



PRESS RELEASE

FOR IMMEDIATE RELEASE:
September 15, 2021

CONTACT:
Megan Messmer
Assistant City Manager
megan.messmer@ci.florence.or.us
(541) 997-3437

FLORENCE URBAN RENEWAL AGENCY MOVES FORWARD WITH QUINCE STREET NEW DEVELOPMENT PROPOSAL

FLORENCE, OR – At their meeting on Wednesday, September 1, 2021, the Florence Urban Renewal Agency (FURA) discussed the unsolicited proposals received for the Quince Street property located directly across from the Florence Events Center. The FURA Board has chosen to move forward with the proposal submitted by Braun Hospitality, LLC, and will enter into an Exclusive Negotiating Agreement (ENA) with the developer for the site.

Braun Hospitality is a developer working with Wyndham Hotels and Resorts. In their proposal for the Quince Street property, Braun Hospitality proposed working with the Agency to develop an 81-room, 4 story Microtel Moda by Wyndham as a first phase on a portion of the property. They will also be considering possibilities for a second phase development on the remaining property such as mixed use and residential.

The ENA serves as the next step in negotiating the property acquisition/lease and final design for the site. During the ENA time period, the two parties will negotiate terms of a development agreement. In addition, the developer, Braun Hospitality, will also be finalizing financing, design and site layout, hotel management agreements, and participating in land-use pre-development meetings in preparation for their land-use application. The Agency and Braun Hospitality will be negotiating the terms of the development agreement over the coming months.

Project Background

In 2018, the Agency purchased the 13.4-acre previous site of the Siuslaw Middle School, located directly across from the Florence Events Center, from a private development company that had owned the properties since the early 2000s. Since purchasing this property, the Agency established a strategy for development of the Quince Street site for a hotel in order to support the Florence Events Center in being more marketable for out-of-area events, and to increase property values and transient room tax revenue to support future housing and economic development efforts of the Agency and the community.

In October 2020, the FURA Board entered into an ENA with Sycan B. Corp./Merete' Hotel Management as a result of the Requests for Expressions of Interest solicitation in 2020. That ENA, and its subsequent extension authorized on May 26, 2021, expired on July 1, 2021. Unfortunately, Sycan notified the FURA staff that they would not be pursuing the project further and therefore did not request further extensions of the ENA.

Following to the execution of the ENA, on January 13, 2021, the Agency authorized the use of \$44,000 in Agency funds for “critical path” due diligence activities, at the request of Sycan. Those activities included an ALTA survey, a geotechnical survey and analysis, and a hotel market feasibility analysis. Since the FURA Board funded these reports, they are the property of FURA and remain essential for future development. Of note, the hotel market feasibility report indicated strong demand for additional lodging in Florence.

For more information about the Quince Street development and the Florence Urban Renewal Agency decision, please visit the Florence Urban Renewal Agency’s Quince Street Property Development project page at www.ci.florence.or.us/urbanrenewal/quince-street-property-development or contact Assistant City Manager Megan Messmer at 541-997-3437 or via email at megan.messmer@ci.florence.or.us.

###