



# Initial Planning Narrative



**SOUTHERN VENTURES®**  
THE REAL ESTATE COMPANY

**THE L&N WOODSTOCK**

A TAPESTRY COLLECTION HOTEL

WOODSTOCK, GEORGIA

Southern Ventures Corporation, is pleased to introduce its initial vision for the development of an upscale hotel, “The L&N Woodstock” in the heart of Woodstock, Georgia and as part of the City Center mixed-use project.

The proposed hotel is anticipated to be part of the Tapestry Collection, a Hilton Hotels’ “soft-brand” that allows the development team to create a unique property within specific brand standards while enjoying the benefits of being a part of Hilton’s global marketing presence. Although a formal application process and approval will be required to fully secure the franchise, Hilton has provided an initial approval of the location for the Tapestry brand.

A key element of Tapestry is that the hotel has a “story” and that the hotel’s design and decorating reflect the hotel’s story. Our initial design intends to leverage Woodstock’s acknowledged history being tangibly linked to the arrival of the Marietta and North Georgia Railroad in 1879. Woodstock became an integral element of the L&N Railroad which constructed its Train Depot in in the heart of the downtown in 1912 where it remains; nearly adjacent to the hotel site. The L&N Railroad company operated successfully for 132 years and was ultimately acquired by CSX Railroads. A train is still active and passes through downtown Woodstock on a regular basis.

Historically railroads are inexorably linked to hotels as they sponsored or constructed many notable hotels across North America; the Hotel Del Coronado, the Grand Hotel Mackinaw, the Prince of Wales, the Greenbrier and the Algonquin Hotel to name a few. Thus, Woodstock's history and the railroads historic connection with fine hotels will provide a rich archive to explore and provide the hotel with its story and an appropriately subtle decorating theme.

Architecturally, our initial plan concept is that the hotel is an adaptive reuse of an industrial office/warehouse/manufacturing facility, which are often found in the historical southern towns and the hotel made use of its spacious features while adding elements contemporary to the time that the building was renovated into its current hotel use.

The hotel entrance and arrival motor court are visible to Arnold Mill Road while also tucked into the drive servicing the parking deck located in the rear. Hotel guests will be greeted by a parking valet service and the arrival deck will provide accessible paths to and through the hotel lobby and to the dining terrace along Arnold Mill Road.

In addition, three retail venues will face Arnold Mill Road providing a guests and the public with additional local shopping options and generating business synergies for the surrounding area. Hotel guests and the public will also enjoy a Sports Bar and Fine Dining options at the roof level which include multiple outdoor seating options, allowing patrons to take in the evening sunset or events at the adjacent amphitheater.

Adding to the bustling activities of the hotel will be the Grand Ballroom, capable of holding three separate events simultaneously and having a total capacity of 240 people for a dinner event. The ballroom is supported by ample pre-function space and rear accessibility for deliveries and storage.

Core to the hotel offerings are the guest rooms which the hotel provides an excellent array of options including both king and queen rooms, each with accessibility options; King Studio Suites, two-room King Suites and two-room Presidential Suites. The studios and suites all include kitchens, and the suites include in-room laundry equipment which will allow their use by both the extended-stay guest or alternatively function as apartments. As the King Suite footprint is nearly identical to two Queen rooms, we can increase suites while decreasing the overall room count, however we expect to make that decision after further study and acquisition of an updated market study.

### SITE SUMMARY

Property	<b>L&amp;N WOODSTOCK TAPESTRY COLLECTION</b>
Location	Arnold Mill Road Woodstock Georgia 30188
Rooms	136
Building Area	118,806 SF
Site Area	.70 acres
Zoning	Commercial
Flood Zone	X – outside 500 yr floodplain
Dedicated Parking	146 spaces (1.07/room)

