locate as many community type buildings as possible in the downtown. Along with parks, these institutions draw local residents together, and generally activate the downtown. Such Community Buildings can act as anchors to the retail businesses in the town's historic core. They have historically been associated with public open spaces such as parks. Community Buildings in general should remain in the downtown, particularly in the areas east of Highway 101, in order to attract Florence citizens back to the historic core. It may be prudent to locate essential civic buildings on high ground above the Tsunami zone, so that citizens have a safe, central gathering place in times of hardship.



Downtown Park District - 1" = 400'

If the City Hall is eventually relocated from its current location, it should remain in the Old Town Area, where it could continue to serve as a symbol of civic pride in the heart of Florence's downtown. An ideal location could be in the proposed downtown Park. The City Hall does not need the prime retail visibility of its current location. This proposal may not be consistent with previous plans to consolidate government functions at a single location east of the downtown on 9th Street (where land values are lower). None the less, authentic downtowns invariably contain the seat of a town's government and civic institutions. City Hall is the possibly the most essential public institution to anchor a downtown.

Off-street parking lots should be minimized in the park. Instead, parking for civic buildings and recreational facilities should be provided on-street diagonally, or parallel.

If the playfield properties on further consideration cannot be transformed into a park and civic building site, a second option would be to develop the property in a mixed-use residential manner in keeping with the character of Old Town. It is recommended that the play fields be developed into medium density residential such as duplexes, rowhouses, and garden apartments. Mixed use commercial development could be allowed in this area, however due to the limited access and visibility from Highway 101, retail would likely not be a viable use in the short term.

Old Town

The downtown Plan recommends maintaining and reinforcing the existing mixed-use, small-town character of Old Town. Two distinct building/site types exist in the Old Town which should be reinforced by future

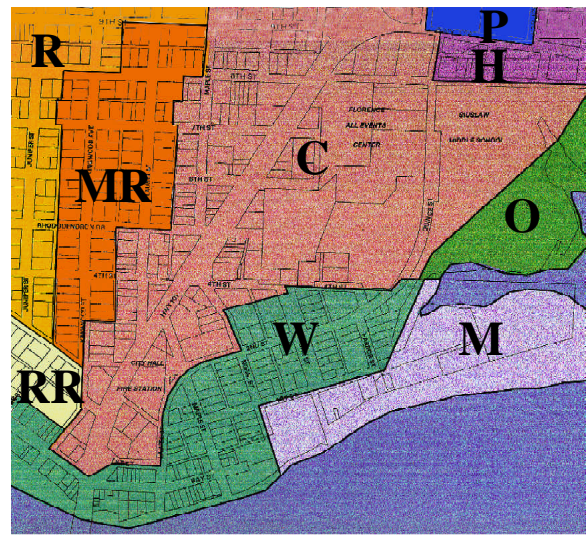
infill. First, Bay Street has a retail mainstreet character defined by continuous storefronts lining the sidewalks with off-street parking behind buildings on the north side, and the opportunity for upper story offices or residences. Residences and offices above retail already exist in the Old Town and should be further encouraged. Building facades shall occupy at least 90% of the primary building frontage line with remaining frontage dedicated to pedestrian accessway(s) to rear parking areas. Building ground



Old Town - 1" = 400'

floors shall align at the street right-of-way with no front setback. Upper story bay windows, balconies, and awnings may encroach over the public sidewalk above the first story. Building fronts shall have a minimum height of 20 feet measured to the eave or top of parapet. The 20 foot minimum height does not need to be a full two stories. Particularly on the wider streets this minimum height creates a strong vertical proportion to the street space.

The second building/site type found through Old Town is the detached building or house turned into a commercial business. New detached mixed-use storefronts have recently been built that follow this building type. Building side setbacks shall be a minimum 5 feet and rowhouses may have no side setbacks. Buildings throughout this area shall have a variable front setback from 5 to 15 feet with allowable porch encroachments into the setback to match the historic conditions. The maximum length of an uninterrupted building front shall be 40 feet. Building fronts longer than 40 feet shall have a variation of 5 foot depth and 10 foot width. This variation will allow buildings to be longer than the typical historic house, but still maintain the historic building massing facing the street. Off-street parking shall be allowed only to the rear of buildings with access from rear alleys. For any lots that are not accessed by alleys a maximum 14 foot wide curb cut shall be allowed to access parking to the rear of buildings. An overall parking district plan for Old Town shall be implemented with the intent of providing the essential parking needed without deteriorating the historic character of buildings closely lining the streets with parking enclosed in the mid-blocks.



Proposed Comprehensive Plan

- RR-Restricted Residential
- R-Residential
- MR-Multi Family Residential
- C-Commercial
- H-Highway
- W-Waterfront
- M-Marine
- O-Open Space
- P-Public

The Port of Siuslaw's proposed Boardwalk project will be a significant addition to the Old Town , and a welcome revitalization of the waterfront. If this develops into a successful retail destination, it should help attract more visitors to Old Town, and further benefit the existing retail community. The illustrative plan shows development along the western edge of the Boardwalk parking lot, as an addition to the currently proposed plan by the Port. The boardwalk project would fit more compatibly into the Old Town context of parking lots behind buildings by transferring some of its building program to close off that side of the parking lot from the street. The parking lot would also be a good location for a parking deck lined with the proposed retail buildings. When this project is built out, it may put some stress on the parking capacity in Old Town. It will be the responsibility of all of Old Town to contribute to a coordinated parking district as described in the Transportation Strategy.

Implementation Strategy

Introduction

The downtown Plan recommendations present an opportunity to transform the commercial area into a main street that serves as community center. Natural business cycles and reinvestment in building improvements will carry the major burden in realizing the vision for downtown. However, implementation of the downtown Plan will need to overcome two major barriers to redevelopment: 1) the limited public financial resources that are available at this time; and 2) existing development, primarily along Highway 101, provides little in the way of a point of reference for the future vision for downtown Florence. The Implementation Strategy is framework for overcoming these barriers.

Strategic Approach

As an overall guideline, this plan recognizes the inherent limitations on traditional approaches associated with redevelopment and revitalization efforts that tend to rely solely on regulations. This implementation strategy presents a different approach that seeks to establish the framework for public and private actions that will be needed for successful implementation of the downtown Plan.

The responsibility for implementing a plan and the many public projects that contribute to the success of a community have been historically borne predominantly by the public sector. The most significant barrier to implementation of community plans is the lack of money, especially the financial constraints that most local governments face today. Some communities consider the adoption of regulations (comprehensive plan policies, zoning ordinances, development standards, etc.) as implementation. While these regulations are necessary, they are only the beginning of the implementation process. Implementation, as discussed in this report, is much more broadly defined and includes more than just establishing a regulatory framework.

In many cases of downtown revitalization, private actions have followed public investment. This public investment has been in infrastructure, streetscape amenities, and other demonstration projects. One implementation tool that is available to help fund this public investment is the creation of an urban renewal district or other types of local improvement or business improvement districts. An urban renewal district could provide public funding for key projects, such as the green, through the use of bonds backed by tax increment financing. A study will be needed to determine the feasibility and fiscal impact of creating an urban renewal district to see if it can provide public funding for some key projects.

Another key to successful implementation will be to create a continuous stream of projects, either public, private, or public-private joint ventures, that contribute to the vision of the downtown Plan. The goal is to create a strategy based on multiple projects that are moving forward simultaneously so that the success of the plan never becomes dependent on, or vulnerable to, any one project. There will be a few projects that

will have a high priority to establish a significant direction for the plan. The key point to consider is there are other projects that should be on-going while awaiting the outcome of the major projects. The success of these smaller projects can help build momentum for the plan. What is most important is to maintain a wide variety of programs that are constantly being introduced and moving forward. This approach to implementation:

- Builds community goodwill.
- Enhances the quality of life.
- Emphasizes public participation.
- Allows people with special interests to play a role.
- Sends a message to the outside world that the area is successful and is making progress towards the community's vision.
- Creates an increasingly attractive environment for development.

Key Components

A few key components should be in effect for an implementation program to succeed. These key components include:

- **Committed On-Going Leadership.** Successful downtowns usually are dependent on leadership. A few individuals that are focused and committed to seeing the project or the program through are critical to success.
- **Multiple Projects.** A wide variety of on-going projects should always be moving forward to ensure a continuous stream of success stories, even if one project slows down or fails.
- **Many Stakeholders.** Stakeholders should be broadly defined to include any individual or organization that can possibly have an interest in and a desire to play a role in the successful implementation of projects that contribute to the success of the downtown.
- **Communications.** An on-going communications program should tell what is happening and being accomplished.

Action Plan

The action plan begins to describe implementation projects and the important relationships between individual projects. The Action Plan matrix is a way of organizing these projects and to show the sequencing that must take place. This list is by no means definitive, but rather is flexible and continually changing as projects are completed and new opportunities or ideas are added to the list.

Short-term projects are the initial efforts for the next 1-3 years that lay a foundation for future success. These projects form a base from which specific projects and program can be implemented. Mid-term actions take place in 4-10 years and begin to establish a momentum for redevelopment and reinvestment in downtown Florence. Long-term actions take place more than 10 years into the future, but are identified to help inform earlier decisions.

The Action Plan matrix is separated into five groups:

Land use projects identify on-going policy and planning efforts needed to support other projects. The first step is to adopt comprehensive plan amendments and zoning ordinances consistent with the downtown Plan recommendations. Other planning projects include:

Short Term

1. The City needs to adopt the necessary Comprehensive Plan amendments, zoning ordinance changes, and design guidelines to support implementation of the downtown Plan.
2. The City should consider conducting a feasibility study to explore the creation of an urban renewal district as a means to finance public improvements necessary to implement the downtown Plan.
3. The City should research options available to increase building heights without jeopardizing public safety.
4. When the school district receives approval to relocate the middle school, bus barn, and playing field, the City should cooperatively prepare a master plan to guide future development, as a hotel facility to support the Events Center, and/or downtown Park and Community Building.

Medium Term

5. It is expected that the current Post Office facility will outgrow its current site, especially as the community continues to grow. The City should work with U.S. Postal Service officials to find an appropriate site in the downtown area.
6. When the City Hall needs a larger facility, a study should be conducted to find an appropriate site in the downtown Area.

Transportation projects identify additional planning and improvements needed to support the land use/design recommendations of the downtown Plan.

Short Term

1. The City should work with ODOT to obtain funding for a Highway 101 Corridor Refinement Plan to prepare the detailed traffic operations analyses necessary to support a decision on the future lane configuration of Highway 101 to support implementation of the downtown Plan.
2. The City should seek grant funding for a Pedestrian Crossing demonstration project to improve pedestrian safety on Highway 101 between Rhododendron Drive and the bridge.
3. The downtown Plan recommendations should be incorporated into the City's Transportation System Plan.
4. The City should request that ODOT install a permanent traffic count station on Highway 101, between Highway 126 and the bridge, to provide more accurate traffic volume data.
5. The City should negotiate an intergovernmental agreement with ODOT to implement the recommendations of the Highway 101 Corridor Refinement Plan.

Medium Term

6. A new traffic signal and intersection realignment should be placed at the Highway 101/2nd Street intersection to provide improved pedestrian safety and a better connection to Quince Street.
7. After a decision has been made on the future configuration of Highway 101, a streetscape design study should take place to provide wider sidewalks, street trees, and other amenities to make Highway 101 more attractive for pedestrians and businesses.
8. The City should encourage ODOT to proceed with plans to redesign the Highway 101/Highway 126/Quince Street intersections.
9. The City should conduct a streetscape design study for improving the sidewalks and crosswalks in Old Town.

Parking projects are based on the efforts of the Old Town Parking Committee recommendations.

Short Term

1. The City should create an Old Town Parking District as a means to finance off-site, off-street parking lots.

2. The City should adopt revised parking ratio standards to ensure a sufficient, but not excessive, supply of parking is available for customers and employees.
3. After creation of the Old Town Parking District, the City should locate, acquire, and build new parking lots as funding becomes available, and create a paved alley network.

Medium Term

4. The City should locate appropriate places for RV Parking in the downtown area and provide adequate signage for visitors.

Public improvement projects identify public projects other than transportation improvements that are needed to support the downtown Plan.

Short Term

1. The City should encourage the development of the Port of Siuslaw’s Boardwalk project.

Medium Term

2. In conjunction with the Highway 101/2nd Street signal and intersection realignment, the City should create a town square or green as the southern gateway to the downtown.
3. The City should explore the acquisition of Sand Hill, the bus barns, and playing field as a new City park.
4. The City should support the eventual redevelopment of the school district properties within the downtown area, consistent with the downtown Plan.
5. As part of the Highway 101/Highway 126/Quince Street intersection redesign, the City should create a new gateway project to Florence.
6. The City should find an appropriate place in the downtown area for a Sister City Japanese Garden.

Community projects identify additional efforts that private groups, such as the Chamber of Commerce, should undertake.

Short Term

1. downtown business associations should be created to organize local business and property owners to provide support for implementation of the downtown Plan.
2. The Chamber of Commerce or other business associations should work on refinement and implementation of the mainstreet retail business strategy for downtown Florence.

Preliminary Cost Estimates

Preliminary or planning level cost estimates are provided for discussion purposes and to enable relative comparisons between different project. Cost estimates are provided for major capital improvement projects. All estimates are based on 1999 costs and do not include an escalation factor. All estimates have been rounded off to the nearest \$10,000. These estimates do not include design fees, permit fees, City staff time, or other soft costs.

Transportation Projects

- Highway 101 pedestrian crossing demonstration project – Assumes one location (to be determined) with in-pavement strobe lights. Includes pedestrian refuge/median, curb extension, stormwater basin relocation, disabled ramps, new street lights. \$30,000
- 2nd Street/Quince Street Traffic Signal and Realignment – Assumes 300-feet of 3-lane section of roadway, new signal plus new signals at Rhododendron and Highway 126 to allow interconnection. \$550,000 plus ROW acquisition

YEAR	LAND USE	TRANSPORTATION	PARKING	PUBLIC PROJECTS	COMMUNITY
1	<ul style="list-style-type: none"> • Adopt Downtown Plan recommendations (zoning and design guidelines) • Urban renewal district feasibility study 	<ul style="list-style-type: none"> • HWY 101 Refinement Plan (TGM Grant) • Pedestrian Crossing Demonstration Project • Adopt TSP with DP recommendations 	<ul style="list-style-type: none"> • Decision on creating a parking district • Parking project 	<ul style="list-style-type: none"> • Develop Port Boardwalk project 	<ul style="list-style-type: none"> • Create HWY 101 Business Association
2	<ul style="list-style-type: none"> • Middle school/bus barn master plan • Post office relocation study 	<ul style="list-style-type: none"> • ODOT install permanent HWY 101 traffic count station 	<ul style="list-style-type: none"> • Parking project • RV Parking project 	<ul style="list-style-type: none"> • Create City Development Coordinator position • Sand Hill park acquisition • Bridge walk, scenic byway project 	<ul style="list-style-type: none"> • Retail Strategy refinement
3-5	<ul style="list-style-type: none"> • Old Town Boardwalk extension study • City Hall relocation study 	<ul style="list-style-type: none"> • Florence/ODOT STA Intergovernmental Agreement • 2nd St/Quince St Traffic Signal Intersection Realignment • HWY 101 streetscape design 	<ul style="list-style-type: none"> • Parking project 	<ul style="list-style-type: none"> • Middle school/bus barn site redevelopment • HWY 101 Gateway/City Hall 2nd Street Green project • HWY 126 Gateway project • Post Office relocation • Sister City Japanese Garden 	<ul style="list-style-type: none"> • Retail Strategy implementation and recruitment
5-10		<ul style="list-style-type: none"> • HWY 101/126/Quince intersection reconstruction • HWY 101 streetscape construction 		<ul style="list-style-type: none"> • City Hall relocation • Old Town Boardwalk extension construction 	
10-20		<ul style="list-style-type: none"> • HWY 101/Quince St couplet creation 			
20+		<ul style="list-style-type: none"> • Bridge alternatives 			

Florence Downtown Plan Implementation Strategy

- Highway 101 Streetscape Improvements – Assumes 4-lane section (no pavement) with 18-foot sidewalks, street trees (every 25-feet), benches and trash receptacles (every 100-feet), stormwater relocation, underground utilities, new street lights. \$1.1 million
- Quince Street Improvements – Assumes full 3-lane section with 6-ft sidewalks and street trees and street lights. \$760,000
- Highway 101/126 intersection – the old STIP estimate was \$1.2 million.

Parking Projects

- Parking lot – average cost per space (including land) is \$2-3,000.

Public Projects

- Town Square/Green – At about one half acre with land acquisition cost of \$15/sf is \$300,000, and improvement cost of \$15/sf is \$650,000.
- Downtown Park – At about 8 acres, (including portions of the hill, bus barn, playing field), with land acquisition cost of \$15/sf is \$5,000,000, and improvement cost of \$15/sf is \$5,000,000.

Potential Funding Sources

Capital Improvement Program

Some of the transportation projects, especially the local system improvements, should be included on the list of improvement projects in the TSP. Presumably, these projects would be included as part of the City's 5-year, Capital Improvement Program, competing against other city priorities for limited funding.

ODOT's State Transportation Improvement Program (STIP)

ODOT identifies and ranks all state highway improvement projects. Again, the Florence projects would be added to the list and compete against other state highway projects for limited funding.

Local Improvement District

Property owners for a defined area, which could cover the entire downtown area or a smaller area such as Old Town, could elect to impose a special property tax upon themselves to pay for improvements that will benefit the area. Streetscape improvements are an example of an appropriate project.

Revenue Bond Issue

The proposed Parking District could issue bonds backed by an expected revenue stream, such as parking fees from business owners. The bonds would allow the fees to be used upfront to construct parking facilities that would benefit the businesses that pay into the district. This mechanism would expedite the construction of such facilities, rather than waiting for sufficient funds to accumulate.

General Obligation Bonds

The city could place a ballot measure for voter approval for bonds to fund a major project, such as the town square or parks projects.

Development Exactions

Typically, developers are required to build half-street improvements at the time of development. Streetscape

improvements for Highway 101 or Quince Street could be included in these improvements. Sometimes there is a timing issue. It may not make sense to construct less than a full block of streetscape improvements if adjacent properties are not making the same improvements. An alternative is to pay into fund that will be used to construct larger blocks of streetscape improvements when sufficient funds are available. Another option, is for property owners to remonstrate or agree to pay future charges at the time all of the improvements are constructed.

Urban Renewal District

An urban renewal district can be a powerful implementation tool, but complex to administer. The district's funding is based on tax increment financing, which freezes the current tax base and any increases in tax revenue from increasing property values (presumably through redevelopment) can be used to fund projects within the district. Bonds can be issued against future revenue so improvements can be constructed to leverage private development. The renewal district also could undertake other activities to assemble land for private development or participate in joint, public-private development projects. The downtown green and other park improvement projects could be funded through the renewal district, as well as the other streetscape and transportation projects. The renewal district also could help finance or develop demonstration projects, such as a mixed use, retail/office or retail/residential development along Highway 101.

Economic Development Grants

The city could pursue economic development grants from state and federal sources, such as lottery funds. The Port of Siuslaw has received grants to fund the Boardwalk project. These grants are oversubscribed and face stiff competition from other cities.

II. Appendix

A. Current Market Situation & Potential Market Opportunities

B. Florence Retail Study

C. Transportation Technical Memorandum

**D. Qualitative Comparison of Two Options for Improvements to Highway 101 Through
Downtown Florence**

E. Development Code Recommendations

F. Proposed Comprehensive Plan Amendments

G. Architectural Design Guidelines

H. Glossary of Terms

A. Current Market Situation & Potential Market Opportunities

B. Florence Retail Study

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AGENDA ITEM SUMMARY

ITEM NO:

FLORENCE CITY COUNCIL

Meeting Date: 3/31/03

Department: Community Development

ITEM TITLE: OLD TOWN PARKING DISTRICT

DISCUSSION/ISSUE: The City Council has authorized staff to move forward with formation of a parking district in Old Town. The City's Old Town Parking Committee (1997/1998), the Downtown Committee and key property owners in Old Town all support formation of a parking district.

ORS 223.805 – 223.845 sets for the requirements and parameters of Special City Improvements: Parking Facilities. (Copy attached)

ORS provides that cities may establish one or more off-street parking facilities for the general use and benefit of the people of the city as appears necessary, proper or beneficial in the public interest. Cities may acquire property in a lawful manner but may not acquire privately owned property for public parking unless the facility to be constructed would substantially increase the number of off-street parking spaces available for public use. The city may plan, design, locate, construct, alter, enlarge, repair and maintain parking facilities and may contract for construction or for operation of parking facilities. There are also leasing options available.

Financing may be obtained through GO bonds, revenue bonds, special or benefit assessments, parking fees, charges or other user based fees, general fund appropriations, grants, general property taxes, or a fee attached to the privilege of carrying on a business, occupation, profession or trade within the city.

A parking district is a special or benefit district, like a big sidewalk improvement district. The standard Local Improvement District procedures would apply in setting up the district and the assessments.

The question is then: how to structure a parking district so that it is equitable, and provides needed parking in the various areas of Old Town.

One way to do this would be to divide the larger area into sub-districts, or areas of parking influence, and assess the costs of acquisition, construction, leasing etc. of parking facilities to the benefiting properties in each area of influence, and then to have a district wide assessment for maintenance, repair and for a reserve fund for new facilities. This option (Option 1) would be easy to administer, and the benefits to each area of influence would be easy to identify. The attached map suggests "areas of parking influence". These are based on geography, core development areas, and usage.

Another option (Option 2) would be to establish primary, secondary and perhaps tertiary areas of influence and assess all benefiting properties on a sliding scale depending on whether they were benefited primarily, or to a lesser degree. The assessment would include both construction and ongoing maintenance, repair and reserve fund costs. This option is more difficult to establish on an equitable basis, and is open to continuing complaints about whether a

property is affected at the first, second or third level, especially as properties develop and redevelop, and use patterns change with the increasing importance of Quince/2nd Street frontage.

Option 1: Under Option 1, 4 “areas of parking influence” are suggested.

Area 1: The area of Old Town west of the bridge. This area is primarily lodging and eating establishments. The former Lotus restaurant has 76 off-street spaces. The Veteran’s Park will provide 14 or so new spaces which are grant funded. There are 34 on-street spaces. Vacant land exists immediately west of the bridge, and on Bay Street below the Dairy Queen. The Humane Center Thrift Shop corner provides a potential for additional parking. Most uses provide their own off-street parking.

Area 2: Bay Street. These properties are on Bay Street, or draw their customers from Bay Street. This is the area of greatest parking deficiency. The Parking Study shows a total of 417 off-street spaces, including the Port’s large lot north of Nopal, and 122 on-street spaces. There is the potential for 2 interior parking courtyards, both with about 70 spaces each. The Scenic Byways project will add about 20 or so spaces under the bridge. There are several private parking lots, notably the one by the kite shop and the one behind Books and Bears.

Area 3: This area is characterized by a mix of government and private uses oriented primarily to Highway 101. The Coast Real Estate Block could be split with the east half going into Area 2, and the west part staying in Area 3. This area includes the Downtown Green, the Visitor’s Center, proposed parking on Laurel, Maple and 1st Street, and the development of the east half of the Coast Real Estate block with off-street parking. These blocks should develop as the show piece of the Mainstreet concept.

Area 4: 2nd Street: These properties abut, or will draw their customers from 2nd Street. This street is primarily residential at this time, but with the extension of 2nd Street to Highway 101, it is expected that traffic will increase dramatically, and conversion to retail and mixed used will occur over the next 5 years.

Option 2: Option 2 is the “zone of graduated impact” option. Under this option, there are actually two options. The first would establish zones of graduated impact around each parking facility. The second option would identify a core area, say Area 2, and then assess the remaining areas at some lesser amount as their benefit decreases on a graduated basis.

A. The parking facility option could work as follows: Using the interior parking courtyard in the Port Block, all properties in the block would be primary users and would pay the highest assessment. The properties in the next ½ block in all directions would be secondary beneficiaries and would pay a lesser assessment. All other properties in the entire district would pay an assessment for maintenance, repair and reserve funds, some of which would accrue to this parking lot, on a pro rata square footage basis.

B. The core area model could work as follows: Using Bay Street (Area 2) as the core, those properties would pay the highest assessment. Area 1, Area 4 south of 2nd Street and the east half of the Coast Real Estate block would be secondary beneficiaries, and would pay a lesser assessment. Area 3 and Area 4 north of 2nd Street would be the least benefited, and would pay the least assessment.

Costs

The only recent detailed work done on a parking lot is that done for the interior parking courtyard in the Port block, and those costs are not truly inclusive costs. There was no land cost since the plan was to obtain easements in exchange for not being assessed for construction costs. The city had acquired a grant to pay for construction. The preliminary engineering was done by a retired person with public works project experience. The cost of development was based on an estimate by a local contractor, and estimates for lighting. No calculations were done to determine an ongoing maintenance/repair/reserve fund assessment. However, the estimated development cost of that parking facility was \$114,000, or \$1780 per space.

Cost per space will vary depending primarily on the cost of land. The above costs probably reflect a realistic value for the development cost per space. Cost for maintenance/repair/reserve fund would need to be added.



Maple Street

Alcorn Road

Maple Street

14th Street

15th Street

16th Street

17th Street

18th Street

19th Street

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21st Street

22nd Street

23rd Street

24th Street

25th Street

26th Street

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30th Street

31st Street

32nd Street

33rd Street

34th Street

35th Street

36th Street

37th Street

38th Street

39th Street

40th Street

41st Street

42nd Street

43rd Street

44th Street

45th Street

46th Street

Fire Street

Currier Street

Radwood Street

Highway 101

Highway 128

Currier Street

Greenwood Street

Hancock Street

Ivy Street

Juniper Street

Kingwood Street

Laurel Street

Maple Street

Niagara Street

Rhododendron Drive

Hancock Street

2nd Street

3rd Street

4th Street

5th Street

6th Street

7th Street

8th Street

9th Street

10th Street

11th Street

Ivy Street

2nd Street

3rd Street

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be assessed to the property benefited thereby, benefited property owned by the governmental unit, city, county, school districts, state and any political subdivision thereof shall be assessed the same as private property and the amount of the assessment shall be paid by the governmental unit, city, school districts, county or state, as the case may be, provided that the costs of the improvements are, in any given case, of the type that may be bonded under ORS 223.205 and 223.210 to 223.215.

(2) In the case of property owned by the state, the amount of the assessment shall be certified by the treasurer and filed with the Oregon Department of Administrative Services as a claim for reference to the Legislative Assembly in the manner provided by ORS 293.316, unless funds for the payment of the assessment have been otherwise provided by law. [Amended by 1967 c.454 §93; 1991 c.902 §87]

223.775 Assessment of property of cemetery authority benefited by certain improvements. (1) As used in subsections (2) to (5) of this section:

(a) "Cemetery authority" means a non-profit cemetery or crematory corporation.

(b) "Sale" includes a contract of sale as well as a sale.

(2) Notwithstanding the provisions of ORS 65.855 to 65.875 or any other provision of law, whenever all or any part of the cost of a street, curb or sidewalk improvement made by a governmental unit is to be assessed to the property benefited thereby, benefited property owned and platted for cemetery or crematory purposes by a cemetery authority shall be assessed the same as private property. The amount of the assessment shall be paid by the cemetery authority as provided in this section.

(3)(a) Within 60 days after the date the ordinance levying the initial assessment is enacted by the governmental unit, the cemetery authority shall furnish the governmental unit with a list of platted burial lots within the benefited property unsold on the date such ordinance was enacted. Until such assessment is paid in full, whenever additional burial lots are platted within the benefited property, the cemetery authority shall furnish the governmental unit with a list of such additional lots at the time the plat thereof is recorded.

(b) Out of the first funds received for the sales price of any of such lots, the cemetery authority after setting aside perpetual care and maintenance funds as required by law or otherwise shall credit five percent of such sales price to a special account for the payment of the assessment until a sum equal to

the assessment and any interest due thereon has been so credited.

(4) All funds accumulated in the special account for the payment of assessments shall be paid semiannually to the governmental unit levying such assessment, the first payment to be made six months after the date the final assessment was levied and succeeding payments each six months thereafter until such assessment and any interest due thereon, as provided in this subsection, is paid in full. Any funds in such account that are not paid to the governmental unit when due shall bear interest at the rate of seven percent per annum from the due date until paid to the governmental unit.

(5) Platted property of a cemetery authority subject to an assessment as provided in this section is exempt from execution for collection of any such assessment while such property is held by a cemetery authority for cemetery or crematory purposes. Any such assessment levied against a cemetery authority shall be payable only from the funds received for the sale of lots listed with the governmental unit as required by subsection (3) of this section. Except as provided in subsection (4) of this section, interest shall not be due on the unpaid balance of any such assessment. [1963 c.521 §§1, 2; 1969 c.531 §8; 1991 c.902 §88]

223.785 [1969 c.505 §1; 1983 c.349 §7; 1983 c.713 §1; repealed by 1991 c.902 §121]

SPECIAL CITY IMPROVEMENTS; PARKING FACILITIES; STREETS; SIDEWALKS; AIDS TO WATER COMMERCE

223.805 Short title of ORS 223.805 to 223.845. ORS 223.805 to 223.845 shall be known as the Motor Vehicle Parking Facilities Act.

223.810 Establishment of motor vehicle parking facilities. Any incorporated city may establish one or more off-street motor vehicle parking facilities for the general use and benefit of the people of the city, or for one or more special classes of vehicles, as appears necessary, proper or beneficial in the public interest. For these purposes, the city may proceed as provided in ORS 223.815 to 223.845.

223.815 Acquisition of property for parking facilities. For the purposes of ORS 223.810, a city may acquire property at or below the surface of the earth, by purchase, condemnation, exchange or other lawful manner. However, a city may not so acquire privately owned property used for public parking unless the facility to be constructed by the city would substantially increase the number of vehicle off-street parking spaces

available for public use. The city may use the area below the street surface or the area beneath the surface of a park or other public property. [Amended by 1959 c.653 §8; 1967 c.478 §1]

223.820 Planning, constructing and contracting for the operation of or leasing parking facilities. For the purposes of ORS 223.810, a city may:

(1) Plan, design and locate the parking facilities.

(2) Construct, alter, enlarge, repair and maintain buildings, structures, equipment, access and entrance facilities, exit facilities, fencing and other accessories necessary or desirable for the safety or convenience of motorists using the off-street parking facilities.

(3) Contract with any person, firm or corporation for construction or for operation of the parking facility upon such terms as are found to be in the public interest, after first advertising for bids therefor by publication not less than once a week for two consecutive weeks in a newspaper of general circulation in the city, making two publications in all.

(4) Lease for a period not exceeding 50 years, notwithstanding any conflicting provision of any law, city charter or ordinance, any property referred to in ORS 223.810 to any person, firm or corporation pursuant to an agreement, according to such terms as are found to be in the public interest, whereby such person, firm or corporation undertakes to construct, where necessary, or alter or repair, and maintain and operate on such property the buildings, structures, equipment, facilities and accessories necessary or convenient for parking facilities, and title to such building or structure to be constructed or altered shall vest in the city either when constructed or altered or at the termination of said lease. Such agreement shall be made only after first advertising for bids therefor by publication not less than once a week for two consecutive weeks in a newspaper of general circulation in the city, making two publications in all. [Amended by 1953 c.668 §2]

223.825 Financing of parking facilities. For the purposes of ORS 223.810, a city may finance the parking facilities by any one or any combination of the following methods:

(1) General obligation bonds within the legal debt limitations, or revenue bonds payable primarily or solely out of revenue from parking facilities in such amounts, at such rate of interest, and upon such conditions as may be prescribed by the legislative authority of the city.

(2) Special or benefit assessments equal to the actual costs of the parking facilities, or a portion thereof, such assessment to be

levied against property benefited in proportion to the benefit derived, the amount of such assessment to be determined in accordance with special assessment practices for local improvements as now or hereafter prescribed by the ordinances or charter provisions of the city.

(3) Parking fees, special charges or other revenue derived from the use of off-street parking facilities by motorists, lessees, concessionaires, commercial enterprises or others.

(4) General fund appropriations.

(5) State or federal grants or local aids.

(6) Parking meter revenues.

(7) General property taxes, or gift, bequest, devise, grant or otherwise.

(8) For any city under 300,000 according to the latest federal decennial census, a reasonable annual fee on the privilege of occupying real property within the city or a district of the city to carry on a business, occupation, profession or trade. In levying the fee, the governing body shall take into consideration the unmet off-street parking requirements of such business. The proceeds of the fee, less refunds and costs of collection, shall be used solely for the purposes of ORS 223.805 to 223.845. The fee is in addition to, and not in lieu of, any other tax, assessment or fee required by state or local law or ordinance. [Amended by 1959 c.653 §9; 1967 c.380 §1; 1969 c.380 §1; 1991 c.902 §89]

223.830 Service concessions in parking facilities. For the purposes of ORS 223.810, a city may rent or lease to any individual, firm or corporation any portion of the premises established as an off-street parking facility for service concessions, commercial uses or otherwise, after first advertising for bids therefor by publication not less than once a week for two consecutive weeks in a newspaper of general circulation in the city, making two publications in all. [Amended by 1967 c.380 §2]

223.835 Fees and regulations of parking facilities. For the purposes of ORS 223.810, a city may:

(1) Charge such fees as the legislative authority of the city finds fair and reasonable for the privilege of using the off-street parking facilities. These fees need not be limited to the cost of operation and administration but may be for revenue.

(2) Regulate and restrict the use of the parking facilities or prohibit the use thereof for vehicles of more than a class or classes of vehicles and provide penalties for violation of such regulations or prohibitions.

223.840 Disposing of property acquired for parking facilities. For the purposes of

ORS 223.810, a city may sell, encumber, lease, exchange or otherwise dispose of property and property rights acquired as may be found in the public interest.

223.845 Limitation on operation by city of parking facilities; disbursement of revenues. For the purposes of ORS 223.810, a city may operate a parking facility or lease the same under ORS 223.820, as the city may determine. In no event shall the city operate any service concessions. In case the city operates a parking facility, it may provide, and if revenue bonds are issued to finance the acquisition and construction of such facility it must provide, that the revenues derived from the operation of the facility shall be disbursed by the city for some or all of the following purposes:

(1) Payment of interest on and retirement of principal of bonds issued by the city for financing the acquisition or construction of such facility.

(2) Payment of the necessary costs and expenses of operating the facility.

(3) Creation and maintenance of a reserve account to make necessary replacements.

(4) Payment to the taxing bodies in lieu of taxes an amount equal to the ad valorem taxes that would be derived from the facility if under private ownership.

(5) Reimbursement of owners of real property for special assessments paid by them and levied against real property to finance the parking facility.

(6) Payment to the city of a fair return on its investment in the facility for the purpose of making additional parking and traffic improvements.

In case the revenues produce more than sufficient moneys than required for the matters mentioned in subsections (1) to (6) of this section, then the governing body shall reduce the rates charged for the use of the facility. [Amended by 1959 c.653 §10]

223.849 [1957 c.430 §1; repealed by 1959 c.653 §12]

223.850 [Renumbered 223.880]

223.851 Special assessment for street lighting, street maintenance and street cleaning; approval by electors. When authorized at any properly called election, the governing body of a city may assess, levy and collect annual assessments upon any real property within its boundaries for street lighting, street maintenance and street cleaning services which benefit the property. [1983 c.234 §2]

223.852 [1957 c.430 §2; repealed by 1959 c.653 §12]

223.854 [1957 c.430 §3 repealed by 1959 c.653 §12]

223.855 [Renumbered 223.882]

223.856 Measure imposing assessments; contents. (1) A measure authorizing assessments under ORS 223.851 to 223.876 shall specify the services proposed to be financed by the assessments, the maximum amount which may be imposed and the number of years in which assessments will be made.

(2) Each assessment measure shall provide for the operation and maintenance of a single street lighting, street maintenance or street cleaning service. More than one measure may be submitted to the electors at a single election. Assessments for street lighting may include an amount sufficient to pay construction, reconstruction, modification and installation costs as well as operating and maintenance costs.

(3) The measure shall provide that assessments are in lieu of any existing serial ad valorem tax levy for the service to be provided. [1983 c.234 §3]

223.857 [1957 c.430 §4; repealed by 1959 c.653 §12]

223.859 [1957 c.430 §5; repealed by 1959 c.653 §12]

223.860 [Renumbered 223.884]

223.861 Basis of assessment. Assessments shall be based upon any reasonable basis of assessment related to services received by the assessed property for the period specified in the measure. [1983 c.234 §4]

223.862 [1957 c.430 §6; repealed by 1959 c.653 §12]

223.864 [1957 c.430 §7; repealed by 1959 c.653 §12]

223.865 [Renumbered 223.886]

223.866 Levy of assessment; manner of collection; effect of nonpayment. (1) The city each year shall estimate assessments needed and the amount of assessment for each tax account, and the amount thereof may be levied and returned to the officer whose duty it is to extend the ad valorem tax roll at the time required by law for taxes to be levied and returned.

(2) All assessments levied by the city shall become payable at the same time, may be collected by the same officer who collects ad valorem taxes and shall be turned over to the city according to law.

(3) The officer whose duty it is to extend the city levy may extend the levy of the city in the same manner as city taxes are extended.

(4) Property shall be subject to sale for the nonpayment of assessments levied by the city in like manner and with like effect as in the case of city taxes. [1983 c.234 §5]

223.867 [1957 c.430 §8; repealed by 1959 c.653 §12]

223.869 [1957 c.430 §9; repealed by 1959 c.653 §12]

223.870 [Renumbered 223.888]

223.871 [1983 c.234 §6; repealed by 1991 c.902 §121]

223.872 [1957 c.430 §10; repealed by 1959 c.653 §12]

City of Florence Council

City Hall
250 Hwy 101
Florence, OR 97439
541-997-3437
www.ci.florence.or.us

April 18, 2011

AGENDA

7:00 p.m.

Councilors: Phil Brubaker, Mayor
President Nola Xavier Vice- President Suzanne Roberts
Paul Holman Brian Jagoe

With 48 hour prior notice, an interpreter and/or TDY: 541-997-3437, can be provided for the hearing impaired.
Meeting is wheelchair accessible.

CALL TO ORDER - ROLL CALL - PLEDGE OF ALLEGIANCE

PRESENTATION

Dick Smith and Judy Fleagle will present the new book "Crossings", which depicts the bridges built by Conde McCullough.

PROCLAMATION

April 2011 – Tsunami Awareness Month

1. APPROVAL OF AGENDA

2. PUBLIC COMMENTS

This is an opportunity for members of the audience to bring to the Council's attention any item not otherwise listed on the Agenda. Comments will be limited to three (3) minutes per person, with a maximum time of 15 minutes for all items. Speakers may not yield their time to others.

CONSENT AGENDA

3. APPROVAL OF MINUTES

Consider approval of the regular council meeting minutes of April 8, 2011.

ACTION ITEM

4. JUSTICE CENTER ROOF AND HVAC PROJECT

Consider authorizing the completion of the construction drawings for the Justice Center Roof and to begin the request for proposals

REPORTS

5. 2011 BUSINESS LICENSE RENEWALS

The City recorder will provide a report to Council on the 2011 Business License Renewals.

