



August 22, 2022

Florence Planning Commission  
City of Florence

RE: Quince Street Wyndham Microtel Design Review and Phase 1 Site  
Investigation Testimony

To Whom It May Concern:

As a commercial real estate broker licensed in the state of Oregon for the last 10 years, who has worked with various brand hotel developers on a variety of ground up construction hotel deals, I believe this development satisfies all development standards, zoning requirements, and design elements as outlined by the Florence Planning Commission for the Quince Street Microtel. More importantly, this hotel will serve both the Florence Event Center and a growing tourism industry which is vital to the continued economic growth of the City of Florence.

Since September 1, 2021, when the FURA board selected Braun Hospitality's unsolicited proposal on a Wyndham 4 story 86 room Microtel hotel development, Matt Braun and his team have worked endless in their due diligence process to design a project well within the confines of City code. Braun hired on a team of experts in land use planning, architecture/design planning, and environmental studies while working alongside the Wyndham corporate representative. Braun has utilized his resources to integrate a new lodging facility to benefit the growth and businesses within Florence for the first time in over 20 years.

Taking it a step further, Braun and his team approached Wyndham to make sufficient changes to their brand hotel prototype layout in order to reflect the local architectural fabric of Old Town's historic charm into the project. In addition, his team modified the Wyndham color schemes to tie in the surrounding community. Each element of the hotel demonstrates Braun's attentive nature to ensure a well thought out project for Florence. For instance, perfectly positioning the hotel across from the Event's Center, re-configuring the lobby to include a restaurant/bar with outdoor patio space to bring in both visitors and hotel patrons, expanding the typical footprint from 1.3 acres to 2



acres to enhance the parking lot to accommodate oversized vehicles/RV/boats/water toys, adding in bike racks for guests along with hotel workers to utilizes the outdoor extension, and preserving the trees onsite to have the least impact as possible while utilizing the beautiful view shed of the Siuslaw River.

In July of 2020, the FURA Board outlined their requests and interest of a 90 room plus hotel for the Quince Street project. Despite the first developer deciding not to move forward, due to a significant multimillion dollar gap in development costs, Braun Hospitality stepped up with the desire and determination to make a 4 story 86 room hotel development pencil. While at one point in time, a Wyndham resort style hotel was slated (back in 2008), a higher end hotel with more amenities simply no longer pencils due to market conditions, development costs, and hotel's moving to more efficient hotel prototypes. Throughout this process Braun has continually demonstrated his qualifications, understanding of the Board's direction, and has satisfied the Planning Commissions design qualifications all within the criteria of Florence City Code.

It is important to note this particular site has its challenges due to the topography and soil type. While it would be ideal to have a hotel right along the estuary to enhance the view shed, it is merely impossible due to the slope, the estuary trail, and boundary setbacks. The hotel would fall into the river over time. Additionally, changing around the parking lot to the front does not fall within the code and the current lot size does not provide adequate radius for the fire truck to circulate. The configuration of the hotel layout was designed to also keep the remaining northern balance of land in mind for future development while maintaining synergy between the two projects.

In closing, I am very excited to see Braun create a first of its kind efficient hotel highlighting outdoor features, while including materials, accents, and features that are commensurate with the breathtaking beauty of the Oregon Coast. This economic development will certainly support the Florence Event Center and drive business along with visitors to the area.

Sincerely,

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Brooke Subert