




FURA

FLORENCE URBAN
RENEWAL AGENCY
OREGON

WELCOME TO THE VIDEO CONFERENCE MEETING OF THE FLORENCE URBAN RENEWAL AGENCY

Members of the Public can find more information at
<https://www.ci.florence.or.us/urbanrenewal>

Citizens wishing to express their views may provide verbal or written comments.
For more information, visit the City of Florence website at
<https://www.ci.florence.or.us/urbanrenewal/florence-urban-renewal-agency-meeting-49>



FURA

APPROVAL OF AGENDA

June 19, Meeting

PUBLIC COMMENTS



Comments are allowed in both written and verbal format for public hearing / action items as well as items not on the agenda:

Written Comments:

Email to cityrecorder@ci.florence.or.us

Mail to Florence City Hall, Attn: FURA, 250 Hwy 101, Florence, OR 97439

Drop Off at Florence City Hall (250 Hwy 101) drop box (to the right of the main entrance)

NOTE: Comments must be received at least 2 hours prior to start of meeting.

Verbal Comments:

Speaker's Card: Citizens wishing to express their views to the Florence Urban Renewal Agency Board may participate in the meeting via GoToWebinar. To do so, please contact City Recorder Lindsey White at cityrecorder@ci.florence.or.us

NOTE: Cards must be received at least 1 hour prior to meeting start

Time Limits: General Comments (*Not a Public Hearing*) are limited to 3 minutes per person, with a maximum of 15 minutes for all items.



AGENDA ITEM #3

Approval of Minutes

Consider approval of the Florence Urban Renewal Agency meeting minutes of May 22, 2024.



AGENDA ITEM #4

Urban Renewal Agency Plan Review and Financial Anaysis

FLORENCE DOWNTOWN PRESERVATION AND RENEWAL PLAN

ROADMAP



1. Urban Renewal Basics
2. Review of the Florence Downtown Preservation and Redevelopment Plan
3. Scope of Work - Urban Renewal Five Year Action Plan

URBAN RENEWAL BASICS

NOT A NEW TAX!



CRASH COURSE | **UR 101**

Elaine Howard Consulting LLC

CRASH COURSE | UR 101



CRASH COURSE | UR 101



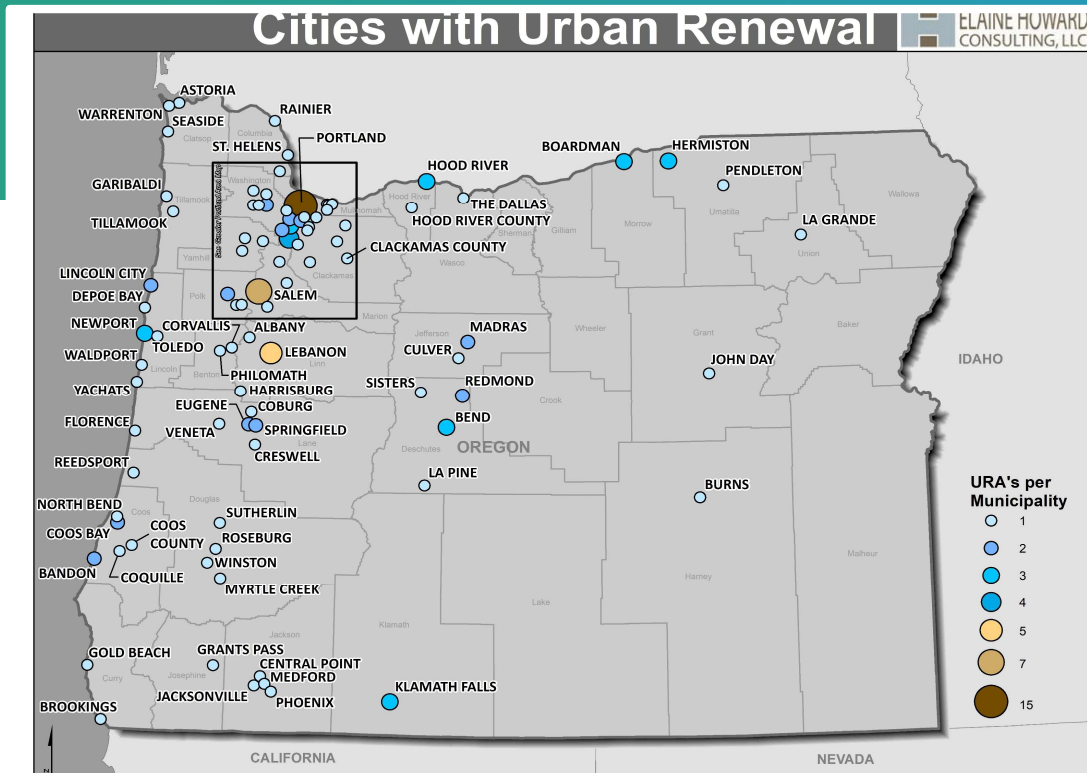
CRASH COURSE | UR 101



WHAT IS URBAN RENEWAL?