6. GROWTH ASSUMPTIONS FOR TRANSPORTATION PLANNING

The Community Development Director will provide a report to Council on the growth assumptions for the 2035 Transportation System Plan

7. STREET CONDITION SURVEY

The Public Works Director will provide a report to Council on the 2011 Street Conditions Survey.

8. MONTHLY REPORTS FROM DEPARTMENT HEADS

9. CITY MANAGER REPORT

- Old Town Parking update
- Apex Helicopter's request to land in the city limits for special events.

10. MAYOR AND COUNCIL REPORTS

April 21	6:00 p.m.	Budget Meeting
April 28	6:00 p.m.	Budget Meeting
May 2	7:00 p.m.	Council Meeting
May 12	6:00 p.m.	Budget Meeting
May 16	7:00 p.m.	Council Meeting
May 19	6:00 p.m.	Budget Meeting
June 2	6:00 p.m.	Budget Meeting
June 6	7:00 p.m.	Council Meeting
June 20	7:00 p.m.	Council Meeting

**AGENDA ITEM SUMMARY
FLORENCE CITY COUNCIL**

ITEM NO: 9
Meeting Date: 4-18-11
Department: City Manager

ITEM TITLE: City Manager Report

- Old Town Parking Update
- Apex Helicopter's request to land in the city limits for special events

CITY OF FLORENCE
MARCH 30TH, 2011 OLD TOWN PARKING MEETING MINUTES

Attendees

City Staff: City Manager (CM) Bob Willoughby, Public Works Director (PWD) Mike Miller, Code Enforcement Officer (CEO) Brandon Ott and Executive Assistant to City Manager's Office (EA) Shawn Penrod.

Audience: Paul and Beverly Holman – City Councilor and Old Town property owners; Tim Sapp – local Realtor and representing the Veteran's Park; Ryan Cronk – Siuslaw News reporter; Rich Fenton – area citizen; Evan Doughty – owner of Feast and Old Town resident; McLain (did not get first name) – Old Town property owner; Craig Sanders – representing Hoagland Properties; Marianne Brisbane – Old Town business owner (Waterfront Depot, 1285 Restobar); Glenna Martin – owner of Periwinkle Station; Bob Schola – representing Mo's; Julie Bancroft – representing Mo's; Rachel Williams – representing Mo's; Mark Freeman – Port of Siuslaw; Joshua Greene – Port of Siuslaw commissioner and Old Town property owner; Amy Graham – representing MOOT and Hoagland Properties and Old Town resident; Pam and David Brown – owner of Old Town Photos; another resident slipped in during the meeting that I didn't get the name of.

Minutes

EA Penrod went over the findings he gathered from the Old Town Parking meetings held in November 2010, as well as his discussions with Old Town residents and business owners (see attachment 1). He said the only consensus he could get, other than there is a parking problem in Old Town, was that RV/Trailer parking should be limited. EA Penrod also went over solutions suggested by business owners, residents, employees, etc. (see attachment 1).

CM Willoughby said the City will not be able to solve private parking issues. He said private parking is not being respected because people know the private parking owners will not enforce it. Julie Bancroft stated that Mo's can't start towing people because it is bad for customer relations. CM Willoughby reiterated the City can not regulate private parking.

EA Penrod handed out maps showing the area where current seasonal parking restrictions are enforced (see attachment 2). CM Willoughby stated the City's proposal is to ban RV/Trailer parking in the yellow area of attachment 3. The City would also keep the 3-hour parking restrictions in that same yellow area. The City would then remove the seasonal parking restrictions in outlying areas while increasing enforcement in that yellow area. CM Willoughby said there is an important need in making sure prime parking spots are turned over in that area.

CM Willoughby talked about eight new parking spots the City will be installing under the Siuslaw Bridge as part of the Siuslaw Interpretive Center. He stated that the City will not be adding any more parking spaces other than those eight, citing cost issues with

purchasing land and construction of new spaces. CM Willoughby said the City's proposed plan is to "narrow the focus and be more aggressive" with enforcement in the main Bay Street area. CM Willoughby asked those in attendance about whether they felt the seasonal parking restrictions in that area should be enforced year round.

Marianne Brisbane stated she thinks shrinking the restricted area is a good idea but did not think the restrictions should be enforced year round. Glenna Martin said she thinks residents in the area would take prime parking spots all day if there are no restrictions, forcing potential customers to move on. Craig Sanders stated he doesn't mind walking a few blocks during the summer, but didn't want to do that during the winter. Paul Holman said the main Bay Street area has always been a problem. Audience consensus was that the RV/Trailer ban should be year round. Consensus was also that parking fines should not be increased at this time, but enforcement in the main area should be increased.

The issue of whether Bay Street could have diagonal parking and/or making Bay Street one-way came up. PWD Miller said there is not enough right-a-way to accommodate diagonal parking without creating one-way streets. There was no support for that idea.

Glenna Martin brought up the possibility of having 15-minute parking spots on either end of Bay Street. It was suggested there could be one in front of the restrooms by Mo's and another in front of the gazebo. CM Willoughby said that staff would look into that possibility.

Establishing a parking district or parking permits was brought up by an audience member. CM Willoughby said they would be "administrative nightmares" and that, currently, the City doesn't have the staff to administer either of those options. CM Willoughby said his goal was to set-up something that was "sustainable."

Joshua Greene brought up that the Port of Siuslaw is considering charging for parking in the large Port parking lot. He said it is being planned and necessary because of ongoing maintenance issues.

CM Willoughby asked the audience what they thought of having the 3-hour parking restriction year round in the area highlighted in yellow. The majority of the audience felt like the restriction should be year round. Some of the people who were initially opposed to this idea changed their mind.

CM Willoughby asked those in attendance to let the City know if the parking problem was getting pushed elsewhere because of these changes.

The height of RV's and vehicles with trailers taking up more than one space were also brought up as concerns. Some audience members said tall vehicles hid their businesses from view. CM Willoughby said that staff would look into possibly adding a height restriction as well. He also stated that vehicles with trailers are as much a problem as RV's.

The 'busses only' parking area next to the port parking lot was discussed. It was decided that the 'busses only' restriction would be removed. Busses and RV's will be able to park without restriction outside the more limited parking restricted area.

CM Willoughby ended the meeting by stating the City wants to hear how these changes are working. He suggested having another meeting once the tourist season was over to evaluate how these changes are working and to determine if there have been unintended consequences.

Attachment 1

Old Town Parking findings:

- Most business owners and residents agree there is a parking problem in Old Town.
- Police Chief Sanders has stated that most parking violations (90 to 95%) are committed by Old Town business owners and employees. A recent front page story in the Register Guard (March 24th "Curbside Change" by Susan Palmer) suggested that downtown Springfield's parking problems stem from employees taking prime spots for hours at a time.
- Consensus is that most business owners would like RV/Trailer parking restricted in Old Town area. A petition signed by 39 Old Town business owners (and a couple of residents) was turned in requesting that "No RV Parking" signs be posted directly beneath green parking signs on all locations of Bay Street from the bridge to the Port parking lot and along the 100 blocks of Nopal, Maple and Laurel Streets.
- Private parking is not respected. Those with private parking signs have had a hard time enforcing it. I was told on several occasions that locals and employees are the main abusers.
- Comments are all over the board in regards to parking restrictions: some are against any kind of restrictions, others think we need more. Some comments were critical of the lack of enforcing those restrictions, while others (mostly residents and employees) were resentful of the restrictions.
- Old Town employees and business owners taking up parking in front of businesses and in the main Bay Street area is a common theme. Female employees who work late have safety concerns in regards to parking too far away. Other business owners have taken notice and become resentful of those employees and businesses who allow/ignore this. This complaint came up repeatedly during meetings and my conversations with people.
- Parking west of the bridge is not being utilized. Particularly at the Veterans Park.
- The City will be adding 8 additional public parking spots under the Siuslaw Bridge as part of the Interpretive Center. Could be completed by next summer.

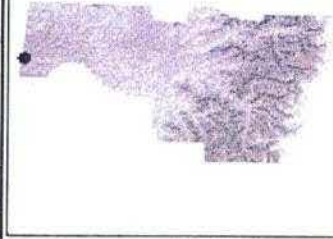
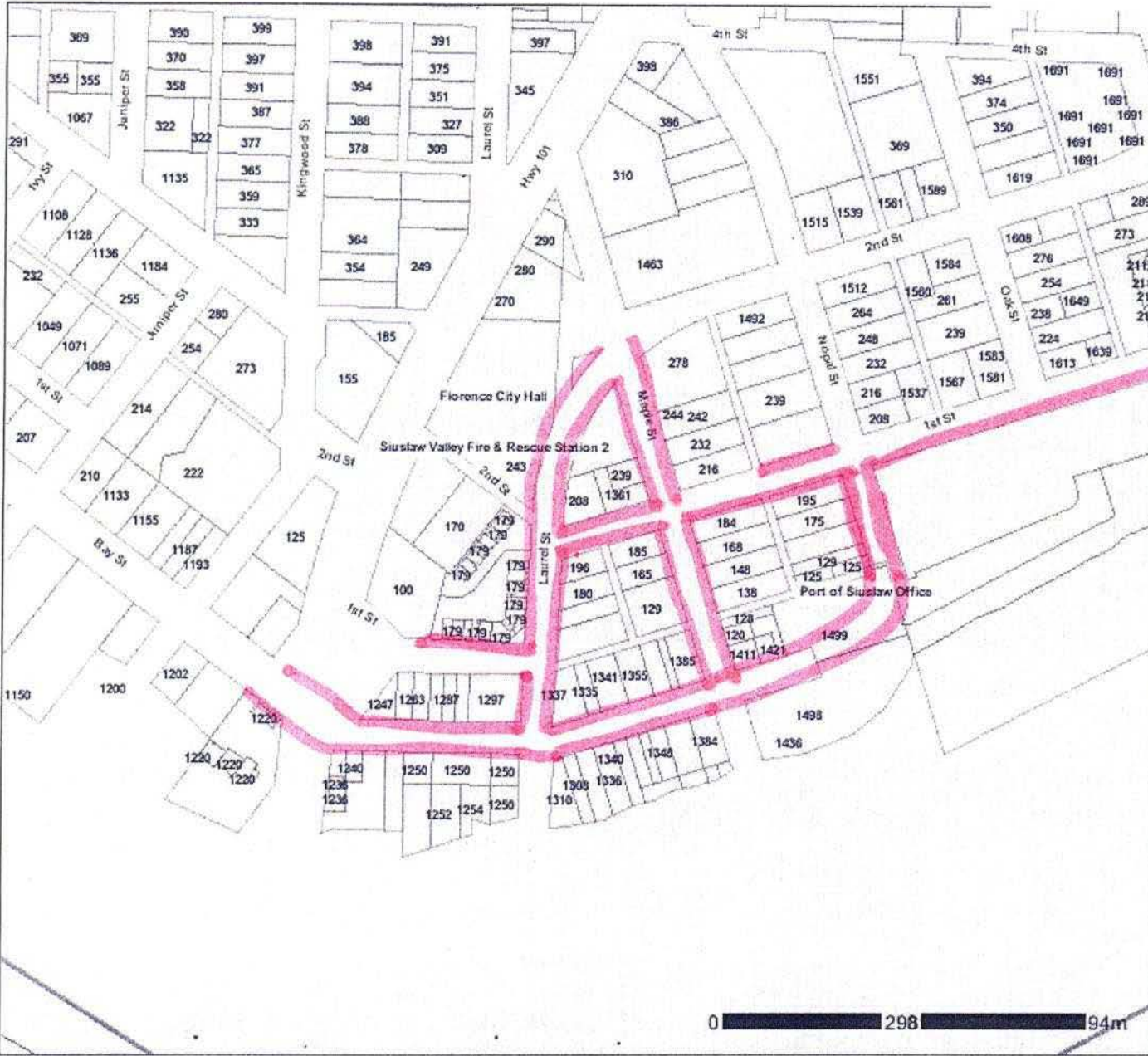
Possible solutions:

- Create a map/brochure of available Old Town public parking (City Hall/Vet Park/etc.) Would require partnering with outside agency (Chamber, MOOT, etc.)
- Striping (or re-striping) street parking around Old Town.
- Widening and using the alley behind Bridgewater/Firehouse Restaurants came up repeatedly.
- Business owners and management should commit to encouraging their employees to not park on Bay Street. Business owners also need to be wary of taking up prime spots. Businesses could possibly lease some of the private spots for their employees.
- City buying land and creating more parking lots was repeatedly brought up by residents and business owners.
- Making Bay Street one-way and creating diagonal parking came up repeatedly.
- Make one side of Bay Street angle parking and make the other side skip parallel parking.
- Create a parking permitting system.
- Set-up a parking district.
- Restrict RV parking in main Bay street area and relax seasonal parking restriction in outlying areas.

Current Seasonal parking regulations

Attachment 2

Old Town Tax Lots

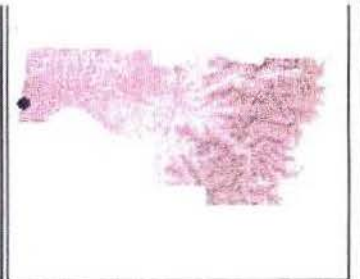



Currently regulated May 1 - Sept. 30
3 hour limit

Proposed regulated area

Attachment 3

Old Town Tax Lots



 Proposed regulated 3hr restriction (May - Sept.)
plus No RV/Trailer parking (year round)

April 4, 2010

To: Shawn Penrod and City Staff,

Re: Old Town Parking

Thank you for the minutes and accompanying papers of the March 30th meeting.

Our properties and partners agree and support your conclusions.

We would underscore the requirement for three hour limits in the yellow areas *year round*. As Police Chief Sanders notes, the majority of the 3 hour parking violations are committed by Old Town business owners and employees. With the new regulations these prime parking spaces will be available for commercial use. Perhaps, as a consequence, this might also encourage property and business owners to provide *off street* parking for their tenants and their employees. This would be progress.

Ron Hogeland

Ron Hogeland and Associates
P.O. Box 930
Florence, OR 97439
541-997-7888

**AGENDA ITEM SUMMARY
FLORENCE CITY COUNCIL**

ITEM NO: 10
Meeting Date: 4-18-11
Department: Mayor/Council

ITEM TITLE: MAYOR AND COUNCIL REPORTS

pedestrian crossings, Chipper at Public Works, Pratt property, inmate work at public works, and emergency airlifts at airport.

CITY MANAGER REPORT

- *Old Town Parking Update*

CM Willoughby discussed the old town parking public meetings. He said it was clear that no matter what action the City took some people would be unhappy. He said the parking problem was primarily focused along Bay Street and thus the goal was to achieve a regular turnover of cars in that area. He was considering making a year round restriction on Bay Street for oversized vehicles and then removing the seasonal parking restrictions outside of that area.

CM Willoughby said whatever changes they might make would have unintended consequences and thus the parking issue would need to be addressed again after the changes had been made.

CM Willoughby asked the Council if they felt a review of the parking fines in Old Town was warranted. He said currently the parking fines had been set at \$15 for the past 10+ years and that was not enough to get people's attention.

Mayor Brubaker asked if it was possible for the City to allow parking within the alleys. CM Willoughby said the City would be creating 8 new parking spaces underneath the bridge but there were not a lot of opportunities to create new parking spaces. Mayor Brubaker asked if the alleys were needed for fire access. Councilor Jagoe said the alleys were needed in many instances.

Councilor Holman said the Port of Siuslaw was considering putting a fee on their parking lot, and he felt that would make a large impact on the parking situation. CM Willoughby said it was primarily locals who parked on the City streets and the tourists who parked in the Port parking lot.

Councilor Roberts said she felt a 3 hour parking limit on Bay Street was too long, and felt it should be 2 hours. She said she also felt the \$15 fee should be raised.

Councilor Jagoe asked who made the decision about building parking spots underneath the Siuslaw River Bridge. He said that location was a very popular photography site. CM Willoughby said the City Council approved the project and it was currently approved by the Oregon Department of Transportation as well.

Councilor Xavier said she agreed with Councilor Roberts that a 3 hour parking limit was too long. The City Council voted on the length of the parking limit. Councilors Xavier and Roberts voted for a 2 hour time limit. Councilors Jagoe, Holman, and Mayor Brubaker voted for a 3 hour time limit. The City Council decided to support the implementation of a 3 hour time limit and the other actions proposed by the City Manager.

Councilor Jagoe said he would like to see the parking fines remain the same but have the City start enforcing those fines more. He felt the parking actions should occur in three steps, 1) changing the restrictions to year round, 2) looking at increasing the fine, 3) Reducing the time to three hours.

The City Council decided they would support a discussion on parking fine increases.

PWD Miller said the goal was to have the new signs in place by the second week in May which would be just before the Rhododendron Festival.

- *Apex Helicopter's request to land in the city limits for special events*

Mayor Brubaker said Apex would not be asking to land in the City limits in the near future because they had not been able to achieve property owner permission from the sites they were investigating.

- *LCC Meet the Dean April 28th at 10:00 am*

CM Willoughby said the City Council and public were invited to meet the new dean of Lane Community College at Florence on April 28th at 10:00 am.

- *2010 Census Appeal*

CM Willoughby said after some research it was determined that the City could not appeal the population numbers from the 2010 census. Mayor Brubaker said it might be possible for the City to use the Portland State University estimates for one more year.

MAYOR AND COUNCIL REPORTS

The City Council had no items to address.

With no further business, Mayor Brubaker adjourned the meeting at 9:51 p.m.



Phil Brubaker, Mayor

ATTEST:



Kelli Weese, City Recorder

City of Florence Council

City Hall
250 Hwy 101
Florence, OR 97439
541-997-3437
www.ci.florence.or.us

July 1, 2013

AGENDA

7:00 p.m.

Councilors: Nola Xavier, Mayor
President Suzanne Roberts Vice-President Brian Jagoe
Joshua Greene Joseph Henry

With 48 hour prior notice, an interpreter and/or TDY: 541-997-3437, can be provided for the hearing impaired.
Meeting is wheelchair accessible

CALL TO ORDER - ROLL CALL - PLEDGE OF ALLEGIANCE

7:00 p.m.

EMPLOYEE INTRODUCTION

Denton Tipler – Police Officer

1. APPROVAL OF AGENDA

2. PUBLIC COMMENTS

This is an opportunity for members of the audience to bring to the Council's attention any item not otherwise listed on the Agenda. Comments will be limited to three (3) minutes per person, with a maximum time of 15 minutes for all items. Speakers may not yield their time to others.

CONSENT AGENDA

3. APPROVAL OF MINUTES

Consider approval of the regular council meeting minutes of June 17, 2013.

PUBLIC HEARING

4. MISCELLANEOUS LAND USE CODE AMENDMENTS

• **PUBLIC HEARING**

Hear and consider written or oral testimony on the proposed amendments to multiple portions of the City of Florence Zoning Code (Title 10).

- Overview of topic by staff
- Questions by City Councilors
- Conduct of public hearing
- Decision to close the public hearing subject matter

B. ADOPTION OF MISCELLANEOUS PROPOSED TEXT AMENDMENTS

Consider approval of Ordinance No. 3, Series 2013, a proposal to amend multiple portions of the City of Florence Zoning Code (Title 10) in order to implement Oregon House Bill 3516, expand and clarify allowed uses, extend planning time frames, improve and clarify land use processes, and correct references and typographical errors throughout.

DIRECTIONAL ITEMS

5. MARKETING SERVICE AGREEMENT

Review the draft one-year marketing service agreement and provide direction on objectives for Exhibit A – Advertising and Marketing Specifications.

6. OLD TOWN PARKING

Provide direction to staff on the City of Florence parking requirements in Old Town.

REPORTS

7. CITY MANAGER REPORT

- Energy efficiency assessment at City Hall
- Community Gardens

8. MAYOR AND COUNCIL REPORTS

COUNCIL CALENDAR

All meetings are held at city hall – 250 Hwy 101, unless indicated otherwise.

July 15, 2013	7:00 p.m.	Council Meeting
August 5, 2013	7:00 p.m.	Council Meeting
August 19, 2013	7:00 p.m.	Council Meeting
September 3, 2013	7:00 p.m.	Council Meeting
September 16, 2013	7:00 p.m.	Council Meeting

AGENDA ITEM SUMMARY

ITEM NO: 6

FLORENCE CITY COUNCIL

Meeting Date: July 1, 2013
Department: Planning

ITEM TITLE: Old Town Parking

BACKGROUND & INFORMATION:

The Florence Old Town area is an important part of the community historically, culturally, and economically. Many of the structures in Old Town that were built between 1896 and 1918 are still in use, which contributes to its charm that it is known for. However, none of these attributes alleviate the parking concerns present in Old Town today. Back when it was developed the major concern was where to park your buggy or tie your horse, not how many parking spaces were required.

Parking has been a growing concern amongst Old Town business owners and residents for at least 20 years. In 1998, after working with downtown merchants on a parking study and other concerns, the City realized that an overall plan for the future of the area was necessary. The City obtained a Transportation Growth Management (TGM) grant to hire consultants to work with the community in preparing a plan for the downtown. The consultants worked closely with the community and the plan was adopted on September 20, 1999.

This plan brought forth opportunities for solving the parking concerns. It was recommended that the City should:

- 1) Locate, acquire, and build new parking lots as funds become available;
- 2) Adopt revised parking ratio standards to ensure a sufficient, but not excessive supply of parking for customers and employees;
- 3) Explore the creation of an urban renewal district as a means to finance public improvements, including those related to parking;
- 4) Complete a pilot "parking courtyard" in Old Town; and
- 5) Identify and obtain key lots in Old Town for parking and to preserve views.

The City has implemented some of these options over the past 15 years, but many have not been completed primarily due to lack of funds.

Parking Regulations Currently

Currently, the parking regulations in Old Town are the same as those throughout the rest of the City. This means that a restaurant in Old Town would be required to have the same number of parking spaces as a restaurant along the highway. This presents issues due to many of the structures in Old Town not having parking facilities. With the geographic restrictions, it is difficult for the businesses to adhere to the current parking requirements and requiring businesses to do so has hindered economic development in that area.

For example, two years ago a restaurant on Bay Street wanted to expand their operations but could not do so due to the parking regulations. The parking requirements not only created an extra hurdle and cost to businesses, but are often geographically impossible to meet.

City Staff has researched several alternatives the City could implement to help ease the regulation burden on Old Town businesses. The following are general options, which would only apply to the Old Town zones. Staff is looking for direction from the City Council on which of these broad directions they would like to be researched more thoroughly. Once this direction is received, staff will come back to the City Council with more detailed recommendations that pay close attention to the conditions for new versus current development and the different types of building uses.

Option 1: Fee in-lieu of Parking Requirements:

One option to address the parking requirements in the Old Town area would include charging a fee in-lieu of providing the off-street parking spaces required for new development or redevelopment. The one-time, in-lieu of parking fee would be charged per space that the business owner would not be able to provide. Fees would be used on future development of additional parking spaces or structures by the City.

By allowing for a fee to be paid in-lieu of constructing new spaces, business and property owners would not be inhibited by the costs of construction, space constraints, or compromising the historic character of the Old Town area. Using fees to create more public parking facilities would be a long-term process due to the cost of construction, but the fees would provide a significant starting point for project funding.

While this type of program does allow for greater ease in filling vacant store fronts with fewer restrictions, it does not address the issue of limited parking. This type of program has the potential to add a parking shortage as new development continually chooses to pay the fee rather than add parking.

The City of Newport is an example of a city that utilizes this type of program. They have three zones (Nye Beach, Bay Front, and City Center) in which they allow businesses to pay a fee in-lieu of providing parking spaces. In the past, they had

allowed businesses to pay an annual fee of \$175 per space in-lieu of providing the off-street spaces that would otherwise be required for both new development and redevelopment. In 2008, they revised their program to require a one-time charge of \$7,500 per space rather than the annual fee. Those fees will be utilized towards future public parking facility developments and improvements.

Option 2: Lowering current restrictions by requiring fewer parking spaces per square foot

Currently, Florence requires one parking space per 333 square feet for retail sales and service uses and one parking space per 125 square feet floor area for restaurants, bars, or eating establishments. Lowering the number of off-street parking spaces required per square footage would likely allow businesses to expand more efficiently.

This option would help some, but not all, old town businesses. As mentioned earlier, some buildings in Old Town, such as those on the south side of Bay Street, do not have off-street parking or the ability to add spaces. Those businesses would not be able to expand without waiving parking regulations entirely, thus lowering current requirements would only assist development in areas where some parking is available.

As an example, the City of Bandon has less parking space requirements than Florence. They currently require one off-street parking space per 400 square feet of floor space for retail usage and one space per 200 feet of floor area for an eating or drinking establishment. This larger ratio reduces the number of off-street spaces that businesses are required to provide, making it easier for them to comply with.

Option 3: Waive off-street parking requirements

Waiving parking requirements for the Old Town area is another option for the City Council to consider. In this instance, off-street parking requirements could be altered for the specified area in order to better accommodate growth in Old Town as well as take into consideration the distinct characteristics of the area.

Waiving the off-street parking requirements in the Old Town area would make it easier to transition the use of different store fronts and remove some of the barriers to opening businesses in Old Town. Currently, the parking requirements that need to be met in order to change the use of a space create difficulties when there is not an abundance of parking available and there is not developable space to create new parking options.

In addition to waiving the parking requirements for the existing structures, the City could require that new construction in the area provide parking either based on the current standards or on revised parking requirements for the Old Town area. Allowing existing structures to utilize the current parking while requiring new construction to

provide additional parking would help to alleviate future parking shortages due to increased activity. As part of this option, the Council could create a maximum number of parking spaces to be waived and create conditional requirements for higher traffic establishments.

The City of Coos Bay provides has an exempt parking area. In their Downtown Parking District, the City has waived off-street parking requirements if the number of spaces the business would be required to provide is less than twenty-five. Those businesses that would be required to provide more than twenty-five in other areas of the City must provide the off-street parking for the number exceeding twenty-five. This type of parking district affords smaller businesses and restaurants the ability to be located in the downtown area without meeting parking requirements. It allows easier access for smaller business owners and addresses the need for more parking spaces that would accompany businesses such as lodging establishments and other high traffic operations.

Option 4: Keep parking requirements the same

Choosing not to change the current code would reduce the amount of staff time spent on researching further parking scenarios and options. This would also keep all the requirements the same for all businesses in the City. This would not however, solve the current restrictions on expansions or development in Old Town.

FISCAL IMPACT: Altering land use regulations would not have a direct fiscal impact on the City of Florence. The intent with review of the parking regulations is to allow for more economic development in the Old Town District, and to be more business friendly.

RELEVANCE TO ADOPTED COUNCIL GOALS:

Revising Old Town parking requirements is a 2013 City Council goal.

ALTERNATIVES:

- Charge a fee in-lieu of complying with parking space requirement
- Lower parking restrictions by requiring less spaces per square foot
- Waive off-street parking requirements
- No change; continue with current parking regulations

RECOMMENDATION:

City staff recommends waiving parking requirements within the Old Town zones, within certain parameters. Waiving these requirements would remove hindrance for new and current businesses by making it easier for them to expand. This option does not solve the need for more parking spaces however even though there may be

limited parking on Bay Street and directly in front of some businesses, customers, employees and businesses owners have the option of parking slightly further and walking. Business development is essential to the economic vitality of our Old Town and supporting Old Town businesses should be a priority.

Staff is currently seeking direction from Council and will then continue to research all alternatives and provide Council with more detailed information. Council may change their direction on the presented options once City staff returns with more information.

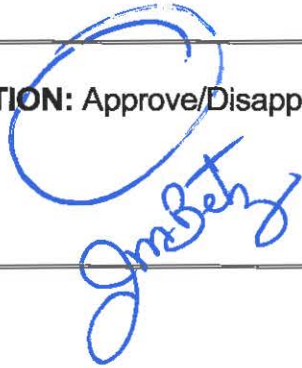
This AIS was prepared by:

Kelli Weese, Interim Planning Director

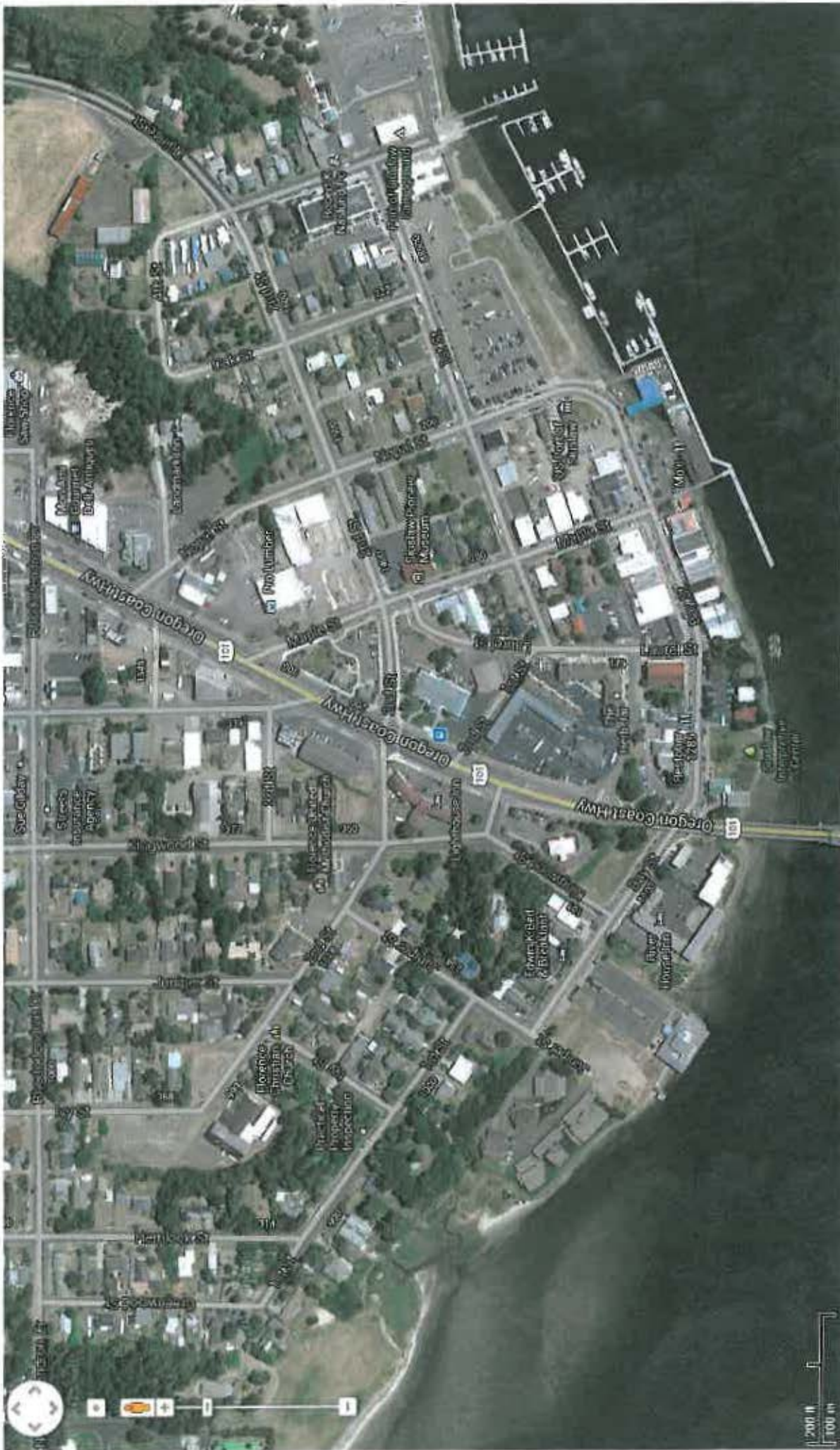
Megan Messmer, Executive Assistant to the City Manager

Katya Reyna, RARE Participant

CITY MANAGER'S RECOMMENDATION: Approve/Disapprove/Other



ATTACHMENTS: Old Town Maps





Map navigation controls including a compass, a location pin, and a zoom in (+) button.

100 ft
30 m

She said that she hoped to see a more comprehensive report from them than she had in the past.

CM Betz stated that she would take the proposed contract to the Chamber on Wednesday, June 3, 2013. Councilor Jagoe stated that for the interim year the Council would like to give the Chamber an opportunity to be the marketing firm for the City and the contract outlined expectations from the City.

Mayor Xavier stated that the Chamber was working with Travel Lane County to quantify their marketing into results. She said that it is valuable information for the City to have so they can understand the impact of the tourist dollars. She stated that she would like to see the return on investment added to the deliverables from the Chamber.

CM Betz stated that she would add a number eleven asking the Chamber to provide a return on investment impact of TRT dollars. The Council discussed how to identify the impact that tourism has.

Councilor Greene asked when the wording would be finalized. CM Betz stated that the agreement would come back to the City Council for final approval on August 19, 2013. The Council discussed the possibility of hiring a different marketing firm in addition to the Chamber of Commerce.

CM Betz stated that it was a good idea to periodically take a fresh look at the services because it is easy to become complacent. She explained that reevaluating services did not mean that the City did not support the Chamber but that they are taking a competitive fresh look. If the Chamber rises to the top during that process then they are doing things right.

OLD TOWN PARKING

Provide direction to staff on the City of Florence parking requirements in Old Town.

CM Betz provided the background to the topic of parking requirements for businesses in the Old Town area. She explained that staff had looked at how other cities addressed similar situations and had provided some options for the Councilor to consider.

CR/IPD Weese described some of the current issues that businesses face regarding the parking requirements in the Old Town area and how staff had historically worked with business owners. She explained the current requirements for businesses when they move, change use, or expand. CR/IPD Weese stated that there were many areas, especially along Bay Street, where space is not available to expand parking availability.

RARE Participant Reyna explained the first two options that were described in the staff report. She described the aspects of a fee in lieu of providing required spaces program and the option of reducing parking requirements.

EA Messmer explained the final two options that staff had presented in the report. She described the possibility of waiving parking requirements in the Old Town area and the different conditions that the Council could potentially choose to look at. She stated that the Council also had the option of leaving the current requirements as they were. EA Messmer overviewed the recommendation from staff to waive parking requirements in the Old Town area with certain conditions. She stated that the recommended option of waiving does not address the number of parking spaces for visitors but would assist in alleviating requirements for business owners.

Councilor Jagoe stated that he was fairly involved in the Old Town area. He explained that he was against the fee in lieu option and did not think that the reduction in requirements would do enough for business owners. He stated that he was supportive of waiving requirements but did not think that new businesses should be required to adhere to requirements. CM Betz asked for clarification on whether he did not support requirement for new development as well as new business. Councilor Jagoe stated that he did not support requirements for new construction either.

Councilor Roberts stated that she agreed with Councilor Jagoe and that they should remove parking restrictions. She stated that she also agreed with Councilor Jagoe's comments on the responsibility being on the business owner to determine if their business would be successful based on the parking situation. She further discussed different ways businesses had addressed the requirements in the past. She stated that waiving requirements would not require large amounts of staff time.

Mayor Xavier clarified that issue at hand was the requirements for the number a parking spaces a business owner must provide rather than parking regulations for visitors. CR/IPD Weese stated that was correct and that they were discussing the development codes.

Councilor Henry stated that he had not had a business in Old Town and it was difficult for him to understand the impact on business owners. He stated that they needed to hear opinions from people who have business in the Old Town area.

Mayor Xavier said that staff was looking for direction on how to proceed and that, once they had a proposal, they would invite members of the public to provide input.

Councilor Greene stated that they needed to consider the land owners who had invested in parking areas in Old Town as well as the possibility of the Port developing the parking area. He stated that he agreed the requirements should be different in the Old Town area. He discussed potential land in the area for development and public use.

Mayor Xavier asked about the boundaries in question. CR/IPD Weese stated that staff had planned come back to Council with options for the Council to review based on the current zoning districts. Councilor Jagoe stated that, in his opinion, providing parking options further outside of Old Town would not bring in greater traffic to Bay Street businesses due to people wanting to park by convenience.

CM Betz stated that she was hearing the Council wanted to waive requirements in Old Town Area A. She further explained the process that would come after direction was given including notifying business and property owners. The Council determined that they would support further research on waiving parking requirements in Old Town Area A.

CR/IPD Weese noted that the proposed changes would be to Title 10 and that they would need to go through the Planning Commission process. CM Betz stated that Old Town parking was also a Council goal for the year.

REPORTS

CITY MANAGER REPORT

- *Energy efficiency assessment at City Hall*
- *Community Gardens*

CM Betz stated that the Council had been supplied with a copy of the Budget Report to Citizens. She explained that staff had mailed them to current residents in Florence but that, due to postal routes, there would be some people outside of the City limits that would receive them.

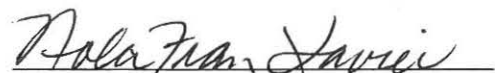
CM Betz stated that she had reached an agreement with the Police Employees Association. She explained that the agreement would be brought to the Council during an executive session on July 15, 2013 at 6:15.

CM Betz provided an update on the energy efficiency assessment of City Hall and the Community Gardens project.


MAYOR AND COUNCIL REPORTS

The Council did not have any other items to discuss.

With no further business, Mayor Xavier adjourned the meeting at 8:20 p.m.


Nola Xavier, Mayor

ATTEST:


Kelli Weese, City Recorder

City of Florence Council

Florence City Hall
250 Hwy 101
Florence, OR 97439
541-997-3437

www.ci.florence.or.us

October 7, 2013

AGENDA

7:00 p.m.

Councilors: Nola Xavier, Mayor
President Suzanne Roberts Vice-President Brian Jagoe
Joshua Greene Joseph Henry

With 48 hour prior notice, an interpreter and/or TDY: 541-997-3437, can be provided for the hearing impaired.
Meeting is wheelchair accessible

CALL TO ORDER - ROLL CALL - PLEDGE OF ALLEGIANCE

7:00 p.m.

PROCLAMATION

- Domestic Violence Awareness Month

GOOD GOVERNANCE AWARD – Mayor Nola Xavier

“AMAZING” EMPLOYEE RECOGNITION

- Presented by City Manager Jacque Betz

EMPLOYEE INTRODUCTIONS

- New Police Officer Kyle Elliott
- Return of Senior Planner Wendy FarleyCampbell

1. APPROVAL OF AGENDA

2. PUBLIC COMMENTS

This is an opportunity for members of the audience to bring to the Council's attention any item not otherwise listed on the Agenda. Comments will be limited to three (3) minutes per person, with a maximum time of 15 minutes for all items. Speakers may not yield their time to others.

CONSENT AGENDA

3. APPROVAL OF MINUTES

Consider approval of the regular council meeting minutes of September 16, 2013.

4. LIQUOR LICENSE APPROVAL

Consider approval of a request for a greater privilege to the existing liquor license for Craig's BBQ located at 1161 Hwy 101, Florence, OR 97439.

PRESENTATION

5. SIUSLAW RIVER BRIDGE INTERPRETIVE SIGNS

City staff, Megan Messmer and Shawn Penrod, will present concepts and seek direction on the Siuslaw Interpretive Center signs.