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### HOTEL FEATURES

Lobby Level Casual Restaurant with Terrace Dining

Elegant Lobby Bar with Outdoor Seating

Roof Level Sports Bar

Roof Level Fine Dining Restaurant

Roof Level Open Air Seating

Banquet Room with Seating for 240

Rooftop Swimming Pool with Spa & Sundeck

Three Leasable Retail Outlets

Concrete & Steel Construction

Fitness Center and Guest Laundry

3 King Studio Suites with Kitchens

15 King Suites with Kitchens & W/D

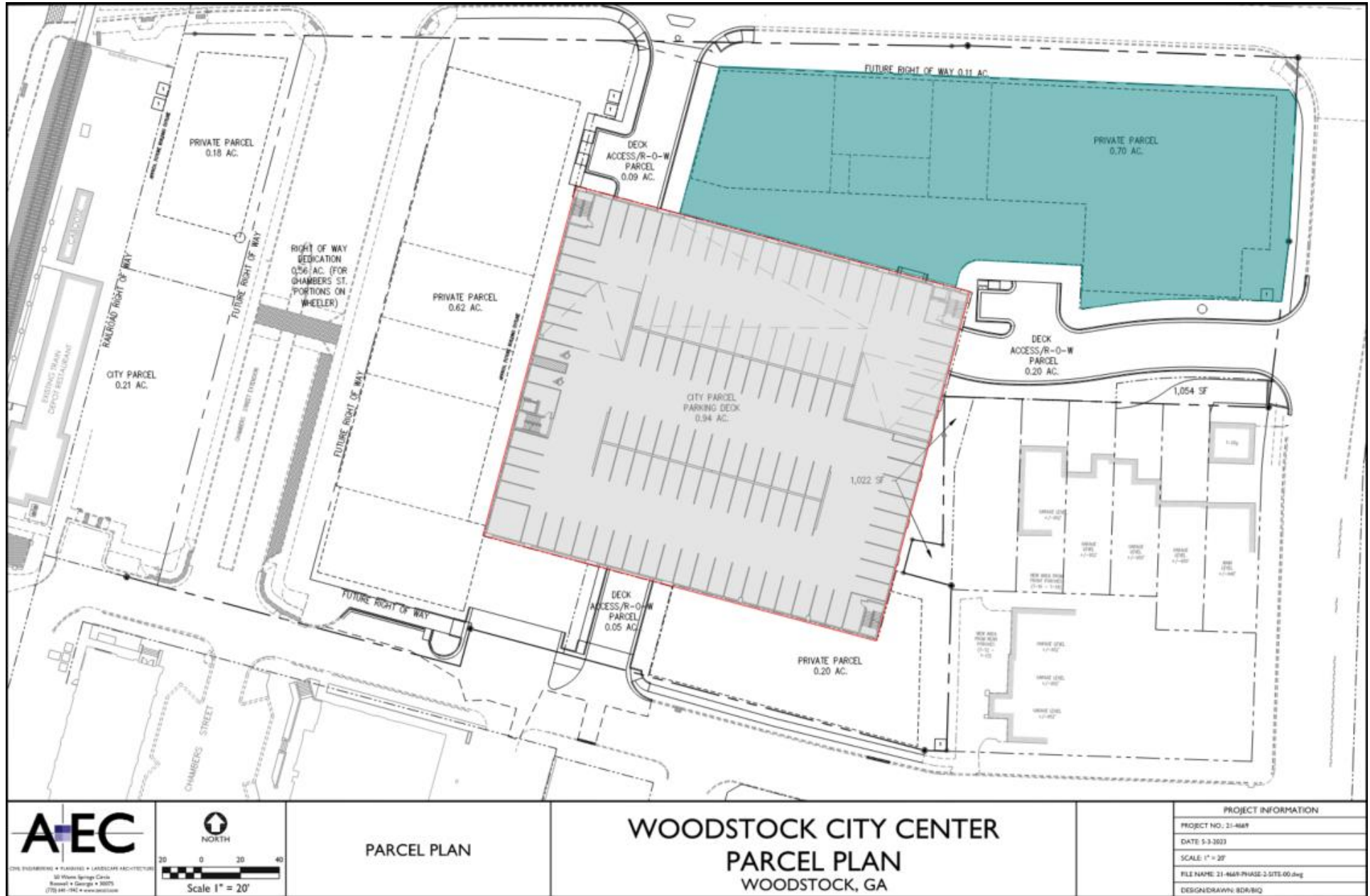
3 Presidential Suites with Kitchens & W/D





