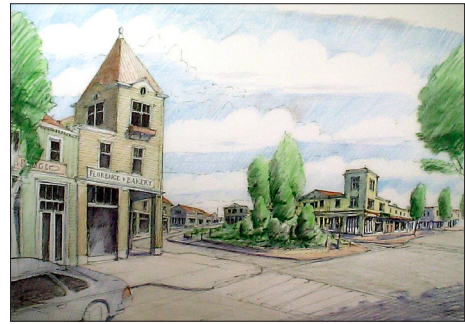




Florence Historic Downtown Plan Florence, Oregon



Client
The City of Florence

Designed
1998

Status
Ongoing Improvements

Services
Coordination of Public Design
Charrette
Preparation of a Master
Plan
Preparation of a Form-
based Code
Village Center Master
Planning
Street and Park Design

Developed in 1998, the Florence Downtown Plan has been a catalyst for positive change in this diverse coastal Oregon community. An active Committee of citizens involved throughout the course of the project has become a critical local voice for moving the plan forward.

The Downtown Plan restores the connection severed by Highway 101 in the late 1930s between the historic Oldtown district on the Siuslaw River and the rest of the town. Re-aligned cross-streets, improved pedestrian crossings, and reconnections in the local street network help to “reknit” the city fabric together.

Mixed-use design guidelines for Highway 101 through downtown will help transform this portion into a pedestrian-friendly Main Street, with a new central public green beside the highway. The historic character

of Oldtown is preserved, while access from Highway 101 will be upgraded, and building facades restored along the historic Main Street. New development proposals for Main Street mixed-use buildings were initiated shortly after project completion. The project team further assisted the city and a private developer on a new mixed-use storefront design in the Main Street area.