ACTION ITEM

6. OLD TOWN PARKING

Obtain feedback from the community and provide direction concerning a proposal and options relating to the waving and/or reducing of the minimum parking requirements for development in Old Town.

REPORTS

7. CORRECTIONS OFFICER POSITION

Police Chief Ray Gutierrez will provide justification for the Corrections Officer Position for the Florence Police Department.

8. CITIZENS' POLICE ACADEMY

Police Chief Ray Gutierrez will provide information on the Citizens' Police Academy scheduled to begin October 22, 2013.

9. 2014 COUNCIL CALENDAR AND COURT DATE SCHEDULE

Review the Council meeting calendar for 2014 and assigned court date schedule for Councilors.

10. CITY MANAGER REPORT

- Travel Lane County Report
- Highway Signs and Banners
- STIP Projects for 2015-18

11. MAYOR AND COUNCIL REPORTS

- Heceta Head Coastal Conference

COUNCIL CALENDAR

All meetings are held at city hall – 250 Hwy 101, unless indicated otherwise.

October 21, 2013	6:00 p.m.	Council Meeting
November 4, 2013	7:00 p.m.	No Meeting
November 18, 2013	7:00 p.m.	Council Meeting
December 9, 2013	7:00 p.m.	Council Meeting
December 14, 2013	11:00 a.m.	Goal Setting Session
December 16, 2013	7:00 p.m.	No Meeting

AGENDA ITEM SUMMARY

ITEM NO: 6

FLORENCE CITY COUNCIL

Meeting Date: October 7, 2013
Department: Planning

ITEM TITLE: Waiving Old Town Parking Requirements

BACKGROUND & INFORMATION:

In July of this year, the City Council discussed Old Town Parking, which is a 2013 Council Goal. During this meeting three policy level options were considered. They were a fee in-lieu of parking requirements, reducing current restrictions, and waiving parking requirements completely. The Council selected to continue researching the option of waiving parking requirements entirely and asked staff to conduct an in-depth public outreach process with the community to gauge what their preferences would be.

The primary purpose for tonight's meeting is to receive public comments on the parking situation in Old Town, with a particular focus on the development regulations. Notices were sent to property owners, occupants, and business owners/managers in the Old Town District. A public service announcement was also sent to the Siuslaw News and KCST Coast Radio to invite public comments.

The secondary purpose for tonight's meeting is for the City Council to discuss arguments for or against waiving development parking requirements. After Council discussion, staff will either come back with additional information or prepare draft code amendments that will be reviewed and initiated by the Planning Commission and/or the City Council. Once the amendments are initiated, staff will proceed with the required public hearing process with the Planning Commission followed by the City Council.

Current Parking Regulations

As discussed during the previous meeting in July, the parking regulations in Old Town are the same as those throughout the City. The following page is an example of the effects of parking requirements for an average sized development in Old Town.

Real World Example: Parking Requirements for a development with a 1,700 sq. ft. building footprint

	Current number of parking spaces required per code	What this means <i>Calculated based on Code requirements for parking spaces at 9 ½' x 19'</i>
Retail	5 parking spaces required	1/2 the development site dedicated to parking (902 sq. ft.)
Restaurant	14 parking spaces required	2/3 of the development site dedicated to parking (2,527 sq. ft.)

Current parking requirements involve large amounts of land and in Old Town it is nearly impossible to meet those requirements. To complicate matters more, if parking regulations are met as required it can lead to sprawling development patterns which is not an incentive for more walking trips nor is it complimentary with the Old Town culture.

Minimum parking requirements are especially difficult for historic buildings to meet. Historic property owners must often demolish adjoining structures to accommodate required parking, which is also not beneficial to the pedestrian environment and aesthetics of the historic area. The City has tried to mitigate this by requiring proposed demolitions on buildings listed as a historic resource in the Comprehensive Plan go through an extensive design review process so that the owner has to explore options for rehabilitation and preservation of the structure. Be that as it may, maintaining the historic culture of Old Town in combination with the minimum parking requirements has led to many businesses not having any option for redevelopment, expansion, or changes of use; thus impeding economic development.

Although waiving parking requirements has many benefits it can also have detriments. By not requiring new development to provide off-street parking on their private property means on-street parking along City right-of-ways will become more constrained and could cause parking problems to spill over into adjacent neighborhoods. This could eventually create the need for the City to invest in parking lots and/or structures. Excluding land, costs can range from \$5,000 per stall in a paved surface lot, to \$32,000 per stall in a well-designed parking garage. According to many people the City is close to having this sort of

parking problem thru a belief that Old Town has nowhere near the number of parking spaces it needs. In reality there are many nearby (but perhaps less viable) spaces that go unused.

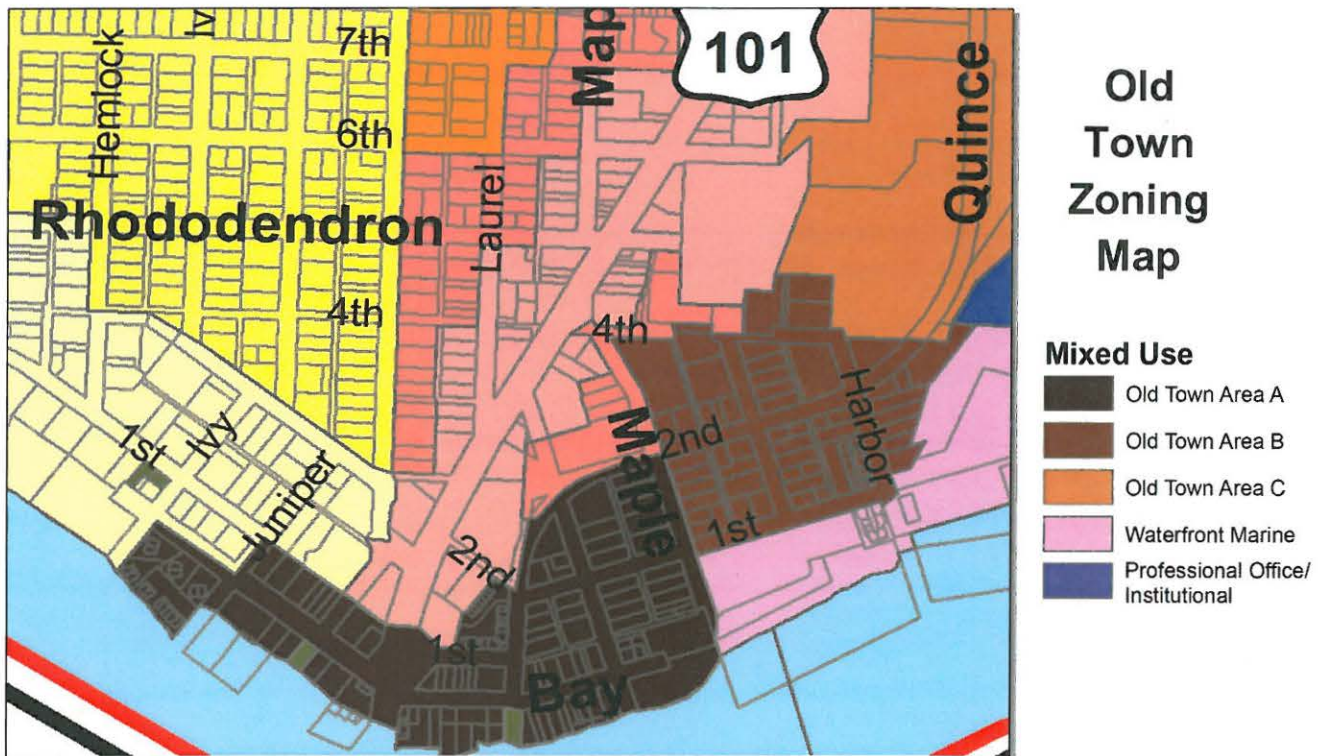
Specifics to Consider

The City should move forward thoughtfully if the decision is to waive parking requirements. The two decision points for the City Council to consider are:

1. Where to geographically waive parking requirements?
2. What type of developments should have their parking regulations waived?

1) Where to Waive Parking Requirements?

Option to Consider	Discussion
Should the City waive parking requirements in Old Town Area A? Area B? Area C? Or Create an entirely new old town parking district?	Using existing zones is a simpler approach but doesn't allow any specific property by property decision points. Creating a new parking district would define boundaries of which properties to include, though to do so should involve additional public outreach.



2) What type of developments should have their parking requirements waived?

Option to Consider	Discussion
<p>Should only existing buildings parking requirements be waived?</p>	<p>Waiving parking requirements for existing buildings is simple to implement and would alleviate some economic development constraints as it would allow businesses in constructed buildings the ability to change occupancy and/or use without requiring additional off-street parking.</p>
<p>Should new development be required to provide off-street parking at a reduced rate? (i.e. waiving parking up to a specific percentage or number of spaces)</p> <p>Options include, automatically waiving a certain percentage of required off-street parking for new developments in the district, such as 25%, 50%, 75% etc.</p> <p>Waiving up to a certain number of off-street parking spaces, such as up to 5, 10, 15, etc.</p>	<p>This option is simple to implement because it would continue to use current parking requirements and would require new development to provide additional off-street parking.</p> <p>Waiving to a certain percentage of parking spaces would mean that all new development would be required to provide some off street parking.</p> <p>Waiving a certain number of parking spaces would mean that many small developments would not be required to provide any new off-street parking, but larger developments would be required to provide some off-street parking.</p> <p><i>Note: Should the Council request more information to make a decision, they could choose to complete a survey of available on-street parking and potential development sites to determine how much potential parking would be needed in relation to the amount of parking already available.</i></p>

Option to Consider	Discussion
<p>Should new construction be required to provide other transportation alternatives in order to qualify for a parking requirement waiver?</p> <p>Options include providing a crosswalk, curb cut out, considering future transit facilities in design, additional bicycle parking and/or other street improvements that would encourage pedestrian/bicycle transit options.</p>	<p>The City could add in additional requirements to support pedestrian, bicycle and transit facilities in lieu of providing off street parking.</p> <p>Doing so would allow businesses to have the option of providing for other modes of transit besides automobiles while obtaining the potential benefit of reduced parking requirements</p>
<p>Should new development of certain land uses be required to provide off street parking?</p> <p>Land Uses to consider include, residential, hotels/motels/bed and breakfasts, etc.</p>	<p>It is standard practice to consider on-street parking to be dedicated for commercial customer uses with high turnover. Generally waiving parking requirements for all land uses in Old Town might cause on-street parking to be disproportionately used for residents or other long term parking uses. The City should consider all different types of parking uses when making its decision.</p> <p>Parking spaces can have a very high value for the business community. In a Bend parking study, it was determined that each on-street parking stall in their downtown core provided approximately \$47,000 in retail sales per year. Although Florence is not the size of Bend, these studies can provide insight into the need for parking along Bay Street to be encouraged for use by high turnover patrons (i.e. not residents, employees or business owners).</p>

Amending the code to allow for new development with less parking requirements will assist economic development in Old Town, but doing so also has the potential to create parking problems in the future. The potential is there to study the results of these code changes in order to determine whether or not the City has a parking problem currently and, if so, if it would be beneficial to implement other potential parking solutions including programs to encourage employee parking in appropriate locations, additional parking enforcement, and many other alternatives.

Performing annual parking studies during peak usage times, allows the City to continually assess when a parking problem might be arising before it becomes such a problem that it affects the viability of our Old Town core.

FISCAL IMPACT:

Altering land use regulations would not have a direct fiscal impact on the City of Florence. The intent of reviewing the parking regulations is to allow for more economic development in the Old Town District, and in turn to be more business friendly.

RELEVANCE TO ADOPTED COUNCIL GOALS:

Revising Old Town parking requirements is a 2013 City Council goal.

ALTERNATIVES:

- 1) Direct staff to create draft code amendments to be discussed and potentially initiated at a future meeting of the Planning Commission and/or City Council.
- 2) Direct staff to do additional research on one or a number of options listed and return to the City Council with additional information at a future meeting date.
- 3) Direct staff to discontinue research and staff time allotment on the Old Town Parking council goal.

RECOMMENDATION:

Staff acknowledges that there are many different alternatives that will need to be considered in regards to the specific code requirements that will be required of businesses in Old Town, and how those requirements will be implemented. As stated

at the meeting in July, Florence's Old Town is the heart of the community historically, culturally, and economically. Its charm and historic character is one of the reasons that Florence has become a successful tourism location and place to relocate. That success has led to a vibrant and busy district which often means having a difficult time finding a place to park.

Staff recommends the following:

- Waiving parking requirements for all existing structures in Old Town Areas A and B.
- Allowing for the waiver of up to 50% of required parking in Old Town Areas A and B, for all new developments, should those developments provide design and/or features that increase the use of the development by patrons of different travel modes such as pedestrian, bicycle, and transit. Examples of these sorts of designs or features include providing a crosswalk, curb cut out, and or additional bicycle parking.

Old Town Areas A & B are already highly developed and represent the core of the City's Old Town Area. Old Town Area C is not generally developed, and is likely the location for future large scale developments, such as a hotel, that would require long term parking. Using already delineated zones solves the problem of determining who to include in the parking waiver zones, which can involve a large public process.

Implementing a simple percentage waiver of parking requirements for new development would be a relatively easy code change to draft and implement, and would expedite economic development in the area without extensive time needing to be spent on parking use studies and determining new parking requirements. Requiring additional pedestrian / bicycle / transit friendly features of the development in lieu of additional parking will increase the viability of Old Town for those alternate modes of transportation.

It is feasible that a simple percentage waiver will not do enough to increase economic development in the Old Town Area, thus staff recommends the City begin performing annual parking studies during peak usage times (i.e. a summer weekend) in order to continually assess whether or not there is a parking problem in Old Town, and in turn potentially do more to amend the City Codes in response to those studies.

This AIS was prepared by:
Kelli Weese, Interim Planning Director

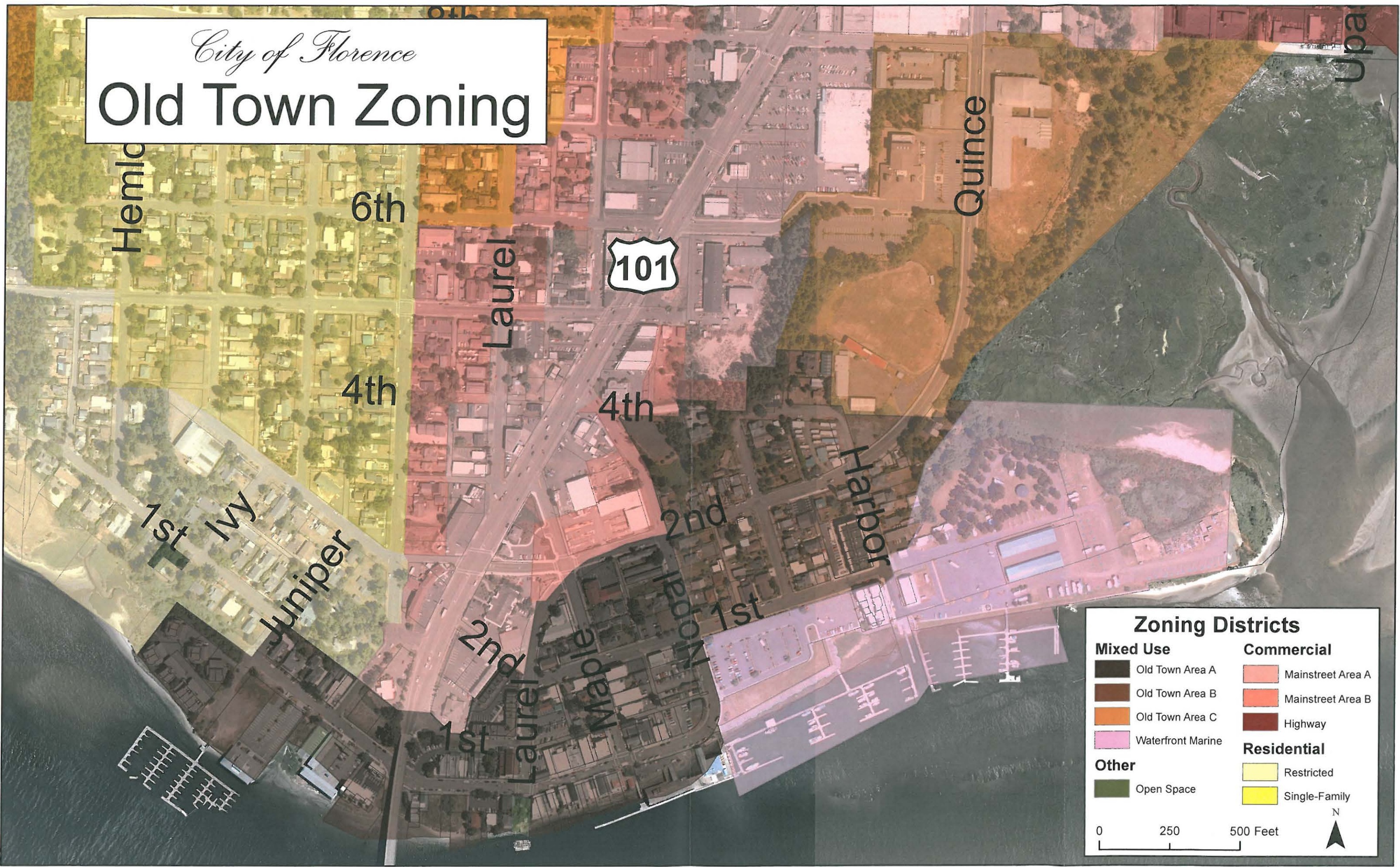
CITY MANAGER'S RECOMMENDATION: Approve/Disapprove/Other



ATTACHMENTS:

- A. Maps of Old Town (including zoning and aerial photography)
- B. Public Comments

City of Florence
Old Town Zoning



Zoning Districts

Mixed Use	Commercial
<ul style="list-style-type: none"> Old Town Area A Old Town Area B Old Town Area C Waterfront Marine 	<ul style="list-style-type: none"> Mainstreet Area A Mainstreet Area B Highway
Other	Residential
<ul style="list-style-type: none"> Open Space 	<ul style="list-style-type: none"> Restricted Single-Family

0 250 500 Feet

N

Jacque Betz, City Manager
City Council
Planning
Public Works

For our Old Town

Parking discussions

JMB

March 21, 2013

Regarding City regulations in Old Town:

First, I would like to congratulate the City on the work underway in Old Town. It's a giant step towards improving our number one tourist attraction, the Old Town. I would also like to thank the City for its help in the temporary smoothing of the alleys in Old Town.

Of course the smoothing has had consequences-- more use and higher speeds by users.

The alleys, now actually roadways, initially provided access to backyard sheds and a few garages as well as access to the Kyle Lumber Mill which occupied most of the East end of Old Town. It probably seemed natural to the City, at that time, to ask Kyle to pay for the alleys upkeep since he and his employees were the users of these properties. BUT THAT WAS 100 YEARS AGO. Today those roadways carry a heavy load of local residents, tourists looking for parking, commercial trucks and cars, the police, , the fire department, the Post Office and the employees of ICM, Mo's, motorcycle gangs, and employees and shoppers for other businesses down Bay Street. This is traffic not vital to the two businesses that face onto the alley. Those roadways need to be cared for on a regular basis and speed bumps added to slow the traffic to make them useable and safe.

The roadways could also be vital for visitor parking on the interior of the block, but all the spaces are marked for private use. In fact the new jewelry shop coming in has stated they will put "Silver Sanddollar Parking Only" on half the spaces in the old Port office parking lot. That will further limit parking for the average visitor to Old Town.

These two important problems, care of the alleys in Old Town, and all the parking spaces filled with Private signs, are the result of regulations that are long out of date, if the City hopes this place to be a major tourist destination. It is time for the City to reevaluate the regulations and the reasons associated with these parking and safety problems in Old Town.

After 115 years, since the Mill days, two very small businesses should not be asked to support all these persons and uses. The City owns 100% of those alleys and needs to step up to make Old Town what it really could be, a destination point. And they further need to do something about opening up the parking spaces for visitors instead of accommodating only employees.

Here are some other things to consider for improving Old Town:

Add speed bumps on the alley roads.

Require and enforce fenced enclosures around garbage bins along the alley roads.

Require and enforce lids on all the garbage cans.

Require better protection around outdoor butane and propane tanks. Real danger is lurking there.

Enforce the Cities regulations against growing invasive species by Old Town property owners. There two major culprits on Bay Street.

Encourage the Port to place picnic benches along the wharf so people can sit and enjoy the river and views. They could be chained in place.

Assist potential renters of shops on Nopal with incentives, for instance the reduction of fees and possibly financial assistance to get the two empty shops filled. (there is also one on 1st and one on Maple.) That's five potential tax payers.

Thank you for considering these ideas. The East end of Old Town needs your help.

Respectfully submitted,



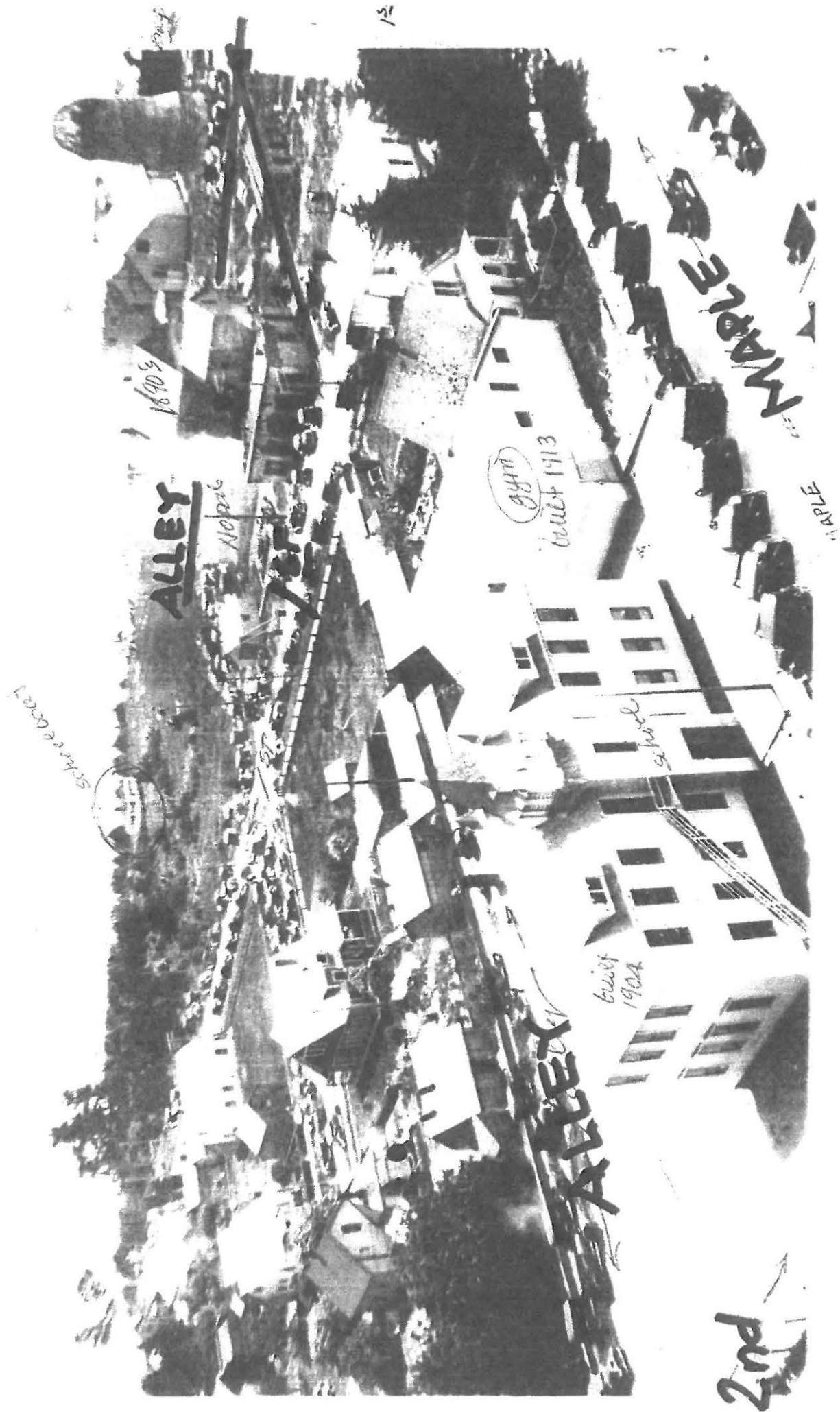
Gene Olson 1060 Bay Street #9

enjoygene@gmail.com

no action at 'Dairy Queen' or the 'Sportsmans' lot.

OLD TOWN FLORENCE

BRIDGE DEDICATION MAY 24, 1936



Copy for Joshua Greene, Council

TO: Nola Xavier, Mayor
City Council and Staff

July 4, 2013

FROM: Gene Olson, Florence

I would like to preface my comments to thank you for the nicely presented Budget Report for 2013-2014 and for the beautiful Interpretive Center.

The only great wonderment I have from the presented budget is from the Streets Program. How many taxpayers do you think will benefit from the path on Rhododendron Drive compared to, say, improving and making safe the streets and alleys of Old Town.?

If you spend much time in Old Town, you will notice that tourists, visitors and locals alike exert great effort and time driving around Old Town attempting to find a parking space not labeled with a NO PARKING sign, or RESERVED sign, or a PRIVATE PARKING sign, with most threatening to tow you away. Many, maybe most, of these 90 spaces stand empty most of the day. The City is responsible for this negative signing and the City can correct the problem. Either provide parking or have the signage altered. The signs could say "PARKING COURTESY OF GENE'S JEWELRY" or "NO PARKING - EXCEPT AFTER 5PM, ON WEEKENDS AND HOLIDAYS." These are visitor friendly and would accommodate the dinner crowd. I am sure there are also many other varieties of signage that would present a positive attitude to the visitors to Old Town. There is really no good reason for all the spaces, so marked, to stand empty when a business is closed. Sharing spaces would create more goodwill, an attitude sadly lacking in Old Town. Employees and Owners rush to fill the close-in spaces each day causing the shoppers and buyers some anxiety looking for that elusive space. Time for change.

Also I would hope to see high on the City Council's bucket list for the 2014-2015 budget, the correcting of 100 years of neglect of the streets (misinterpreted as alleys) of Old Town. The City continues to skirt responsibility for the safety and maintenance of these streets. The gravel and dirt street between Nopal and

Maple carries as much traffic, at times, as Bay Street, especially during tourist season and special events, yet they are in the poorest condition and un-safest of any street in Florence. Children and adults alike, come close to being run down while walking on or stepping out the door of businesses on the Nopal to Maple street. A lawsuit against the City just waiting to happen.

On top of the safety issue is the environmental issues. They create huge quantities of dust in the Summer (were you down there July 4th ?) and huge deep mudholes in the Winter. They are a total disgrace. Time for a change.

May I, again, suggest the closing of the Nopal to Maple street in front of Old Town Coffee. It would be a beautiful place for umbrella tables, flower boxes and in front of Silver Sand Dollar—picnic tables. The shops around the parking lot between Silver Sand Dollar and B J's could be connected and beautified with landscaping, (ala the Interpretive Center). There are few spaces to sit, picnic, view the Siuslaw River and relax, at the East end of Bay Street presently. This area needs to be more inviting and visitor friendly, since it is the main entrance into Old Town. Time for a change.

The street itself could be left open to exit on 2nd Street allowing the free flow of emergency vehicles and the continuing search for parking that goes on here.

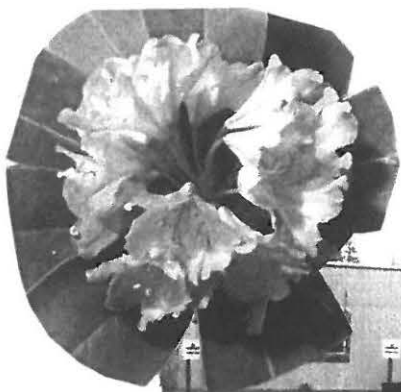
Plenty to think about. Thank you for your interest and time.

Respectfully submitted, Gene Olson, 924 Rhododendron Drive, #4, Florence.

enjoygene@gmail.com

A handwritten signature in cursive script that reads "Gene Olson". The signature is written in black ink and is positioned to the right of the typed name and address.

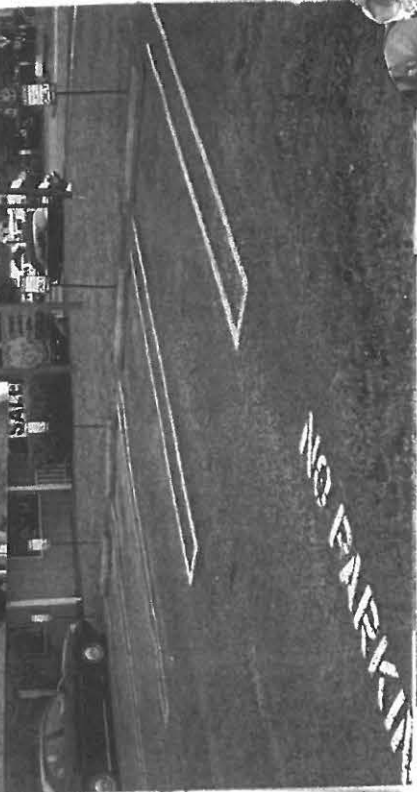
COME SEE



OUR DOWNTOWN



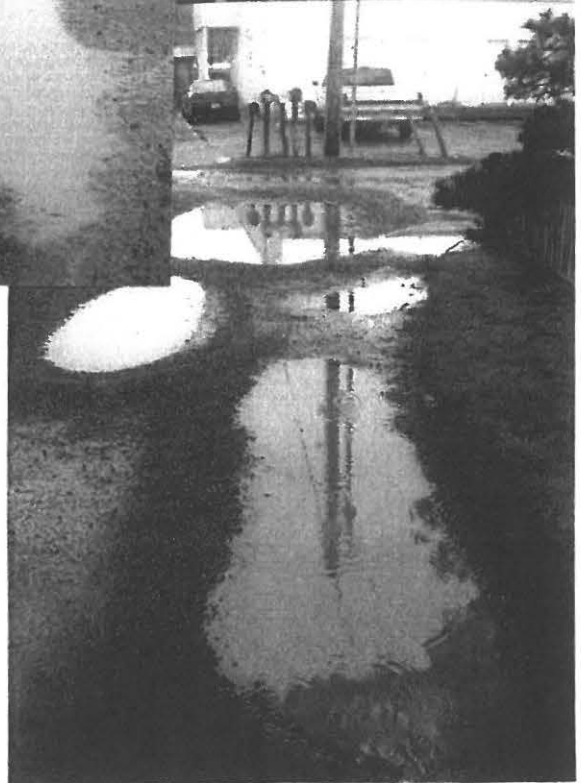
MUD



#1 TOURIST ATTRACTION

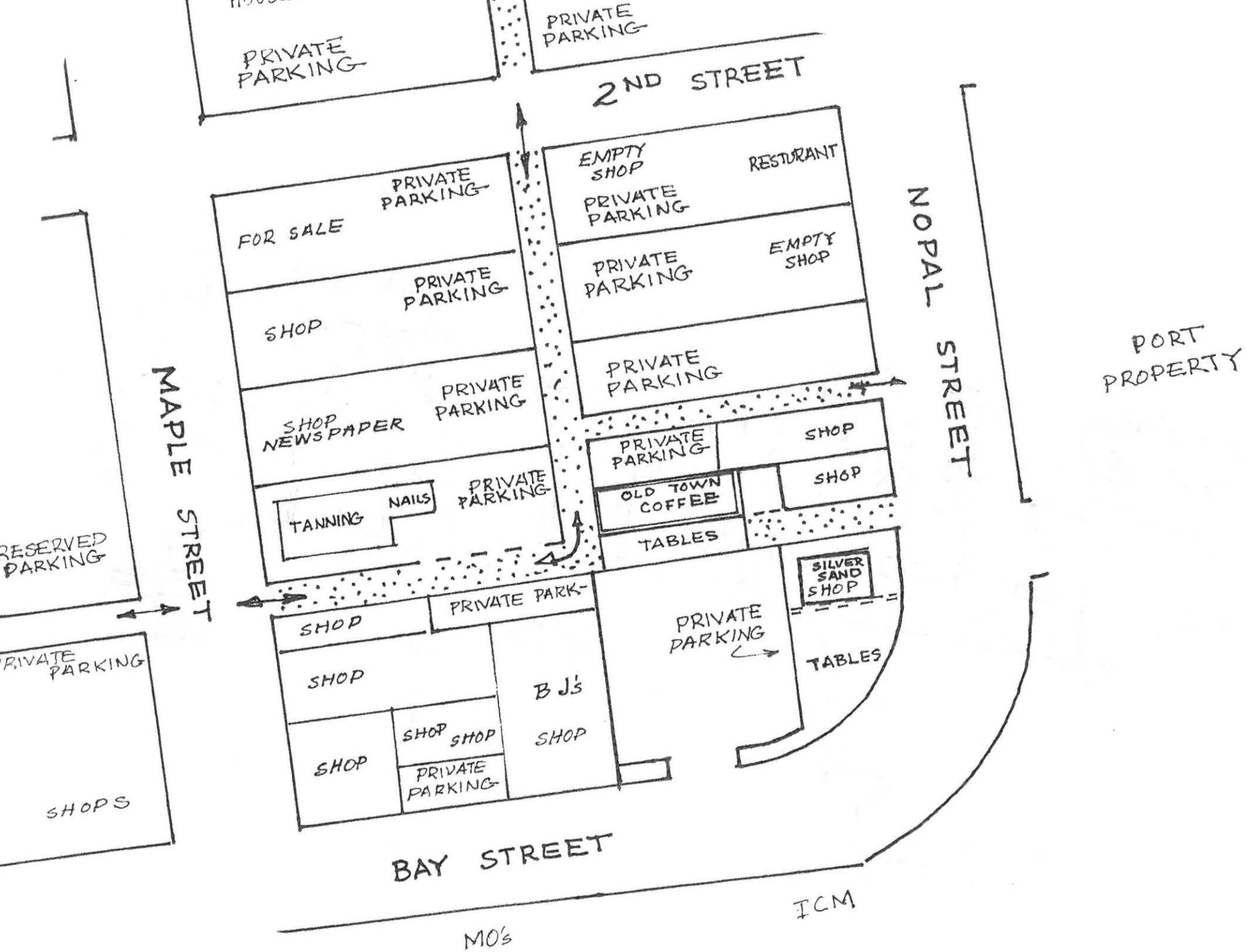


DUST



LOOKING AT ENTRANCE TO BJ'S

WHAT WE SEE



PRIVATE PARKING

PRIVATE PARKING

2ND STREET

FOR SALE
PRIVATE PARKING

EMPTY SHOP
PRIVATE PARKING
RESTURANT

SHOP
PRIVATE PARKING

PRIVATE PARKING
EMPTY SHOP

SHOP NEWSPAPER
PRIVATE PARKING

PRIVATE PARKING

TANNING
NAILS

PRIVATE PARKING

PRIVATE PARKING
SHOP

OLD TOWN COFFEE

SHOP

TABLES

RESERVED PARKING

MAPLE STREET

NOPAL STREET

PORT PROPERTY

PRIVATE PARKING

SHOP
PRIVATE PARKING

PRIVATE PARKING

SILVER SAND SHOP

TABLES

SHOP

BJ'S

SHOP SHOP

SHOP

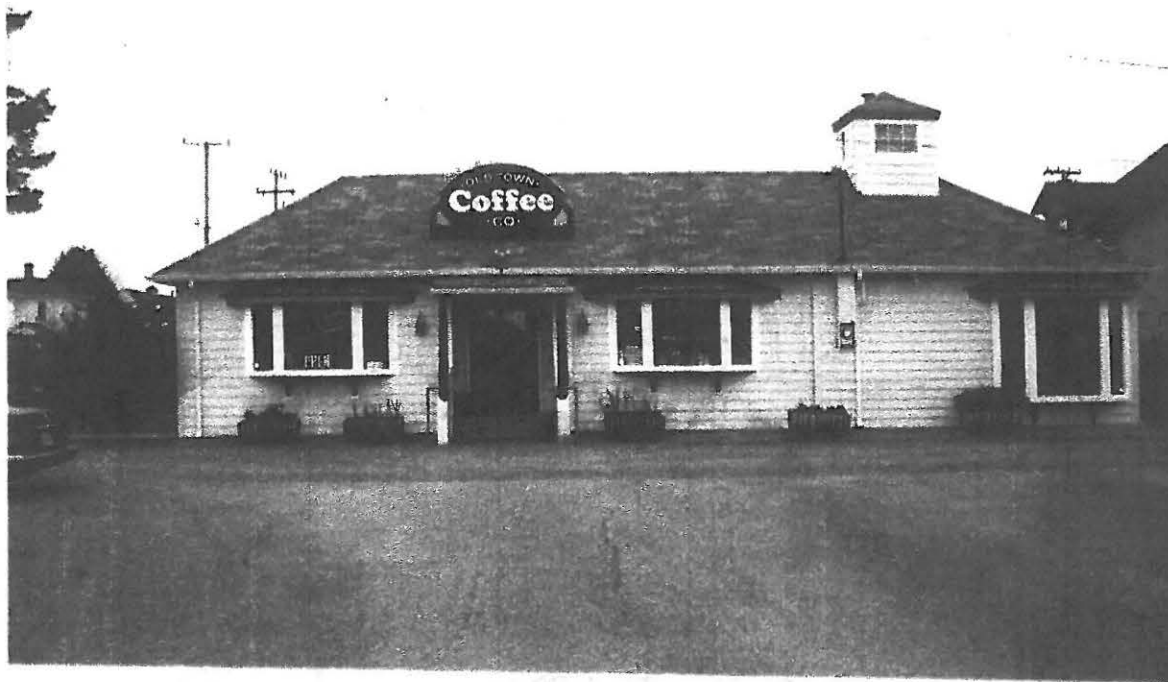
SHOP

PRIVATE PARKING

BAY STREET

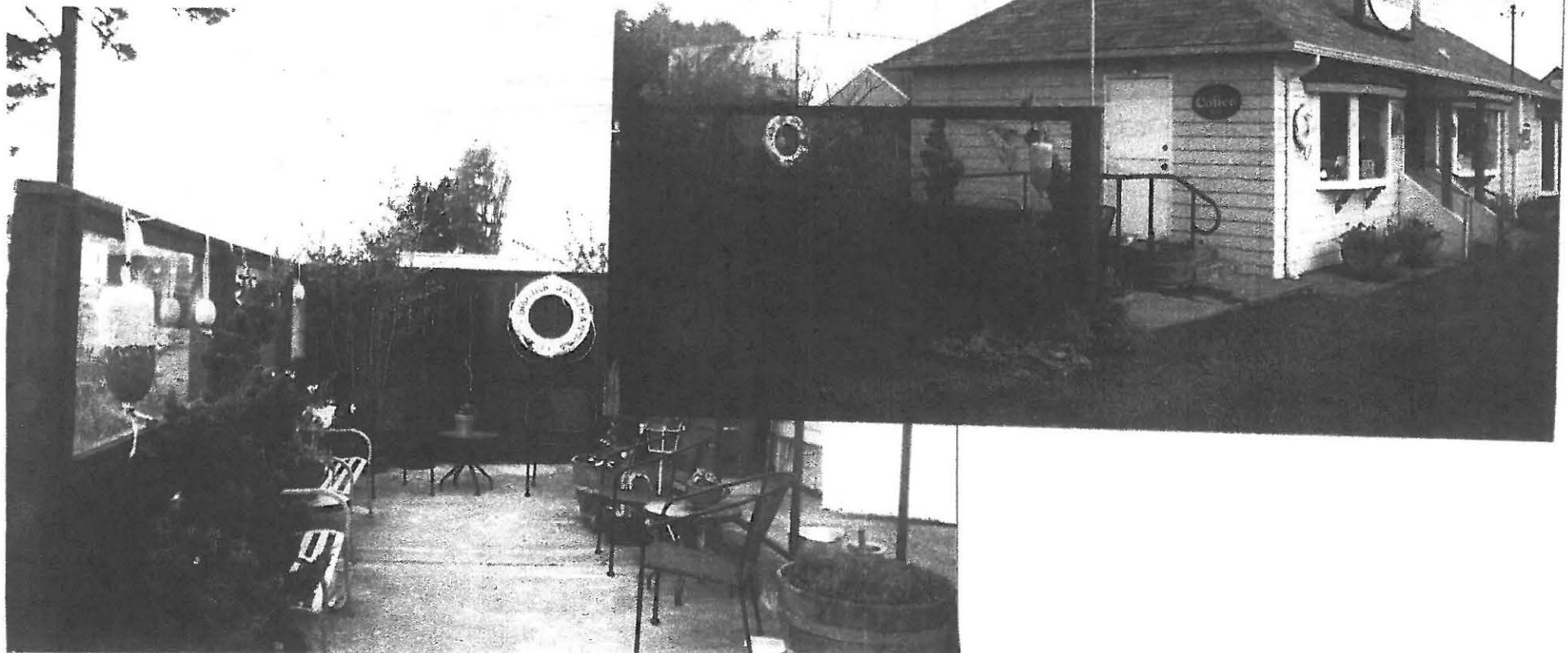
MO's

ICM



The Old Town Coffee Co.