- Economic development tool
- Unique in that it is a financing tool, but also a plan with projects
- Used to address “blighting” influences in specific areas
- Functions on increases in property tax revenues in “Urban Renewal Areas”
- Used all over Oregon (Map on next slide)

CITIES WITH URBAN RENEWAL



WHY USE URBAN RENEWAL?



Many opportunities for improvements and redevelopment in cities that need funding



City general funds typically lack the funds to contribute to these opportunities



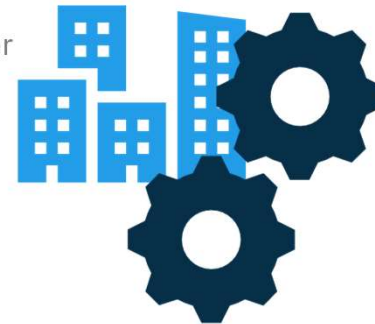
Urban Renewal provides a funding source to bridge the gap

WHAT IS BLIGHT?

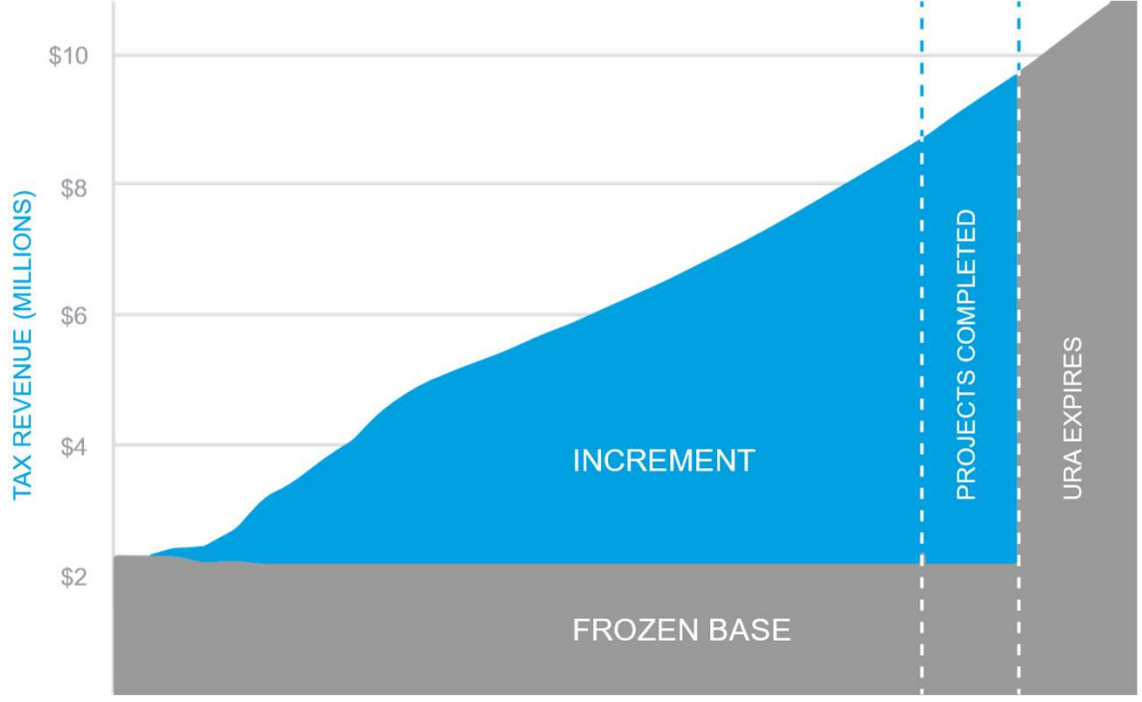
- ❖ Blight is a precondition to any Urban Renewal Area
- ❖ Specific criteria defined by state statute, generally covers:
 - Underdevelopment or underutilization of property
 - Poor condition of buildings
 - Inadequacy of infrastructure including streets and utilities

HOW DOES AN URBAN RENEWAL AREA FUNCTION?