# HOTEL PLAN – City Center Site

THE L&N WOODSTOCK





Arnold Mill Road Perspective





Arnold Mill Road Perspective



Arnold Mill Road Elevation





Arnold Mill Road Elevation

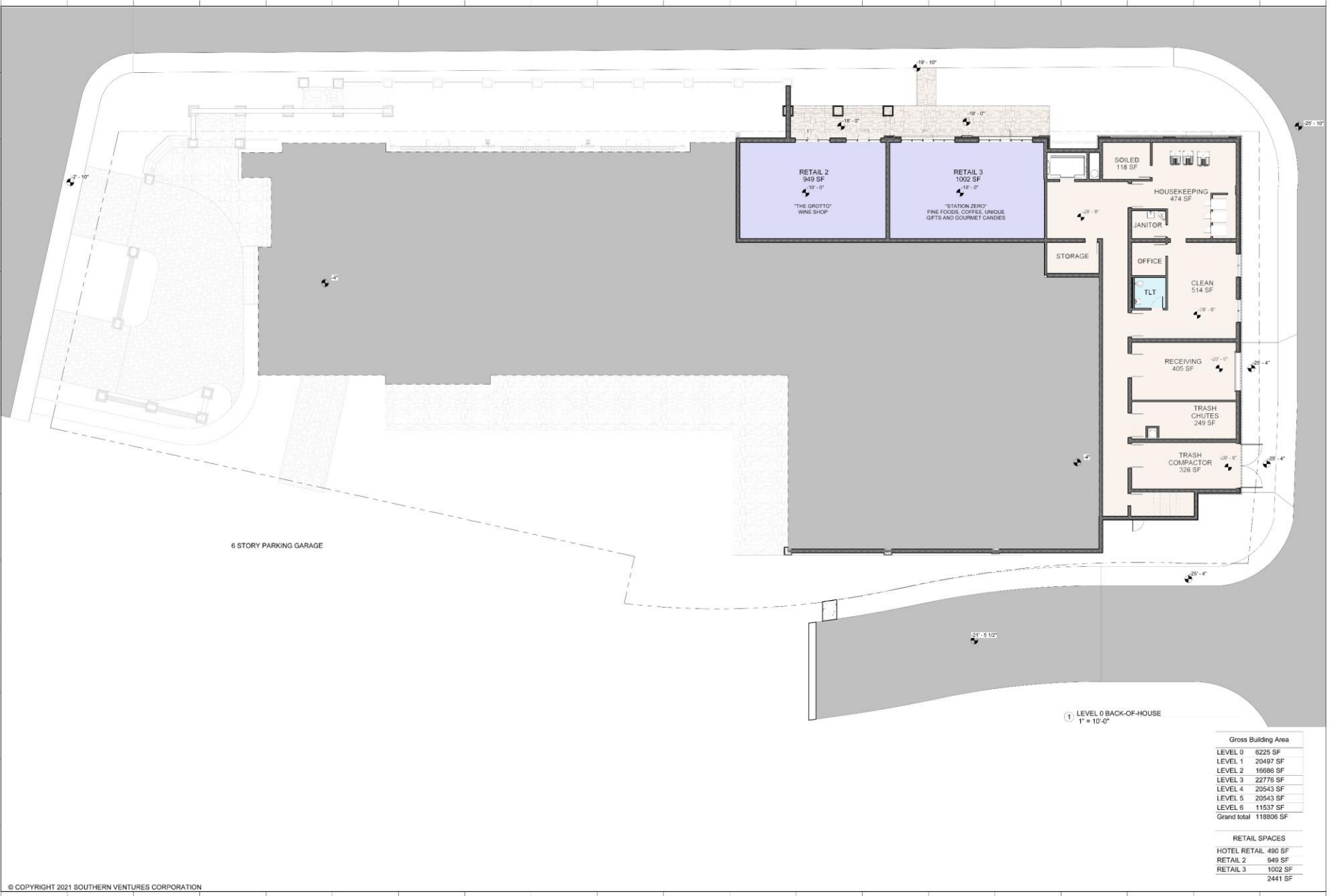




Rear Perspective

# HOTEL PLAN – Lower Level

THE L&N WOODSTOCK



# HOTEL PLAN – Lobby Level

THE L&N WOODSTOCK



1 GROUND FLOOR PLAN  
1" = 10'-0"

DOUBLE QUEEN ROOMS		ROOM COUNT		ROOM COUNT		Gross Building Area	
QQ	58	LEVEL 2		LEVEL 4		LEVEL 0	6225 SF
QQ ADA	6	K		K		LEVEL 1	20497 SF
64	64	QQ		K ADA SUITE		LEVEL 2	16686 SF
		QQ ADA		K PRESIDENTIAL SUITE		LEVEL 3	22776 SF
		26		K STUDIO SUITE		LEVEL 4	20543 SF
		LEVEL 3		K SUITE		LEVEL 5	20543 SF
		K		QQ		LEVEL 6	11537 SF
		K ADA SUITE		QQ ADA		Grand total	118806 SF
		K PRESIDENTIAL SUITE		37			
		K STUDIO SUITE		LEVEL 5			
		K SUITE		K			
		QQ		K ADA SUITE			
		QQ ADA		K PRESIDENTIAL SUITE			
		36		K STUDIO SUITE			
				K SUITE			
				QQ			
				QQ ADA			
				37			
				Grand total	136		