Notice the roadway between Nopal and Maple runs right next to the entrance. There are no speed bumps or slow signs, no dust control and no water runoff control.



Kelli Weese

From: Jacque Betz
Sent: Wednesday, October 02, 2013 1:25 PM
To: Kelli Weese
Cc: Megan Messmer
Subject: FW: Parking

FYI-

Jacque M. Betz
City Manager
250 Hwy 101
Florence, OR 97439
Phone: 541-997-3437

The City of Florence is an equal opportunity employer and service provider.

PUBLIC RECORDS LAW DISCLOSURE: This email is a public record of the City of Florence and is subject to public inspection unless exempt from disclosure under Oregon Public Records Law. This email is also subject to the City's Public Records Retention Schedule.

From: gene olson [<mailto:enjoygene@gmail.com>]
Sent: Wednesday, October 02, 2013 11:52 AM
To: Jacque Betz
Subject: Parking

Dear Jacque, Saw the notice in the paper today concerning hearing on Parking. I am leaving for Tacoma at noon today so will miss this hearing. I sincerely hope the materials I have presented to the City over the last year or two on this subject will be considered.

Parking has become an even bigger problem since all the NO PARKING spaces have become so prevalent. The signs at the Silver Dollar irritate most every tourist who drives in here looking for parking. They are empty most of the time and draw those looking into this space. They were put there to block the employees of ICM and Mo's. They now park in the spaces next to BJ's where the Coffee Company and BJ customers used to park.

The main problem around here is employees and owners who fill the spaces before the public arrives. This includes Bay Street and Maple Street. Mo's and ICM employees are the problem children at the East end of Town. On Bay Street we see the spaces filled by the same cars every day and they are generally there all day.

Now the Mason's are installing NO PARKING signs in the middle of this block and say they intend to lease them. Of course that means about another dozen spaces will be off limits to visitors.

All these signs are in force even after all these businesses are closed and the dinner crowd starts to arrive. For instance the Silver Dollar closes at 5 to 5:30 pm. Yet those signs are there with no stipulation for afterhours visitors. Those nine spaces stand empty most every evening--a real waste and an irritant to visitors. They are also empty most of the day.

Sunday a Port employee came roaring into the Coffee Shop saying he had permission to start towing cars out this lot. There was one car parked there. Such arrogance and lack of good planning.

When all is said and done there really is very few spaces for visitors to Old Town.

Tourist Cities, which this is, like Monterey and Carmel have designated spaces for employees away from the shop by a block or two. Three in the case of Carmel. Businesses here in Florence see visitors as the enemy when it comes to parking instead of opening up the Old Town to the visitors that support these businesses and this town.

Like taxpayer support for the FEC was the only way to go, so in this case a substantial parking area is necessary for employees, like the old ballfield on Quince.

Whoops--electricity went off. I better send this before its gone.

Good Luck and good hunting. Gene Olson

From: [roxy nivens](#)
To: [Kelli Weese](#)
Subject: Old Town Parking, area resident
Date: Tuesday, September 24, 2013 8:57:18 AM

Florence City Council

My name is Roxy Nivens and my address is 1613 First Street, Florence, Oregon.

This is my second attempt to make a comment on public parking in my area. My first comment elicited no response.

We have had in the past a "No motor home" parking sign on the north side of First Street. The sign was removed after the new code was adopted. This has resulted in a dangerous situation for us and our neighbors. We cannot see around them to exit our carport, and at times they extend beyond our corner (First and Oak), so cars entering the port parking lot cannot see around them.

I understand these are the tourists and travelers our town needs to survive, but it not a safe situation for residents in our area. Any solution or resolution to our problem would be appreciated.

Sincerely,

Roxy and Lanny Nivens
541-999-1016

Councilor Henry stated that the history of Florence included an influence from the fishing industry and the canneries that lined the waterfront that could be incorporated into the signage.

Councilor Jagoe added that the logging industry and the mill that was in Old Town were pieces of history that could be included. He asked if staff had approached the Confederated Tribes for financial support since Tribal history was part of the concept. CM Betz stated that had not been addressed with since the City approached the Tribes based on the history of the area.

Councilor Greene asked about the graffiti proof material for the signs. EA Penrod stated that the National Parks Service had information of sign material based on their experience with interpretive signs.

Councilor Roberts stated that she was pleased with the sign concepts as a result of the FURA discussion.

ACTION ITEMS

OLD TOWN PARKING

Obtain feedback from the community and provide direction concerning a proposal and options relating to the waving and/or reducing of the minimum parking requirements for development in Old Town.

CM Betz introduced the topic stating that the discussion was a follow-up discussion to the July meeting.

IPD/CR Weese explained that over six hundred notices had been sent out to business and property owners in the Old Town districts, public services had been sent to the local media, and information had been posted to the City website. She stated that the next step in the process, depending on the direction from the City Council, would be for staff to either bring additional information to the City Council or to have staff draft code amendments to begin the Planning Commission process.

IPD/CR Weese provided an overview of the staff report and a presentation on general policy level decision for the City Council (Attachment 2). She stated that the two policy questions for the City Council to consider were where to waive the requirements geographically and what types of development should be included in the waiver or reduction.

IPD/CR Weese stated that the Council had the option to waive requirements in all or some of the current Old Town zones. She stated that they also had the option to create a separate district with the purpose of waiving requirements in the new area. She stated that the Council also had the option to select specific uses that would have parking requirements either waived completely or partially. She reviewed the pros and cons of the variations, as well as the staff recommendations, as presented in the staff report.

Councilor Henry clarified that staff sent out over 600 notices but only received a few responses. IPD/CR Weese said that three responses were received. CM Betz stated that the issue was not parking regulations but economic development.

Councilor Jagoe asked when the notices went out and how individuals were identified. IPD/CR Weese stated that the notices went out on September 19, 2013. She said that information on businesses and business owners was collected through the City business license program, property owner information was collected from tax rolls, and current resident information was compiled from current addresses in the area.

Councilor Greene asked about the alternate transportation that was referred to in the staff report. IPD/CR Weese stated that it referred to the Rhody Express and the possibility for businesses to provide design features that enhanced the bus route.

Mayor Xavier asked for public comment concerning Old Town parking requirements.

Marvin Vandestreek – 1155 Bay Street, Florence

Mr. Vandestreek stated that he was the owner of the Edwin K. Bed and Breakfast in Old Town. He explained that parking was an issue for his business because his business relies on street parking. Mr. Vandestreek discussed the issue of enforcing time limits on parking for business owners. He also discussed the possibility of acquiring the old Lotus parking lot to provide for additional public parking.

Councilor Roberts said that the City Council was aware of owners and employees parking in short-term spaces for longer periods of time. She added that the parking lot Mr. Vandestreek discussed was private property and the owner had not been interested in opening the lot up for public parking.

Roxy Nivens – PO Box 374, Florence

Ms. Nivens stated that she had submitted the public comment regarding motorhome parking that was included in the Council packet. She said that Old Town was becoming busier each year and wanted to present the issue of the large vehicles blocking the ability for drivers to see in Old Town.

Howie Goldstein – Florence

Mr. Goldstein explained that he owned three properties in Old Town and described his experiences with developing those properties in the past. He stated that the parking requirements prohibited him from developing his properties fully.

Hearing no other public comments, Mayor Xavier closed the public comment discussion concerning the parking requirements in Old Town.

CM Betz stated that the Council had requested additional information and a public outreach process at the previous discussion of the Old Town Parking Council Goals. Staff had performed a public outreach process but had not received a large amount of interest from the public. She stated that the staff was looking for input from the Council on whether they were working in the correct direction.

Councilor Henry stated that he had thought the issue at hand was addressing a parking problem rather than economic development opportunities. He stated that if opportunities are increased then more demand would be placed on the small amount of parking available. He said that he agreed with Mr. Vandestreek that the Lotus property may be utilized for public parking.

Councilor Jagoe stated that he would propose a specific parking district rather than using current zoning. He described the area that he would recommend be included in the district specifically the core of Old Town. He said that he did not think the recommendation for increasing pedestrian and bike transportation would be effective. CM Betz asked if Councilor Jagoe was in favor of waiving parking requirements for existing buildings. Councilor Jagoe stated that he was.

Mayor Xavier asked Councilor Henry if he would support waiving requirements on existing buildings. Councilor Henry said he was and that he supported waiving a portion of requirements for new development.

The Council discussed potential areas for new development and re-development. They discussed the need for some requirements in those areas or to narrow the scope of where to waive requirements.

Councilor Roberts stated that she concurred with the staff recommendations. She stated that she did not support the tax payers subsidizing a parking lot for Old Town.

Councilor Greene stated that he agreed that the area to look at needed to be smaller, but that they need to respect that previous development had made the effort to provide parking for residents and visitors. He suggested that they look into similar communities that deal with areas like Old Town. He discussed potential development questions and levels of relief to provide to businesses.

Mayor Xavier asked Councilors Roberts and Greene if they supported waiving requirements for existing buildings and partially waiving requirements for new development. Councilor Roberts stated that she supported the recommendations from staff. Councilor Greene stated that he did support requirements for existing development being waived and he supported altering requirements for new development.

Mayor Xavier asked the Council if they supported the recommendation to encourage new development to provide for alternate transportation. Councilor Henry stated that he did agree with Councilor Jagoe and he did not think it should be included. Councilor Greene discussed potential alternate transportation and that it was a direction that staff should continue to pursue. Councilor Roberts stated she agreed.

CM Betz stated that she was hearing that the Council supported waiving requirements for existing development, a 50% reduction for new development, not requiring new development to provide for alternate modes of transportation, and for staff to return with an alternative parking district area to narrow the scope of the changes geographically.

The Council discussed the potential areas for a parking district. Mayor Xavier asked what the origins were of the three Old Town zones. IPD/CR Weese stated that they were a product of the Downtown Implementation Plan. Mayor Xavier stated that she would like staff to provide more information about the Downtown Implementation Plan parking study and creating a parking district.

Mayor Xavier stated that she supported waiving parking requirements for existing development and reducing requirements by 50% for new development. She discussed the potential for a fee for new development to reduce requirements.

CM Betz stated that parking would continue to be an issue in Old Town due to the nature of the area. She stated that the intent of the current discussion was to address the development side to ease the requirements for businesses in Old Town.

Councilor Greene suggested that the Council look at the parking concerns of Old Town as well and the potential for a fee leveraged on new development to address future parking needs. IPD/CR Weese discussed similar programs in other communities and stated that a fee in lieu of requirements program had been addressed during the previous Council discussion. She stated that it was an option for the Council to consider. Councilor Jagoe stated that he did not support a new fee for businesses.

IPD/CR Weese stated that she would bring information back to the Council on potential district areas.

Old Town Parking Minimum Parking Requirements



Current Requirements (FCC 10-3)

Minimum Parking Required By Use	
Retail	1 space per 333 sq. ft.
Restaurant	1 space per 125 sq. ft.
Multiple Family Dwelling	
Studio & one Bedroom Units	1 space per unit
Two-Bedroom Units	1 1/2 spaces per unit
Three+ Bedroom Units	2 spaces per unit
Lodging: Motels, Hotels	1 space per unit + additional spaces for other uses (i.e. restaurants, gift shop, assembly rooms, etc)

Standards from Recommendations from the "Institute of Traffic Engineers' Parking Generation Manual"

- Based on Peak Demand Periods: at isolated, single-use developments
- Not generally applicable to Multi-Use Zones, or areas seeking high density development

Waiving and/or Reducing Parking Requirements

<p>Pros</p> <ul style="list-style-type: none"> o Businesses can move o Historic Buildings Preserved o Pedestrian Culture Promoted o Development 'Sprawl' Reduced 	<p>Cons</p> <ul style="list-style-type: none"> o On-street Parking Constrained o Parking sprawl o Additional parking lots and/or structures
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Specifics to Consider

- Where to Waive Parking Requirements?
- What types of Development Should be Included?



Where to Waive Parking Requirements?



Options to Consider	Discussion
Old Town Area A? Area B? Area C? Create a New Parking District?	- Existing zones are simpler to implement - New district allows for more specific property decisions.

What types of Development should be Included?

Options to Consider	Discussion
Only Existing Building's Parking Requirements Waived?	- Simple to Implement - Businesses in Constructed Buildings Can Change Occupancy
New Development Parking Requirements Reduced? - Up to a Percentage - Up to a Certain Number of Spaces	- Simple to Implement - Based on Established Parking Requirements
New Development Provide for Alternative Transportation in Return?	- Support Pedestrian, Bicycle, and Transit Facilities
Only Certain Land Uses have Parking Requirements Waived/Reduced?	- Not All Land Uses Create the Same Parking Demand - Many Types of Permitted Uses Require Long Term Parking Spaces - 2 nd Floor Residences & Lodging

Public Comment Received

- Gene Olson – 3/21/13; 7/4/13; 10/2/13
 - o Alleys should be maintained by City and could be used for parking
 - o City should monitor parking use to ensure visitors have primary access to prime spaces, not employees or business owners
 - o Parking shouldn't be labeled for Private Use
- Roxy Nivens – 9/24/13
 - o Requests the North side of 1st Street be labeled for "No Motorhome" parking
- Cal Applebee – 10/3/13
 - o Appreciation for efforts of Council and Staff
 - o Parking Regulations have been a concern in the past

Staff Recommendations

- Apply the following changes to Old Town Area A and B
 - o Waive the Parking Requirements for all Existing structures
 - o Allow for the waiver of up to 50% of required parking for new development should those developments provide design and/or features that support pedestrian, bicycle, and/or transit modes

City of Florence Council

Florence City Hall
250 Hwy 101
Florence, OR 97439
541-997-3437
www.ci.florence.or.us

March 3, 2014

AGENDA

7:00 p.m.

Councilors: Nola Xavier, Mayor
President Suzanne Roberts Vice-President Brian Jagoe
Joshua Greene Joseph Henry

With 48 hour prior notice, an interpreter and/or TDY: 541-997-3437, can be provided for the hearing impaired.
Meeting is wheelchair accessible.

CALL TO ORDER - ROLL CALL - PLEDGE OF ALLEGIANCE

7:00 p.m.

1. APPROVAL OF AGENDA

2. PUBLIC COMMENTS

This is an opportunity for members of the audience to bring to the Council's attention any item not otherwise listed on the Agenda. Comments will be limited to three (3) minutes per person, with a maximum time of 15 minutes for all items. Speakers may not yield their time to others.

CONSENT AGENDA

3. APPROVAL OF MINUTES

Consider approval of the regular council meeting minutes of February 3, 2014.

4. LIQUOR LICENSE APPROVAL

Consider approval of a request for change of ownership to the liquor license for 1285 Restobar, LLC located at 1285 Bay Street, Florence.

5. 2ND STREET SEWER UTILITIES

Consider accepting the low bid as submitted by Ray Wells, Inc. for construction of the 2nd Street utility improvement project.

PRESENTATION

6. FLORENCE SENIOR CENTER REPORT

Review of report submitted by the Senior Center Volunteers for operations of the Florence Senior Center.

ACTION

7. OLD TOWN PARKING

Consider proposal to initiate code language amending Title 10, Chapter 17: Old Town District to lessen parking requirements in the Old Town Area A.

8. CITY HALL ENERGY EFFICIENCY REQUESTS

Consider authorizing the City Manager to solicit bids for City Hall energy efficiency installs recommended from the Technical Energy Study completed by Central Lincoln PUD, Bonneville Power Administration and Abacus Resource Management Company.

9. REVISIONS TO THE SYSTEM BENEFIT AND DISPOSAL FEES FOR LANE COUNTY SOLID WASTE SERVICES

Consider authorizing the Environmental Management Advisory Committee (EMAC) to submit written comments to Lane County regarding the proposed tipping fee increases.

REPORTS

10. STREET MAINTENANCE PROJECTS FOR CURRENT FISCAL YEAR

Public Works Director Mike Miller will provide a report on what street maintenance projects will be completed in fiscal year 2013-14.

11. CITY MANAGER REPORT

- Inventory of Vacant Properties in the City Limits
- Bringing Dragon Boat Races to Florence

12. MAYOR AND COUNCIL REPORTS

- Lane County Regional Housing Rehabilitation Program Update – Mayor
- Senior and Disabled Services – Mayor
- Rhody Express Services – Mayor
- Continuation of Japanese Program – Mayor
- Mileage Reimbursement for Meetings Mayor Attended in Eugene

COUNCIL CALENDAR

All meetings are held at city hall – 250 Hwy 101, unless indicated otherwise.

March 17, 2014	7:00 p.m.	Council Meeting
April 7, 2014	7:00 p.m.	Council Meeting
April 21, 2014	7:00 p.m.	Council Meeting
May 5, 2014	7:00 p.m.	Council Meeting
May 19, 2014	7:00 p.m.	Council Meeting

AGENDA ITEM SUMMARY

ITEM NO: 7

FLORENCE CITY COUNCIL

Meeting Date: March 3, 2014
Department: Planning

ITEM TITLE: Waiving and/or Reducing Old Town Parking Requirements for Current and New Development

BACKGROUND & INFORMATION:

In July and October of 2013, the City Council discussed the parking requirements for development in the Old Town area. At the time of these hearings, Old Town Parking Requirements were a 2013 Council Goal, which has been carried over to a 2014 Council Goal. During the 2013 meetings the Council discussed policy level options and potential code amendments. The primary purpose of this meeting is to continue to discuss, and potentially initiate, proposed amendments to waive and/or reduce the parking regulations for both current and proposed developments in the Old Town district. Such changes serve to potentially spur development and increase viability of vacant buildings within the Old Town district. Prior to previous meetings, notices were sent to property owners, occupants, and business owners / managers in the Old Town District.

The Council may elect to initiate the proposed code amendments this evening, or may direct staff to prepare additional information and/or further draft code amendments. These amendments could be reviewed and initiated by either the Planning Commission or the City Council. Once the amendments are initiated, staff will proceed with the required public hearing process with the Planning Commission followed by Ordinance adoption with the City Council.

Proposed Code Changes and Discussion Points

During the last Council meeting in October, the Council discussed the regulations currently in place in the Old Town district, and broad scale potential code amendments including considerations for where to waive parking requirements and the type of developments that should have their parking regulations waived.

Staff has taken the general direction obtained from the City Council during this meeting, and has reviewed the current codes in order to propose changes to:

- 1) Allow for current structures to have their parking requirements waived.

2) Allow for new development to obtain a standard 50% parking reduction.

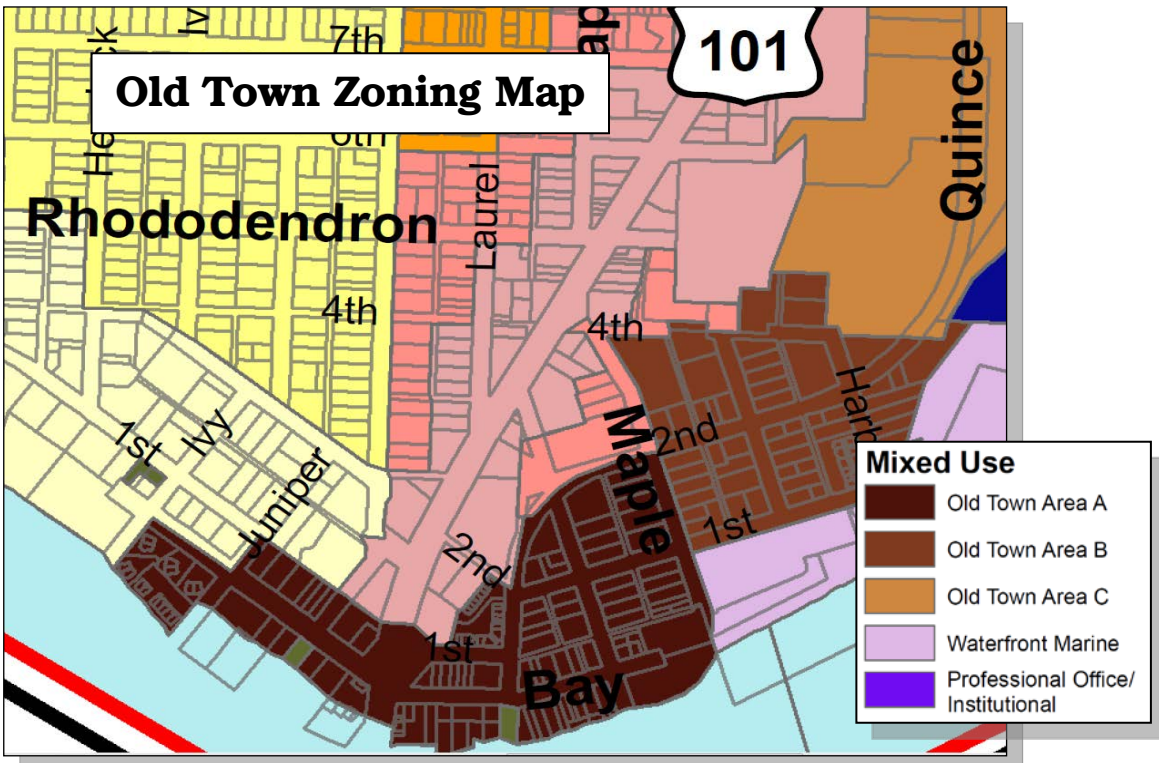
Example: Parking Requirements for a new development with a 1,700 sq. ft. building footprint

	Current Requirements	Proposed Requirements
Retail	5 Parking Spaces	2 Parking Spaces
Restaurant	14 Parking Spaces	7 Parking Spaces

The proposed changes to parking requirements have a sizeable impact on the amount of parking a new development in Old Town would have to provide. This could potentially free current and future businesses and property owners in Old Town to further develop their properties where parking restrictions might have previously hindered economic growth.

Where to Waive Parking Requirements

At their meeting in October, the Council discussed the potential locations for parking requirement waivers, and asked for more information on the potential to create a new parking district vs. using currently existing zoning. Below is a discussion on the implications of these two alternatives.



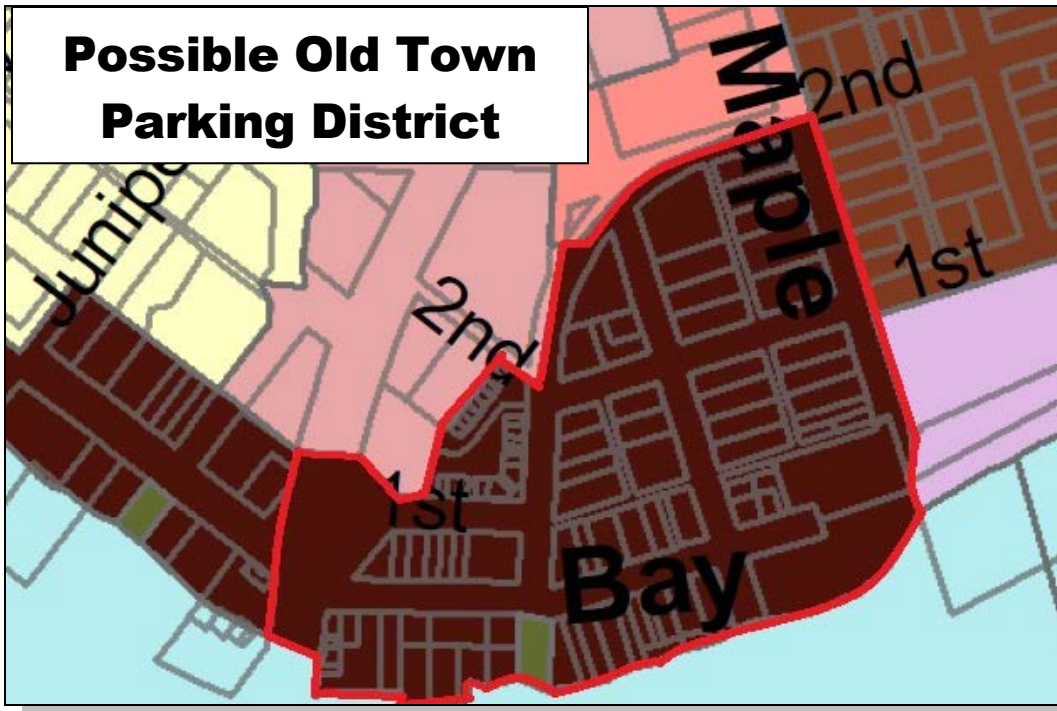
Potential District Areas

There are many items to consider when looking at where to “draw the line” for potential parking code waivers. The table below represents some of the advantages and disadvantages of each option...

Creating a Parking District	Using Existing Zoning
<ul style="list-style-type: none"> • Allows for specific property by property decisions to be made by the City Council. • Requires additional public outreach to ensure that all property and business owners, as well as residents have an adequate say in whether or not their property is included in the district. • Complicated code amendments – Would require creation of new parking district, code chapter, and/or section. 	<ul style="list-style-type: none"> • Boundaries are clear, known throughout the community, and have been established for some time. • Already established “spectrum” zoning in Old Town (i.e. Area A, B, C) allows for easy expansion of parking reductions should additional expansion prove advantageous. • Simpler code amendments – Would only require textual code amendments to Old Town District zoning chapter.

Old Town Parking District Alternative

During the October 2013 City Council meeting discussing Old Town Parking Requirements, the Council requested that staff prepare a map representing a smaller parking district alternative. The map on the next page represents a potential parking district area.



Deciding which areas of Old Town, blocks, or even specific properties to include would require an extensive public outreach period. Some business and property owners in Old Town may wish to benefit from waived parking, but may not be included within the parking district. Establishing a parking district separate of zoning would require amending FCC 10-3 to reflect the reduction of parking requirements for a specific section of Old Town, defining which blocks and sections are included.

Summary

Amending the code to allow for new development with less parking requirements will assist economic development in Old Town, but doing so also has the potential to create further parking problems in the future. There is potential, however, to study the results of these code changes in order to determine the extent of the current Old Town parking problem and if it would be beneficial to implement other potential parking solutions including programs to encourage employee parking in appropriate locations, additional parking enforcement, and many other alternatives.

Performing seasonal parking studies during peak usage times allows the City to continually assess when a parking problem might be arising before it becomes such a problem that it affects the viability of our Old Town core. Should the

Council wish to have more information regarding the parking needs in Old Town, they could direct staff to research the costs of such studies.

FISCAL IMPACT:

Altering land use regulations would not have a direct fiscal impact on the City of Florence. The intent of reviewing the parking regulations is to allow for more economic development in the Old Town District, and in turn to be more business friendly.

The decision to perform a parking study could have a direct fiscal impact on the City of Florence. The determining factors in the cost to the City would be who performs the parking study and the extent of the parking study. The City Council must determine which option, if any, would be most beneficial.

RELEVANCE TO ADOPTED COUNCIL GOALS:

Revising Old Town parking requirements is a 2014 City Council goal.

ALTERNATIVES:

- 1) Initiate proposed code amendments and direct staff to forward the proposed code amendments to the Planning Commission who would hold a public hearing and provide a recommendation to the City Council, prior to eventual ordinance adoption.
 - 2) Direct staff to amend the proposed code amendments and bring changes to a future meeting of the Planning Commission or City Council for eventual initiation.
 - 3) Direct staff to provide additional information and/or research parking study alternatives and return to the City Council with additional information at a future meeting date.
 - 4) Direct staff to discontinue research and staff time allotment on the Old Town Parking council goal.
-
-

RECOMMENDATION:

Staff recommends the City Council discuss the proposed code amendments, recommend revisions (if any), and initiate the amendments. This action would direct staff to forward the proposed code amendments to the Planning Commission who

would hold a public hearing and provide a recommendation to the City Council prior to eventual ordinance adoption by the City Council.

Staff recommends the following:

- Waiving parking requirements for all existing developments in Old Town Area A.
- Allowing for the waiver of up to 50% of required parking in Old Town Area A, for all new developments, not including residential uses, lodging, motels, hotels, or inns.

Staff recommends using the pre-existing Old Town Area A because it represents the most dense development area of Old Town. Other areas, such as Old Town Area B, are further away from more walkable areas of Old Town. In addition, these areas are mostly residential without the high customer turnover seen in Area A. Other areas of Old Town Area A which were not included in the alternative parking district may be right for future development, but need parking reductions in the future. Staff feels this district is a good fit for zoning amendment.

Using already delineated zones solves the problem of determining who to include in the parking waiver zones, which can involve a longer public process. Doing so also makes for code requirements that are easier to understand by the general public, because it would allow for all the regulations to exist within one section of the code, and wouldn't require the public to look up and understand yet another zoning district overlay. City Code structure also allows for zones to have their own parking requirements through FCC 10-3-2-G. Amending code for existing zones also provides citizens more clarity and definitiveness when wondering what parking requirements are for their establishments.

This AIS was prepared by:
Glen Southerland, Planning Technician

CITY MANAGER'S RECOMMENDATION: Approve/Disapprove/Other



ATTACHMENTS:
Proposed code amendments

Proposed Old Town Code Changes – March 3, 2014

TITLE 10 CHAPTER 17

OLD TOWN DISTRICT

SECTION

10-17A-4 Site and Development Provisions for Area A

10-17A-4 SITE AND DEVELOPMENT PROVISIONS FOR AREA A

E. Parking and Loading Spaces:

1. Non-residential parking spaces may be located on-street in front of the lot, and/or may be located in an interior parking lot within the block or in an off-site lot. Individual parking areas or lots will not be approved unless no other alternative exists. Parking may not be located between the building and the street.
2. Residential parking spaces may be specifically designated within any on-site parking area. Individual parking areas or lots located off-site will not be approved unless no other alternative exists; such off-site parking assigned to specific residential buildings in Area A shall be located on the same block or not more than 300 feet from the residential building entrance.
3. Bike racks shall be located either in the interior parking lot or by an entrance. Bike racks may not be located in the required eight feet (8') minimum pedestrian walkway.
4. Parking requirements listed in Table 10-3-1 of Section 10-3-4 of this Code are waived for all structures and uses in Old Town Area A existing prior to (Date of Adoption). All existing structures and uses existing prior to this date are not required to meet the minimum number of two (2) parking spaces required by Section 10-3-4.
5. Structures and uses occurring after (Date of Adoption) are allowed a waiver of up to 50% of parking required by Section 10-3-4 of this Code, not including residential uses, lodging, motels, hotels, or inns. The waiver of required parking is not to exceed the minimum number of two (2) parking spaces required by Section 10-3-4.

Established by Ord. No 1, Series 2008 – effective Feb. 4, 2008

Sections 10-17A-2, 10-17B-2, 10-17C-2, 10-17A-4, 10-17B-4 and 10-17C-4 Amended by Ord. No. 9, Series 2009

Sections 10-17B-3-E and 10-17C-3-E, Amended by Ord. No. 2, Series 2011 – effective March 11, 2011

Sections 10-17-A-4-G, 10-17-B-4-G, and 10-17-C-4-G amended by Ord. No. 4, Series 2011 – effective April 22, 2011

Sections 10-17A-2, 10-17A-4, 10-17B2, 10-17B-4, 10-17C-2, and 10-17C-4 amended by Ord. No. 3, Series 2013, see Exhibit B (effective 7-31-13)

Section 10-17A-4-E amended by Ord. No. , Series – effective

Management Advisory Committee (EMAC) would like Lane County to take their time and not rush through the process.

SP FarleyCampbell reviewed the EMAC process and discussion that led to them submitting comments. She stated that EMAC felt there needed to be more discussion from Lane County with interested stakeholders. She said that EMAC wanted to know what other scenarios had been considered by Lane County. She further discussed information from the staff report.

SP FarleyCampbell reviewed the inconsistencies in the Lane County report regarding inflation and other rates of increase. She said that the report was revenue based with little cost saving recommendations. She said that there should be more communication between Lane County and stakeholders before making rate adjustment suggestions.

Councilor Roberts thanked EMAC for their work on the comments. She said the City was lucky to have the EMAC committee and the solid waste haulers assisting the community with recycling.

Bob Forsythe, EMAC Chairperson

Mr. Forsythe thanked City Staff for providing EMAC with information on the matter. He said that Lane County was struggling with a fee based operation, since greater recycling leads to a reduction in trash collected and a need to increase fees to maintain a the level of revenue. He encouraged Lane County to look at how they operated and think about the possibilities to reduce transportation. He said that restricting the local haulers from using the transfer station in Florence did not make sense. He said he would encourage the City Council to ask Lane County to hold off on their decision in order to have further conversations to build something long lasting.

Mayor Xavier stated that she had met with Commissioner Bozievich and had asked him to do what he could to make sure that the County did not rush into making a decision.

Councilor Roberts moved to support the Environmental Management Advisory Committee (EMAC) and their recommendation to submit written comments to Lane County regarding the proposed tipping fee increases. Second by Councilor Henry stating that he would like the additional points that staff presented to be included in the motion. Councilor Roberts agreed, by voice all 'ayes'. Motion carried unanimously, with the exception of Councilor Jagoe who was absent.

OLD TOWN PARKING

Consider proposal to initiate code language amending Title 10, Chapter 17: Old Town District to lessen parking requirements in the Old Town Area A.

CM Betz provided an overview of the history regarding parking requirements for development and stated that the item was not addressing parking restrictions.

PT Southerland provided an overview of the staff report and a presentation on the proposed code amendments (Attachment 1). He stated that staff recommended waiving parking requirements for current development and reducing parking requirements for new development by 50% in Old Town District A. He reviewed the proposed code language that was included in the staff report.

IPD/CR Weese stated that the proposed reduction in parking requirements excluded residential uses, lodging, motels, hotels, and inns due to the overnight parking that those types of developments required.

Councilor Greene asked how the proposed amendments would address mixed use development with residential and commercial. IPD/CR Weese stated that the calculations would be made for each use with a reduction for the commercial. The two totals would be added together for the total required parking.

Councilor Roberts said that the parking in Old Town was an ongoing issue. She discussed previous attempts to alleviate the concerns.

Councilor Greene mentioned the example of 1,700 square feet being used and whether that would be included in the code. IPD/CR Weese stated that the example was for reference and would not be included in code. She said that it was the 50% reduction that would be incorporated into the code.

CM Betz stated that the goal was to relieve development of some of the requirements so that situations similar to those in that past that required developers to create parking lots several blocks away from their buildings did not occur in the future.

IPD/CR Weese said that the original intent of the Council Goal was to promote economic development in the Old Town area.

Mayor Xavier stated that staff was proposing their recommendations be submitted to the Planning Commission to initiate code language amendments.

Councilor Greene asked if they should consider including Old Town Area B as well due to the potential for development in that area. Councilor Roberts said that the proposed amendments would go to the Planning Commission for further review.

IPD/CR Weese said that the next steps in the process would be to go to the Planning Commission for a public hearing where they would send notices to property owners, residents, and businesses in the proposed area for that hearing. She said that the Planning Commission would review the language and would submit their recommendation to the City Council for adoption.

Mayor Xavier stated that the current item was not a public hearing but an initiation of the process.

SK Lindsey - 1458 1st Street, Florence, OR

Ms. Lindsey stated that she was working on opening a new business in the Old Town area. She said that she was refurbishing an old building, but the parking requirements were restrictive to business owners looking to open in Old Town.

Councilor Greene asked if the proposed changes would provide relief to Ms. Lindsey in opening her business. Ms. Kay said that it would help.

Bill Meyer – 75 Harbor Street #306, Florence, OR

Mr. Meyer said he resided and owned property in Old Town and that he supported a change to the parking requirements. He discussed the development of the area and how parking codes restricted development. He asked how long the process would take.

IPD/CR Weese said that the City was required to give a 35 day notice to the State prior to a public hearing for zoning code amendments. She said that they would also need to send notices to the property owners in the area. She said that staff planned to bring the amendments to the Planning Commission later in the spring and back to the City Council for approval during the summer.

CM Betz explained that the size of the district would be reviewed by the Planning Commission for the impact the amendments would have on potential development.

Councilor Greene moved to initiate code language amending Title 10, Chapter 17: Old Town District to lessen parking requirements in the Old Town Area A. Second by Councilor Henry, by voice all 'ayes'. Motion carried unanimously, with the exception of Councilor Jagoe who was absent.

CITY HALL ENERGY EFFICIENCY REQUESTS

Consider authorizing the City Manager to solicit bids for City Hall energy efficiency installs recommended from the Technical Energy Study completed by Central Lincoln PUD, Bonneville Power Administration and Abacus Resource Management Company.

CM Betz stated that staff had been working with Central Lincoln PUD to study the energy efficiency of City Hall with the assistance of grant funding through the Bonneville Power Administration. She said that staff was seeking direction from the City Council to solicit bids to install heat pumps, insulation, and water heater replacements.

Old Town Parking

Minimum Parking Requirements



Waiving/Reducing Parking Requirements

- During the October 2013 meeting, Council decided:
 - to support waiving requirements for existing development.
 - to support a 50% reduction for new development.
 - to direct staff to return with an alternative parking district.
 - to direct staff to return with draft code amendments.