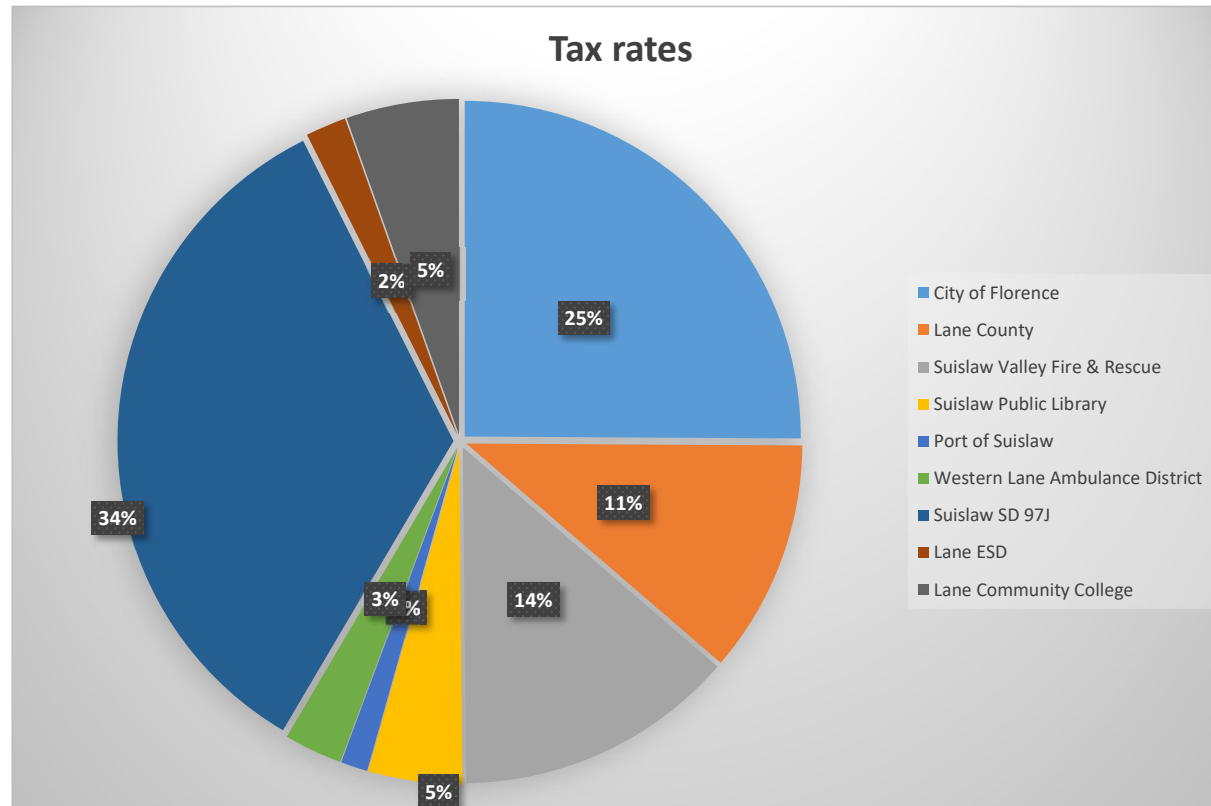
1. Income Source
 - ❖ Yearly property tax collections based on growth within Boundary (more detail on mechanism in later slide)
2. Expenses
 - ❖ Projects, programs, and administration
3. Spending Limit
 - ❖ Capped by Maximum Indebtedness (MI):
 - The total amount of money that can be spent over the life of the district on projects, programs, and administration.



HOW DOES URBAN RENEWAL FINANCING WORK?



LEVERAGING CITY TAX RATE



A HYPOTHETICAL PROPERTY TAX BILL

Taxing District	Rate	Property Value	Property Value without UR	Property Value With UR
Property Value		\$400,000	\$412,000	\$412,000
City of Florence	\$ 2.8610	\$1,144	\$1,179	\$1,144
Lane County	\$ 1.2793	\$512	\$527	\$512
Suislaw Valley Fire & Rescue	\$ 1.5417	\$617	\$635	\$617
Suislaw Public Library	\$ 0.5163	\$207	\$213	\$207
Port of Suislaw	\$ 0.1474	\$59	\$61	\$59
Western Lane Ambulance District	\$ 0.3198	\$128	\$132	\$128
Suislaw SD 97J	\$ 3.8928	\$1,557	\$1,604	\$1,557
Lane ESD	\$ 0.2232	\$89	\$92	\$89
Lane Community College	\$ 0.6191	\$248	\$255	\$248
Urban Renewal				\$136
Total	\$ 11.4006	\$4,519	\$4,655	\$4,655

PROPERTY TAXES AND URBAN RENEWAL

- Urban Renewals Division of Taxes does not increase property taxes, it uses increases in property taxes that were already happening
- Urban Renewal is a line item on your property tax bill
- The Assessor must go through the following steps when distributing Urban Renewal Taxes:
 1. “Calculation” of TIF to be collected
 2. “Distribution” of TIF Citywide to property tax payers
 3. “Collection” of property tax revenues

IMPACTS TO TAXING DISTRICTS

- ❖ Urban Renewal does not provide new money
 - Diverts funds that would go to other property tax districts
- ❖ Continue receiving taxes on frozen base
- ❖ Temporarily forego taxes on any growth in Urban Renewal area
- ❖ Growth may not have occurred but not for urban renewal