KING ROOMS		RETAIL SPACES	
K	51	HOTEL RETAIL	490 SF
K ADA SUITE	3	RETAIL 2	949 SF
K PRESIDENTIAL SUITE	3	RETAIL 3	1002 SF
K STUDIO SUITE	3		2441 SF
K SUITE	12		
72	72		

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# HOTEL PLAN – Second Floor

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# HOTEL PLAN – Third Floor

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1 LEVEL 3 - FLOOR PLAN  
1" = 10'-0"

DOUBLE QUEEN ROOMS	
QQ	58
QQ ADA	6
<b>64</b>	<b>64</b>

KING ROOMS	
K	51
K ADA SUITE	3
K PRESIDENTIAL SUITE	3
K STUDIO SUITE	3
K SUITE	12
<b>72</b>	<b>72</b>

ROOM COUNT	
LEVEL 2	
K	
QQ	
QQ ADA	
<b>26</b>	
LEVEL 3	
K	
K ADA SUITE	
K PRESIDENTIAL SUITE	
K STUDIO SUITE	
K SUITE	
QQ	
QQ ADA	
<b>36</b>	

ROOM COUNT	
LEVEL 4	
K	
K ADA SUITE	
K PRESIDENTIAL SUITE	
K STUDIO SUITE	
K SUITE	
QQ	
QQ ADA	
<b>37</b>	
LEVEL 5	
K	
K ADA SUITE	
K PRESIDENTIAL SUITE	
K STUDIO SUITE	
K SUITE	
QQ	
QQ ADA	
<b>37</b>	
<b>Grand total: 136</b>	

Gross Building Area	
LEVEL 0	6225 SF
LEVEL 1	20497 SF
LEVEL 2	16686 SF
LEVEL 3	22776 SF
LEVEL 4	20543 SF
LEVEL 5	20543 SF
LEVEL 6	11537 SF
<b>Grand total</b>	<b>118806 SF</b>

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# HOTEL PLAN – Fourth Floor

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1 LEVEL 4 - FLOOR PLAN  
1" = 10'-0"

DOUBLE QUEEN ROOMS	
QQ	58
QQ ADA	6
64	64

KING ROOMS	
K	51
K ADA SUITE	3
K PRESIDENTIAL SUITE	3
K STUDIO SUITE	3
K SUITE	12
72	72

ROOM COUNT	
LEVEL 2	
K	
QQ	
QQ ADA	
26	
LEVEL 3	
K	
K ADA SUITE	
K PRESIDENTIAL SUITE	
K STUDIO SUITE	
K SUITE	
QQ	
QQ ADA	
36	

ROOM COUNT	
LEVEL 4	
K	
K ADA SUITE	
K PRESIDENTIAL SUITE	
K STUDIO SUITE	
K SUITE	
QQ	
QQ ADA	
37	
LEVEL 5	
K	
K ADA SUITE	
K PRESIDENTIAL SUITE	
K STUDIO SUITE	
K SUITE	
QQ	
QQ ADA	
37	
Grand total: 136	

Gross Building Area	
LEVEL 0	6225 SF
LEVEL 1	20497 SF
LEVEL 2	16596 SF
LEVEL 3	22776 SF
LEVEL 4	20543 SF
LEVEL 5	20543 SF
LEVEL 6	11537 SF
Grand total	118806 SF

RETAIL SPACES	
HOTEL RETAIL	490 SF
RETAIL 2	949 SF
RETAIL 3	1002 SF
	2441 SF



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# HOTEL PLAN – Fifth Floor

THE L&N WOODSTOCK



1 LEVEL 5 - FLOOR PLAN  
1" = 10'-0"

DOUBLE QUEEN ROOMS	
QQ	58
QQ ADA	6
<b>64</b>	<b>64</b>

KING ROOMS	
K	51
K ADA SUITE	3
K PRESIDENTIAL SUITE	3
K STUDIO SUITE	3
K SUITE	12
<b>72</b>	<b>72</b>

ROOM COUNT	
LEVEL 2	
K	
QQ	
QQ ADA	
<b>26</b>	
LEVEL 3	
K	
K ADA SUITE	
K PRESIDENTIAL SUITE	
K STUDIO SUITE	
K SUITE	
QQ	
QQ ADA	
<b>36</b>	