Waiving/Reducing Parking Requirements

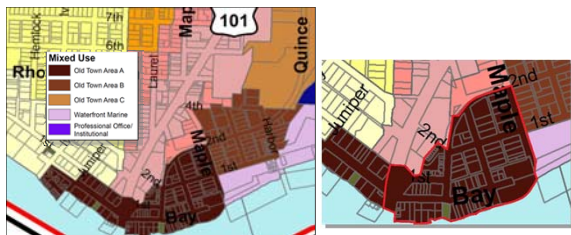
Example: Parking requirements for a new development with a 1,700 sq. ft. building footprint

	Current Requirements	Proposed Requirements
Retail	5 Parking Spaces	2 Parking Spaces
Restaurant	14 Parking Spaces	7 Parking Spaces

Possible Parking Districts

- At the October meeting, Council voiced a wish to see smaller possible Parking Districts. Staff proposes the following:
 - Old Town District A only
 - A subsection of Old Town District A
 - A different subsection of Old Town to be determined by Council

Possible Parking Districts



Old Town District A...

Or a section thereof...

Possible Parking Districts

Creating a Parking District Using Existing Zoning

- Allows for specific property by property decisions to be made by the City Council.
- Requires additional public outreach to ensure that all property and business owners, as well as residents have an adequate say in whether or not their property is included in the district.
- Complicated code amendments – Would require creation of new parking district, code chapter, and/or section.
- Boundaries are clear, known throughout the community, and have been established for some time.
- Already established “spectrum” zoning in Old Town (i.e. Area A, B, C) allows for easy expansion of parking reductions should additional expansion prove advantageous.
- Simpler code amendments – Would only require textual code amendments to Old Town District zoning chapter.

Proposed Code Changes

- FCC 10-17A-4-E
 - Addition of items numbered 4 and 5:
 - “Parking requirements listed in Section 10-3-4 of this Code are waived for all structures and uses in Old Town Area A existing prior to (Date of Adoption). All existing structures and uses existing prior to this date are not required to meet the minimum number of two (2) parking spaces required by Section 10-3-4.”
 - “Structures and uses occurring after (Date of Adoption) are allowed a waiver of up to 50% of parking required by Section 10-3-4 of this Code, not including residential uses, lodging, motels, hotels, or inns. The waiver of required parking is not to exceed the minimum number of two (2) parking spaces required by Section 10-3-4.”

Staff Recommendations

- Initiate proposed Code amendments.
- Select a Parking District that conforms to an existing zone: Old Town District A.
- Direct Staff to forward proposed Code amendments to the Planning Commission, who would provide a recommendation and forward the proposed amendments to Council for Ordinance adoption

City of Florence Council
Florence City Hall
250 Hwy 101
Florence, OR 97439
541-997-3437
www.ci.florence.or.us

September 15, 2014

AGENDA

5:30 p.m.

Councilors: Nola Xavier, Mayor
Suzanne Roberts, President Brian Jagoe, Vice-President
Joshua Greene Joseph Henry

With 48 hour prior notice, an interpreter and/or TDY: 541-997-3437, can be provided for the hearing impaired.
Meeting is wheelchair accessible.

Executive Session per ORS 192.660(2)(a) and (e)
Employment of Manager - Contract Negotiations
Real Property Transactions - Potential Property Acquisition

5:30 p.m.
Larry Patterson
City Manager Pro-Tem

CALL TO ORDER – ROLL CALL – PLEDGE OF ALLEGIANCE

7:00 p.m.

PROCLAMATIONS

Prostate Cancer Awareness Month – September 2014
Domestic Violence Awareness Month – October 2014

1. APPROVAL OF AGENDA

Nola Xavier
Mayor

2. PUBLIC COMMENTS

This is an opportunity for members of the audience to bring to the Council's attention any item not otherwise listed on the Agenda. Comments will be limited to three (3) minutes per person, with a maximum time of 15 minutes for all items.

Nola Xavier
Mayor

CONSENT AGENDA

3. APPROVAL OF MINUTES

Consider approval of the regular council meeting minutes of August 18, 2014.

Kelli Weese
City Recorder

4. 1285 RESTOBAR LIQUOR LICENSE

Consider approval of a request for a change of ownership for the liquor license for 1285 Restobar located at 1285 Bay Street.

Kelli Weese
City Recorder

5. POLICE DEPARTMENT VEHICLES

Consider acceptance of the Auto Additions bid in the amount of \$104,110 for the purchase of two new vehicles within the Police Department.

Lynn Lamm
Int. Police Chief

PUBLIC HEARING ITEM

6. OLD TOWN PARKING CODE CHANGES

A. PUBLIC HEARING

Hear and consider written / oral testimony on the proposed code changes to the Old Town District (Ch. 17) of the Florence Zoning Code (Title 10), including overview of topic by staff, questions by City Councilors, conduct of public hearing and decision to close public hearing subject matter.

Glen
Southerland
*Planning
Technician*

&

B. PROPOSED OLD TOWN PARKING CODE CHANGES

Consider approval of **Ordinance No. 4, Series 2014**, an Ordinance amending Title 10 Chapter 17 – Old Town District to amend required parking regulations in the Old Town Area A zoning district by waiving parking requirements for existing structures and reducing parking requirements by 50% for all new structures and additions.

Kelli Weese
City Recorder /
Economic
Development

ACTION ITEM

7. BOYS AND GIRLS CLUB SYSTEM DEVELOPMENT CHARGE PAYMENTS

Consider approval of an assignment and assumption agreement with the Boys and Girls Clubs of Western Lane County for a system development charge installment agreement for the Quality Child Care of Florence facility located at 2355 Oak Street in Florence.

Larry Patterson
City Manager
Pro-Tem

REPORT ITEMS

8. CHAMBER OF COMMERCE ANNUAL REPORT

The Florence Area Chamber of Commerce will provide their 2013-2014 annual report.

Kelli Weese
City Recorder /
Economic
Development

9. FINANCIAL STATEMENT REPORT

Finance Director Erin Reynolds will provide a report on the City's preliminary financial statements as of July 31, 2014.

Erin Reynolds
Finance Director

10. MONTHLY REPORTS FROM DEPARTMENT HEADS

City of Florence department heads will provide a report on the workings of their departments for the month of August 2014.

Department
Heads
Various

11. CITY MANAGER REPORT

- Work Session Scheduling

Larry Patterson
City Manager Pro-Tem

12. MAYOR AND COUNCIL REPORTS

Nola Xavier
Mayor

COUNCIL CALENDAR

All meetings are held at City Hall (250 Hwy 101, Florence Oregon) unless otherwise indicated

Date	Time	Description
October 6, 2014	5:00 p.m.	Council Work Session <i>Tentative</i>
	7:00 p.m.	Council Meeting
October 20, 2014	TBD	Council Executive Session <i>Tentative</i>
	7:00 p.m.	Council Meeting
November 3, 2014	7:00 p.m.	Council Meeting
November 17, 2014	7:00 p.m.	Council Meeting

AGENDA ITEM SUMMARY

ITEM NO: **6**

FLORENCE CITY COUNCIL

Meeting Date: Sept. 15, 2014
Department: Planning

ITEM TITLE: Ordinance No. 4, Series 2014: Old Town Parking - Legislative Code Amendments to Title 10

BACKGROUND & INFORMATION:

In July and October of 2013, the City Council discussed solving issues with Old Town parking. At the time of these hearings, Old Town Parking Requirements were a 2013 Council Goal. These requirements are currently a 2014 Council Goal. During the 2013 meetings three policy level options were considered. The options considered were a fee in-lieu of parking requirements, reducing current restrictions, and waiving current parking requirements completely. The Council selected to continue researching the option of waiving parking requirements entirely.

At their March 3, 2014 meeting, the City Council initiated code amendments to Title 10, Chapter 17, with the intent that those code amendments would improve economic development within the Old Town area. The Planning Commission held a public hearing to discuss the proposed code amendments on May 13th and June 10th, and continued deliberations on July 22nd.

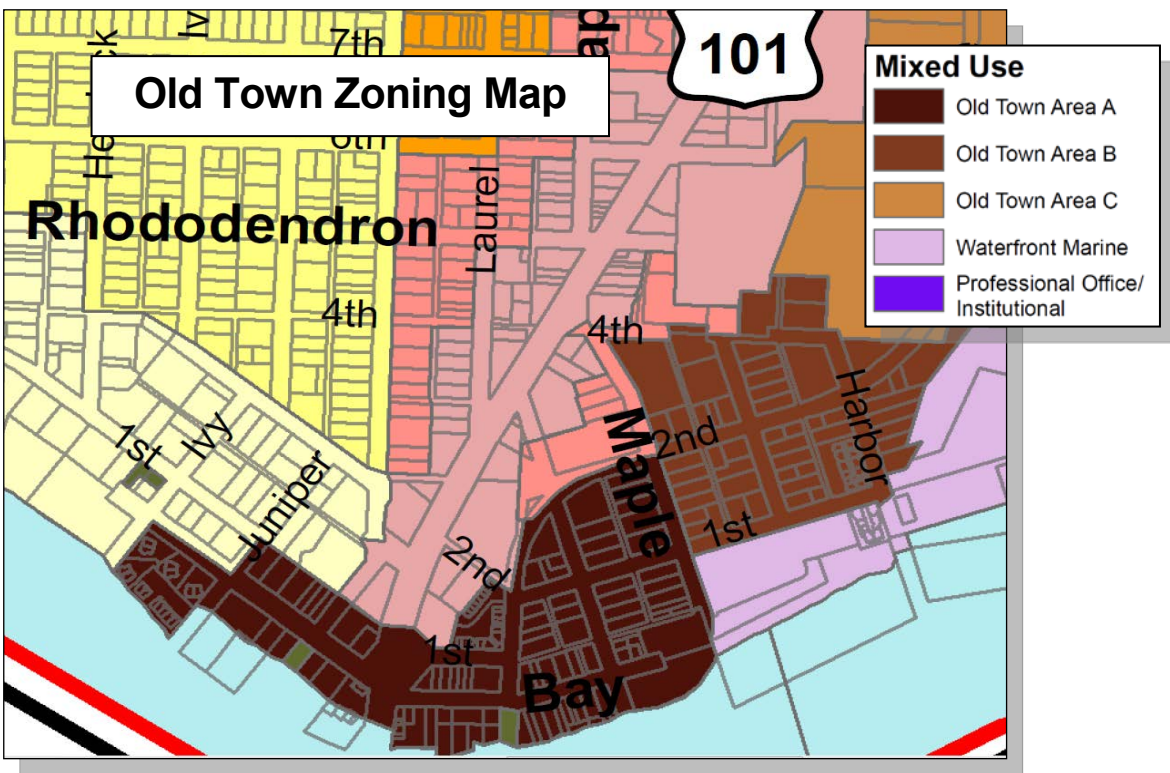
The Planning Commission discussed the different aspects of the proposed code amendments and their possible effects to the Old Town area. On May 13th, testimony was accepted from two individuals in the Old Town area related to the proposed code amendments: SK Lindsey, a business owner, and Howard Goldstein, a property owner. These interested parties stated that they supported text amendments that would allow owners in Old Town to be unburdened from parking requirements that were not feasible in an area like Old Town.

At their June 10, 2014 meeting, the Planning Commission directed staff to draft proposed code amendments which addressed their concerns that an already constrained parking supply in Old Town would be reduced by property owners expanding their buildings to take advantage of parking requirement reductions. The Planning Commission directed staff to focus on allowing waivers of increased parking for changes of use, mandate the retention of parking spaces from use to use, and retain the waiver of 50% of required parking for new construction. At this meeting,

the Planning Commission determined that Old Town Area A was the most appropriate zone for the new parking requirements. On July 22, 2014, staff returned to Planning Commission with proposed code for the Old Town Parking text amendments. (Exhibit E) Planning Commission discussed the code and decided to recommend the code amendments to the City Council for adoption.

Where to Waive Parking Requirements

At their meeting in March, the City Council requested that the Planning Commission determine whether the zoning text amendments should apply to Old Town Area “A” or Area “A” and “B.”



The Planning Commission decided that the best location for an Old Town parking amendment would be Old Town Area “A” because other areas of Old Town do not have the level of commercial development present in Area “A.” This recommendation has been forwarded to the City Council.

Proposed Code Changes and Discussion Points

The proposed parking requirements in their entirety are attached as part of Exhibit B: Ordinance No. 4, Series 2014, but are broken down here to aid clarity:

4. Parking requirements listed in Table 10-3-1 of Section 10-3-4 of this Code are waived for all changes of use in any structures in Old Town Area A which existed prior to (Effective Date).

During deliberations at each of the Planning Commission meetings, the Planning Commission expressed a desire to encourage economic development, but also to preserve existing parking in order to keep Old Town accessible to residents of the City of Florence and visitors to the area.

To that effect, the proposed text amendments reflect a waiver of parking increases for changes of use rather than structures. Instead of a blanket waiver of parking requirements for buildings in Old Town Area “A,” changes of use will be able to increase the intensity of use of existing structures without increases in parking requirements. New developments such as new buildings and additions to buildings fall under Number 5 of this proposed code, which still reduces the parking requirements by 50% for all new developments.

a. No increase in provided parking spaces shall be required for any change of use in Old Town Area A.

This section of the proposed code allows for changes of use without an increase in provided parking required. This means that all businesses that are converting to a higher-intensity use, such as an office or retail to restaurant, will not be required to provide any additional parking. This lets changes of use occur without consideration to parking, reducing commercial vacancies in Old Town Area “A” and assisting economic development in the Old Town area.

b. All current structures and uses shall maintain the number of parking spaces provided for those uses as of (Effective Date).

This section of the proposed code requires that structures and uses within Old Town Area “A” retain their existing parking spaces. This measure will ensure that the existing number of parking spaces, which has long been an issue in Old Town, will not disappear as development in the area progresses. This also does not preclude businesses or property owners from providing off-site parking, allowing them to alter their physical sites as dictated by their business needs as long as they continue to provide the same number of parking spaces. This provision of “provided” parking also allows businesses that were not previously compliant with regards to parking code would be able to maintain the amount of parking they provide currently, not the amount they “should be” providing.

- c. The number of parking spaces provided by a business or residence shall be retained for all subsequent businesses or residences housed within that space, regardless of the intensity of use.**

This section of the code elaborates subsection b above and ties a number of parking spaces to a structure, namely the building on a property or site housing those units. This would allow a restaurant to use the parking of an office previously in the same location without any need to provide more parking.

This subsection also allows businesses to expand within existing buildings (for example: knocking down a wall between two formerly separate businesses to create one large space for a single business) without having to provide the additional parking needed for the increased square footage. The business would “inherit” the spaces of the use previously within that space. All of which would be reviewed through the process provided in section d.

As a result of this change, however, businesses will be required to provide the same number of parking spaces as their predecessors in that building. For example, a retail establishment that moves into a former restaurant would have to provide the same amount of parking that was required by the more intense use. While this change will preserve the overall number of parking spaces in Old Town Area “A,” it could also provide undue hardship to business owners moving into an available vacant space. The City Council may decide to allow staff to undertake a parking inventory to determine which businesses and buildings are providing parking and the number of those parking spaces.

- d. Changes of use in buildings which have not had a previous Planning Commission/Design Review Board or Administrative approval or an amount of required parking set shall have proposed parking reviewed at the time of building permit submittal.**

For any buildings that have not previously had a planning review, parking will be reviewed during any building permit application. Construction of commercial parking lots requires building permits, as does any resurfacing of commercial parking lots. A change of use would presumably require building permits to be completed (such as when a retail establishment converts to a restaurant), which would allow staff to review the parking at that time.

- e. Required parking may be provided off-site, pursuant to Section 10-3-7 of this Code.**

This section of code reiterates that off-site parking spaces may be provided according to the requirements of Section 10-3-7 and specifically allows

businesses to provide off-site parking as a part of this amendment. As part of the parking inventory of Old Town Area “A,” the amount of off-site parking provided would have to be determined.

- 5. All new construction (structures and additions built after (Effective Date)), not including residential, lodging, motel, hotel, or inn uses, are allowed a waiver of up to 50% of parking required by Section 10-3-4 of this Code, to be determined by the Planning Commission/Design Review Board or Administrative Review. The waiver of required parking is not to exceed the minimum number of two (2) parking spaces required by Section 10-3-4.**

The changes made to Number 5 of the proposed amendments were minimal, adding that structures and additions were part of qualifying new construction and allowing the Planning Commission/Design Review Board or staff to determine the amount of required parking needed by the new construction.

Summary

Amending the code to allow for new development with less parking requirements will assist economic development in Old Town. The proposed code amendments will allow businesses in Old Town Area “A” to change locations and expand within existing structures, while still maintaining a valuable parking resource.

FISCAL IMPACT:

Altering land use regulations would not have a direct fiscal impact on the City of Florence. The intent of reviewing the parking regulations is to allow for more economic development in the Old Town District, and in turn to be more business friendly.

RELEVANCE TO ADOPTED COUNCIL GOALS:

Revising Old Town parking requirements is a 2014 City Council goal.

ALTERNATIVES:

- 1) Adopt the proposed code amendments as Ordinance No. 4, Series 2014, making any needed changes and establishing an effective date.
- 2) Direct staff to amend the proposed code amendments and bring changes to a future meeting of the City Council for eventual adoption.

- 3) Direct staff to provide additional information and/or research parking study alternatives and return to the City Council with additional information at a future meeting date.
- 4) Direct staff to discontinue research and staff time allotment on the Old Town Parking council goal.

RECOMMENDATION:

Staff recommends the City Council discuss the proposed code amendments, recommend revisions (if any), and adopt the code amendments. Such amendments to the parking code allow for flexibility for businesses within existing structures, as well as allow for new development with less parking requirements.

During this process, concerns were raised about the lack of available parking in the Old Town area. To evaluate these concerns as well as continue to review the results of these code changes to ensure they are achieving the desirable effect, staff recommends the City Council consider establishing one of their 2015 Council Goals to create a strategic plan for economic development in the Florence area, and as a product of that effort, update the parking study completed in 1999 to determine the amount of parking available and the best measures to ensure the City's parking regulations are part of the solution to ensuring the economic success of the Old Town District.

This AIS was prepared by:
Glen Southerland, Planning Technician

CITY MANAGER'S RECOMMENDATION: Approve/Disapprove/Other



ATTACHMENTS:

- Ordinance No. 4, Series 2014
- A. Findings of Fact CC 14 06 TA 01
- B. Proposed Code Amendments
- C. Planning Commission Resolution PC 14 05 TA 01
- D. Memo to Planning Commission – 7/15/14
- E. Planning Commission Minutes from 5/13/14, 6/10/14, and 7/22/14
- F. Council Minutes from March 3, 2014

CITY OF FLORENCE
ORDINANCE NO. 4, SERIES 2014

LEGISLATIVE AMENDMENTS TO TITLE 10, CHAPTER 17 OF THE FLORENCE CITY CODE SELECTING AN AREA OF OLD TOWN IN WHICH TO AFFECT CHANGES TO PARKING REQUIREMENTS IN OLD TOWN AREA “A.”

WHEREAS, the Florence City Council has determined that a reduction of required parking was necessary for the economic health and growth of the Old Town District; and

WHEREAS, Florence City Code (FCC) Title 10, Chapter 3, Section 2-G provides that zoning code supersedes the general requirements of Title 10, Chapter 3; and

WHEREAS, the designation of parking codes as a requirement of Florence Zoning Regulations in Old Town Area “A” is consistent with the Comprehensive Plan; and

WHEREAS, the Florence City Council initiated the text amendment process on March 3, 2014; and

WHEREAS, property and business owners within Old Town Area “A,” “B,” and the 300 feet surrounding those zoning districts were duly noticed on April 21, 2014; and

WHEREAS, the Planning Commission held a duly-advertised public hearing on May 13, 2014 and June 10, 2014, in accordance with FCC 10-1-1-5 to consider the amendments; and

WHEREAS, the Planning Commission has recommended adoption of the proposed text amendments with the changes made as Resolution PC 14 05 TA 01 on July 22, 2014; and

WHEREAS, the Florence City Council met in a duly-advertised public hearing and deliberated to a decision on September 15, 2014 in accordance with FCC 10-1-1-5 on the proposed amendments; and

WHEREAS, the proposed code amendments and public hearing notification were posted to the City’s website on May 1, 2014, and a notice was published in the Siuslaw News on April 30, 2014, May 7, 2014, September 3, 2014, and September 10, 2014, prior to conducting a Planning Commission public hearing on May 13, 2014 and a City Council public hearing on September 15, 2014; and

WHEREAS, the City Council finds that waiving increases of parking requirements between changes of use, requiring that the number of current parking spaces be retained for existing buildings, and reducing parking requirements for new structures and additions by up to 50% would be of benefit to Old Town Area “A;” and

WHEREAS, the City Council finds that the proposed text amendments are consistent with applicable criteria in the Florence Realization 2020 Comprehensive Plan, Florence City Code, and Oregon Revised Statutes;

NOW THEREFORE, THE CITY OF FLORENCE ORDAINS AS FOLLOWS:

- Section 1. The Findings of Fact as shown in Exhibit A are hereby adopted;
- Section 2. FCC Title 10, Chapter 17 is hereby amended as shown in Exhibit B;
- Section 3. This Ordinance shall take effect 30 days after its adoption by the Council.

APPROVED BY THE FLORNECE CITY COUNCIL this 15th day of September, 2014.

AYES
NAYS
ABSTAIN
ABSENT

APPROVED BY THE MAYOR, this _____ day of _____, 2014.

Nola Xavier, MAYOR

ATTEST:

Kelli Weese, City Recorder

**FINDINGS OF FACT
FLORENCE COMMUNITY DEVELOPMENT DEPARTMENT
City Council
Exhibit "A"**

Public Hearing Date: September 15, 2014
Application: CC 14 05 TA 01

I. PROPOSAL DESCRIPTION

CODE AMENDMENT – FILE CC 14 06 TA 01:

Application by the City of Florence, initiated by City Council, proposing code amendment to Title 10, Chapter 17, Section A-4 in order to waive parking requirements for all changes of use within Old Town Area "A" after the effective date after City Council adoption, requiring that parking be retained between changes of use, as well as granting reductions in parking requirements for all future uses and structures, including additions, with the exception of residential or lodging uses and structures, in Old Town Area "A" after the effective date.

II. NARRATIVE:

Background

Parking in Old Town has been a concern of citizens and business owners since at least the mid-1990s. In 1998, the City obtained a Transportation Growth Management (TGM) grant in order to hire consultants to work with the community in preparing a plan for Florence's downtown areas. The consultants worked closely with the community and the plan was adopted on September 20, 1999, entitled "Florence Downtown Implementation Plan."

This present Council action represents the City seeking to review parking standards as recommended by the 1999 plan:

- Locate, acquire, and build new parking lots as funds become available;
- Adopt revised parking ratio standards to ensure a sufficient, but not excessive supply of parking for customers and employees;
- Explore the creation of an urban renewal district as a means to finance public improvements, including those related to parking;
- Complete a pilot "parking courtyard" in Old Town; and
- Identify and obtain key lots in Old Town for parking and to preserve views.

Many of the plan's recommendations have not been implemented due primarily to lack of funds and property owner dissent since the completion of the study.

City Council adopted revising Old Town parking requirements as a Council goal for 2013 and 2014. The City Council met to discuss the topic on July 1, 2013, October 7, 2013, and on March 3, 2014.

At the March 3, 2014 meeting, Staff presented various options for implementation of the proposed parking requirements based on feedback received from the City Council at the previous two meetings. The City Council initiated amendments at that meeting.

The Planning Commission then held public hearings on May 13, 2014 and June 10, 2014 to address the effects of proposed code. Changes were made to the proposed following feedback from Planning Commission, and the Planning Commission recommended approval of the amendments on July 22, 2014.

Summary of Proposed Changes

The Planning Commission recommends that the proposal should include all of Old Town Area "A", should waive all parking requirements for changes of use within that area, should require that the number of parking spaces between changes of use be retained, should reduce parking requirements by 50% for all future buildings and additions to existing structures and should not allow reductions in parking requirements for residential or lodging uses in Old Town Area "A".

Neither change in parking requirements will eliminate or waive parking requirements related to ADA Accessible parking, which is required by federal law and Florence City Code 10-3-5. All structures and uses required to provide this parking will still be required to provide this parking although they may be exempt from providing any other parking spaces per this parking regulation change. In addition, the 50% parking reduction for new construction will not eliminate the minimum of two parking spaces (including ADA Accessible parking) required of all non-residential development.

III. NOTICES & REFERRALS:

Notice:

Property owner noticing took place on April 22, 2014 via direct mailings in accordance with FCC 10-1-1-5. Media notice was published on April 30, 2014 and May 5, 2014 prior to the Planning Commission public hearing on May 13, 2014. Media notice was again completed on July 19, 2014. Noticing for the City Council meeting was published on September 3, 2014 and September 10, 2014.

Referrals:

On April 22, 2014 referrals were sent to the Florence Building Department; Florence Police Department; Florence Public Works; Lane County Land Management; Oregon Department of Transportation; and Siuslaw Valley Fire and Rescue. Referrals were sent again on September 4, 2014.

IV. APPLICABLE REVIEW CRITERIA

Florence City Code, Title 10:

Chapter 1: Zoning Administration, Section 1-3-C: Legislative Changes

Chapter 3: Off-Street Parking and Loading, Section 10-3-2: General Provisions

Chapter 17: Old Town District, Sections 10-17-1, 10-17A-1

Realization 2020 Florence Comprehensive Plan:

Chapter 1: Citizen Involvement, Policies 4, 5, and 6

Chapter 2: Land Use, Policy 3

Chapter 9: Economic Development, Policy 1

Chapter 12: Transportation, Policy 26

V. FINDINGS

FLORENCE CITY CODE

FCC TITLE 10 CHAPTER 1: ZONING ADMINISTRATION

10-1-3: AMENDMENTS AND CHANGES:

C. Legislative Changes:

1. Initiation: A legislative change in zoning district boundaries, in the text of this Title, (Title 10), Title 11, or in the Comprehensive Plan may be initiated by resolution of the Planning Commission or by a request of the Council to the Planning Commission that proposes changes be considered by the Commission and its recommendation returned to the Council, or by an application for an amendment by a citizen.

The proposed parking regulations were initiated by motion at the March 3, 2014 City Council meeting. The City Council requested that the proposed regulations be considered by the Planning Commission and a recommendation returned to the Council.

2. Notice and Public Hearing: Such notice and hearing as prescribed by state law and the Comprehensive Plan then in effect. (Amd. by Ord. 30, Series 1990).

Property owners and the public were made aware of the proposed amendments and public hearing in accordance with state laws. Notice of hearing was prepared and sent to all affected owners of property on April 22, 2014.

FCC TITLE 10 CHAPTER 3: OFF-STREET PARKING AND LOADING

10-3-2: GENERAL PROVISIONS:

C. If parking space has been provided in connection with an existing use or is added to an existing use, the parking space shall not be eliminated if elimination would result in less space than is required by this Chapter.

The proposed Code amendment would modify the amount of parking required based on the “Minimum Standards By Use” in Code Section 10-3-3. Previously existing uses and structures would not be required to provide any of the parking outlined in this section, however new developments, uses, structures, and additions would still be required to provide at least 50% of the listed parking requirement.

G. Parking and Loading standards that are listed under specific zoning districts supersede the general requirements of this chapter.

The proposed Code amendments would modify the text of Title 10, Chapter 17 to reduce the required parking of the Old Town Area “A” district. The parking requirements listed in this zoning district would supersede the general requirements of the Parking Code and would be zone-specific. Any further modifications to the zoning code could be contained within a specific zoning district or throughout multiple without affecting overall parking requirements.

FCC TITLE 10 CHAPTER 17: OLD TOWN DISTRICT

10-17-1: GENERAL PURPOSE FOR OLD TOWN: The Old Town District is intended to provide an area for pedestrian oriented, mixed land uses. Areas A and B are located near or along the waterfront and comprise the historic old town with generally smaller scale structures than Area C. The Old Town District is also intended to encourage restoration, revitalization and preservation of the District.

The Old Town District includes areas which vary in character and development potential. Therefore, the permitted uses and development regulations have been separately defined for three sub-areas (Areas A, B, and C) making up the overall Old Town District in accordance with Figure 17.1. The purpose of these sub-areas is described in each subsection.

10-17A-1: PURPOSE FOR AREA A: Old Town Area A is intended as the primary tourist destination, which provides for shopping, entertainment and water-related activities for visitors and residents of Florence.

The proposed Code amendments would allow businesses and property owners to provide less parking than would be required for uses in other, less dense, zoning districts which would be able to provide more parking. In so doing, the proposed Code amendments would preserve the pedestrian-oriented nature of Old Town Area “A” by encouraging restoration, revitalization, and preservation of the District.

FLORENCE REALIZATION 2020: COMPREHENSIVE PLAN

CHAPTER 1: CITIZEN INVOLVEMENT

Policy 4. Official City meetings shall be well publicized and held at regular times. Agendas will provide the opportunity for citizen comment.

The meeting regarding this zoning issue was published in the Siuslaw News on April 30, 2014, May 7, 2014, and July 19, 2014. Prior to the City Council meeting, notice was published in the Siuslaw News on September 3, 2014 and September 10, 2014. This meets the requirements set by both City Code and Oregon Statute. The information was also posted to the City website and a meeting agenda posted in City Hall. The City provided property notice to property owners within the Old Town Area "A" zoning district in order to inform them about possible changes in regulations regarding their properties on April 22, 2014. Notice was also provided to those testifying at the May 13, 2014 meeting.

Policy 5. Records of all meetings where official action is taken shall be kept at City Hall and made available on request to the public.

Once the Planning Commission and City Council approve the minutes for their respective meetings, the minutes are added to that meeting's calendar event on the City's website. The public may also request a copy of the approved minutes at City Hall. Minutes from the Planning Commission will be forwarded to the City Council.

Policy 6. Planning documents and background data shall be available to interested citizens.

Planning documents and background data are available to interested citizens. Each Planning Commission meeting packet is available for the public at the Planning Department Customer Service Desk to inspect free of charge at least one week prior to each hearing. The documents are also uploaded to the City website prior to meetings. Information from previous meetings is available at any time by request.

CHAPTER 2: LAND USE

Policy 3. The quality of residential, commercial and industrial areas within the City shall be assured through the enforcement of City zoning, design review, applicable conditions of development approval, parking and sign ordinances, and the enforcement of building, fire, plumbing and electrical codes.

The proposed Code amendments modify the applicable parking ordinances for the Old Town Area "A" zoning district. The proposed parking regulations modify the requirements for the densest area of Old Town Florence in order to lessen the parking restrictions experienced by businesses wishing to relocate to or expand in the Old Town zoning district. The proposed zoning amendments will allow businesses to fully utilize on-street parking and existing private parking to the fullest extent possible while fostering a walkable Old Town District with limited available space for additional parking lots.

CHAPTER 9: ECONOMIC DEVELOPMENT

Policy 1. The City shall encourage actions and activities that promote the availability of new employment in the community, especially family wage jobs.

At the time many Old Town buildings were constructed, there were no vehicle parking needs or regulations. This has created, similarly to the experiences of many other cities, a walkable, attractive, commercial district, but has left little available space for parking. The proposed reduction of parking requirements will allow new businesses to locate in the Old Town district and businesses to expand to meet their needs and help ensure a reduction in vacant buildings.

CHAPTER 12: TRANSPORTATION

Policy 26. On-site parking for motor vehicles and bicycles is required except in Downtown Districts where some motor vehicle parking can be provided on the street.

The Florence Realization 2020 Comprehensive Plan has outlined that parking in some areas of the Comprehensive Plan Map Downtown District should be provided through on-street parking as well as off-street. Reduced parking requirements in Old Town Area "A" will utilize this policy in order to create economic growth opportunities for the Downtown area of Florence.

VII. CONCLUSIONS

The code amendments to the Florence City Code Title 10 are consistent with the applicable criteria in the Florence Realization 2020 Comprehensive Plan, Florence City Code, and Oregon Revised Statutes.

1. Approval for shall be shown on:

"A" Findings of Fact

"B" Amendments to Florence City Code Title 10, Chapter 17

Findings of Fact attached as Exhibit "A" are incorporated by reference and adopted in support of this decision.

VIII. EXHIBITS

"A"	Findings of Fact
"B"	Proposed Amendments
"C"	Planning Commission Resolution PC 14 05 TA 01
"D"	July 15, 2014 – Memo to Planning Commission
"E"	Planning Commission Minutes from 5.13.14, 6.10.14 and 7.22.14
"F"	Council Minutes from 3.3.14

Exhibit B

Proposed Old Town Code Changes – September 15, 2014

TITLE 10 CHAPTER 17

OLD TOWN DISTRICT

SECTION

10-17A-4 Site and Development Provisions for Area A

10-17A-4 SITE AND DEVELOPMENT PROVISIONS FOR AREA A

E. Parking and Loading Spaces:

1. Non-residential parking spaces may be located on-street in front of the lot, and/or may be located in an interior parking lot within the block or in an off-site lot. Individual parking areas or lots will not be approved unless no other alternative exists. Parking may not be located between the building and the street.

2. Residential parking spaces may be specifically designated within any on-site parking area. Individual parking areas or lots located off-site will not be approved unless no other alternative exists; such off-site parking assigned to specific residential buildings in Area A shall be located on the same block or not more than 300 feet from the residential building entrance.

3. Bike racks shall be located either in the interior parking lot or by an entrance. Bike racks may not be located in the required eight feet (8') minimum pedestrian walkway.

4. Parking requirements listed in Table 10-3-1 of Section 10-3-4 of this Code are waived for all changes of use in any structures in Old Town Area A which existed prior to (Effective Date).

a. No increase in provided parking spaces shall be required for any change of use in Old Town Area A.

b. All current structures and uses shall maintain the number of parking spaces provided for those uses as of (Effective Date).

c. The number of parking spaces provided by a business or residence shall be retained for all subsequent businesses or residences housed within that space, regardless of the intensity of use.

d. Changes of use in buildings which have not had a previous Planning Commission/Design Review Board or staff approval or an amount of required parking set shall have proposed parking reviewed at the time of building permit submittal.

e. Required parking may be provided off-site, pursuant to Section 10-3-7 of this Code.

5. All new construction (structures and additions built after (Effective Date)), not including residential, lodging, motel, hotel, or inn uses, are allowed a waiver of up to 50% of parking required by Section 10-3-4 of this Code, to be determined with Planning Commission/Design Review Board or Administrative Review approval. The waiver of required parking is not to exceed the minimum number of two (2) parking spaces required by Section 10-3-4.

Established by Ord. No 1, Series 2008 – effective Feb. 4, 2008

Sections 10-17A-2, 10-17B-2, 10-17C-2,10-17A-4, 10-17B-4 and 10-17C-4 Amended by Ord. No. 9, Series 2009

Sections 10-17B-3-E and 10-17C-3-E, Amended by Ord. No. 2, Series 2011 – effective March 11, 2011

Sections 10-17-A-4-G, 10-17-B-4-G, and 10-17-C-4-G amended by Ord. No. 4, Series 2011 – effective April 22, 2011

Sections 10-17A-2, 10-17A-4, 10-17B2, 10-17B-4, 10-17C-2, and 10-17C-4 amended by Ord. No. 3, Series 2013,
see Exhibit B (effective 7-31-13)

Section 10-17A-4-E amended by Ord. No. , Series – effective

Exhibit C

CITY OF FLORENCE PLANNING COMMISSION

RESOLUTION PC 14 05 TA 01

IN THE MATTER OF A RECOMMENDATION FROM THE PLANNING COMMISSION TO THE CITY COUNCIL FOR AN AMENDMENT TO THE CITY OF FLORENCE CITY CODE TITLE 10, CHAPTER 17;

WHEREAS, the Florence City Council has determined that a reduction of required parking was necessary for the economic health and growth of the Old Town District; and

WHEREAS, Florence City Code (FCC) Title 10, Chapter 3, Section 2-G provides that zoning code supersedes the general requirements of Title 10, Chapter 3; and

WHEREAS, the Florence City Council initiated the text amendment process on March 3, 2014; and

WHEREAS, property and business owners within Old Town Area "A," "B," and the 300 feet surrounding those zoning districts were duly noticed on April 21, 2014; and

WHEREAS, the Planning Commission held a duly-advertised public hearing on May 13, 2014, June 10, 2014, and July 22, 2014 in accordance with FCC 10-1-1-5 to consider the amendments; and

WHEREAS, the designation of parking codes as a requirement of Florence Zoning Regulations in Old Town Area "A" is consistent with the Comprehensive Plan;

NOW THEREFORE BE IT RESOLVED that, based on the Findings of Fact in Exhibit "A" and the proposed text amendments, labeled Exhibit "B."

Section 1. The Planning Commission of the City of Florence recommends that the proposed text amendments be adopted with the changes made.

Section 2. The Planning Commission of the City of Florence recommends that the approval of the text amendment include the entirety of Old Town Area "A" and no other district of Old Town.

APPROVED BY THE FLORENCE PLANNING COMMISSION this 22nd day of JULY, 2014.



CHERYL HOILE, Chairperson
Florence Planning Commission

25 Jul 2014
DATE

FINDINGS OF FACT
FLORENCE COMMUNITY DEVELOPMENT DEPARTMENT
Planning Commission
Exhibit "A"

Public Hearing Date: May 13, 2014
Date of Report: May 5, 2014
Application: PC 14 05 TA 01

Planner: Glen Southerland

I. PROPOSAL DESCRIPTION

CODE AMENDMENT – RESOLUTION PC 14 05 TA 01:

Application by the City of Florence, initiated by City Council, proposing code amendment to Title 10, Chapter 17, Section A-4 in order to waive parking requirements for all existing uses and structures within Old Town Area "A" at the date of City Council adoption as well as reducing parking requirements for all future uses and structures, including additions, with the exception of residential or lodging uses and structures, in Old Town Area "A" after the date of City Council adoption.

II. NARRATIVE:

Background

Parking in Old Town has been a concern of citizens and business owners since at least the mid-1990s. In 1998, the City obtained a Transportation Growth Management (TGM) grant in order to hire consultants to work with the community in preparing a plan for Florence's downtown areas. The consultants worked closely with the community and the plan was adopted on September 20, 1999.

This action represents the City seeking to review parking standards as recommended by the plan:

- Locate, acquire, and build new parking lots as funds become available;
- Adopt revised parking ratio standards to ensure a sufficient, but not excessive supply of parking for customers and employees;
- Explore the creation of an urban renewal district as a means to finance public improvements, including those related to parking;
- Complete a pilot "parking courtyard" in Old Town; and
- Identify and obtain key lots in Old Town for parking and to preserve views.

Many of the plan's recommendations have not been implemented due primarily to lack of funds since the completion of the study.

City Council adopted revising Old Town parking requirements as a Council goal for 2013 and 2014. The City Council met to discuss the topic on July 1, 2013, October 7, 2013, and on March 3, 2014.

At the March 3, 2014 meeting, Staff presented various options for implementation of the proposed parking requirements based on feedback received from the City Council at the previous two meetings. The City Council initiated amendments at that meeting.