URBAN RENEWAL AND LOCAL SCHOOL DISTRICTS



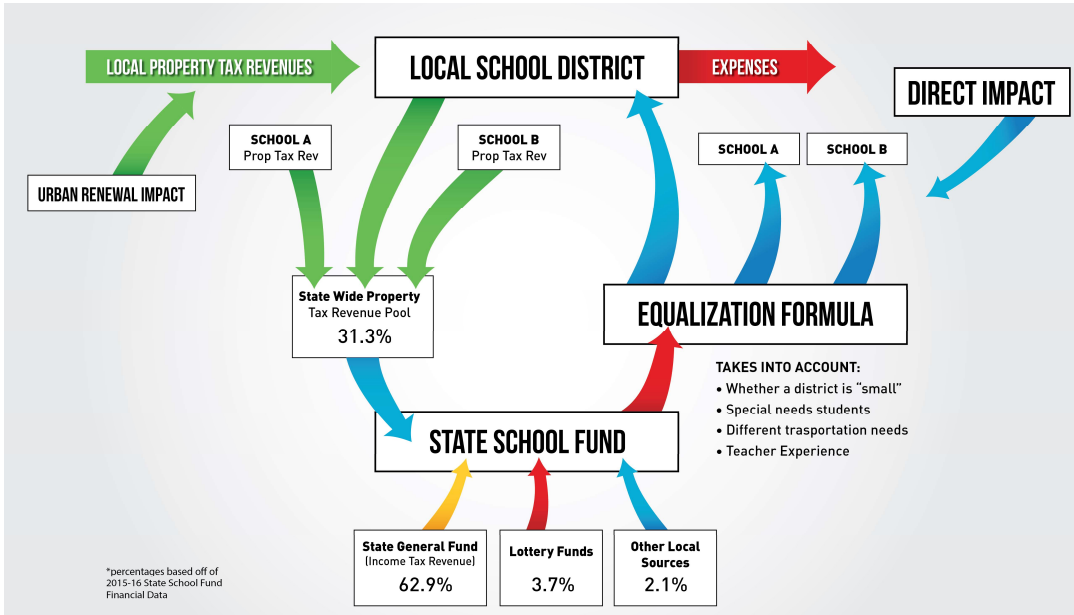
An Indirect Impact

URBAN RENEWAL IMPACT Regular Taxing District



URBAN RENEWAL IMPACT

Local Schools

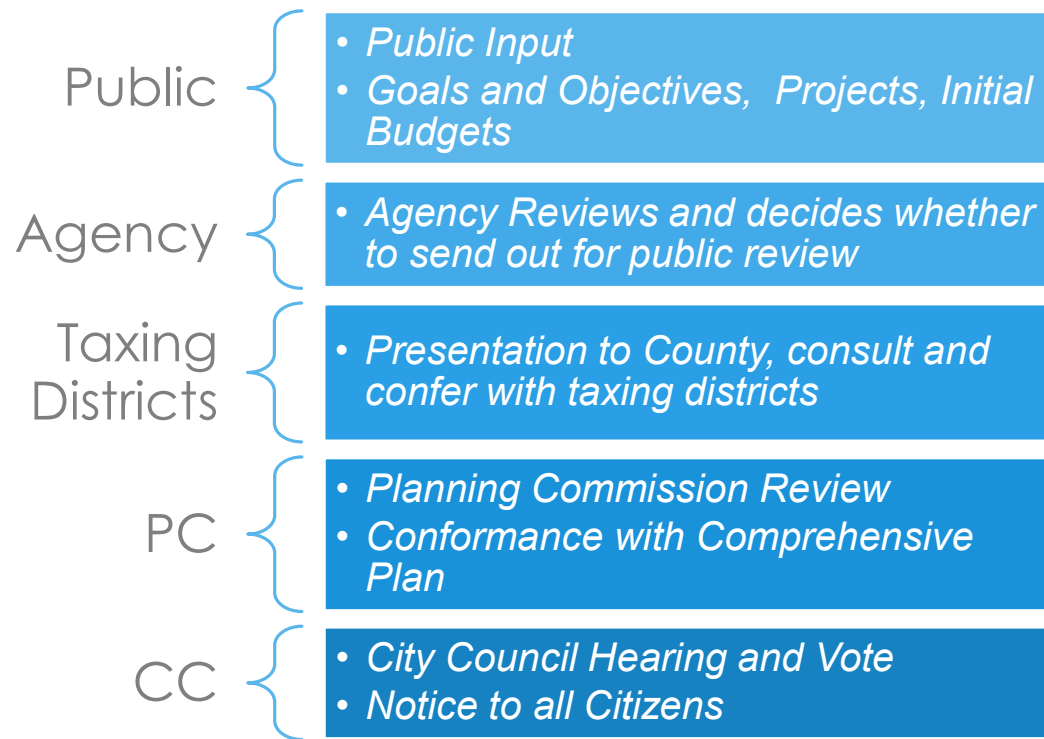


STATE LIMITATIONS ON URBAN RENEWAL



- ❖ Population under 50,000
 - 25% of Assessed Value of Property in City
 - 25% of Acreage of City
- ❖ Existing Plan limitations:
 - Can not be increased in size by more than 20% of original Plan acreage
 - Maximum Indebtedness (MI) can not increase by more than 20% of original MI, indexing
 - May increase MI above 20% as adjusted only with concurrence from 75% of other taxing districts

HOW IS A PLAN/SUBSTANTIAL AMENDMENT ADOPTED?



