

August 22, 2022

City Of Florence Oregon
Attention: Florence Planning Commission
250 Highway 101
Florence, OR 97439

RE: Quince Street Wyndham Microtel Design Review

This letter is in regard to the development of a 13.41 acre parcel commonly known as the “old middle school” site. Though I serve on the FURA Board, this letter is from me as an individual citizen and does not speak for Florence Urban Renewal Agency.

Directly across from the Florence Events Center, development of a portion of the property as a hotel will be beneficial to the Events Center specifically, and to the City in general. Previously, a potential buyer offering a mid to high end hotel will additional meeting space considered the location, but after considerable review, found it not to be economically viable. Now the current developer believes his plan for a Microtel will work for the site and will be economically successful. He has invested considerable time, effort and money to find a design that would be beneficial for all parties.

This will be a first step that will provide additional incentive for further development of the remaining portions of the site in a complementary way. This is an opportunity for the city to inspire development in a manner consistent with the needs of the community. It has been almost 20 years since the last time the property was considered seriously for development. This is a good opportunity and we should do what we can to make it happen.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael R. Webb". The signature is fluid and cursive, with the first name "Michael" being the most prominent.

Mike Webb
2160 E. 19th
Florence, OR 97439