Summary of Proposed Changes

City Council decided upon the size of the affected parking district and text language – noting that the proposal should include all of Old Town Area “A”, should waive all parking requirements for existing uses and structures, should reduce parking requirements by 50% for all future uses and structures, and should not allow reductions in parking requirements for residential or lodging uses in Old Town Area “A”.

Neither change in parking requirements will eliminate or waive parking requirements related to ADA Accessible parking, which is required by federal law and Florence City Code 10-3-5. All structures and uses required to provide this parking will still be required to provide this parking although they may be exempt from providing any other parking spaces per this parking regulation change. In addition, the 50% parking reduction for new construction will not eliminate the minimum of two parking spaces (including ADA Accessible parking) required of all non-residential development.

III. NOTICES & REFERRALS:

Notice:

Property owner noticing took place on April 22, 2014 via direct mailings in accordance with FCC 10-1-1-5. Media notice was published on April 30, 2014 and May 5, 2014 prior to the Planning Commission public hearing on May 13, 2014.

Referrals:

On April 22, 2014 referrals were sent to the Florence Building Department; Florence Police Department; Florence Public Works; Lane County Land Management; Oregon Department of Transportation; and Siuslaw Valley Fire and Rescue.

IV. APPLICABLE REVIEW CRITERIA

Florence City Code, Title 10:

Chapter 1: Zoning Administration, Section 1-3-C: Legislative Changes

Chapter 3: Off-Street Parking and Loading, Section 10-3-2: General Provisions

Chapter 17: Old Town District, Sections 10-17-1, 10-17A-1

Realization 2020 Florence Comprehensive Plan:

Chapter 1: Citizen Involvement, Policies 4, 5, and 6

Chapter 2: Land Use, Policy 3

Chapter 9: Economic Development, Policy 1

Chapter 12: Transportation, Policy 26

V. FINDINGS

FLORENCE CITY CODE

FCC TITLE 10 CHAPTER 1: ZONING ADMINISTRATION

10-1-3: AMENDMENTS AND CHANGES:

C. Legislative Changes:

1. Initiation: A legislative change in zoning district boundaries, in the text of this Title, (Title 10), Title 11, or in the Comprehensive Plan may be initiated by resolution of the Planning Commission or by a request of the Council to the Planning Commission that proposes changes be considered by the Commission and its recommendation returned to the Council, or by an application for an amendment by a citizen.

The proposed parking regulations were initiated by motion at the March 3, 2014 City Council meeting. The City Council requested that the proposed regulations be considered by the Planning Commission and a recommendation returned to the Council.

2. Notice and Public Hearing: Such notice and hearing as prescribed by state law and the Comprehensive Plan then in effect. (Amd. by Ord. 30, Series 1990).

Property owners and the public will be made aware of the proposed amendments and public hearing in accordance with state laws. Notice of hearing was prepared and sent to all affected owners of property on April 22, 2014.

FCC TITLE 10 CHAPTER 3: OFF-STREET PARKING AND LOADING

10-3-2: GENERAL PROVISIONS:

C. If parking space has been provided in connection with an existing use or is added to an existing use, the parking space shall not be eliminated if elimination would result in less space than is required by this Chapter.

The proposed Code amendment would modify the amount of parking required based on the "Minimum Standards By Use" in Code Section 10-3-3. Previously existing uses and structures would not be required to provide any of the parking outlined in this section, however new developments, uses, structures, and additions would still be required to provide at least 50% of the listed parking requirement.

G. Parking and Loading standards that are listed under specific zoning districts supersede the general requirements of this chapter.

The proposed Code amendments would modify the text of Title 10, Chapter 17 to reduce the required parking of the Old Town Area "A" district. The parking

requirements listed in this zoning district would supersede the general requirements of the Parking Code and would be zone-specific. Any further modifications to the zoning code could be contained within a specific zoning district or throughout multiple without affecting overall parking requirements.

FCC TITLE 10 CHAPTER 17: OLD TOWN DISTRICT

10-17-1: GENERAL PURPOSE FOR OLD TOWN: The Old Town District is intended to provide an area for pedestrian oriented, mixed land uses. Areas A and B are located near or along the waterfront and comprise the historic old town with generally smaller scale structures than Area C. The Old Town District is also intended to encourage restoration, revitalization and preservation of the District.

The Old Town District includes areas which vary in character and development potential. Therefore, the permitted uses and development regulations have been separately defined for three sub-areas (Areas A, B, and C) making up the overall Old Town District in accordance with Figure 17.1. The purpose of these sub-areas is described in each subsection.

10-17A-1: PURPOSE FOR AREA A: Old Town Area A is intended as the primary tourist destination, which provides for shopping, entertainment and water-related activities for visitors and residents of Florence.

The proposed Code amendments would allow businesses and property owners to provide less parking than would be required for uses in other, less dense, zoning districts which would be able to provide more parking. In so doing, the proposed Code amendments would preserve the pedestrian-oriented nature of Old Town Area A by encouraging restoration, revitalization, and preservation of the District.

FLORENCE REALIZATION 2020: COMPREHENSIVE PLAN

CHAPTER 1: CITIZEN INVOLVEMENT

Policy 4. Official City meetings shall be well publicized and held at regular times. Agendas will provide the opportunity for citizen comment.

The meeting regarding this zoning issue will be published in the Siuslaw News on April 30, 2014 and May 7, 2014. This meets the requirements set by both City Code and Oregon Statute. The information was also posted to the City website and a meeting agenda posted in City Hall. The City provided property notice to property owners within the Old Town Area "A" zoning district in order to inform them about possible changes in regulations regarding their properties on April 22, 2014.

Policy 5. Records of all meetings where official action is taken shall be kept at City Hall and made available on request to the public.

Once the Planning Commission and City Council approve the minutes for their respective meetings, the minutes are added to that meeting's calendar event on the City's website. The public may also request a copy of the approved minutes at City Hall. Minutes from the Planning Commission will be forwarded to the City Council.

Policy 6. Planning documents and background data shall be available to interested citizens.

Planning documents and background data are available to interested citizens. Each Planning Commission meeting packet is available for the public at the Planning Department Customer Service Desk to inspect free of charge at least one week prior to each Planning Commission meeting. The documents are also uploaded to the City website prior to Planning Commission meetings. Information from previous meetings is available at any time by request.

CHAPTER 2: LAND USE

Policy 3. The quality of residential, commercial and industrial areas within the City shall be assured through the enforcement of City zoning, design review, applicable conditions of development approval, parking and sign ordinances, and the enforcement of building, fire, plumbing and electrical codes.

The proposed Code amendments modify the applicable parking ordinances for the Old Town Area "A" zoning district. The proposed parking regulations modify the requirements for the densest area of Old Town Florence in order to lessen the parking restrictions experienced by businesses wishing to relocate to or expand in the Old Town zoning district. The proposed zoning amendments will allow businesses to fully utilize on-street parking and existing private parking to the fullest extent possible while fostering a walkable Old Town District with limited available space for parking lots.

CHAPTER 9: ECONOMIC DEVELOPMENT

Policy 1. The City shall encourage actions and activities that promote the availability of new employment in the community, especially family wage jobs.

At the time many Old Town buildings were constructed, there were no vehicle parking needs or regulations. This has created, similarly to the experiences of many other Cities, a walkable, attractive, commercial district, but has left little available space for parking. The proposed reduction of parking requirements will allow new businesses to locate in the Old Town district and businesses to expand to meet their needs and help ensure a reduction in vacant buildings.

CHAPTER 12: TRANSPORTATION

Policy 26. On-site parking for motor vehicles and bicycles is required except in Downtown Districts where some motor vehicle parking can be provided on the street.

The Florence Realization 2020 Comprehensive Plan has outlined that parking in some areas of the Comprehensive Plan Map Downtown District should be provided through on-street parking as well as off-street. Reduced parking requirements in Old Town Area "A" will utilize this Policy in order to create economic growth opportunities for the Downtown area of Florence.

VI. ALTERNATIVES

1. Approve the application based on the findings of compliance with City regulations.
2. Modify the findings, reasons or conditions, and approve the request as modified.
3. Deny the application based on the Commission's findings.
4. Continue the Public Hearing to a date certain if more information is needed.

VII. CONCLUSIONS AND RECOMMENDATIONS

The proposed amendments to the Florence City Code Title 10 are consistent with the applicable criteria in the Florence Realization 2020 Comprehensive Plan, Florence City Code, and Oregon Revised Statutes. Approval shall be shown on exhibits A and B.

1. Approval for shall be shown on:

"A" Findings of Fact

"B" Proposed Amendments

Findings of Fact attached as Exhibit "A" are incorporated by reference and adopted in support of this decision.

VIII. EXHIBITS

"A"	Findings of Fact
"B"	Proposed Amendments
"C"	Minutes, Agendas, and Packet Materials/Presentations from City Council March 3, 2014, October 7, 2013, and July 1, 2013 Meetings
"D"	City Council December 12, 2013 Goalsetting Session Minutes

Proposed Old Town Code Changes – July 22, 2014

TITLE 10
CHAPTER 17

OLD TOWN DISTRICT

SECTION

10-17A-4 Site and Development Provisions for Area A

10-17A-4 SITE AND DEVELOPMENT PROVISIONS FOR AREA A

E. Parking and Loading Spaces:

1. Non-residential parking spaces may be located on-street in front of the lot, and/or may be located in an interior parking lot within the block or in an off-site lot. Individual parking areas or lots will not be approved unless no other alternative exists. Parking may not be located between the building and the street.
2. Residential parking spaces may be specifically designated within any on-site parking area. Individual parking areas or lots located off-site will not be approved unless no other alternative exists; such off-site parking assigned to specific residential buildings in Area A shall be located on the same block or not more than 300 feet from the residential building entrance.
3. Bike racks shall be located either in the interior parking lot or by an entrance. Bike racks may not be located in the required eight feet (8') minimum pedestrian walkway.
4. Parking requirements listed in Table 10-3-1 of Section 10-3-4 of this Code are waived for all changes of use in any structures in Old Town Area A which existed prior to (Effective Date).
 - a. No increase in provided parking spaces shall be required for any change of use in Old Town Area A.
 - b. All current structures and uses shall maintain the number of parking spaces provided for those uses as of (Effective Date).
 - c. The number of parking spaces provided by a business or residence shall be retained for all subsequent businesses or residences housed within that space, regardless of the intensity of use.
 - d. Changes of use in buildings which have not had a previous Planning Commission/Design Review Board or staff approval or an amount of required parking set shall have proposed parking reviewed at the time of building permit submittal.
 - e. Required parking may be provided off-site, pursuant to Section 10-3-7 of this Code.
5. All new construction (structures and additions built after (Effective Date)), not including residential, lodging, motel, hotel, or inn uses, are allowed a waiver of up to 50% of parking required by Section 10-3-4 of this Code, to be determined with Planning Commission/Design Review Board or Administrative Review approval. The waiver of required parking is not to exceed the minimum number of two (2) parking spaces required by Section 10-3-4.

Established by Ord. No 1, Series 2008 – effective Feb. 4, 2008

Sections 10-17A-2, 10-17B-2, 10-17C-2, 10-17A-4, 10-17B-4 and 10-17C-4 Amended by Ord. No. 9, Series 2009

Sections 10-17B-3-E and 10-17C-3-E, Amended by Ord. No. 2, Series 2011 – effective March 11, 2011

Sections 10-17-A-4-G, 10-17-B-4-G, and 10-17-C-4-G amended by Ord. No. 4, Series 2011 – effective April 22, 2011

Sections 10-17A-2, 10-17A-4, 10-17B2, 10-17B-4, 10-17C-2, and 10-17C-4 amended by Ord. No. 3, Series 2013, see Exhibit B (effective 7-31-13)

Section 10-17A-4-E amended by Ord. No. , Series – effective

Exhibit D



FLORENCE PLANNING COMMISSION ITEM UPDATE/SUMMARY

MEMO DATE: July 15, 2014

MEETING DATE: July 22, 2014

STAFF: Glen Southerland, Planning Technician

SUBJECT: Legislative Code Amendments to Title 10, PC 14 05 TA 01

HISTORY

This memo serves as supplementary background for the Planning Commission Meeting/Hearing Agenda item PC 14 05 TA 01, Legislative Code Amendment to Title 10, Chapter 17.

In addition to the memo and staff report received for the meetings of May 13, 2014 and June 10, 2014, staff presented to the Planning Commission a PowerPoint outlining the proposed Old Town Parking amendment (Attached as Exhibit "A" of this memo). There was not a quorum of the Planning Commission present at the May 13th meeting, so no votes could be taken on the agenda item and the public hearing was continued to June 10, 2014.

As discussed by the Planning Commission during the meeting of June 10th, example code has been written to reflect staff's understanding of the Planning Commission's desires. At the June 10, 2014 Planning Commission meeting, the Planning Commission directed staff to focus on allowing waivers of increased parking for changes of use, mandate the retention of parking spaces from use to use, and retain the waiver of 50% of required parking for new construction. For more detail concerning direction given to staff, please see the minutes of the Planning Commission meeting of June 10, 2014.

CHANGES TO CODE TEXT

After the June 10, 2014 meeting, the following changes were made to the proposed Code amendments:

4. Parking requirements listed in Table 10-3-1 of Section 10-3-4 of this Code are waived for all changes of use in any structures in Old Town Area A which existed prior to (Effective Date).

Staff has changed this leading sentence to reflect a waiver of parking requirements for changes of use, rather than for structures outright. Structures (the dates of construction) are still used as the determinant for whether or not this waiver in parking requirements falls under Number 4 or Number 5 of the proposed Code, but the waiver of parking is based off of the use rather than the structure.

a. No increase in provided parking spaces shall be required for any change of use in Old Town Area A.

This section of the proposed Code allows for changes of use without any increase in provided parking required. This, however, could also apply to residential spaces within Old Town Area A which convert to a higher-intensity commercial use. The Planning Commission will have to determine if allowing that conversion without an increase in required parking is desirable.

b. All current structures and uses shall maintain the number of parking spaces provided for those uses as of (Effective Date).

This section of the proposed Code requires the number of parking spaces to be retained, but not the spaces themselves. Parking could be provided off-site. It may be difficult to determine which parking spaces are being used for what business without an inventory of parking within Old Town Area A. The provision of “provided” parking allows businesses that were not previously compliant with regards to parking code would be able to maintain the amount of parking they provide currently, not the amount they “should be” providing.

c. The number of parking spaces provided by a business or residence shall be retained for all subsequent businesses or residences housed within that space, regardless of the intensity of use.

This section of the proposed Code elaborates subsection b above and ties a number of parking spaces to a physical space, namely the building on a property or site housing those units. This would allow a restaurant to use the parking of an office previously in the same location without any need to provide more parking. The Code as proposed would disallow the reverse, however, preventing a business from moving into a former restaurant and providing a number of parking spaces less than what was previously required. This may be necessary to prevent a change of use from a higher-intensity use to a lower-intensity use from eliminating parking should the lower-intensity use convert back into a higher-intensity use. The Planning Commission would have to determine if it desired to allow business owners with a lower-intensity use to provide fewer parking spaces than what was previously maintained, especially in the case of leased parking spaces.

- d. **Changes of use in buildings which have not had a previous Planning Commission/Design Review Board or Administrative approval or an amount of required parking set shall have proposed parking reviewed at the time of building permit submittal.**

For any buildings that have not previously had a planning review, parking will be reviewed during any building permit application. Commercial parking lots require building permits, as does any resurfacing of commercial parking lots. A change of use would presumably require building permits to be completed (such as when a retail establishment converts to a restaurant), which would allow staff to review the parking at that time.

- e. **Required parking may be provided off-site, pursuant to Section 10-3-7 of this Code.**

This section of code reiterates that off-site parking spaces may be provided according to the requirements of Section 10-3-7 and specifically allows businesses to provide off-site parking as a part of this amendment. The Planning Commission must determine how the City will keep track of this off-site parking in order to prevent “double-dipping.”

5. **All new construction (structures and additions built after (Effective Date)), not including residential, lodging, motel, hotel, or inn uses, are allowed a waiver of up to 50% of parking required by Section 10-3-4 of this Code, to be determined by the Planning Commission/Design Review Board. The waiver of required parking is not to exceed the minimum number of two (2) parking spaces required by Section 10-3-4.**

Changes made to Number 5 of 10-17A-4 were minimal, qualifying structures and additions as part of “all new construction” and allowing the Planning Commission/Design Review Board to provide less than a 50% waiver of parking required by Section 10-3-4 should it feel that more parking was prudent.

The previous code amendments have been attached to this memo as Informational Item #3.

PLANNING COMMISSION DECISION:

Findings of Fact have been developed to reflect approval of the code amendment as initiated by the City Council. If the Planning Commission concludes that a different alternative is preferential, staff will incorporate the Planning Commission’s findings in support of an alternative conclusion into a revised Findings of Fact document to be presented to the City Council. Should the Planning Commission find the amendment in its current form agreeable, this amendment will be forwarded to the City Council.

ATTACHMENTS:

Attachments to Land Use Approval:

Exhibit A: PC 14 05 TA 01 Staff Report

Exhibit B: Revised Proposed Code Amendment

Informational Attachments:

1. FCC 10-3: Off-Street Parking and Loading
2. Minutes from June 10, 2014 Planning Commission Meeting (Located elsewhere in this packet)
3. Previous Proposed Code Amendments

CITY OF FLORENCE PLANNING COMMISSION May 13, 2014 ** MEETING MINUTES **

CALL TO ORDER – ROLL CALL – PLEDGE OF ALLEGIANCE

Vice Chairperson Curt Muilenburg opened the meeting at 7:00 p.m. Roll call: Commissioners: Curt Muilenburg and John Murphey were present. Chairperson Hoile, Commissioner Robert Bare and Commissioner Alan Burns were absent. Also present: Interim Planning Director Kelli Weese and Planning Technician Glen Southerland.

APPROVAL OF AGENDA

There was not a quorum of the Planning Commission present. No votes could be made.

APPROVAL OF MINUTES

Meeting of April 22, 2014

There was not a quorum of the Planning Commission present. No votes could be made.

PUBLIC COMMENTS

*This is an opportunity for members of the audience to bring to the Planning Commission's attention any items **NOT** otherwise listed on the agenda. Comments will be limited to **3 minutes per person**, with a maximum time of 15 minutes for all items.*

There were no public comments.

PUBLIC HEARINGS:

Vice Chairperson Muilenburg said that there was one public hearing before the Planning Commission that evening. The hearing would be held in accordance with the land use procedures required by the City in Florence City Code Title 2 Chapter 10 and the State of Oregon. Prior to the hearing(s) tonight, staff will identify the applicable substantive criteria which have also been listed in the staff report. These are the criteria the Planning Commission must use in making its decision. All testimony and evidence must be directed toward these criteria or other criteria in the Plan or Land Use Regulations which you believe applies to the decision per ORS 197.763 (5). Failure to raise an issue accompanied by statements or evidence sufficient to afford the Planning Commission and parties involved an opportunity to respond to the issue may preclude an appeal of this decision based on that issue. Prior to the conclusion of the initial evidentiary hearing, any participant may request an opportunity to present additional evidence, arguments or testimony regarding the application. Failure of the applicant to raise constitutional or other issues relating to proposed conditions of approval without sufficient specificity to allow the Planning Commission to respond to the issue that precludes an action for damages in circuit court. Any proponent, opponent, or other party interested in a land use matter to be heard by the Planning Commission may challenge the qualification of any Commissioner to participate in such hearing and decision. Such challenge must state facts relied upon by the party relating to a Commissioner's bias, prejudice, personal interest, or other facts from which the party has concluded that the Commissioner will not make a decision in an impartial manner.

OLD TOWN PARKING – RESOLUTION PC 14 05 TA 01: A proposal to amend Chapter 17 – Old Town District of the City of Florence Zoning Code (Title 10) in order to amend required parking regulations in the Old Town Area A zoning district by waiving parking requirements for existing structures, and reducing parking requirements by 50% for all new structures and additions.

Vice Chairperson Muilenburg opened the hearing at 7:04 p.m. and asked if any of the Planning Commissioners wished to declare any conflicts of interest or bias. No Commissioner declared any conflict of interest or bias. Vice Chairperson Muilenburg asked if the public had any challenges to any commissioner's impartiality in making this decision. There were no challenges. Vice Chairperson Muilenburg asked for the staff report.

Staff Report

PT Southerland presented the Code Criteria applicable to the evaluation of the Old Town Parking text amendment. He outlined the proposed geographic extent of the text amendment, Old Town Area A and a consideration for extending the parking requirements to Old Town Area B.

PT Southerland read the proposed code amendments and outlined the effects of those code changes. He stated that all existing buildings and uses in Old Town Area A would have their parking requirements waived. PT Southerland stated that future development would have 50% of their parking requirements waived. He added that businesses would still have to provide required ADA parking.

PT Southerland presented an example of the effects of the reduction on a new 1,700 square foot development in Old Town Area A for both retail and restaurant parking requirements. He stated that no written testimony was received regarding the proposed text amendments.

PT Southerland stated that staff recommended that the Planning Commission continue the public hearing at a later date, select an area of effect that corresponds with Old Town Area A and recommend the proposed text amendments to City Council.

Vice Chairperson Muilenburg asked if any Commissioner had questions for staff regarding this text amendment. Commissioner Murphey stated that he had no questions.

Vice Chairperson Muilenburg stated that he had a question that he wished to hold until a later date, but had a question today about conflicting verbiage. He stated that the packet had different information than the presentation given. Vice Chairperson Muilenburg said that what he read was that the text amendment allowed businesses to relocate and/or expand without the need to provide additional parking. He said that what PT Southerland presented was that the existing parking regulations for existing buildings go away and they would not be required to provide parking at all.

IPD Weese stated that the confusion was between an already existing building, which would have its requirements waived and an addition or change to the structure, which would have to provide an additional amount of parking at the reduced rate. She used an example of a restaurant making a 500 square foot addition having to provide additional parking for the addition.

Commissioner Murphey confirmed if that meant that businesses could expand within currently existing structures without having to add additional parking. IPD Weese confirmed and stated that any existing square footage that is added to a building would be required to provide parking, but existing square footage would not.

Vice Chairperson Muilenburg asked if there were provisions to prevent someone from expanding into a parking space. IPD Weese stated that there were not, but parking would have to be provided for the expansion. Vice Chairperson Muilenburg stated that he believed that it defeated the purposes of the text amendment to allow parking spaces to be eliminated as part of expansions and not require those businesses to provide more parking. IPD Weese stated that the Planning Commission could add code related to that, but that staff had thought through that possibility. Commissioner Murphey stated that there was not much new land to expand into. Vice Chairperson Muilenburg stated that he would bring the question up again at the next meeting.

Public Hearing

Vice Chairperson Muilenburg asked for testimony from the public whether they were an opponent, proponent or neutral, but have a comment.

SK Lindsey – P.O. Box 1526, Florence, OR 97439

Ms. SK Lindsey introduced herself as the owner of Kenneth B Gallery. She said that she has refurbished the building into a contemporary art gallery and dinner/movie theater. She stated that the issue of the movie theater required her to provide more parking, but there was none available. Ms. Lindsey stated that she was able to come to an agreement for evening parking, but a major portion of her project depended solely on parking. She said that she did not think that parking would be a problem because generally people will find a place to park and walk to the theater.

Ms. Lindsey stated that she firmly supported the amendment.

Angela Terrell – P.O. Box 1143, 1247 Bay Street, Florence, OR 97439

Ms. Angela Terrell introduced herself as one of the owners of U R Worth It Hair Salon. She stated that she was looking for a solution to the 3-hour parking limit in the parking lot outside of her business. She stated that she would like the time limit eliminated in that parking lot.

Vice Chairperson Muilenburg asked who put up the 3-hour time limit signs. IPD Weese stated that about three years ago a public outreach process was undertaken to determine the time limits and areas where a time limit would be beneficial. She stated that she would forward Ms. Terrell's comments to Public Works Director Mike Miller.

Ms. Terrell stated that the signs have not been up that long and may have been up only since the fall of 2013. She said that the time limit was not feasible for her clients. IPD Weese stated that she would forward her comments to the Public Works Director. Vice Chairperson Muilenburg said that she would have to speak to the City Council and bring up her issue during the Public Comments time during that meeting. IPD Weese informed her that the next City Council meeting was June 2.

Commissioner Murphey asked if the Planning Commission had the ability to remove the 3-hour time limit. IPD Weese stated that they could not.

Howard Goldstein – P.O. Box 247, Florence, OR 97439

Mr. Howard Goldstein stated that he has lived in Florence since 1983 and has heard a great deal of discussion about inadequate parking. He stated that he owns two buildings in Old Town, and when he built, he would have liked to build more, but could not because of the parking regulations. He added that he believed that other businessmen might have left town because they could not meet the parking regulations.

Mr. Goldstein said that the City was trying to correct a problem that was created by parking regulations. He stated that when he visited other tourist destinations, he might have to park a mile away from his destination. He would like to see parking restrictions removed.

Staff Response

Vice Chairperson Muilenburg asked for staff response and recommendations.

IPD Weese stated that staff did not have a response and that the comments received and testimony were reasons why these changes were being proposed.

Commission Discussion

The Resolution could not be voted on as there was not a quorum of Commissioner present. Vice Chairperson Muilenburg stated that the public hearing would be continued and that verbal and written testimony would be accepted until June 10, 2014 and 7 p.m.

DISCUSSION ITEMS

There were no items for discussion.

DIRECTOR'S REPORT

IPD Weese stated that since the last meeting, the Code Enforcement Officer had left. She said that we now have a temporary Code Enforcement Officer, Dan Frazier.

CALENDAR

The Planning Commission discussed the upcoming calendar. The next meetings are scheduled for May 27, 2014 and June 10, 2014 at 7:00 p.m.

Vice Chairperson Muilenburg adjourned the meeting at 7:32 p.m.



Curt Muilenburg, Planning Commission Vice Chairperson

CITY OF FLORENCE PLANNING COMMISSION
June 10, 2014 ** MEETING MINUTES **

CALL TO ORDER – ROLL CALL – PLEDGE OF ALLEGIANCE

Chairperson Cheryl Hoile opened the meeting at 7:00 p.m. Roll call: Chairperson Cheryl Hoile
Commissioners: Curt Muilenburg, Robert Bare, and Alan Burns were present. Commissioner Murphey was
absent and excused. Also present: City Recorder Kelli Weese, Interim Planning Director Wendy
FarleyCampbell, and Planning Technician Glen Southerland.

APPROVAL OF AGENDA

Commissioner Bare motioned to approve the Agenda, Commissioner Muilenburg seconded. By voice, all
ayes, with the exception of Commissioner Murphey, who was absent. The motion passes.

APPROVAL OF MINUTES

Meeting of May 27, 2014

Commissioner Burns motioned to approve the Minutes of May 27, 2014, Vice Chairperson Bare seconded.
By voice, all ayes, with the exception of Commissioner Murphey, who was absent, and Chairperson Hoile,
who abstained. The motion passes.

PUBLIC COMMENTS

*This is an opportunity for members of the audience to bring to the Planning Commission's attention any
items NOT otherwise listed on the agenda. Comments will be limited to 3 minutes per person, with a
maximum time of 15 minutes for all items.*

There were no public comments.

PUBLIC HEARING:

*Chairperson Hoile said that there was one public hearing before the Planning Commission that evening.
The hearing would be held in accordance with the land use procedures required by the City in Florence City
Code Title 2 Chapter 10 and the State of Oregon. Prior to the hearing(s) tonight, staff will identify the
applicable substantive criteria which have also been listed in the staff report. These are the criteria the
Planning Commission must use in making its decision. All testimony and evidence must be directed toward
these criteria or other criteria in the Plan or Land Use Regulations which you believe applies to the decision
per ORS 197.763 (5). Failure to raise an issue accompanied by statements or evidence sufficient to afford
the Planning Commission and parties involved an opportunity to respond to the issue may preclude an
appeal of this decision based on that issue. Prior to the conclusion of the initial evidentiary hearing, any
participant may request an opportunity to present additional evidence, arguments or testimony regarding the
application. Failure of the applicant to raise constitutional or other issues relating to proposed conditions of
approval without sufficient specificity to allow the Planning Commission to respond to the issue that
precludes an action for damages in circuit court. Any proponent, opponent, or other party interested in a
land use matter to be heard by the Planning Commission may challenge the qualification of any
Commissioner to participate in such hearing and decision. Such challenge must state facts relied upon by
the party relating to a Commissioner's bias, prejudgment, personal interest, or other facts from which the
party has concluded that the Commissioner will not make a decision in an impartial manner.*

OLD TOWN PARKING – RESOLUTION PC 14 05 TA 01: A proposal to amend Chapter 17 – Old
Town District of the City of Florence Zoning Code (Title 10) in order to amend required parking regulations
in the Old Town Area A zoning district by waiving parking requirements for existing structures, and
reducing parking requirements by 50% for all new structures and additions. The hearing was continued from
May 13, 2014.

Chairperson Hoile opened the hearing at 7:04 p.m. and asked if any of the Planning Commissioners wished
to declare any conflicts of interest or bias. No Commissioner declared a site visit, ex parte contact, or

conflict of interest or bias. Chairperson Hoile asked if the public had any challenges to any commissioner's impartiality in making this decision. There were no challenges. Chairperson Hoile asked for the staff report.

Staff Report

PT Southerland introduced the application and presented the Code Criteria related to the application. He stated that the area considered for proposed code changes was Old Town Area A and Area B should the Planning Commission see fit. PT Southerland presented the proposed Code text amendment and noted that some clarification was added to the proposed text. He stated that the text removed was regarding uses and text added regarded structures and additions.

PT Southerland said that all buildings in existence on the date of adoption would be granted a waiver of parking requirements and any buildings built after that date would be granted a waiver of 50% of parking requirements. He said that using the date of construction posed a clear criterion for determining what parking a structure had to provide rather than a use, which could change and was not generally well-tracked.

PT Southerland provided an example of the effects of the proposed code change on a new development for both restaurant and retail uses.

Commissioner Burns asked if additions would fall under the category of new construction. PT Southerland confirmed and stated that the parking would be determined based on the square footage of the addition.

PT Southerland presented testimony received at the Planning Commission meeting of May 13, 2014. He stated that both of those who testified regarding this code change were in support of the text amendment. PT Southerland stated that the staff recommendation was for the Planning Commission to provide any recommended changes to the proposed code, select an area of Old Town which the changes will apply, and forward the proposed changes to City Council.

Commissioner Muilenburg asked who came up with the text amendment. CR Weese stated that the text amendments came from the public involvement process for the Transportation System Plan where a business owner in Old Town had asked for parking reductions in the district. She stated that City Council did not want to include any Old Town Parking changes as part of the TSP, but elected to make the issue a Council Goal and continue the process at a later time. Commissioner Muilenburg asked if the person was a property owner who suggested the text amendment. CR Weese clarified that the person was a business owner. Commissioner Muilenburg stated that what he read focused on two issues: the lack of parking and economic development. He said that he did not have a problem with the 50% reduction in parking requirements, but did not feel eliminating parking requirements for existing buildings was in line with those goals. CR Weese stated that the intent was to allow buildings to change uses without an increase in the required parking. Commissioner Muilenburg asked if it would not be a better option to grandfather parking between businesses and uses so that current parking is retained.

Chairperson Hoile asked for testimony from the public whether they were an opponent, proponent or neutral, but have a comment.

There were no audience members who wished to testify.

Chairperson Hoile closed the hearing at 7:16 p.m.

Commission Discussion

Commissioner Muilenburg stated that he saw issues with the language being used for the text amendment. He said that if language was added that allowed businesses to grandfather existing parking to future businesses and uses he would support it. Commissioner Muilenburg stated that he did not have any issues with the 50% reduction in parking for expansions and new construction. CR Weese suggested language as

follows to be added to FCC 10-17A-4-E-4: "All existing parking spaces as of (date of adoption) shall remain in use as vehicle parking as previously approved." Commissioner Muilenburg said he would like that added, but would like the section regarding the elimination of parking removed. CR Weese stated that the elimination of existing parking requirements and allowing transitions of use was central to the issue. Chairperson Hoile asked if he meant that he would like the section removed regarding businesses not having to provide the minimum two spaces of parking. CR Weese stated that there are structures in Old Town which do not meet the minimum of parking needed currently, and it may not hurt to remove that section. Commissioner Muilenburg stated that he liked the added language suggested, but he did not want the language used allowing the elimination the parking spaces. Chairperson Hoile asked if CR Weese was proposing taking out the section regarding elimination of parking requirements. CR Weese stated that she did not propose the removal of any proposed code, but rather adding the requirement that parking spaces grandfathered to businesses be retained.

Commissioner Muilenburg asked where the addition would be in FCC 10-17A-4-E-4. CR Weese stated that the addition would be the last sentence. Commissioner Muilenburg asked how that sentence conflicted with the first sentence of that section waiving parking requirements for all structures. CR Weese stated that what was existing at the time of adoption must be retained and that the wording of the section tells those determining parking in the future that they do not need to calculate requirements by square footage. She stated that she believed he had a good point, but that she did not believe that business owners were going to give up parking spaces. Commissioner Muilenburg stated that he did not want to give the option of allowing business owners to give away, build on, or lease their parking spaces as a result of the elimination of required parking.

Commissioner Bare asked for CR Weese to read FCC 10-17A-4-E-4 in its entirety. CR Weese read the proposed text with the addition discussed.

IPD FarleyCampbell asked what would happen if a property owner proposed expanding over existing parking spaces. She said just wanted to make sure that parking spaces themselves were not being required, but rather the number of parking spaces. Commissioner Muilenburg stated that he wanted to make sure that if a number of spots were taken away, they would be replaced.

Commissioner Muilenburg asked to see the parking requirements listed in FCC 10-3-4. The rest of the Planning Commission agreed that they would like to see the Code section as well. PT Southerland retrieved FCC 10-3-4 for the Planning Commission to review.

CR Weese stated that there should be an addendum to the proposed code that described how to process an application to place something in an existing parking space. Commissioner Muilenburg stated that he did not want to limit owners in Old Town from being able to develop their properties, but did want to make sure that the parking would be provided elsewhere.

Chairperson Hoile asked PT Southerland to read FCC 10-3-4.

Commissioner Bare asked CR Weese what she proposed to add to the end of the proposed text. CR Weese read the proposed text with an addendum explaining that an applicant could receive a modification by the Design Review Board to their required parking. Commissioner Muilenburg asked what the modification by Design Review Board would entail. CR Weese stated that in order to change the number of parking spaces required an applicant would have to apply for a design review. She gave an example of someone putting something in their parking space such as a park bench, but not use that space for parking. Commissioner Muilenburg asked if there was Code language that would allow the Planning Commission to deny that application. He stated that the code should be simple, retaining current parking and allowing for changes of use without an increase in parking requirements. Chairperson Hoile stated that the change of use could also go from a more-intensive to a less-intensive use and a property owner in Old Town would not be able to use the parking spaces they had and were not required to provide for their business with the amendment to the

proposed code as stated. Commissioner Muilenburg stated that could be an issue and wondered how that situation could be resolved.

Commissioner Muilenburg asked why the code needed to include the waiver. CR Weese stated that it would not make it clear that a change of use would not require additional parking. Commissioner Muilenburg suggested that a sentence be put in that stated that. IPD FarleyCampbell stated that there could be a leading sentence in the proposed code with a bulleted subsection below.

Commissioner Burns stated that there was no way to come up with every scenario, but stated that he liked IPD FarleyCampbell's idea of a bulleted subsection. He suggested that Staff work on the code and bring it back at a later time. Commissioner Bare stated that that sounded reasonable.

Chairperson Hoile stated that the hearing was already closed. CR Weese stated that a motion was needed to the effect that the matter was redirected to staff. Commissioner Muilenburg asked if that meant that the hearing would be re-opened. CR Weese stated that there would be another hearing at City Council as well.

Commissioner Burns moved to redirect the matter back to staff for elaboration. Commissioner Bare seconded the motion.

Commissioner Muilenburg asked if staff felt that they understood what the Planning Commission wanted from the proposed code amendments. CR Weese responded that they did and if further work was needed a worksession could be scheduled.

CR Weese stated that the City Council had also requested that the Planning Commission recommend a geographic extent to the parking code amendment, either Old Town Area A or Old Town Area A and B. Commissioner Muilenburg asked if an answer was needed tonight. CR Weese stated that it was not necessary tonight because the matter was being continued. Commissioner Muilenburg stated that he thought the area affected should be Area A. Commissioner Bare stated that he felt the same. Commissioner Burns and Chairperson Hoile agreed that the area for the parking code amendment should be Old Town Area A.

Chairperson Hoile asked for a vote on the motion to redirect the matter back to staff. By Voice All Ayes, with the exception of Commissioner Murphey, who was absent. The motion carries and the matter is continued to a date uncertain.

ACTION ITEM:

SEIFERT PLAN AND ZONE CHANGE – RESOLUTION PC 14 06 CPA 01 AND PC 14 07 ZC 01:

An application for zoning map and Comprehensive Plan designation changes for properties located at the northeast corner of Munsel Lake Road and Spruce Street. The properties are as follows: Map Number 18-12-14-20 Tax Lots 00301& 00600 and the east half of Spruce Street and Map Number 18-12-14-24 Tax Lot 00300. The applicant proposes to change 13.6 acres zoned Service Industrial to Mobile / Manufactured Home District and plan designated Service Industrial to High Density Residential. The applicant proposes to change 0.9 acres zoned North Commercial to Mobile / Manufactured Home District and plan designated North Commercial to High Density Residential. The changes are proposed to accommodate a 55 and older manufactured home park.

Commission Discussion

IPD FarleyCampbell stated that the matter before them was a continuation from the previous hearing on May 27, 2014 for the applicant to provide a rebuttal only for a period of seven days from the date of the previous hearing. She stated that the applicant provided clarification of information that was provided as testimony and was not allowed to provide any new testimony. She summarized the information provided by the applicant and corrections made to the staff report based on testimony received, the previous hearing, and

elaboration provided by the applicant. She stated that all of the exhibits were received at the previous meeting except for the elaboration provided by the applicant on June 3, 2014.

Commissioner Bare asked if the homes would stay on wheels once transported to the site. IPD FarleyCampbell stated that she did not know if that precluded modular homes, but did not know enough about how they are transported to say for certain. She stated that she believed that manufactured homes needed to be on a foundation and it had been staff's understanding that that would be the case.

Commissioner Muilenburg read aloud an excerpt from Exhibit T that stated some of the future proposals that will be part of the approval for the manufactured home park.

Chairperson Hoile stated that she agreed with Commissioner Muilenburg and stated that she had received all of the exhibits as part of her packet for the previous meeting.

Commissioner Burns moved to approve Resolutions PC 14 06 CPA 01 & PC 14 07 ZC 01, Commissioner Bare seconded the motion. By Voice All Ayes, with the exceptions of Commissioner Murphey, who was absent, and Chairperson Hoile, who abstained. The motion carries.

DISCUSSION ITEMS

Commissioner Muilenburg asked if the food cart in front of 3-2-1 Video was permitted. CR Weese confirmed that it was.

Chairperson Hoile stated that it appeared that the Calosso fence gate was plywood, not metal as stated by Mr. Calosso's attorney, Greg Freeze.

