



South End Neighborhood Association

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Dear Neighborhood President;

The Southend Neighborhood Association (SENA) Board of Directors has reviewed and evaluated the six development proposals being considered by the Mayor and City Commission for the long-vacant parcel of city-owned land located at 8111 South Dixie Highway.

Because this signature piece of property has been the subject of so much debate and speculation for the last nine years, the SENA Board of Directors wanted to make sure our sister neighborhood associations, as well all the neighborhood associations throughout the City, were made aware of the consensus reached by our Board.

We appreciate the City's attempt to encourage public input from all residents throughout the City, by providing a virtual portal to review and evaluate the six development project finalists, followed by an online poll to indicate the top three choices.

However, we would hope that the residents in the Southend, particularly our residents and families living in close proximity to 8111 S. Dixie, are recognized for being directly impacted by the outcome of a final decision.

Our request is simple, if you or your neighborhood association is promoting participation in the public input process to select a favored project through the City's web portal, would you please consider including the results of SENA's ranking of our top three choices, as part of the information you are distributing? It would be very much appreciated.

The result of our Bord's review and evaluation are as follows:

- #1: Kaufman/Falcone**, which is 150 residential units + 20 golf cottages, public square area, retail shops and use of the waterway canal;
- #2: Blueway**, which is 210 residential units, retail shops, greenspace and use of the waterway canal;
- #3: Flagler Development**, which is 210 residential units, grocery store and retail and waterfront promenade along the waterway canal.

We know that no one is bound or obligated to follow the SENA Board choices, nor should they be encouraged to do so simply out of solidarity. Our request is only to make your members and residents aware of what SENA is doing.

Thank you for listening.

Sincerely,

SENA Board of Directors