

Sharon Barker

From: Wendy Farley-Campbell
Sent: Tuesday, August 23, 2022 11:33 AM
To: Sharon Barker
Subject: FW: Quince St Property

From: Graham Ross <ghross2001@gmail.com>
Sent: Tuesday, August 23, 2022 11:08 AM
To: Wendy Farley-Campbell <wendy.farleycampbell@ci.florence.or.us>
Subject: Fwd: Quince St Property

Good Morning Wendy,

Hope all is well with you.

Kay forwarded this email that she sent you and I would like to add a couple of comments.

1. Kay is right about the exterior appearance of the hotel. It is an appearance that fits well just off an interstate exit ramp. However, it is too industrial looking for our beautiful city. Are there other facades that can be looked at before the final decision?
2. Kay is right, the hotel should look over the river. Braun's original plan called for it overlooking the river with a wide patio leading to the estuary trail. A more natural and inviting view than a parking lot.
3. I believe the reason the position of the hotel was changed was because of the parking ordinance that states the parking needs behind the building. In most cases I would absolutely agree. However, in circumstances where a natural view is obstructed, we should make a variance exception allowing for the parking in front of the building. If viewing the parking (and especially 5th wheelers) from the street is an issue, many hotels, and other businesses, have worked around that issue in other locales by installing an attractive wall/fence.
4. There is no need for a fish cleaning area as there is already a great one at the port. Having a fish cleaning area attached to a hotel that is enabling the FEC to bring in small business conferences and events, during the off season, is not a good idea. I can't think of anyone I know that would come back from a conference telling people how much they loved the fish smell in the parking lot of the hotel.
5. The plan calls for spots for "Food Trucks". Food trucks are excellent for events and street fare. However, attendees of a conference will want something along the lines of full service or delivery. The hotel should promote our restaurants as a way to show off all Florence has to offer and entice them to come back on vacation.

Kay talks about additional floors. I get that the numbers have to work for a hotel and that they expect a 10 year ROI at a minimum. Adding additional floors will only drive the costs up and push the ROI out past 10 years. That does not make good business sense.

Wendy, I know we are walking a fine line with this project and these decisions fall into your lap. If I could ask anything, I would ask you to discuss what I have mentioned during your meeting and ask Matt Braun to at least come back to you with options. Options don't cost anything other than time. We have waited this long to get a hotel what is a couple more months. He is not ready to proceed with construction yet anyway as he does not have his financing secured. Hopefully, the options that he comes back with will give you a much better finished project for our community.

Thanks Very Much for listening Wendy,

Graham Ross
541-225-4828
Cell 585-662-7373

----- Forwarded message -----

From: **Kay King** <kay@rrking.net>
Date: Tue, Aug 23, 2022 at 9:03 AM
Subject: Fwd: Quince St Property
To: Graham Ross <ghross2001@gmail.com>

Kay King
(541)999-0067 (c)
(541)997-2248(h)
Kay@rrking.net

Sent from my iPhone

Begin forwarded message:

From: Kay King <kay@rrking.net>
Date: August 23, 2022 at 8:59:01 AM PDT
To: wendy campbell <wendy.farleycampbell@ci.florence.or.us>
Subject: Quince St Property

Wendy

For specifics: This hotel does not work.

*The structure on the exterior is still not suitable for the site. It is so blah that it does not draw your eye to the hotel nor does it warrant that location.

*It is imperative that the structure be placed to get full view of up river.

*Putting RV parking in the back ruins the view for the guests.

* Perhaps Another floor or two would give the best view and allow for A level of condos in the building?

*This hotel does not help draw folks to the FEC. There are no breakout rooms This will not encourage multi day conference goers.

*There needs to be A deck area and gathering area up on the top floor for after conference goers— theater goers and hotel guests.

Please know I would help in locating A suitable lodging facility that would compliment or draw folks to

the FEC and to Florence.

I am not being critical but rather very concerned about the poor decision this hotel would be for that site.

thank you

Kay King

Kay King

(541)999-0067 (c)

(541)997-2248(h)

Kay@rrking.net

Sent from my iPhone