The Planning Commission thanked CR Weese for her work as Interim Planning Director.

DIRECTOR'S REPORT

IPD FarleyCampbell stated that she had emailed Chairperson Hoile whether or not the Planning Commission would like to make a decision on a possible upcoming Minor Partition. Chairperson Hoile stated that she did not mind if everyone saw it, but wondered what would be most efficient for applicants.

Commissioner Muilenburg asked IPD FarleyCampbell to elaborate on what exactly a Minor Partition was. IPD FarleyCampbell clarified and stated that the particular application that might come before the Planning Commission could not apply for a Lot Line Adjustment because the front of the property would change. She described how the layout of the site prescribed this particular process rather than an administrative one.

Commission Burns stated that he would like to see an email concerning the applications. IPD FarleyCampbell stated that the application would not be a public hearing, just an action item. Commissioner Muilenburg agreed that he would like to see the applications.

Chairperson Hoile asked where the Port Bay Street Vacation was located. CR Weese explained. Commissioner Muilenburg asked if it would come before the Planning Commission. IPD FarleyCampbell stated that the item would have at least three hearings if initiated, but the first hearing would decide whether or not the Planning Commission would hear the application.

IPD FarleyCampbell stated that Marianne Brisbane had withdrawn her application for a design review for Waterfront Depot.

CALENDAR

The Planning Commission discussed the upcoming calendar. The next meeting is scheduled for July 22, 2014 at 7:00 p.m.

Chairperson Hoile adjourned the meeting at 8:05 p.m.



Cheryl Hoile, Planning Commission Chairperson

CITY OF FLORENCE PLANNING COMMISSION
July 22, 2014 ** MEETING MINUTES **

CALL TO ORDER – ROLL CALL – PLEDGE OF ALLEGIANCE

Chairperson Cheryl Hoile opened the meeting at 7:00 p.m. Roll call: Chairperson Cheryl Hoile
Commissioners: Curt Muilenburg, Robert Bare, and John Murphey were present. Commissioner Burns was
absent. Also present: City Recorder Kelli Weese, Interim Planning Director Wendy FarleyCampbell, and
Planning Technician Glen Southerland.

APPROVAL OF AGENDA

Chairperson Hoile stated that Resolution PC 14 05 TA 01- Old Town Parking should be an Action Item, not
a Public Hearing.

Commissioner Bare motioned to approve the Agenda with the changes proposed, Commissioner Murphey
seconded. By voice, all ayes, with the exception of Commissioner Burns, who was absent. The motion
passes.

APPROVAL OF MINUTES

Meeting of June 10, 2014

Chairperson Hoile asked Commissioner Bare if he meant to ask if wheels would be staying underneath the
homes rather than if the manufactured homes would be brought in on wheels as stated on Page 5 of the
minutes. He confirmed. Chairperson Hoile asked if Commissioner Bare would like that changed. He
agreed.

Commissioner Murphey motioned to approve the Minutes of June 10, 2014 as amended, Commissioner Bare
seconded. By voice, all ayes, with the exception of Commissioner Burns, who was absent. The motion
passes.

PUBLIC COMMENTS

*This is an opportunity for members of the audience to bring to the Planning Commission's attention any
items **NOT** otherwise listed on the agenda. Comments will be limited to **3 minutes per person**, with a
maximum time of 15 minutes for all items.*

There were no public comments.

PUBLIC HEARING:

*Chairperson Hoile said that there was one public hearing before the Planning Commission that evening.
The hearing would be held in accordance with the land use procedures required by the City in Florence City
Code Title 2 Chapter 10 and the State of Oregon. Prior to the hearing(s) tonight, staff will identify the
applicable substantive criteria which have also been listed in the staff report. These are the criteria the
Planning Commission must use in making its decision. All testimony and evidence must be directed toward
these criteria or other criteria in the Plan or Land Use Regulations which you believe applies to the decision
per ORS 197.763 (5). Failure to raise an issue accompanied by statements or evidence sufficient to afford
the Planning Commission and parties involved an opportunity to respond to the issue may preclude an
appeal of this decision based on that issue. Prior to the conclusion of the initial evidentiary hearing, any
participant may request an opportunity to present additional evidence, arguments or testimony regarding the
application. Failure of the applicant to raise constitutional or other issues relating to proposed conditions of
approval without sufficient specificity to allow the Planning Commission to respond to the issue that
precludes an action for damages in circuit court. Any proponent, opponent, or other party interested in a
land use matter to be heard by the Planning Commission may challenge the qualification of any
Commissioner to participate in such hearing and decision. Such challenge must state facts relied upon by
the party relating to a Commissioner's bias, prejudgment, personal interest, or other facts from which the
party has concluded that the Commissioner will not make a decision in an impartial manner.*

1650 REDWOOD CHURCH TO SINGLE-FAMILY RESIDENCE – RESOLUTION PC 14 09 CUP

05: A request for approval of a Conditional Use Permit to convert a former church, located at 1650 Redwood Street, in the Multi-Family Residential District to a single-family home. The applicant proposes to retain the residential portion of the building formerly used by the church and convert the former sanctuary into a recreation room. The applicant has also proposed to convert the property into a duplex in the future. The building is located at Map 18-12-26-22, Taxlot 09800.

Chairperson Hoile opened the hearing at 7:04 p.m. and asked if any of the Planning Commissioners wished to declare any conflicts of interest or bias. Commissioner Muilenburg declared a site visit. No other Commissioner declared a site visit, ex parte contact, or conflict of interest or bias. Chairperson Hoile asked if the public had any challenges to any commissioner's impartiality in making this decision. There were no challenges. Chairperson Hoile asked for the staff report.

Staff Report

IPD FarleyCampbell introduced the Conditional Use Permit application by giving some background about the inquiries the Planning Department had received regarding the property. She stated that the zoning is Multi-Family Residential so the change is from one conditional use to another conditional use. She also said that because the use being proposed was a single-family residence, no design review was needed. IPD FarleyCampbell listed the applicable review criteria.

IPD FarleyCampbell presented maps, aerials, and a site plan showing the current site conditions. She stated that the applicant has proposed to retain the existing building and eventually to build a second residence on the property. IPD FarleyCampbell presented photos of the site, including the parking area for the site, and stated that the parking area originally proposed by the applicant would not meet requirements.

IPD FarleyCampbell stated that the applicant did not want to provide permanent covered parking because of her plans to add a second residence to the lot. She said that code allowed the applicant to provide parking in keeping with the surrounding properties. In this case, the majority of neighboring properties within 100-feet of the applicant's property did not provide covered parking, for a total of seven covered spaces and 16 uncovered spaces. She stated that the applicant would have to pave parking, even if uncovered.

IPD FarleyCampbell listed the conditions of approval. She said that the applicant would have to pave the first 50 feet of driveways from the street to the parking area, that the parking area would have to meet dimensional requirements, and that the applicant must screen neighboring properties from headlight glare by providing screening, either by installing slats in the existing chain-link fence in the area where those lights would shine or by planting vegetation at the front of the parking area. IPD FarleyCampbell added that the applicant would also have to obtain an access permit from Public Works to ensure that the transition to city streets is made correctly.

IPD FarleyCampbell stated that there were two referral comments from Siuslaw Valley Fire and Rescue and the Florence Police Department and neither had any concerns with the application. She said that staff recommended that the Planning Commission approve the application with the conditions mentioned. She stated that she could take questions from the Planning Commission.

Commissioner Muilenburg asked if the street frontage was on Redwood Street. IPD FarleyCampbell confirmed and stated that the front of the lot is always the narrow side of the lot. Commissioner Muilenburg asked if the curb cut would be on the Redwood Street side. IPD FarleyCampbell stated that there are three curb cuts, but that the applicant could do what they desired.

Commissioner Muilenburg asked where the secondary parking was located. IPD FarleyCampbell stated that the parking the applicant preferred to use was on the Redwood Street side, but was not deep enough to keep vehicles out of the right-of-way. Commissioner Muilenburg stated that it was unclear which parking area was proposed. He said that the staff report stated that the applicant proposed three spaces on 16th Street. He

asked if those were on the street. IPD FarleyCampbell stated that those proposed spaces were actually off of Redwood Street. Commissioner Muilenburg quoted the staff report section that said that the applicant proposed a second option to the east of the residence building. He said that he was confused by the locations mentioned in the staff report. IPD FarleyCampbell stated that the mention of 16th Street he mentioned should be Redwood Street. She stated that all mentions in the staff report of 16th Street should be replaced by Redwood Street and all mentions in the staff report of Redwood Street should be replaced by 16th Street.

Ray South asked if he could answer any questions. Chairperson Hoile stated that the Planning Commission would ask him questions after his testimony. Commissioner Muilenburg stated that the issue could be tabled until after Mr. South's testimony.

Commissioner Muilenburg stated that he was not sure what parking spots they would be approving.

Commissioner Muilenburg said that he wanted to talk about the 17-foot setback and stated that he understood that the sanctuary is a pre-existing non-conforming use. IPD FarleyCampbell stated that a multi-family residence would only be required to provide a 5-foot setback, but that a duplex does not qualify as a multi-family residence, but it would have to meet the same requirements as a single-family residence. She stated that the site plan submitted for a previous building permit showed a 20-foot setback, but there is likely only a 17-foot setback. Commissioner Bare asked what year the building permit was issued. IPD FarleyCampbell stated that she did not know, but believed it was in 2003 or 2004.

Commissioner Muilenburg asked if the single-family residence was approved and this building remained a pre-existing non-conforming structure, if that could be corrected if a design review was required later. IPD FarleyCampbell stated that a condition could be added that required that the area within the setback not be expanded or allow the building to fall under the code for pre-existing non-conforming uses, which allows up to 25% expansion of the building face that is within the setback. Commissioner Murphey stated that new construction would have to meet current code. IPD FarleyCampbell said that the only case where the property owner would be allowed to use the pre-existing non-conforming setback would be if the building burnt down.

Commissioner Muilenburg asked if code required double-striped parking spaces. IPD FarleyCampbell stated that the code was not specific regarding commercial vs. residential applications, but generally that code applied to commercial parking. She said that the Planning Commission could add a condition of approval requiring striped parking if desired.

Applicant's Representative Testimony – Ray South, Pacific 101 Realty, 2775 Highway 101, Ste. C, Florence, OR 97439

Mr. South began his testimony by stating that he thought this application was a win-win situation for the City and that staff had done a good job preparing the staff report.

Mr. South stated that there was a concrete parking spot alongside the residential building. He pointed out several features of the home on the aerial photo. He stated the applicant intends to retire in this home and build a duplex in the future. He stated that the approval of the application would allow the City to gain property taxes from the formerly tax-exempt property. Mr. South stated that the applicant is unable to obtain good financing because of the property's status as commercial.

Commissioner Muilenburg stated that when he visited the site, there were vehicles parked on an unpaved section. Mr. South stated that there were two possibilities, but the applicant would pave wherever the Planning Commission felt was appropriate. He added that the shed behind the house would probably be taken out.

Commissioner Muilenburg asked if the site was zoned Multi-Family Residential. IPD FarleyCampbell stated that the site was zoned Multi-Family, but the tax assessor's database classifies the building as commercial.

She stated that getting this approval would allow the applicant to obtain a lower interest rate for their financing.

Commissioner Murphey asked if the Planning Commission could require that an area be reserved for parking for future expansions. IPD FarleyCampbell stated that the applicant was not proposing a duplex at this time, but the Planning Commission could require that reservation. She added that future access by the alley may require that the alley be paved and that duplexes are permitted outright, so the parking would be looked at as part of the building permit application.

Chairperson Hoile asked for testimony from the public whether they were an opponent, proponent or neutral, but have a comment. There were no members of the public present.

IPD FarleyCampbell stated that one condition that was not pointed out on the presentation was Condition 7, requiring that the floodlight on the property be removed or disengaged.

Commissioner Muilenburg asked if the proposed parking spaces would be side-by-side or tandem. IPD FarleyCampbell stated that the code was changed recently to allow tandem parking. She stated that Condition 4 did not address tandem parking and gave only the dimensional requirements of 18' x 24'. She said that the Planning Commission could allow the applicant to provide their parking however they liked. Chairperson Hoile stated that she thought the applicant should be allowed to provide the parking as they desired.

Chairperson Hoile closed the hearing at 7:41 p.m.

Commission Discussion

Chairperson Hoile stated that Condition 4 should have the dimensional requirements of the parking area removed and require only that parking be provided for the required number of vehicles.

Chairperson Hoile stated that the streets adjacent to the property should be clarified throughout the staff report.

Commissioner Murphey moved to approve Resolution PC 14 09 CUP 05 with amendments as discussed, Commissioner Bare seconded the motion. By Voice All Ayes, with the exceptions of Commissioner Burns, who was absent. The motion carries.

ACTION ITEM:

OLD TOWN PARKING – RESOLUTION PC 14 05 TA 01: A proposal to amend Chapter 17 – Old Town District of the City of Florence Zoning Code (Title 10) in order to amend required parking regulations in the Old Town Area A zoning district by waiving parking requirements for changes of use, and reducing parking requirements by 50% for all new structures and additions. The hearing was continued from May 13, 2014.

Commission Discussion

PT Southerland presented the applicable code criteria for the zoning text amendment. He stated that changes were made as the Planning Commission discussed at the meeting of June 10, 2014. He summarized the changes and read the proposed text of the amendments. He also asked for the Planning Commission's input on each of the proposed sections of code and the effects of each of those proposed sections. PT Southerland stated that staff recommended that the Planning Commission make any needed changes and then forward the proposed amendments to City Council for possible adoption.

Commissioner Muilenburg stated that staff did a good job summarizing what the Planning Commission had talked about at the previous meeting. He said that staff did bring up a couple of scenarios that the Planning Commission needed to discuss, however. Chairperson Hoile stated that it would be concerning to have a change of use eliminate parking spaces only to need them again after another change of use. Commissioner Bare stated that he thought it was likely that it would happen. Commissioner Murphey stated that there was no additional parking available, so parking should be required to be retained. Commissioner Muilenburg stated that his opinion was that businesses in Old Town should not be required to provide more parking, but also should not be allowed to provide less. CR Weese stated that she felt that subsection B for the proposed code section 4 covered that situation. PT Southerland stated that it was brought up as a concern for subsection C that the Planning Commission may want to allow some reductions in parking spaces. Commissioners Muilenburg and Murphey said that they did not want to allow any reductions in parking spaces. PT Southerland asked the Planning Commission if they wanted that to apply to leased parking spaces as well. Commissioner Muilenburg, Bare, and Murphey stated that they thought it should.

Commissioner Muilenburg stated he did not want to do anything to reduce the number of existing parking spaces. He said that an inventory was started of parking spaces in Old Town by PD Belson, but he did not know where that information went. IPD FarleyCampbell stated that she thought that work was done by Greg Butler, a former RARE intern for the department. Commissioner Murphey stated that he did not think that any new parking would be established and he liked the proposed code amendments. Commissioner Muilenburg stated, that as it applied to changes of use from residential to commercial, it was a two-edged sword because it did not require increases, but also did not allow decreases.

PT Southerland asked the Planning Commission if they wanted to include residences as a change of use prohibited from exemption in section 4 because the conversion from residential to commercial did not necessarily require new construction, but may necessitate an increase in available parking. Commissioner Murphey asked if language could be added that would be helpful to staff in the future. Chairperson Hoile asked if he meant with regard to the retention of parking. CR Weese asked if Commissioner Murphey meant that if there was a change of use application, without any addition, that the parking would be required to be retained. She stated that the applicable section would be C. Commissioner Muilenburg stated that it should read "or residences." He said that if a residence changed to commercial, that residence would have two parking spaces, which would need to be retained.

Chairperson Hoile asked if the responses provided by the Planning Commission answered staff's questions. PT Southerland stated that they did. CR Weese recommended that Number 5 of the proposed text state "to be determined by Planning Commission/Design Review Board approval." She also said that the code specifies that anyone requesting the 50% parking waiver would have to obtain Planning Commission/Design Review Board approval.

CR Weese stated that "to be determined by administrative review or Planning Commission/Design Review Board approval" should be added to allow administrative approvals. Commissioner Muilenburg stated that it would be good to include that so that the Planning Commission had the option to review proposals. CR Weese stated that the Planning Commission always had the ability to review proposals.

Commissioner Bare asked CR Weese to read Number 5 in its entirety. CR Weese read Number 5 of the proposed text amendment.

Commissioner Bare asked if PT Southerland wrote the memo and proposed code. PT Southerland confirmed. Commissioner Bare stated that PT Southerland did a great job.

IPD FarleyCampbell pointed out that subsection B and C prohibited businesses with excess parking from removing that parking. Commissioners Murphey and Muilenburg stated that they thought that the situation was okay. Commissioner Murphey said that they could lease the spots to someone else who wanted them. Commissioner Muilenburg stated that he felt that the Planning Commission would be doing the community a disservice by allowing the elimination of any parking in Old Town.

Commissioner Muilenburg moved to approve Resolution PC 14 05 TA 01, Commissioner Murphey seconded the motion. By Voice All Ayes, with the exceptions of Commissioner Burns, who was absent. The motion carries.

DISCUSSION ITEMS

Commissioner Murphey thanked staff for making the Commissioner's jobs easier. Commissioner Bare and Chairperson Hoile agreed.

Commissioner Muilenburg stated that he noticed that Code Enforcement in the Director's Report. IPD FarleyCampbell stated that Code Enforcement Officer Dan Frazier was doing a great job and that she hoped to add case statuses in the next report. She suggested that CEO Frazier could possibly come to the next meeting so that the Planning Commission could meet him.

Commissioner Murphey asked when CEO Frazier would be made a permanent employee. IPD FarleyCampbell stated that he already had been and his first day as a permanent employee had been July 1, 2014. IPD FarleyCampbell stated that CEO Frazier had been very successful in helping the community.

DIRECTOR'S REPORT

IPD FarleyCampbell stated that staff had attended the Lane County Board of Commissioners meeting approving the co-adoption of the Transportation System Plan. She said that the Board of Commissioners voted 5-0 to approve the co-adoption and now the plan needed approval by the state.

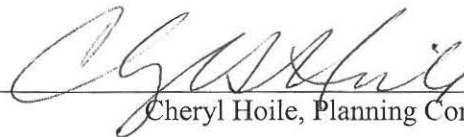
IPD FarleyCampbell reported that City Council had initiated a vacation procedure for an alley the night previous on July 21, 2014. She said that the vacation would come before Planning Commission on August 26, 2014.

CR Weese stated that there were three open positions for City Council and August 26, 2014 was the deadline.

CALENDAR

The Planning Commission discussed the upcoming calendar. The next meeting is scheduled for August 26, 2014 at 7:00 p.m.

Chairperson Hoile adjourned the meeting at 8:09 p.m.



Cheryl Hoile, Planning Commission Chairperson

department monthly report noted that the City Manager and the Public Works Director met with Ms. Frannie Brindle to discuss the multi-use path. He asked if the Council felt it was improper for the ODOT manager to make a statement in support of the multi-use path. He said the public works department monthly report noted that three designs were presented to ODOT. He said he felt the first design was the best of the three but felt staff should recognize that not building the path was an alternative and the staff should start talking with ODOT on the steps to not build the path.

Marve Vandestreek– 1155 Bay Street

Mr. Vandestreek said the City placed signs disallowing parking for RVs and trailers in Old Town a few years ago and since that time those types of vehicles had been parking on the street in front of their property. He said those spaces were needed for their guests. He asked if the no parking signs could be extended to the other side of the bridge.

CONSENT AGENDA

APPROVAL OF MINUTES

Consider approval of the regular council meeting minutes of August 18, 2014.

1285 RESTOBAR LIQUOR LICENSE

Consider approval of a request for a change of ownership for the liquor license for 1285 Restobar located at 1285 Bay Street.

POLICE DEPARTMENT VEHICLES

Consider acceptance of the Auto Additions bid in the amount of \$104,110 for the purchase of two new vehicles within the Police Department.

Councilor Henry moved to approve the consent agenda which included...

- Approval of the regular Council meeting minutes of August 4, 2014;
- Approval of the change of ownership liquor license application for 1285 Restobar; and
- Approval of the Auto Additions bid of \$104,110.24 for the purchase of two (2) 2015 Ford Police Interceptor Utility AWD V6 w/Eco Boost vehicles.

Councilor Jagoe seconded. By voice all 'ayes', motion carried unanimously, with the exception of Councilor Roberts who was absent and excused.

PUBLIC HEARING ITEM

OLD TOWN PARKING CODE CHANGES

A. PUBLIC HEARING

Hear and consider written / oral testimony on the proposed code changes to the Old Town District (Ch. 17) of the Florence Zoning Code (Title 10), including overview of topic by staff, questions by City Councilors, conduct of public hearing and decision to close public hearing subject matter.

CR/ED Weese and PT Southerland provided a PowerPoint presentation (Attachment 1) with an overview of the topic using information in the staff report.

Councilor Jagoe asked if the minimum requirement of two parking spaces was a requirement for all businesses or for all structures. PT Southerland said it was a requirement for new structures and clarified that the currently established structures would not have to provide the minimum, but it would apply to new development.

Councilor Jagoe asked if a current structure were to burn down or otherwise be destroyed if they could be rebuilt. CR/ED Weese said a currently existing structure would be allowed to rebuild in the event of a disaster and would even be able to add up to 25% additional square footage before they were considered new construction.

Mayor Xavier said she was concerned about the section stating that off-site parking was still allowed to be used. She said the condos were a perfect example of the fact that off-site parking did not work. Councilor Jagoe agreed that the off-site parking provision was not working. CR Weese said it was up to the City Council to decide whether or not to include that provision in the code. She said it was a purposeful decision on the part of staff to continue to allow for off-site parking to give potential developers maximum flexibility in how they provided the required parking. She discussed the theory behind the implementation of the off-site parking code provision. She said the code changes were hitting an objective to ensure that businesses in old town were able to expand and move within the district, but going through the code amendment process had led to a realization that many of the codes were trying to fit Old Town to a mold that wasn't working and needed to be reviewed on a holistic level.

The Council and Staff discussed the work that was completed to look at the Old Town District as a whole in the late 1990s including the strategic planning and parking studies that were performed.

Councilor Greene said it was problematic when the condos were required to provide parking 2 blocks away and yet they were reserved for the condos specifically. CR Weese said some of the difficulty was due to the fact that the City could not regulate against the usage of parking on private property.

Councilor Greene said the amendments were definitely a start and would help provide incentives for redevelopment in Old Town.

CMPT Patterson said having dealt with downtown parking in practically every City he had learned it was a very complicated puzzle. He said the proposed changes were a first step and should give some immediate relief to the businesses in the area. He said long term he felt the Council should look at the issues in terms of a parking study. He said they could learn a lot to help put

the parking problems into prospective and that would start with a lot of policy decisions. He said the issue needed to fit into an overall economic development scheme for downtown and even then as the City went through time and they were more successful it would be an evolutionary process because there would still be needed changes.

Mayor Xavier opened the public hearing at 7:38 p.m. for proponents, opponents and neutral parties.

Cal Applebee – Executive Director of Florence Area Chamber of Commerce

Mr. Applebee applauded the Council and staff for addressing the issue because for as long as he had been involved in the business community in Florence he had continually heard frustration in Old Town. He said even during the Chamber's heaviest events it was still a challenge to meet the parking needs. He said an educational component might be part of the solution to help visitors realize where there is parking available in the overflow areas. He said he felt the Council and the staff were on the right track and it would help with economic development throughout Florence.

Mayor Xavier closed the public hearing at 7:42 p.m.

B. PROPOSED OLD TOWN PARKING CODE CHANGES

Consider approval of Ordinance No. 4, Series 2014, an Ordinance amending Title 10 Chapter 17 – Old Town District to amend required parking regulations in the Old Town Area A zoning district by waiving parking requirements for existing structures and reducing parking requirements by 50% for all new structures and additions.

Councilor Jagoe said he felt comfortable making a motion on the Ordinance as written because it was understood that this would be a living document and it would change as Old Town changed. He said he felt that this was a great start because they needed to make it more reasonable for a small business to open in Old Town.

Mayor Xavier called for the first reading of Ordinance No. 4, Series 2014, by short title only. CR Weese gave the first reading. Councilor Greene moved to approve the first reading of Ordinance No. 4, Series 2014, an ordinance amending Title 10 Chapter 17, Old Town District. Second by Councilor Jagoe, By voice all 'ayes', motion carried unanimously, with the exception of Councilor Roberts who was absent and excused.

Mayor Xavier called for the second reading. CR Weese gave the second reading. Councilor Greene moved to approve Ordinance No. 4, Series 2014. Second by Councilor Jagoe. By roll call vote: Councilor Henry "Aye"; Councilor Jagoe, "Aye"; Councilor Greene, "Aye"; Mayor Xavier, "Aye"; Councilor Roberts was absent and excused. Motion carried 4-0.

Attachment 1

Old Town Parking Requirements


CC 14 06 TA 01



● Old Town Parking Requirements - CC 14 06 TA 01 ●

Introduction

- 2013/2014 Council Goal
 - Established to promote economic development in Old Town
- General Purpose
 - Waive parking requirements in existing structures
 - Reduce parking requirements for new construction



● Old Town Parking Requirements - CC 14 06 TA 01 ●

Applicable Code Criteria

Florence City Code, Title 10:

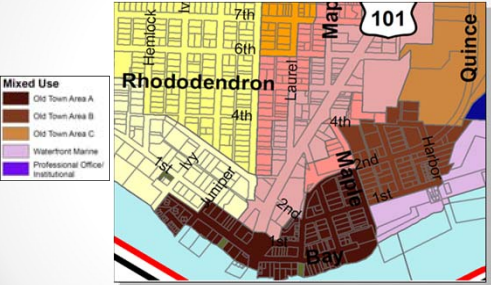
- Chapter 1: Zoning Administration, Section 1-3-C: Legislative Changes
- Chapter 3: Off-Street Parking and Loading, Section 10-3-2: General Provisions
- Chapter 17: Old Town District, Sections 10-17-1, 10-17A-1

Realization 2020 Florence Comprehensive Plan:

- Chapter 1: Citizen Involvement, Policies 4, 5, and 6
- Chapter 2: Land Use, Policy 3
- Chapter 9: Economic Development, Policy 1
- Chapter 12: Transportation, Policy 26

● Old Town Parking Requirements - CC 14 06 TA 01 ●

Selected Geographic Extent



● Old Town Parking Requirements - CC 14 06 TA 01 ●

Proposed Code Changes

Changes made to proposed Code for:

FCC 10-17A-4-E:

Addition of items numbered 4 and 5

● Old Town Parking Requirements - CC 14 06 TA 01 ●

Proposed Code Changes

FCC 10-17A-4-E

4. Parking requirements listed in Table 10-3-1 of Section 10-3-4 of this Code are waived for all changes of use in any structures in Old Town Area A which existed prior to (Effective Date).
 - a. No increase in provided parking spaces shall be required for any change of use in Old Town Area A.

● Old Town Parking Requirements - CC 14 06 TA 01 ●

Proposed Code Changes

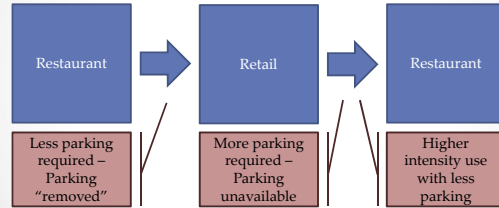
FCC 10-17A-4-E

4. b. All current structures and uses shall maintain the number of parking spaces provided for those uses as of (Effective Date).
- c. The number of parking spaces provided by a business or residence shall be retained for all subsequent businesses or residences housed within that space, regardless of the intensity of use.

● Old Town Parking Requirements - CC 14 06 TA 01

9/15/2014 ●

For Example...



● Old Town Parking Requirements - CC 14 06 TA 01

9/15/2014 ●

Proposed Code Changes

FCC 10-17A-4-E

4. b. All current structures and uses shall maintain the number of parking spaces provided for those uses as of (Effective Date).
- c. The number of parking spaces provided by a business or residence shall be retained for all subsequent businesses or residences housed within that space, regardless of the intensity of use.

● Old Town Parking Requirements - CC 14 06 TA 01

9/15/2014 ●

Proposed Code Changes

4. d. Changes of use in buildings which have not had a previous Planning Commission/Design Review Board or Administrative approval or an amount of required parking set shall have proposed parking reviewed at the time of building permit submittal.
- e. Required parking may be provided off-site, pursuant to Section 10-3-7 of this Code.

● Old Town Parking Requirements - CC 14 06 TA 01

9/15/2014 ●

Proposed Code Changes

5. All new construction (structures and additions built after (Effective Date)), not including residential, lodging, motel, hotel, or inn uses, are allowed a waiver of up to 50% of parking required by Section 10-3-4 of this Code, to be determined by the Planning Commission/Design Review Board or Administrative Review approval. The waiver of required parking is not to exceed the minimum number of two (2) parking spaces required by Section 10-3-4.

● Old Town Parking Requirements - CC 14 06 TA 01

9/15/2014 ●

Effect of Proposed Code Changes

- Parking requirements not waived outright
- Parking requirements waived for changes of use only
- No increase in number of provided parking spaces required
- Current uses transfer parking to future uses
- New construction allowed a waiver of up to 50%

● Old Town Parking Requirements - CC 14 06 TA 01

9/15/2014 ●

Staff Recommendation

- Make any needed changes.
- Adopt the proposed code amendments.

• Old Town Parking Requirements - CC 14 06 TA 01

9/15/2014 •

Questions?

• Old Town Parking Requirements - CC 14 06 TA 01

9/15/2014 •

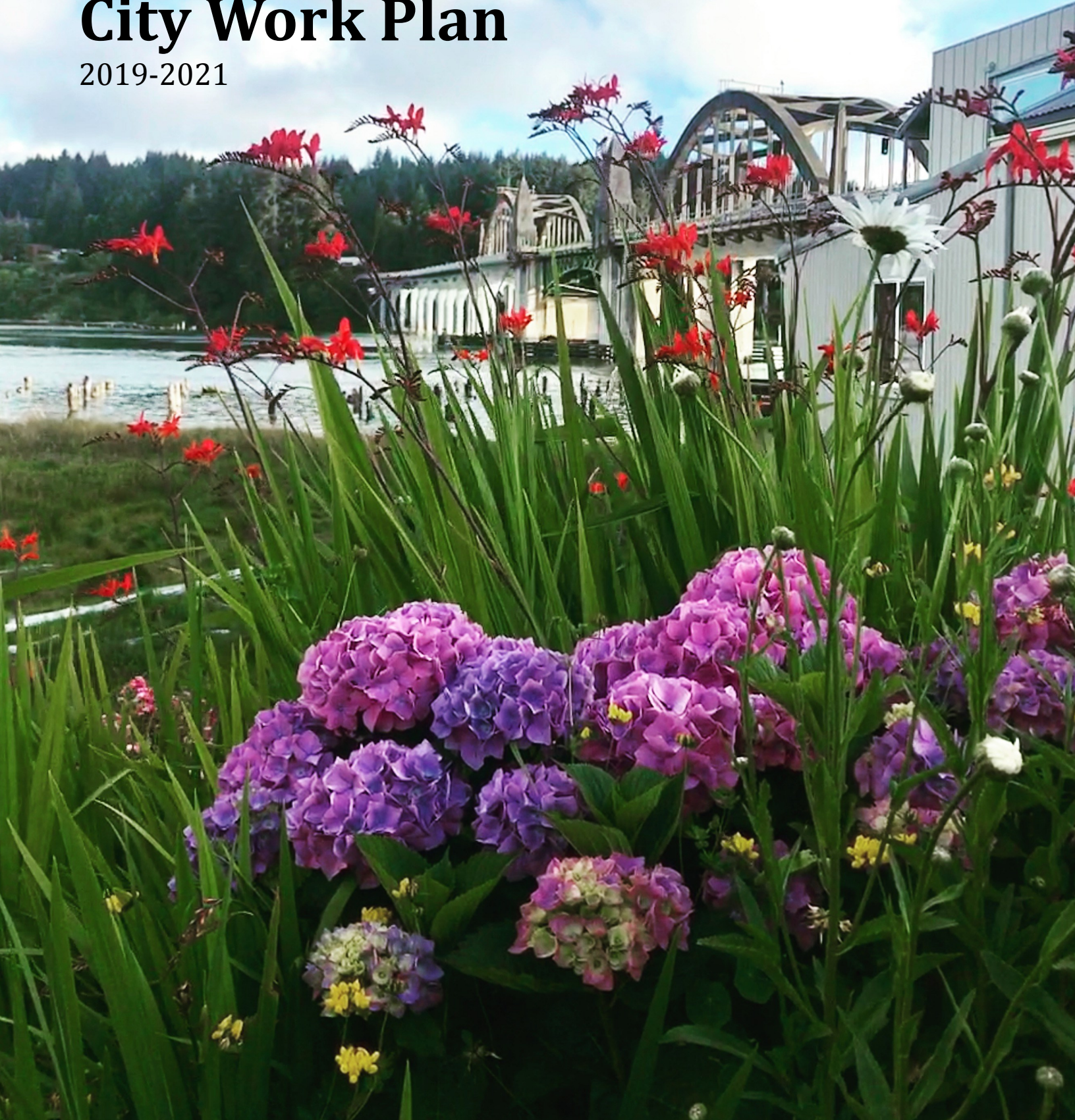
City of Florence

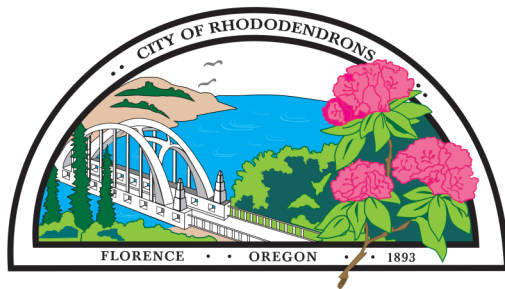
A City in Motion



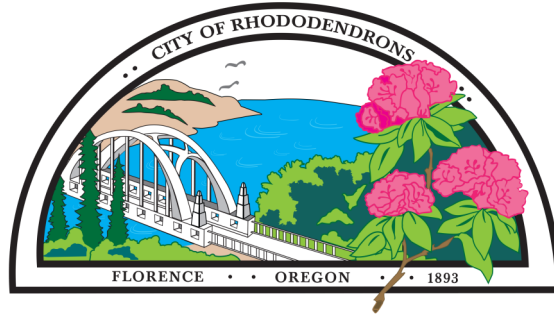
City Work Plan

2019-2021





City of Florence
A City in Motion



City of Florence

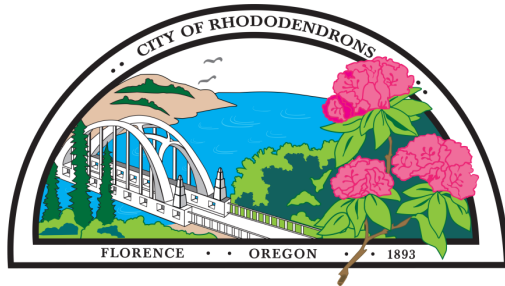
A City in Motion

2019-2021 Work Plan

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The City Vision, Goals, and City Work Plan were adopted by Florence City Council on April 1, 2019, via Resolution No. 6, Series 2019, and are put into motion by City Staff.

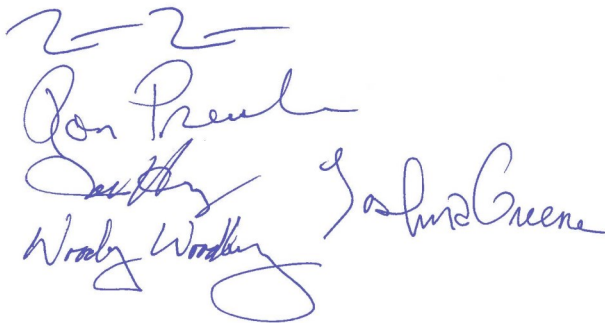


City of Florence
A City in Motion

2019-2021 City of Florence Work Plan Introduction

Florence City Council

Mayor Joe Henry
Council President Woody Woodbury
Council Vice-President Ron Preisler
Councilor Joshua Greene
Councilor Geraldine Lucio



Management Team

Erin Reynolds, City Manager
Anne Baker, Administrative Services Director
Megan Messmer, City Project Manager
Kelli Weese, City Recorder/Economic Dev. Coord.
Kevin Rhodes, Florence Events Center Director
Wendy FarleyCampbell, Planning Director
Tom Turner, Police Chief
Mike Miller, Public Works Director



About the Work Plan

The City of Florence 2019-2021 Work Plan is governed by the City's mission and goals (see page 6). These goals represent the City's areas of focus for the City moving forward toward the City's mission and were ratified by the City Council in early 2019.

The City's Work Plan outlines the main priorities developed by the City Council. The Work Plan includes projects the City intends to undertake during the 2019-21 fiscal years, on behalf of its residents, to address those priorities, as well as other objectives of the City related to the City's goals.

The Work Plan outlines the City's strategy toward the achievement of the City Council priorities and the five City Council goals through objectives and tasks. The Work Plan serves as the foundation for preparing the biennial budget. The goals, priorities, and objectives outlined reflect the City's commitment to the vision of Florence as Oregon's Premier Coastal Community.

The Work Plan is intended to be a living document. The objectives and tasks are dynamic and should be modified periodically to ensure that the goals, vision, and mission of the City are being met. New items may be added, and items may be removed, as deemed appropriate by the City Council.

The City also carries out general day to day operations in providing City services to residents. Those items are not necessarily outlined in the Work Plan, but are a large part of the work performed by City staff.

The City Services Organizational Chart is available on page 7.

City of Florence Mission

“The Mission of the City of Florence is to meet community expectations for municipal services, provide a vision for civic improvements, maintain a quality environment and position Florence to have an economically viable and sustainable future.”