2019 LEGISLATION

1. Defined public buildings and process for including in a new plan.
2. Clarified adding of land to an urban renewal area
3. Made more requirements to the Annual Reports
4. Increased timeframe for consult and confer with taxing districts
5. Changes Plan type when a substantial amendment is completed - no more taking division of taxes from bonds. (impairment certificate)
6. New Plans do not take division of taxes from bonds or local option levies.

PROJECT LIMITATIONS

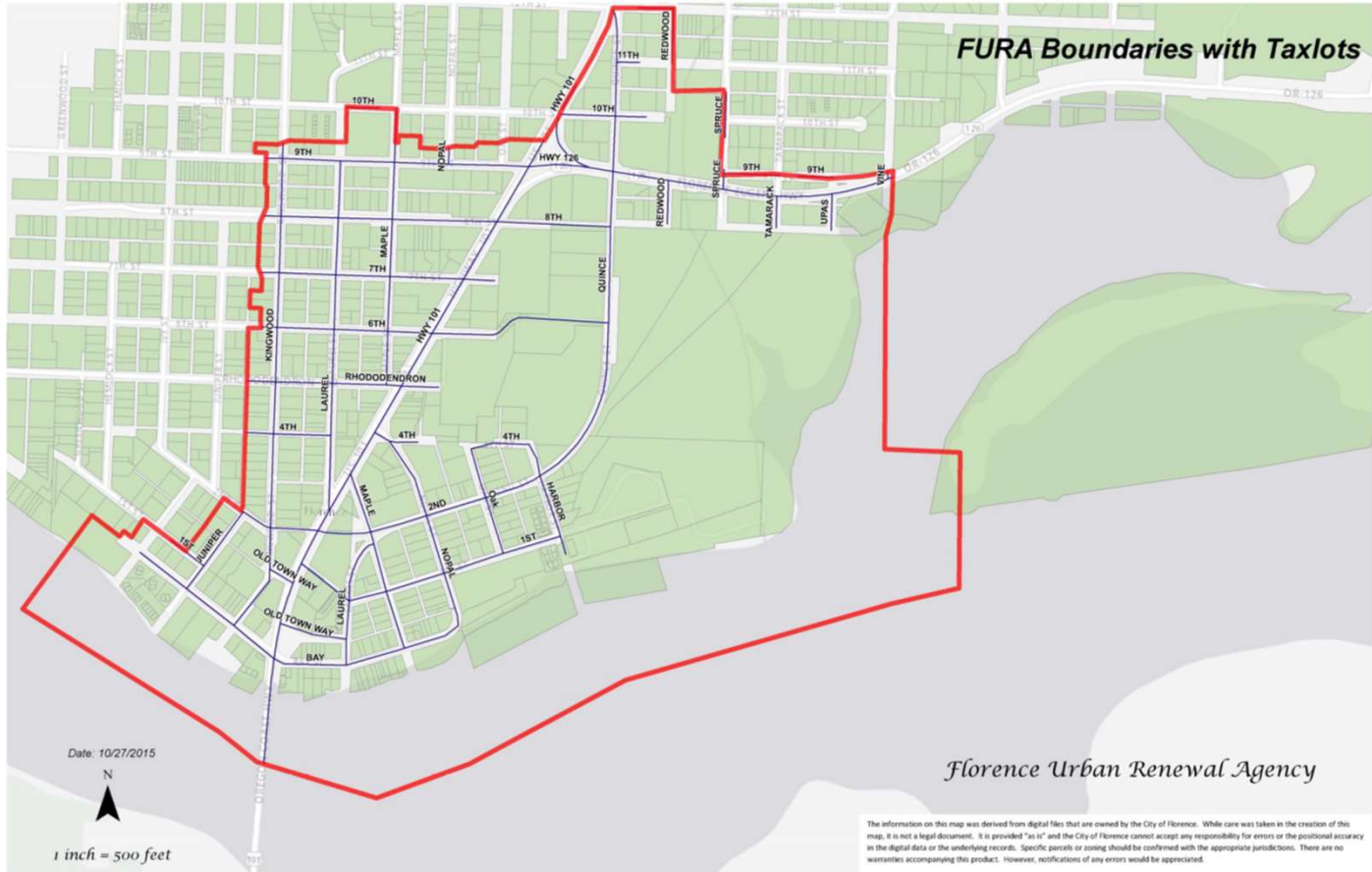
ORS 457.170, 180

- a. Work of a housing authority
- b. Rehabilitation and conservation
- c. Acquisition
- d. Demolition
- e. Street and utility improvements
- f. Repair and rehabilitation of buildings
- g. Relocation
- h. Disposition
- i. Neighborhood development programs
- j. Making of grants and loans