ROOM COUNT	
LEVEL 4	
K	
K ADA SUITE	
K PRESIDENTIAL SUITE	
K STUDIO SUITE	
K SUITE	
QQ	
QQ ADA	
<b>37</b>	
LEVEL 5	
K	
K ADA SUITE	
K PRESIDENTIAL SUITE	
K STUDIO SUITE	
K SUITE	
QQ	
QQ ADA	
<b>37</b>	
<b>Grand total: 136</b>	

Gross Building Area	
LEVEL 0	16225 SF
LEVEL 1	20497 SF
LEVEL 2	16686 SF
LEVEL 3	22776 SF
LEVEL 4	20543 SF
LEVEL 5	20543 SF
LEVEL 6	11537 SF
<b>Grand total</b>	<b>118806 SF</b>

RETAIL SPACES	
HOTEL RETAIL	400 SF
RETAIL 2	940 SF
RETAIL 3	1002 SF
	<b>2441 SF</b>

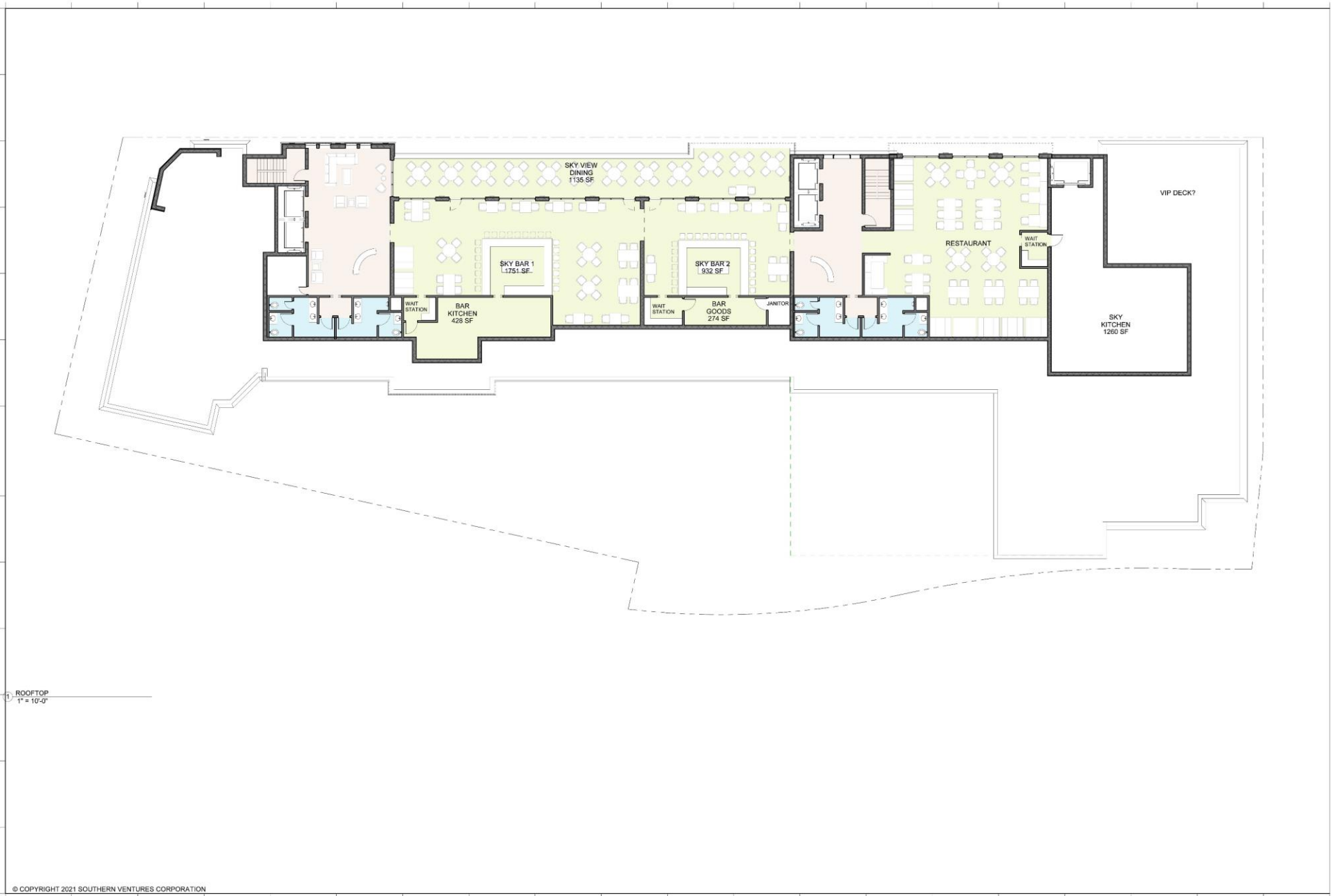
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# HOTEL PLAN – Roof Level