City of Florence Vision & Goals

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**

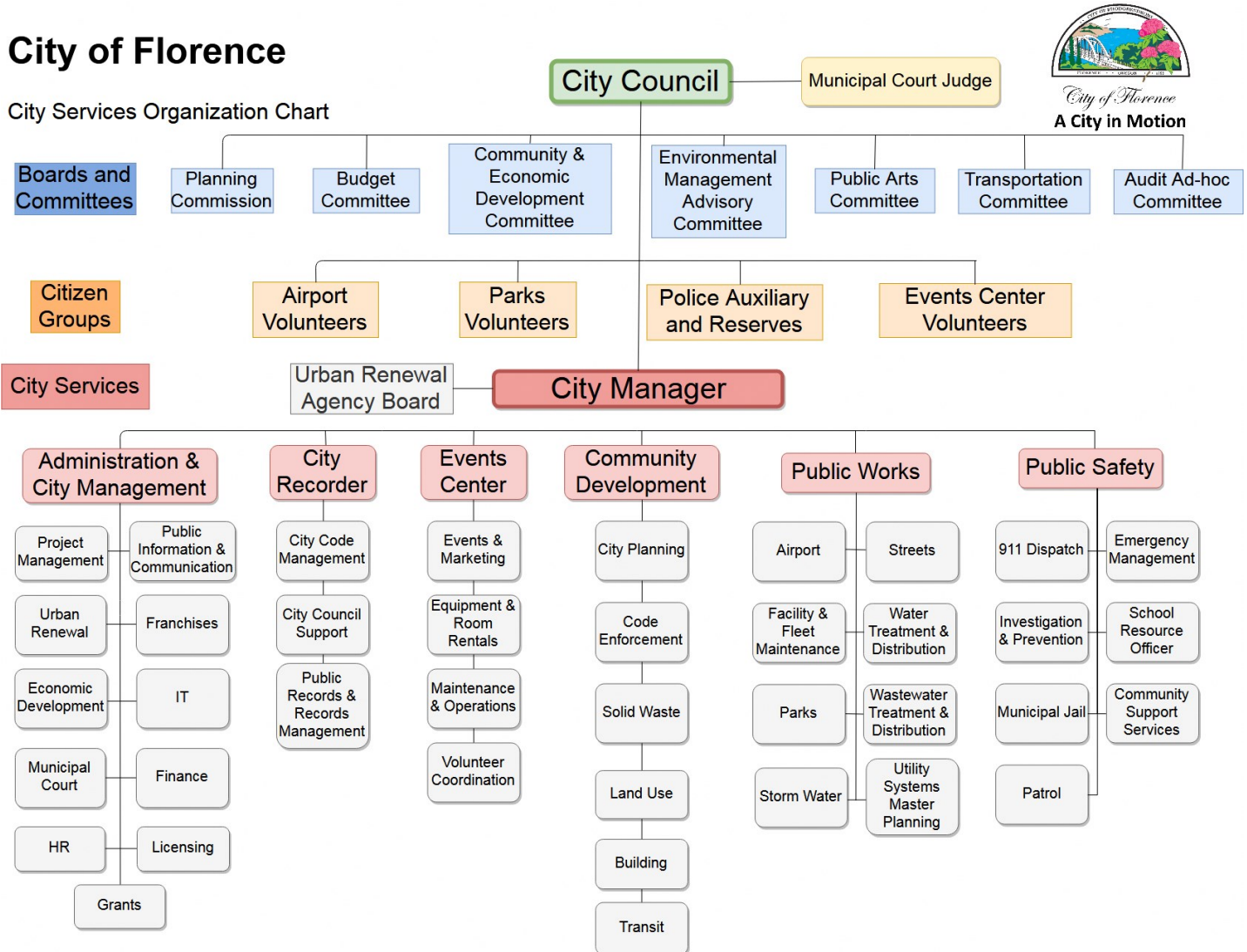
Sustain and improve the City's communication program and strengthen citizen trust.
- 5 Financial & Organizational Sustainability**

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

City of Florence City Services Organizational Chart

City of Florence

City Services Organization Chart

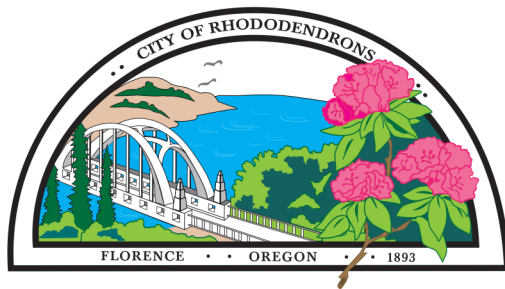


About the City Services Organizational Chart

The City of Florence City Services Organizational Chart represents the structure of the City services provided to the residents and visitors of Florence. This chart includes the elected and appointed officials, boards and committees, citizen groups, and city services provided by staff and contractors.

The services outlined above are comprehensive and represent the majority of the work performed by the City related to day-to-day operations and management of the City of Florence. Each general category of services does include many elements that make up providing those services to the community. While comprehensive, there may be services or activities not outlined in the chart due to the dynamic and diverse requirements of City operations and responsibilities.

For further detail on City services, please contact the City of Florence at 541-997-3437 or view our departmental pages on the City website at www.ci.florence.or.us.



City of Florence
A City in Motion

2019-2021 City of Florence Work Plan Priorities

About the Priorities

Through a series of work sessions in early 2019, the Florence City Council reviewed the City's goals and used those to develop a set of six priorities to focus on over the 2019-2021 biennium. Those priorities are listed below and further outlined in the Work Plan objectives and tasks in the following pages. Included in the Work Plan are added objectives to continue moving the City forward.

The City Work Plan was adopted by the Florence City Council on April 1, 2019 via Resolution No. 6, Series 2019, available on page 10.

Determining Priorities

The City of Florence six priorities take into consideration the following:

- ◆ Projects which have the greatest potential of moving the City forward toward its mission and goals;
- ◆ The hierarchy of municipal services;
- ◆ Current city services provided; and
- ◆ Staff time and funding availability.

The City strives to provide the core municipal services citizens expect, while continuously working to provide improved livability and quality of life and seeking the actualization of civic engagement.

	Priorities	Goal(s) Addressed
1	Housing Efforts & Initiatives <i>(Development, Regulations, Workforce / Affordable Projects & Support, Homelessness & Incentives)</i>	<ul style="list-style-type: none"> • Goal 2: Livability & Quality of Life • Goal 3: Economic Development • Goal 5: Financial & Org. Sustain
2	Family Wage Jobs & Workforce Development <i>(Retention, Expansion, Marketing, Infrastructure & Incentives)</i>	<ul style="list-style-type: none"> • Goal 2: Livability & Quality of Life • Goal 3: Economic Development
3	ReVision Florence Community Outreach <i>(Hwy 101 / 126 Streetscape & Paving)</i>	<ul style="list-style-type: none"> • Goal 2: Livability & Quality of Life • Goal 3: Economic Development
4	Development of Quince Street Property <i>(Hotel/Mixed-Use/Housing, Trail, Infrastructure & Incentives)</i>	<ul style="list-style-type: none"> • Goal 3: Economic Development • Goal 5: Financial & Org. Sustain.
5	Parks & Park Improvements <i>(Gallagher, River & Miller Parks and Estuary Trail)</i>	<ul style="list-style-type: none"> • Goal 2: Livability & Quality of Life • Goal 3: Economic Development
6	Infrastructure & Capital Improvements <i>(Water, Sewer, Stormwater & Streets)</i>	<ul style="list-style-type: none"> • Goal 1: City Service Delivery • Goal 2: Livability & Quality of Life

**CITY OF FLORENCE
RESOLUTION NO. 6, SERIES 2019**

A Resolution Reaffirming the City of Florence's Council Goals and adopting the July 1, 2019 – June 30, 2021 City of Florence Work Plan.

RECITALS:

1. The City Council periodically establishes goals to guide its actions in carrying out the business of the City.
2. The City Council considered and identified its goals during its annual planning sessions in 2015-2016 and reaffirmed its goals for the 2017-18 City of Florence work plan.
3. The City Council agreed at its January 14, 2019 work session that the City Goals adopted in 2017 still met the values of the City of Florence for 2019 – 2021 and thus should be continued.
4. The City Council has worked with staff to prioritize the objectives and tasks to be worked on during the July 1, 2019 – June 30, 2021 time period.
5. The City Council has indicated its intent to utilize the July 1, 2019 – June 30, 2021 work plan priorities in the creation of the upcoming budget.


Based on these findings,

THE CITY COUNCIL OF THE CITY OF FLORENCE RESOLVES AS FOLLOWS:

1. The City of Florence approves the City Goals as set forth in Exhibit A.
2. The City of Florence approves the July 1, 2019 – June 30, 2021 Work Plan as set forth in Exhibit B.
3. The City Recorder is authorized to administratively correct any grammatical errors contained herein and to reformat the City Work Plan provided no substantive changes in content shall occur.
4. This Resolution shall become effective immediately upon adoption.

ADOPTION:

This Resolution is passed and adopted on the 1st day of April, 2019.



Joe Henry, Mayor

Attest:



Kelli Weese, City Recorder

2019-2021 City of Florence Work Plan

Priority	Goal(s) Addressed
1 Housing Efforts & Initiatives (Development, Regulations, Workforce/Affordable Projects & Support, Homelessness & Incentives)	Goal 2: Livability & Quality of Life Goal 3: Economic Development Goal 5: Financial & Org. Sustain.

Development Regulations

Objective 1: Continue working with the Oregon Department of Land Conservation & Development (DLCD) to complete residential zoning code audit and amend residential land use codes to streamline regulations and address barriers concerning development of housing.

Task 1: Host code concepts work session with Community & Economic Development Committee (CEDC) and invite Council and Planning Commission.

Task 2: Prepare amendments to Florence City Code based upon priorities of community.

Task 3: Evaluate proposed code amendments for viability.

Task 4: Host public open house.

Task 5: Amend proposed code amendments based on public input and receive recommendation from CEDC.

Task 6: Host joint public hearing process with Planning Commission & City Council.

Task 7: Create marketing materials/ Public Service Announcements/ etc. to notify builders and public of changes.

Objective 2: Update Florence City Code Titles 10 and 11 to address deficiencies outside of the DLCD Technical Assistance program scope or funding availability.

Objective 3: Update Comprehensive Plan and Zoning Maps in support of housing and economic opportunities analysis completed in 2018.

Objective 4: Evaluate and amend short term rental policies to ensure adequate housing supply for workforce.

Housing Development

Objective 1: Support community partners in development of workforce/ affordable housing.

Task 1: Support Neighborhood Economic Development Corporation (NEDCO) with development of Airport Road site.

Task 2: Support other non-profit efforts to provide additional workforce/ affordable housing.

Objective 2: Evaluate the City's role and potential costs/ locations for city participation in workforce housing development projects.

Task 1: Work with Community & Economic Development Committee to perform rental market study and market efforts to developers.

- Task 2:** Evaluate City, government partners, and non-profit owned property to determine viability for use in workforce housing projects.
- Task 3:** Explore local and regional funding options to support development of housing for low- and moderate-income households.
- Task 4:** Work with partners to pursue state and federal grants to design and finance workforce housing projects.
- Task 5:** Pursue partnerships with local partner agencies to develop student housing, including but not limited to, Lane Community College, Siuslaw School District, Peace Health, Port of Siuslaw, and the Confederated Tribes of the Coos, Lower Umpqua and Siuslaw Indians.

Objective 3: Coordinate with major local employers in efforts to develop and support housing affordable to their workforce.

- Task 1:** Including, but not limited to Peace Health, Confederated Tribes of the Coos, Lower Umpqua and Siuslaw Indians, Siuslaw School District and City of Florence.

Objective 4: Explore options for accommodating transitional housing and make necessary code updates.

Old Town/ Main Street Development

Objective 1: Support the Florence Urban Renewal Agency’s (FURA) work to market and recruit for five catalyst sites for housing and commercial uses.

- Task 1:** Reach out to property owners to determine interest in partnering with the City and FURA for marketing/ development opportunities and for design assistance.
- Task 2:** Work with property owners to determine barriers to development and potential solutions.
- Task 3:** Work with property owners to develop marketing materials including video, brochure, web presence etc.

Financial Incentives

Objective 1: Evaluate options and long-term financial sustainability for financial incentives to promote workforce housing development.

- Task 1:** Evaluate System Development Charge structure for long-term viability of workforce housing incentives.
- Task 2:** Evaluate opportunities for implementing property tax exemptions for workforce housing projects.
- Task 3:** Evaluate other public funding/ incentives mechanisms as appropriate.
- Task 4:** Work with funding partners to identify different types of housing subsidies and funding options.

Infrastructure

Objective 1: Complete utility infrastructure expansion projects along transportation corridors to promote development opportunities.

Task 1: Complete North Hwy 101 Sewer Extension, West Side.

Task 2: Complete North Hwy 101 Sewer Extension, East Side.

Task 3: Complete Hwy 126 Water & Sewer Extension.

Task 4: Complete Hwy 126 Water & Sewer Extension, Phase 2.

Priority	Goal(s) Addressed
2 Family Wage Jobs & Workforce Development (Retention, Expansion, Marketing, Infrastructure & Incentives)	<i>Goal 2: Livability & Quality of Life</i> <i>Goal 3: Economic Development</i>

Business Retention & Expansion

Objective 1: Work with the Florence Area Chamber of Commerce to determine interest and financial implications of a partnership to accomplish the City of Florence’s Business Retention & Expansion program.

Objective 2: Develop a business retention & expansion program in coordination with community partners.

Task 1: Develop and implement annual business survey.

Task 2: Follow up with business survey submittals on business needs in the community.

Objective 3: Support the Florence Urban Renewal Agency’s (FURA) efforts to continue a predevelopment grant program.

Task 1: Continue management of the predevelopment grant program.

Task 2: Analyze the financial feasibility of accepting additional applications for the program.

Objective 4: Continue to monitor new business licenses & perform outreach.

Task 1: Create new business welcome program to local businesses to educate them on permitting and building requirements before they purchase a property or sign a lease.

Objective 5: Work with the Florence Urban Renewal Agency (FURA) to develop and implement a Façade Improvement Program.

Task 1: Analyze the financial feasibility of the creation of a Façade improvement program, and if feasible develop and deploy program.

Task 2: Work with community groups to develop and/ or enhance award program for façade and landscaping improvements.

Marketing & Recruitment

Objective 1: Expand marketing for the Pacific View Business Park and research available methods to help promote development.

Task 1: Evaluate the possibility of streamlining the purchasing process for lots by preparing public hearing process for all lots prior to potential sales.

Task 2: Develop marketing materials including video, brochure, web presence etc.

Task 3: Coordinate with Business Oregon, Lane County and the South Coast Development Council for out of area marketing.

Objective 2: Maintain information on available properties, buildings and businesses in Florence.

Task 1: Update Available properties map quarterly.

Task 2: Develop online portal for available properties through www.florencebusiness.org and ensure its interface with the Florence Area Chamber of Commerce's website.

Objective 3: Update and maintain florencebusiness.org website and information.

Tourism Promotion

Objective 1: Review transient room tax (TRT) allocation methodology, as well as marketing and visitor information center contract.

Task 1: Support efforts of tourism marketing agencies including but not limited to Travel Oregon, Travel Lane County, Oregon Coast Visitor's Association, and the Florence Area Chamber of Commerce.

Objective 2: Discuss investment in Florence tourism promotion with Lane County.

Objective 3: Continue to support community driven efforts toward public space beautification, recreational opportunities and culture.

Task 1: Work with community groups to develop a City-wide Holiday lighting program.

Objective 4: Work with Florence Urban Renewal Agency (FURA) and the Transportation Committee to consider amendments to parking requirements in Old Town.

Task 1: Consider supporting efforts to research and determine whether to conduct a parking analysis and take steps for parking management in Old Town.

Task 2: Work with Old Town businesses on potential strategies for parking management.

Entrepreneurship & Innovation

Objective 1: Continue to support the Regional Accelerator & Innovation Network (RAIN), Small Business Development Center (SBDC), and Florence Area Chamber of Commerce entrepreneurship programs.

Task 1: Evaluate progress and determine whether to fund additional service years.

Task 2: Assist in marketing entrepreneurship events and trainings.

Task 3: Provide support to business and potential business participants as necessary.

Task 4: Support and advance efforts to obtain additional funding and incentives for entrepreneurship programs through grants or statewide funding initiatives.

Task 5: Work with partners to build a program to educate local middle and high school students in the value of entrepreneurship.

Objective 2: Conduct feasibility study for redevelopment of key sites for public/ private development ‘incubator’ and ‘makers spaces’.

Education & Workforce

Objective 1: Support entities that provide education, workforce training, apprenticeship, and/ or internship opportunities to local students and residents.

Task 1: Consider holding joint work session with Siuslaw School District to discuss School improvements, workforce training, and art/ music curriculum.

Task 2: Work with Lane Education Service District, Lane Workforce Partnership, and other partner agencies to develop tools for student/ teacher workforce training, apprenticeships and/or internships.

Task 3: Develop and market workforce recruitment video and other marketing materials.

Economic Development Community Outreach & Program Structure

Objective 1: Improve communication with Council and Community regarding the City’s economic development efforts.

Task 1: Create and update lead tracking sheet for internal communication.

Task 2: Create process to quantify private economic development improvements in the community.

Task 3: Develop monthly newsletter/ web/ social media outreach on Economic Development efforts

Task 4: Prepare quarterly reports to Council.

Objective 2: Develop Community & Economic Development Committee to assist in work plan efforts and outreach.

Objective 3: Develop long term staffing plan for economic development efforts.

Objective 4: Leverage resources by maintaining partnerships with regional agencies.

Task 1: Including (but not limited to) Cascade West Economic Development District (CWEDD), South Coast Development Council (SCDC), Lane Workforce Partnership (LWP), Small Business Development Center (SCDC), Business Oregon, Lane County, Lane Community College, and the Florence Area Chamber of Commerce.

Priority	Goal(s) Addressed
3 ReVision Florence Community Outreach & Completion (Hwy 101/ 126 Streetscape & Paving)	Goal 2: Livability & Quality of Life Goal 3: Economic Development

Objective 1: Public Outreach and Agency Coordination.

Task 1: Coordination with ODOT through project construction.

Task 2: Public outreach and communication during construction.

Objective 2: Plan for installation and funding of items removed from contract.

Task 1: Purchase and installation of pedestrian amenities.

Task 2: Funding plan, purchase and installation of pedestrian light arms and banner arms.

Task 3: Funding plan and installation for construction of gateway monument pillars.

Task 4: Determine funding strategy, timeline and installation to systematically complete Public Art within the streetscape project including both Art Exposed and permanent installations.

Task 5: Coordination with the Chamber of Commerce on expanding the flower basket and banner program to Highway 101 in the project area.

Priority	Goal(s) Addressed
4 Development of Quince Street Property (Hotel/ Mixed-Use/ Housing, Trail, Infrastructure & Incentives)	Goal 3: Economic Development Goal 5: Financial & Org. Sustain.

Objective 1: Concept plan for property.

Task 1: Develop concept plan for property and hotel feasibility analysis.

Task 2: Determine financial strategy and complete necessary preliminary assessments including but not limited to lot line adjustments, geotechnical analysis, floodplain analysis, regrading, tree management, subdivision, etc.

Objective 2: Marketing & Development.

Task 1: Develop marketing materials including video, brochure, web presence etc.

Task 2: Hire commercial real estate broker and develop strategy for marketing property development including cost/ benefit analysis of RFP process for developer.

Priority	Goal(s) Addressed
5 Parks & Park Improvements (Gallagher, River & Miller Parks and Estuary Trail)	<i>Goal 2: Livability & Quality of Life</i> <i>Goal 3: Economic Development</i>

Objective 1: Construct and develop new Siuslaw River Beach Access Park.

Objective 2: Plan and complete Siuslaw Estuary Trail – Hwy 126 to Port Property.

Objective 3: Conversion of Old Public Works to Gallagher Park.

Task 1: Public outreach on what type of park amenities are desired for Gallagher park.

Task 2: Create a master plan for the development of Gallagher Park over the next 2-5 years.

Task 3: Design for new amenities and cost estimates.

Task 4: Seek and obtain grant funding for park development.

Task 5: Bid process for construction of new park facilities.

Task 6: Construction of Gallagher Park expansion.

Objective 4: Support Community group grants to improve or create new parks.

Task 1: Implement vision that was developed for the General Ben King Memorial Airport Gateway.

Task 2: Work with school district and community volunteers to develop new soccer fields at middle school site.

Task 3: Work with Siuslaw Baseball Association, Siuslaw Youth Soccer, and other community partners to rehabilitate and expand sport/ fitness opportunities at Miller Park.

Objective 5: Improve parks, trails, and walkability.

Task 1: Develop trail brochure and update City webpage.

Task 2: Complete major trail maintenance & repaving.

Task 3: Expand park amenities in Old Town.

Task 4: Expand pickleball opportunities at Rolling Dunes Park or Gallagher Park.

Task 5: Relocate community gardens to Rolling Dunes Park.

Objective 6: Complete Park Master Plan Update.

Task 1: Complete Park Master Plan update with specific projects and costs.

Task 2: Seek long term financing plan to improve parks, trails and walkability.

Priority	Goal(s) Addressed
6 Infrastructure & Capital Improvements (Water, Sewer, Stormwater & Streets)	Goal 1: City Service Delivery Goal 2: Livability & Quality of Life

City Facilities

Objective 1: City Hall Remodel and Expansion Completion.

Task 1: Completion of items outside of the City Hall construction contract, such as signage, records storage system, other items for facility utilization.

Task 2: Employee training on new facility procedures and systems.

Task 3: Development and completion of City Hall landscaping.

Task 4: Construction of new retaining wall and staircase on the east side of the facility.

Objective 2: Deconstruction of Old Public Works.

Task 1: Clear out items stored at the old facility.

Task 2: Transition remaining Public Works Inventory and other items to the new public works facility.

Task 3: Asbestos abatement for all facilities on the site.

Task 4: Deconstruction and disposal of buildings after asbestos abatement.

Objective 3: Construct City Public Works Facility Phases 2 & 3.

Task 1: Pursue grants for items not installed/ completed as part of the project, including 175 KW emergency power generator, video conferencing equipment and hybrid yard lighting.

Task 2: Purchase new storage racks with correct weight limit rating for maintenance building.

Task 3: Design and construct new 3-sided pole building(s).

Task 4: Pave out parking lot.

Task 5: Pursue grants for new fueling depot to be constructed on lot south of new Public Works.

Transportation

Objective 1: Complete Safe Routes to School Project.

Objective 2: Complete annual Chip/ Fog Seal Program.

Objective 3: Reconstruct Rhododendron Drive – Wildwinds to 35th including realignment, separated multi-use path and improved river overlook/ parking area.

Objective 4: Construct separated 12’ multi-use path along Rhododendron from 35th to North Jetty Road.

Objective 5: Construct separated 12’ multi-use path along Rhododendron from North Jetty Road to Heceta Beach Road.

Objective 6: Develop approach and funding to address deferred street maintenance.

Objective 7: Fix Spruce Street Culvert Failure.

Task 1: Develop Plan.

Task 2: Seek grant opportunities as available.

Objective 8: Work with Transportation Committee to audit and correct errors in the 2012 Florence Transportation Systems Plan.

Task 1: Prepare updates to the Transportation Systems Plan.

Task 2: Prepare corresponding updates to the Florence City Code, Comprehensive Plan and Capital Improvement Plan.

Task 3: Determine methods for public outreach and input on proposed amendments and implement.

Task 4: Host joint public hearing process with Planning Commission and City Council based on recommended amendments.

Objective 9: Enhance pedestrian and ADA crossing opportunity on Nopal and Bay Streets.

Objective 10: Support the Florence Urban Renewal Agency's (FURA) potential projects to complete sidewalk improvements within the FURA district.

Task 1: Complete quick response sidewalk and ADA improvements in the area of Maple Street and Laurel Street.

Task 2: Complete sidewalk replacement project along 2nd Street to address gaps and inadequate sidewalks, including ADA and installation of pedestrian scale lights.

Objective 11: Continue efforts to increase public transit opportunities to Eugene and Coos Bay and support continuation of Yachats pilot program.

Stormwater

Objective 1: Complete Old Town Stormwater Drainage Project – 6th Street Juniper to Hemlock and Hemlock to 1st Street.

Objective 2: Complete 2nd Street Stormwater Project.

Objective 3: Complete Stormwater Master Plan Update.

Objective 4: Complete Pine Court Stormwater Project.

Water

Objective 1: Complete 16-inch water line on 9th Street from Rhododendron to Kingwood, including stormwater repair at 9th and Hemlock.

Objective 2: Update Water Management and Conservation Plan.

Wastewater

Objective 1: Develop Facilities Plan for the Wastewater Treatment Plant.

Task 1: Select consultant and develop scope.

Task 2: Develop facilities plan to guide major equipment replacement and set the stage for expansion.

- Objective 2:** Develop plan for providing sewer to North Urban Growth Boundary.
- Task 1:** Select consultant.
- Task 2:** Develop ‘master plan’ for providing sewer to North UGB.
- Task 3:** Explore and obtain grants to construct new gravity sewers in North UGB.

Airport

- Objective 1:** Complete Airport Runway/ Taxiway seal coat and lighting project.
- Objective 2:** Implement Airport Improvements according to Airport Master Plan.

The following Objectives and Tasks are included in the City of Florence Work Plan for 2019-2021 to address other aspects of City service delivery and operations meeting the City Goals.

Objective	Goal(s) Addressed
Public Safety (Police, Dispatch, Jail, Court, Emergency Management, Code Enforcement)	Goal 1: City Service Delivery Goal 2: Livability & Quality of Life

Police, Dispatch, Jail

- Objective 1:** Develop permanent funding for School Resource Officer
- Objective 2:** Expand community support through National Night Out.
- Objective 3:** Continue to implement proven best practices for public safety agencies regarding homelessness, drug usage, mental illness, and other social concerns and support non-profit and government partners in community driven approaches.
- Objective 4:** Complete patrol squad room remodel / upgrade.
- Objective 5:** Complete 911 System and Dispatch Center Upgrade.
 - Task 1:** Communications Center Remodel.
 - Task 2:** Train Communications Officers on new system.
- Objective 6:** Maintain Compliance with Criminal Justice Information Services (CJIS) and Federal Crime Reporting.
 - Task 1:** Complete computer aided dispatch update with justice connect.
 - Task 2:** Complete Oregon national incident-based reporting system (ONIBRS).
- Objective 7:** Implement eCitations program.
- Objective 8:** Develop policies and procedures for Jail.
 - Task 1:** Continue to attend pertinent trainings.
 - Task 2:** Implement written polices

Court

- Objective 1:** Implementation of the e-conviction program for processing DMV convictions electronically.
- Objective 2:** Program implementation for collection of fines and fees through the Department of Revenue.
- Objective 3:** Continued implementation of process improvement and modernization.

Emergency Management

- Objective 1:** Continue to participate and lead efforts of the West Lane Emergency Operations Group (WLEOG).
 - Task 1:** Coordinate efforts to update and maintain the Emergency Operations Plan.
 - Task 2:** Develop departmental procedural checklists for City supported functions of the Emergency Operations Plan.
 - Task 3:** Assist in the coordination of and participate in local and regional emergency exercises.
- Objective 2:** Continue to develop and implement City emergency preparedness policies.
 - Task 1:** Develop a continuity of operations plan for the City.
 - Task 2:** Develop internal departmental procedures, policies, and checklists for emergency response.
 - Task 3:** Continue to ensure that all employees receive ICS 100, 200, 700, and 800 training.
 - Task 4:** Continue to coordinate specific ICS trainings for identified employee roles.

Code Enforcement

- Objective 1:** Update City's nuisance codes to remove inconsistencies, improve clarity, and address unaddressed issues.
- Objective 2:** Implement code violation and citation tracking software to improve Code Enforcement workflow and communication among departments and to the public.
- Objective 3:** Create code enforcement operations manual to create the opportunity for professional volunteer assistance.

Objective	Goal(s) Addressed
Community Beautification & Aesthetics	<i>Goal 2: Livability & Quality of Life</i> <i>Goal 3: Economic Development</i>

Community Gateway Signage

- Objective 1:** Develop welcoming gateway signage (N,S,E).
 - Task 1:** Identify locations.
 - Task 2:** Develop concepts for gateways.
 - Task 3:** Construct gateways.

Landscaping & Lighting

Objective 1: Improve Curb Appeal and protect natural areas from weed encroachment.

Task 1: Support the Environmental Management Advisory Committee to update vegetation preservation city code to eliminate inconsistencies and reflect current community quality of life goals.

Task 2: Create and implement a noxious weed control program to educate the public, eradicate problem areas and recognize business, group and individual positive efforts.

Objective 2: Research industry standard parking lot lighting level standards and revise lighting code to ensure safety and improve quality of life.

Public Art Program

Objective 1: Discuss and consider amendments to the process for acquisition of public art and the role & responsibilities of the Public Arts Committee through review of the Public Art Guidelines (Resolution No. 4, Series 2016) and the Public Arts Committee duties per FCC 2-4.

Objective 2: Central Lincoln PUD Mural Installation.

Task 1: Work with Florence Urban Renewal Agency (FURA) on artist contract approval.

Task 2: Complete City Council Hearing per Mural Code.

Task 3: Prepare for art installation including public outreach, site logistics, etc.

Objective 3: Siuslaw Bridge Steps Art Installation.

Task 1: Prepare for art installation including public outreach, site logistics etc.

Task 2: Coordinate with ODOT for Intergovernmental/ Maintenance Agreement.

Objective 4: Art Exposed Program.

Task 1: Continue to market preliminary four pieces on Bay Street for sales.

Task 2: Replace four pieces in old town with new pieces.

Task 3: Research locations for additional pieces within the Art Exposed Program including ReVision Florence and throughout the City, prepare financing plan, & installation timelines for Art Exposed pieces for ReVision Florence project.

Objective 5: Complete actions to encourage private funding and/ or donations of public art to leverage City funding.

Task 1: Limit funding sources for the Public Art program to the City of Florence general fund, grants and private donations, and do not include funding from the Florence Urban Renewal Agency.

Task 2: Research grant opportunities and prepare grant applications through staff and volunteer time.

Task 2: Develop public art donation program.

Task 3: Support efforts for nonprofit development of public art funding.

Objective 6: Public Outreach and Marketing of Public Art Program.

Task 1: Improve communication with public concerning public art program objectives including monthly Siuslaw News Articles, speaking opportunities with community groups, social media and City website.

Objective 7: Prepare for next public art projects and long-term objectives/ strategies.

Task 1: Perform public outreach on interest in public art program and art types.

Task 2: Prepare master plan for next projects for Council consideration.

Objective 8: Complete Mural Code revisions with revisions to sign code where necessary.

Task 1: Review potential options for Mural Code Amendments.

Task 2: Prepare code amendments.

Task 3: Joint work session with Council/ Planning Commission.

Task 4: Complete public hearing process with the Planning Commission & City Council.

Objective 9: Determine viability of the development of a private property mural program/ match program.

Task 1: Review cost/ benefits and potential structure of private property mural program.

Task 2: Implement program via public outreach informational materials, application booklet and outreach to potential private partners etc.

Objective 10: Consider opportunities for sustainable funding/ staffing options.

Objective	Goal(s) Addressed
Sustainability & Conservation	<i>Goal 2: Livability & Quality of Life</i> <i>Goal 3: Economic Development</i>

City Bio-Solids Program

Objective 1: Expand biosolids composting facility.

Task 1: Perform a curbside yard debris collection cost-benefit/ feasibility study.

Task 2: Identify and secure funding sources for expanding Flo-Gro processing.

Task 3: Develop plan to market Flo-Gro product.

Recycling & Litter Reduction

Objective 1: Support Environmental Management Advisory Committee's work to enhance efforts toward recycling and litter reduction.

Task 1: Implement program to place garbage & recycling containers in identified problem areas of the city.

Task 2: Continue community discussion to eliminate availability of single use plastic shopping bags including considering programs to reduce litter and updating city codes.

Task 3: Consider community discussion on eliminating availability of plastic straws.

Task 4: Modify solid waste collection fees to include yard debris collection.

- Task 5:** Implement Five “R” Restaurant rating program recognizing, awarding and educating sustainable environmental practices.
- Task 6:** Support local community business endeavors that seek to recycle plastic, including but not limited to the ‘Precious Plastics’ program.
- Task 7:** Develop informational materials to educate the community on best practices for recycling and materials that can be recycled locally including but not limited to a video, brochure, website, and social media releases.

Objective	Goal(s) Addressed
Misc. Code & Process Amendments	<i>Goal 1: City Service Delivery Goal 4: Communication & Trust</i>

Flood Insurance Rate Map Amendments

Objective 1: Update Titles 4 and 10 and the Florence Comprehensive Plan in support of 2018-19 Flood Insurance rate map amendments.

Land Use Housekeeping Amendments

Objective 1: Perform general housekeeping updates to Titles 10 and 11.

Objective 2: Work with State of Oregon to identify and pursue a path to update the Florence Realization 2020 Comprehensive Plan consistent with state requirements and community needs.

City Licensing

Objective 1: Reassess and update the City’s various licensing where appropriate.

- Task 1:** Street Closure.
- Task 2:** Business Licenses.
- Task 3:** Special Events & Parades.
- Task 4:** Liquor Licenses.
- Task 5:** Taxi Codes.

Elections

Objective 1: Update elections ordinance to clarify city deadlines.

Objective	Goal(s) Addressed
Committee, Commission ,& Board Management	<i>Goal 1: City Service Delivery Goal 4: Communication & Trust</i>

Florence Urban Renewal Agency (FURA)

Objective 1: Review FURA Bylaws, City Code and FURA Plan to ensure consistency with current objectives and practices.

City Committees & Commission Coordination

- Objective 1:** Implement updated City Committee & Commission policy manual.
- Task 1: Ensure committee/ commission volunteers are appointed and trained for posts for city processes, public meetings law and Oregon government ethics laws.
- Task 2: Improve communication between City Council and committees via monthly reports, ex-officio memberships, committee work plan approvals, and committee work sessions for input into the City work plan.
- Task 3: Convert Planning Commission meeting materials to digital delivery system and train members on usage.
- Objective 2:** Ensure Committee & Commission effectiveness in supporting Council Goals & Work Plan.
- Task 1: Evaluate Committee’s work plans in context of overall City work plan objectives.

Objective	Goal(s) Addressed
Internal City Processes & Procedures	<i>Goal 1: City Service Delivery</i> <i>Goal 5: Financial & Org. Sustain.</i>

Customer Service

- Objective 1:** Implement customer service updates at the remodeled City Hall.
- Objective 2:** Evaluate potential amendments to City Hall office hours.

Human Resources

- Objective 1:** Complete Administrative Services Department Restructure.
- Objective 2:** Complete negotiations with the Florence Police Association for contract ending 2020.
- Objective 3:** Implement City intranet system for all employees to use.
- Objective 4:** Ensure staff are trained for their positions and in applicable state laws including ethics, public records, harassment etc.
- Task 1: Ensure new staff are trained during on-boarding process and all other staff are trained every two years.
- Objective 5:** Develop system to track employee trainings.
- Objective 6:** Improve employee safety and risk management.
- Task 1: Adopt updated safety manual and continue work towards safety committee, volunteer policies, and learning center trainings.
- Objective 7:** Improve employee experience and improve employee retention.
- Task 1: Update City personnel handbook and other policies.
- Task 2: Update City’s performance evaluation/ reviews procedure.
- Task 3: Participate in 3rd party trainings as appropriate.
- Task 4: Complete salary survey.

Task 5: Develop strategies for succession for key personnel positions.

Objective 8: Analyze building department organizational structure and hire Building Official position and hire and/or contract for provision of building and electrical plan review and inspection services.

Records Management

Objective 1: Improve City’s records management and retention program.

Task 1: Determine viability of staff assistance for records program.

Task 2: Research and determine best methods for short- and long-term records.

Task 3: Research and implement off-site storage options.

Task 4: Setup protocols to relocate records for long- and short-term storage.

Task 5: Continue to digitize and index the City’s permanent and long-term records.

Task 6: Setup protocols and processes for retention of City email records.

Task 7: Research and potentially implement records retention software.

Objective 2: Update Public Records Request Policies and research software solutions for potential implementation.

Communication Guidelines

Objective 1: Development of a City-wide communications and style guide.

Task 1: Press release and public service announcement template utilization across City.

Task 2: Updates to the press release distribution list and procedures.

Task 3: Define how information is shared with different stakeholder groups to provide consistency across the organization.

Task 4: Employee training on new procedures.

Objective	Goal(s) Addressed
Financial Processes & Transparency	<i>Goal 1: City Service Delivery Goal 4: Communication & Trust Goal 5: Financial & Org. Sustain.</i>

Contracting Rules

Objective 1: Update the City’s Contracting and purchasing rules according to ORS requirements.

Financial Sustainability

Objective 1: Review and update long-range financial forecasts annually for all funds. Identify funding gaps and approaches to ensure financial and organizational sustainability.

Task 1: Evaluate general fund specific considerations – perform research on property valuations and impacts to property taxes and next steps.

Task 2: Evaluate strategies to address City public employee retirement system (PERS) obligations.

- Objective 2:** Prepare biennial budget consistent with adopted work plan.
- Task 1: Prepare biennial budget incorporating five-year financial forecasts, identify goals and objectives and/ or funded, and those that remain unfunded and/ or require action by Council or others.
- Objective 3:** Ensure timely financial reporting.
- Task 1: Prepare quarterly reports that include financial, operational or capital performance and status
- Task 2: Adjust budgets timely to reflect changes in budgeted resources and/ or expenditures to achieve work plan objectives.
- Task 3: Secure clean opinion on audited financial statements.
- Objective 4:** Continue processing and negotiating franchise agreement with current and future telecommunications providers.
- Objective 5:** Review and update building and planning permitting fees to recuperate costs in accordance with state statutes and city policy.

Objective	Goal(s) Addressed
Florence Events Center	<i>Goal 2: Livability & Quality of Life</i> <i>Goal 3: Economic Development</i> <i>Goal 5: Financial & Org. Sustain.</i>

- Objective 1:** Create sustainable funding options.
- Task 1: Increase number of conferences & events.
- Task 2: Develop and implement an endowment program.
- Task 3: Consider booking bigger name acts with consideration to risk vs. benefit.
- Objective 2:** Development of North property.
- Task 1: Establish plan for increased parking & storage.
- Task 2: Implementation.
- Objective 3:** Improve Marketing Efforts.
- Task 1: Reevaluate marketing plan and increase marketing efforts.
- Task 2: Increase marketing budget.
- Objective 4:** Improve Florence Events Center Facility and Operations.
- Task 1: Increase east parking lot lighting.
- Task 2: Increase interior storage/ mezzanine expansion.
- Task 3: Review and update FEC policies and procedures.
- Task 4: Research and implement booking software solution.
- Task 5: Upgrade fire panel and sensors.

Objective 5: Friends of the Florence Events Center & Volunteer procurement.

Task 1: Improve volunteer procurement and management.

Task 2: Support fundraising events presented by Friends of the FEC.

Objective	Goal(s) Addressed
Community Outreach	<i>Goal 1: City Service Delivery</i> <i>Goal 4: Communication & Trust</i>

News & Media

Objective 1: Monthly distribution of City Newsletter.

Objective 2: Distribution of news items to local and regional media outlets.

Task 1: Continue weekly City Manager interview with Coast Radio.

Task 2: Continue project specific outreach to media outlets.

Task 3: Continue educational public service announcements.

Objective 3: Continue development of informational videos to add to the City's video library.

Objective 4: Continue outreach on the City's social media platforms to provide City news and updates.

Objective 5: Develop Communications Policy

Website

Objective 1: Continue to improve the City's website and the information available.

Task 1: Implement the City Staff directory.

Task 2: Continue to enhance the City project pages.

Citizen Participation

Objective 1: Development and implementation of Citizen's Academy.

Objective 2: Continued participation in activities such as Public Works, City Day and National Night Out.

Community Designations & Awards

Objective 1: Tree City USA Designation.

Task 1: Work with the Environmental Management Advisory Committee (EMAC) on application for Tree City USA.

Task 2: If Tree City USA designation is obtained, work with EMAC on plan to maintain status.

Objective 2: Coast Guard City.

Task 1: Determine next steps to ensure appropriate memorialization of Coast Guard City designation.