

January 21st, 2022

Lyons Area Chamber of Commerce

Lyons Planning and Community
Development Committee (PCDC)

RE: Moss Rock, LLC Hotel Development Project

Lyons PCDC Board,

The Lyons Area Chamber of Commerce is writing this letter to address the above referenced line item on the January 24th, 2022 PCDC Meeting Agenda.

After careful consideration, and a limited amount of information gathering done by the LACC Board, the Board would like to express the following concerns regarding the project in question, which have the potential to impact local businesses:

- **Parking Plans** (size, scope of project requires at least 80+ parking spaces. Plans provided have not been able to account for these.)
 - Parking scope deemed concerning based on current traffic flow, availability of spaces, and employee parking needs that would impact residents.
 - There is no current public transportation option for employees of the project, requiring them to drive and park, if non-residents, increasing the need for spaces.

- **Potential Infrastructure Issues:** Our understanding is that the town's current ability to provide water treatment and sewer treatment services is nearly at full capacity, so if that is indeed the case, we would like to see this issue addressed.

- **Traffic Flow:** Based on location, size, and scope of project, plans have not been communicated to us on how to work with TOL to address impact on traffic flow on Main Street and surrounding neighboring streets.
 - Current traffic flow cannot support influx of visitors stopping, parking, or looking for parking to visit hotel project.

Additionally, the LACC Board has noted the following items in regard to the project as concerning due to lack of verifiable information provided by Moss Rock, LLC, or their representatives:

- **Size/Scope or project** (80 Rooms, 2+ meeting rooms, 1-2 F&B outlets)
 - Based on concerns above & TOL hotel study from 2020, seems to be larger than infrastructure and location can support.
- **Financial Projections Provided** (Tax Revenue basics)
 - Numbers provided via Moss Rock, LLC from 2018 study provide no context or evidentiary support indicating how these were created.
- **Job Projections Provided** (Jobs created, indirect, direct, & hotel)
 - Numbers provided via Moss Rock, LLC provide no context or evidentiary support indicating how these were created or how they plan to meet these projections.
- **Aesthetics, design, inclusion of Lyons community culture**
 - It is our understanding that depictions/renderings of hotel were created hastily for the application process, and may not reflect the actual look of the building as built. No information has been provided by Moss Rock, LLC on plans to include the spirit of our local community in the design, or aesthetics, of the project.

While we do believe the project has tremendous potential to greatly benefit the business community, based on the above concerns, the Lyons Area Chamber of Commerce cannot currently publicly support, or deny support for, the project.

It is the request of The LACC Board that the PCDC take the above concerns into account during their process. Additionally, it is expected that Moss Rock, LLC will provide verifiable plans or information in regards to all concerns listed, prior to the LACC Board being able to consider supporting or denying support for the project.

Respectfully,



Dan Siddall, President
Board of Directors
Lyons Area Chamber of Commerce