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August 22, 2022

Florence Planning Commission
c/o Wendy Campbell, Director of Planning
City of Florence
250 Highway 101
Florence, Oregon 97439

Re: PC 22 05 DR 04 & SR 22 11 SIR 06

Members of the Planning Commission:

It is my pleasure to offer my support for the proposal of *Braun Hospitality* to develop a new hotel on property located at 750 Quince Street, across the street from the Florence Events Center (FEC). The property is currently owned by the Florence Urban Renewal Agency (FURA).

I have worked with City officials (Erin Reynolds, Megan Messmer, Kelli Weese, and Sarah Moehrke), my fellow consultant Brooke Subert with Subert Commercial Real Estate, and members of the FURA board over the past two years, assisting the City in the solicitation, selection, and developer negotiations for the creation of a new hotel on this site. The City has long held the goal of new lodging facilities here, both to support the general tourist industry in the area, but specifically to help attract more events at the FEC, events that will attract overnight visitors to Florence.

Public-private partnerships of this nature are challenging to achieve. They require an extraordinary degree of cooperation and trust among the parties; a willingness of both the jurisdiction and the developer to work through a host of complex details related to project financing, public improvements, and mutual obligations that embody a project that achieves both parties' goals. I commend both the City as well as developer Matt Braun with Braun Hospitality for the cooperative spirit that they have brought to this endeavor.

Having been closely involved in this project for the past two years, I am also struck that the building design, placement, and special features are consistent with the spirit and the letter of all applicable regulatory standards. Having served for a number of years as design review staff with the cities of Portland and Gresham, I am well aware of the challenges of incorporating the expectations which underly the zoning regulations into a project that must serve many masters (the financing folks, the hotel brand, the Urban Renewal Agency board and staff, and the community at large). I believe that Braun Hospitality has orchestrated a project which successfully meets and exceeds the many expectations that eagerly anticipate this project, and I therefore urge the Planning Commission approval of the project.

Respectfully,

John Southgate, Principal
John Southgate Consulting