FLORENCE DOWNTOWN PRESERVATION AND RENEWAL PLAN

Adopted by the Florence City Council in August, 2006

1. Frozen Base Value	\$ 82,903,810	
2. Excess Value	\$ 71,210,572	(FY 2024/2024)
3. Plan Area Current Value	\$154,114,382	



FLORENCE DOWNTOWN PRESERVATION AND RENEWAL PLAN

1. Maximum Indebtedness of \$ 22,545,000
2. Beginning fund Balance \$ 900,000
3. Property taxes (biennial) \$ 1,610,000
4. Projected effective period of the Plan – 20 years
5. There is not a duration provision in the Plan.

FY 2023/2025 BIENNIAL BUDGET

Materials and Services	\$ 946,300
Capital Outlay	\$ 240,000
Debt Service	\$ 1,079,500
Contingency	\$ 252,000
TOTAL	\$ 2,518,000

AMENDMENTS IN PLAN

1. Substantial Amendments
 - One percent acreage addition
 - Increasing the Maximum Indebtedness in the Plan
2. Council Approved Amendments
 - Substantial change to purpose and objectives AND cost more than \$500,000 adjusted for inflation
 - Acquisition for specific purposes
3. Minor Amendments

VISION AND OBJECTIVES

Vision: To preserve and revitalize the Downtown Area as the primary cultural, tourist, commercial and community core to serve all of Florence's citizens and visitors by encouraging continuing growth, development and enhancement consistent with Florence's small-town ambiance and character.

PROJECT CATEGORIES IN PLAN

1. Public Parks and Open Spaces
2. Street, Curb, and Sidewalk Improvements
3. Public Utilities
4. Streetscape and Beautification
5. Pedestrian, Bicycle, and Transit
6. Public Safety
7. Public Buildings and Facilities
8. Preservation and Rehabilitation
9. Development and Redevelopment
10. Property Acquisition and Disposition

FURA WORK PLAN

1. Quince Street Property Phase 1: Hotel Property

Continue work to execute a DDA for hotel development

2. Quince Street Property Phase 2: North Property

Determine goals for development

Develop marketing and development strategy

3. Catalyst Sites and Other Opportunities

Look for opportunities to market and encourage redevelopment

Provide marketing assistance

Support efforts of Home for Good

Review and consider involvement in Oregon Main Street

Review and consider initiation of a sign code

FURA WORK PLAN

4. Grant Programs

Façade Reservation and Rehabilitation Program

Continued encouragement and support of efforts for redevelopment

5. ReVision Florence

Art Exposed

Pedestrian Scale Lighting Arms

Quince Street Gateway

6. Amenities

Siuslaw Estuary trail

Gallagher Park Expansion

Old Town Amenities

7. Old Town Parking Assessment

TSP update and review Old Town transportation network

AMENDMENTS MADE TO THE PLAN

Section 500. Land Uses amended in March 2011

SCOPE OF WORK: FINANCIAL UPDATE

1. Calculate Maximum Indebtedness
2. Prepare tax increment forecast

SCOPE OF WORK: PLAN REVIEW

1. Update projects list: what completed, not completed, what is still relevant.
2. Review any potential new projects
3. Update goals and objectives if necessary
4. Prepare Action Plan for Agency review
5. Prepare an amendment if necessary