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A Florida licensed general contractor for 47 years and a state licensed real estate broker for over 35 years, Lowell is the founder and chief executive officer of **Southern Ventures (SVC)**.

Lowell, a trained carpenter, began his professional career in real estate as a homebuilder in the 1970's along Florida's Gulf Coast before transitioning into multi-family and hospitality development and management over the ensuing decades.

In addition to his role at SVC, Lowell has served as a Board Member on several business and charitable organizations including fourteen years on the Board of Directors and Loan Committee of Vanguard Bank & Trust; a Board Member for the United Way and a Board Member of the Building Industry Association of Okaloosa & Walton Counties.

Lowell is a graduate of Northwest Florida State College with an associate degree in Building Construction Technology where he has also served as an Instructor in classes of their construction curriculum.

Lowell is currently a member of the National Association of Home Builders, the National Association of REALTORS and a Life Member of the Air Force Association and the National Defense Industrial Association

Lowell has attended and completed the Marriott Executive Orientation Program and the Hilton Hotel Owners' Awareness Program.



**Lowell C. Larson, Jr.**

**Founder & CEO  
Southern Ventures**





Located one mile from the entrance of the Navy Federal, the world largest Credit Union, the **Courtyard by Marriott • Pensacola West** offers premium lodging to professionals and vacationers alike. With a full-service restaurant, meeting space and outdoor relaxation area, guests will enjoy every opportunity to unwind and refresh.

DEVELOPMENT DATE	2019-2020
OPENING DATE	2021
SIZE	124 units
SALE DATE	N/A
DEVELOPMENT COST	\$19,345,000



The **Hampton Inn & Suites • Navarre**, Florida is an award-winning Hilton-branded hotel and a recipient of both a *TripAdvisor Certificate of Excellence* and Hilton's *Lighthouse Award*, reserved for the top 5% of Hampton Inn branded hotels. The hotel continues to lead it's local market and has recently been receiving property upgrades including a "Perfect-Mix Lobby" makeover.

DEVELOPMENT DATE	2007
OPENING DATE	2008
SIZE	102 Rooms
DEVELOPMENT COST	\$10,800,00



The newest hotel in the Crestview market, the **Fairfield Inn & Suites • Crestview**, serves as the first Marriott branded hotel property along a 133 mile stretch of Interstate 10 between Pensacola and Tallahassee. Within two months of opening in September 2018 this property ranked #1 in guest satisfaction out of 947 Fairfield properties in both October & November of 2018.

DEVELOPMENT DATE	2017-2018
OPENING DATE	2018
SIZE	90 Rooms
DEVELOPMENT COST	\$12,100,000





Currently under construction in Conway, South Carolina, the **Fairfield Inn & Suites** is the first Marriott branded hotel in Conway which is 12 miles west of Myrtle Beach. Located along Highway 501 and at the entrance of both Coastal Carolina University and the Horry County Technical College, the hotel is well sited to serve the community.

DEVELOPMENT DATE	Current
OPENING DATE	July 2023
SIZE	98 Rooms
DEVELOPMENT COST	\$18,500,000



Offering unparalleled comfort with easy access to the beautiful beaches of the Emerald Coast, Southern Ventures Company's first major branded hotel was the **Embassy Suites – Miramar Beach in Destin FL**. After reaching stabilization, the hotel was sold in 2005 after four years of continuous operation and management.

DEVELOPMENT DATE	1991-2001
OPENING DATE	2001
SIZE	155 units
SALE DATE	2005
DEVELOPMENT COST	\$15,700,000



Developed to complement an existing apartment community servicing Fort Walton Beach, Florida, the 129 key **Cayo Grande Suites Hotel** was Southern Ventures Company's first foray into hospitality development and management. Owned and operated for over twenty years, this property was sold in conjunction with the adjacent apartment community in 2015 with a combined total of 301 units.

