



FLORENCE MASTER PLAN: COMMUNITY ENGAGEMENT RESULTS

On August 11th and 12th, 2016, the City of Florence hosted the Mobile Planning Tour as a reboot to the Florence Master Planning process. With over 100 community members providing input, participants were presented with an overview and update on the current status of the Master Plan and engaged in the I Heart Florence and Community Priority Dot Board exercises. The exercises provided an opportunity for the community residents and visitors of all ages to prioritize community assets, while providing for community engagement to reinvigorate the community, provide knowledge of Planning principles and bolster community support and excitement over the Master Plan. The results from these exercises will be used to create the goals and principles that will set the stage to achieve the long term vision of Florence.

The Mobile Planning Tour consisted of the following stops/site visits to engage community members:

1. Farmer’s Market
2. Rotary at Two Sister’s
3. Pour House Coffee Shop
4. Public Library
5. Planning Commission Meeting
6. Happy Hour & Trivia at The Brewery
7. Senior Center

A summary of the I Heart Florence and Community Priority Dot Board Exercises is provided below:

I HEART FLORENCE MAPPING EXERCISE

Workshop participants indicated on a map where they consider the heart of Florence, showing the following trends:

FLORENCE	#1 MAIN STREET	#3 SENIOR CENTER	#5 TRAILS & OPEN SPACE
participants	#2 PIONEER PARK	#4 FRONT STREET	#6 INDUSTRY

TOP 3 COMMUNITY PRIORITIES:

Workshop participants identified their priority guiding principles through a Dot Board Exercise, indicating the following areas to focus community objectives:



Strong Business & Economy
28 people chose this in their top 3.
14 ranked it as their 1st choice.



Recreational Opportunities
27 people chose this in their top 3.
11 ranked it as their 1st choice.



Quality Schools & Education
23 people chose this in their top 3.
10 ranked it as their 1st choice.



Youth Activities
19 people chose this in their top 3.
5 ranked it as their 1st choice.

Other top answers included:



Places to Shop & Restaurant/Dining Options **16**



A Safe Community **14**

Fewer respondents selected the following: pro-hemp/cannabis (12), small town feel (11), historic downtown identity (11), arts & cultural resources (10), affordable utilities & infrastructure (10), new library facilities (8), balanced mix of land uses (7), diversity in housing options (4), amenities & local services (4), anti-cannabis (4), self-governance (3), life, liberty and justice (2), controlled growth (2)