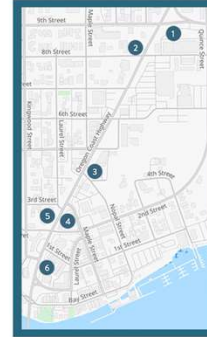
AGENDA ITEM #5

City Manager Report

ART EXPOSED

CITY OF
FLORENCE

ReVision Florence 2024-2026



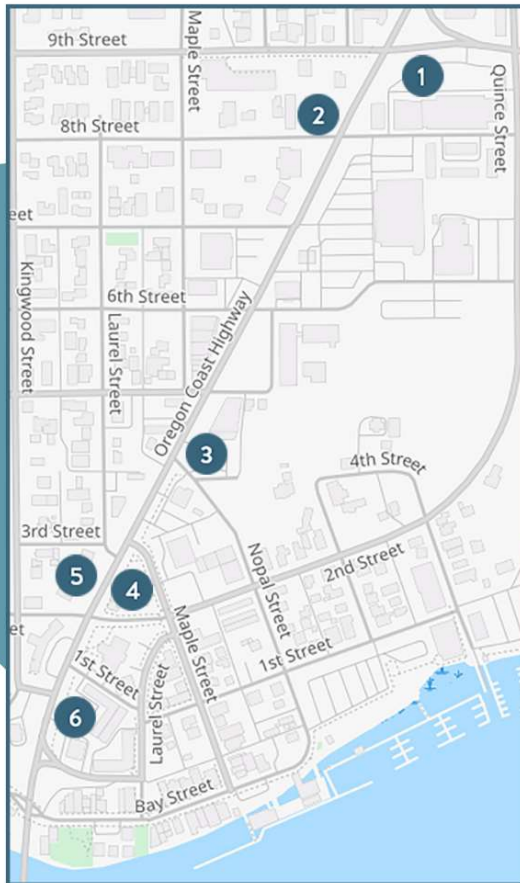
Art Exposed Rotating Outdoor Art Gallery, <https://bit.ly/FlorenceArtExposed>, offers the community a chance to view interesting, fresh artwork every two years at a low cost, while providing artists with an opportunity to display and sell their work to a wide audience. Thanks to funding from Florence Urban Renewal Agency, the City of Florence Public Art Program has expanded the Art Exposed beyond Historic Old Town Florence up to Highway 101.

Thank you!

ART EXPOSED

CITY OF FLORENCE

ReVision Florence 2024-2026



ART EXPOSED REVISION FLORENCE

The City of Florence Art Exposed Outdoor Rotating Art Program is a dynamic bi-annual rotation of Public Art that enhances the livability of our community, creates a unique sense of place, and enhances community identity while also providing an increased economic impact for the Community & Artists. Learn more at <https://bit.ly/FlorenceArtExposed>.

LOCATION #1

HIGHWAY 126



GOLDEN/YELLOWSTONE

Rick True
Aluminum, Steel, Vinyl
Height: 144 in Width: 115 in
Price: \$11,000

LOCATION #2

EIGHTH STREET



BOUNDING COUGAR

Steve Tyree
Bronze with Steel Base
Height: 57 in Width: 47 in
Price: \$9,000

LOCATION #3

NOPAL STREET



DENARY

Helena Chastel
Aluminum, Powder Coating
Height: 64 in Width: 34 in
Price: \$50,000

LOCATION #4

MAPLE STREET



ENCORE

Harold Linke
Advanced Carbon Fiber Composite
Height: 60 in Width: 52 in
Price: \$29,945

LOCATION #5

LAUREL STREET



KELP TOTEM IV: ORCA

Lin McJunkin
Glass and Steel
Height: 96 in Width: 18 in
Price: \$5,500

LOCATION #6

FIRST STREET



SEA DREAMS

Susie Zeitner
Fused Glass and Steel Tubing
Height: 84 in Width: 30 in
Price: \$7,000

All Art is Available for Purchase through the City of Florence

<https://www.ci.florence.or.us/bc-pac/art-exposed-florences-rotating-outdoor-art-gallery>



You can pick up your copy of the Art Exposed ReVision Florence Walking Tour at Florence City Hall, 250 Highway 101, or online at <https://bit.ly/FlorenceArtExposed>.

Florence Downtown Preservation and Renewal Plan

400. Relationship to Local Objectives (Vision and Objectives of the Downtown Urban Renewal Advisory Committee)

Vision:

To preserve and revitalize the Downtown Area as the primary cultural, tourist, commercial and community core to serve all of Florence's citizens and visitors by encouraging continuing growth, development and enhancement consistent with Florence's small-town ambiance and character.

Objectives:

- To develop a unified Downtown Area consisting of the neighborhoods and commercial districts on both sides of Highway 101, generally south of Highway 126 and 9th Street, east of Kingwood Ave. and inland from the Siuslaw River Bridge and the Siuslaw River estuary.
- To facilitate public/private partnerships to revitalize deteriorating sections of the Downtown Area and adjoining waterfront.
- To enhance the Downtown Area through the promotion of mixed-use development, pedestrian and bicycle accessibility, provision of useful public space, and attractive site and architectural design to create a special place that enables citizens to live, work, shop and recreate all within easy walking distance.
- 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, and ensuring that the transportation objectives of the Transportation System Plan (TSP), the Oregon Highway Plan, and ODOT's adopted plans for Highways 101 and 126 are consistent with the Downtown Plan.
- To develop safe, convenient and attractive public parking areas to accommodate residents and visitors that connects with a system of walking, biking and driving options throughout the Downtown Area.
- To improve access to, and visibility of, Old Town and the waterfront from Highway 101.
- To re-establish a mixed use, retail core along Highway 101 in the Downtown Area featuring streetscapes and buildings that support the 'mainstreet' character and reflect a unified retail theme with coordinated architectural and voluntary merchandising guidelines.
- To restore, revitalize and preserve waterfront spaces for public access and water dependent recreational, commercial and industrial uses, which directly benefit the economy of the Florence area.