DEVELOPMENT DATE	1994-1996
OPENING DATE	1996
SIZE	129 units
SALE DATE	2015
DEVELOPMENT COST	\$17,200,000



An expansion from the original Cayo Grande apartment community in Fort Walton Beach, **Cayo Grande Bluewater Bay** was prominently featured along the golf course in the luxury Bluewater Bay development in Niceville, Florida. Developed in a single phase, this property was operated for four years before being sold.

DEVELOPMENT DATE	2000-2001
OPENING DATE	2001
SIZE	123 units
SALE DATE	2005
DEVELOPMENT COST	\$9,200,000



**Chez Elan** was designed as a high-end, contemporary community to fill a void in the local housing market, catered toward medical professionals and military officers and families in the local market. Featuring 1, 2 and 3 bedroom floorplans, a luxurious pool deck and well-equipped guest center, Chez Elan made an immediate impact on the market.

DEVELOPMENT DATE	2004-2008
OPENING DATE	2005
SIZE	267 units
SALE DATE	2014
DEVELOPMENT COST	\$28,000,000



The Cayo Grande brand continued to expand with the opening of another property location in Navarre, Florida over a three-phase period from 1998 to 2007. **Cayo Grande Navarre** was a large community that helped to bridge the gap in the local rental market that supported Hurlburt Airfield, the home of Air Force Special Operations Command (AFSOC).

DEVELOPMENT DATE	1997-2006
OPENING DATE	1999
SIZE	342 units
SALE DATE	2016
DEVELOPMENT COST	\$25,800,000





## STRAND

### HOSPITALITY SERVICES



CEO - John Pharr earned his MBA from Webster University and his undergraduate degree from Michigan State University. John retired as a Colonel in the United States Air Force Reserve, where he worked with the Air Force on lodging and hospitality properties worldwide. He also served as an Air Force Academy Admissions Counselor.



COO - Jay Keller is a 30+ year veteran of the hospitality industry and has been with Strand Hospitality for well over a decade. He joined Strand Hospitality in 2006 as a Regional Director of Operations and served as Vice President of Operations for 8 years. In October 2015, Jay assumed his current role as the Chief Operations Officer.



CFO - John Johnson is responsible for all aspects of financial and administrative management at all Strand properties. He joined Strand in 1997 after his previous years of public accounting experience brought him to Myrtle Beach from the New England area where he earned his Bachelor's Degree in Accounting from State University of New York College at Geneseo in 1992.

**STRAND HOSPITALITY SERVICES** was founded in 1969 and began as a developer/owner of full-service Holiday Inn resorts. From there, the hotel management company grew via third-party management.

Today, Strand Hospitality focuses on developing, investing and operating properties as well as servicing for third-party management contracts. The company specializes in the two to four-star hotel segments among many segment types of hotels and is approved to operate hotels under all the leading hotel brand families, including Marriott, Hilton, Starwood, Wyndham, Choice and InterContinental Hotel Group. Strand Hospitality Services supports operations centers in Charlotte, Myrtle Beach and Atlanta and presently manages 37 hotels across the Southeast.

For many in the industry, John Pharr and Strand Hospitality Services are synonymous. With the company from the start when he was general manager of the Holiday Inn Downtown on the oceanfront in Myrtle Beach, Pharr has been at the helm of Strand since 1984. Under John's leadership, Strand has earned a place among the leading hotel management companies in the southeast.

John's skills as an administrator combined with his unparalleled knowledge of the hospitality business have made him an icon in the travel and tourism industry and it surprised no one when he was named Hotelier of the Year by the Myrtle Beach Hospitality Association, which represents hundreds of hotels and more than 75,000 rooms along the grand strand.

Strand Hospitality's parent company, Pharr, a Family of Companies, encompasses a unique, family owned group of five companies with a clear commitment to innovation, demonstrated excellence across industries, community involvement and diverse corporate offerings. Our family-owned company's extraordinary dedication to serving clients has created the support for innovation to flourish across Pharr's diverse businesses. And all this visionary thinking stems from a deep-rooted family culture that values relationships and empowers people. Bold, energetic and innovative, Pharr can move forward as a family of companies driven by innovation and committed to the values that make it possible.





# SOUTHERN VENTURES<sup>®</sup>

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