600. Outline of Development

The Florence Downtown Preservation and Renewal Plan consists of activities and actions, which treat the causes of blight and deterioration in the Florence Urban Renewal Area. Project activities further are intended to implement the vision and guiding principles in Section 400 of this Plan.

Project activities to treat blighting conditions and to implement community and comprehensive plan goals include:

- Providing infrastructure and utility upgrades to service new development in the Urban Renewal Area.
- Providing incentives to new public and private building investments in the Urban Renewal Area.
- Providing assistance to create and maintain mixed income housing in the Urban Renewal Area.
- Providing incentives for the repair and rehabilitation of deficient structures in the Urban Renewal Area.
- Contributing to funding new parking opportunities in the Urban Renewal Area.
- Contribute to public buildings and facilities in the Urban Renewal Area.
- Contribute to streetscape improvements in the Urban Renewal Area
- Provide funding for public parks and trails in the Urban Renewal Area.

700. Description of Projects to be Undertaken

1. Public Parks and Open Spaces

The Renewal Agency may participate in funding the design, acquisition, construction or rehabilitation of public spaces, parks or public recreation facilities within the Urban Renewal Area. Projects that may be undertaken include:

- Complete interpretive site with viewing area and signage on northern bank of Siuslaw under arches of the bridge

2. Street, Curb, and Sidewalk Improvements

The Renewal Agency may participate in funding sidewalk and roadway improvements including design, redesign, construction, resurfacing, repair and acquisition of right-of way for curbs, streets, and sidewalks. Street, curb, and sidewalk improvements may include:

- Construct bulb-outs with planters in project area.
- Stripe Highway 101 for parking

3. Public Utilities

The Renewal Agency is authorized to participate in funding improvements to water, storm, and sanitary sewer facilities in the area. Utility improvements that may include:

- Storm water abatement and sewer system upgrades in downtown area

4. Streetscape and Beautification Projects

The Renewal Agency is authorized to participate in activities improving the visual appearance of the project area. These improvements may include:

- Install antique lighting in downtown
- Install benches, waste receptacles, planters, bike racks, trees

5. Pedestrian, Bicycle, and Transit Improvements

The Renewal Agency may participate in funding improvements to public transit facilities, and make improvements including design, redesign, construction, resurfacing, repair and acquisition of right-of-way for pedestrian and bicycle paths and connections. These activities will improve transit options, and facilitate pedestrian and bicycle usage in the Florence Urban Renewal Area. These improvements may include:

- Develop estuary trail from Highway 126 to bridge

6. Public Safety Improvements

The Renewal Agency may participate in funding improvements needed for public safety purposes. Public safety improvements may include:

- Upgrade water delivery system to improve fire safety
- Install Traffic light at 2nd Street and Highway 101
- Install emergency vehicle control of traffic lights

7. Public Buildings and Facilities

The Renewal Agency may participate in development of public facilities in the Renewal Area. The extent of the Renewal Agency's participation in funding such facilities will be based upon a Renewal Agency finding on the proportional benefit of that project to the Florence Urban Renewal Area, and the importance of the project in carrying out Plan objectives. Potential public facilities to be funded may include:

- Install public restrooms in Old Town
- Assist in development of a visitor's center
- Assist in development of a senior center
- Assist in repair or replacement of public fishing dock, wharf and ice facility
- Assist in repair or replacement of Maple Street public boat dock

B. PRESERVATION AND REHABILITATION

This activity will help improve the condition and appearance of buildings in the project area, and encourage infill and reuse in the Florence Urban Renewal Area. The Renewal Agency may participate, through loans, grants, or both, in maintaining and improving exterior and interior conditions of buildings or properties within the Florence Urban Renewal Area. Program terms, conditions, and eligibility requirements will be developed by the renewal agency following adoption of the urban renewal plan. Specific uses or preservation and rehabilitation funds will include:

- Providing financial and technical assistance to bring properties into compliance with the Downtown Plan.

C. DEVELOPMENT AND REDEVELOPMENT

The Renewal Agency also is authorized to provide loans or other forms of financial assistance to parties wishing to develop or redevelop land or buildings within the Florence Urban Renewal Area. This assistance is intended to make development within the renewal area financially feasible and competitive with other locations, and carry out the public and private redevelopment goals of this Plan. The Agency may make this assistance available as it deems necessary to achieve the objectives of this Plan. Examples of such assistance include, but are not limited to:

- Below market interest rate loans.
- Write down of land acquisition costs.
- Provision of public parking to assist development.
- Assistance in providing utilities and other infrastructure.
- Technical assistance, including architectural assistance, and zoning change work.
- Transfer of assembled sites at fair reuse value.

Projects to be assisted include

- Facilitate development of old middle school property
- Assist rebuilding of commercial wharf
- Provide assistance for development of mixed-income housing
- Provide incentives for development of public parking
- Provide incentives for under grounding of public utilities