

**LYONS HOTEL  
Development Plan Review**

**DEVELOPMENT REPORT**

December 17, 2021

**Applicants/Property Owners:**

Moss Rock Development LLC  
c/o Edna Johnson & Agnes Rey-Giraud  
74 County Road 69  
Lyons, CO 80540  
864-678-0850  
mossrockdevelopment@gmail.com

**Prepared by:**

Rosi Dennett, AICP  
Front Range Land Solutions  
210 Lincoln Street  
Longmont, CO 80501  
303-682-9729  
rosidennett@gmail.com

and

Dave Lee  
Fletemeyer & Lee Architects  
PO Box 36  
Niwot, CO 80544  
303-443-3750  
dlee@flaboulder.com

**Lyons Hotel  
Development Plan Review Report  
November 15, 2021**

This report is written to correspond with the application submittal requirements in Article 17 of the Lyons Zoning Regulations (specifically Sections 16-17-20 and 16-17-30 of the Lyons Municipal Code) for Development Plan Review and addresses the approval criteria specified in Section 16-17-40.

**Background**

The subject parcel includes three properties recently purchased by the Moss Rock Development LLC located at 343, 347, 349 and 355 Main Street in downtown Lyons. The three properties include Lots 9, 10, 11 and 12 and are located in the Southeast Quarter of Section 18, Township 3 North, Range 70 West.

Section 16-3-210 (b)(2)e of the Lyons Municipal Code allows a hotel as a use-by-right in the CD-Commercial Downtown zoning district. The development standards in the CD district allow minimum setbacks of zero feet from all property lines and a maximum building height of 40 feet.

Existing structures onsite include the building on the corner of Main Street and 4<sup>th</sup> Avenue (currently occupied by Moxie Bakery/Coffee), the vegetable stand, hotel, detached garage, log house and detached log structure (previously occupied by Rosey's Antiques). All structures will be demolished and removed, and the asbestos mitigation has been completed on all of the buildings except for the Moxie-occupied building. That, along with any other environmental remediation, will be completed prior to demolition.

In January 2020, a hotel feasibility study was completed for the Town that indicates sufficient local demand to support a new upper-midscale and/or a boutique hotel in Lyons for up to 110 rooms.

**Proposal**

This is a request for approval of Development Plan Review for a 79-guest room boutique hotel on the subject property as shown on the site plans submitted with the application materials. The three parcels will be combined into one parcel (and the four platted lots will be combined into one lot) through a separate Lot Consolidation process.

The proposed development will maintain an aesthetic typical of the region with careful attention to the town's design guidelines. In addition to the 79 guest rooms, the hotel will boast generous, state-of-the art meeting rooms for businesses and hotel guests alike. With 200 feet of building frontage on Main Street in Lyons, ownership intends to focus on the revival of Main Street as a pedestrian friendly retail corridor where visitors, residents and business owners can enjoy the historic charm of downtown Lyons. Various food and beverage offerings will be offered to the local community as well as

hotel guests. This includes a lobby bar/café and a rooftop terrace bar with indoor and outdoor dining accommodations.

Hotels play an important role in small towns as they invest in the communities that they call home by creating jobs, supporting long-term career opportunities, generating significant tax revenue, contributing to local and state government and encouraging community development. With the ability for guests to stay in Lyons overnight or longer, a hotel in Lyons will help generate business for retail as well as food and beverage outlets in the town along with the accompanying tax revenues.

This proposed full-service hotel will potentially generate 193 total jobs (110 full-time positions created by the hotel and 83 indirect jobs created by other businesses that occur due to the hotel).

The benefit of added construction jobs, long-term career opportunities, stimulated tourism development and an improved quality of life in a restored downtown are among the positive impacts of a new hotel in Lyons.

### **Comprehensive Plan**

The proposed hotel is a use allowed in the Downtown Commercial zoning district and is in accordance with the Lyons Comprehensive Plan. Specifically, the following goals and objectives are furthered by the proposed development.

Land Use and Growth Goal: Ensure that the build environment contributes to Lyons' identity and is consistent with the 2010 Lyons Planning Area Map and the Sustainable Design and Development Principles. The exterior of the proposed hotel will consist of Colorado red brick with sandstone accents in accordance with the Town's design standards and in keeping with the local character of historic buildings.

Economic Development Goal 1: Create an environment in which local business can prosper. The proposed hotel and associated uses will not only allow the subject business to thrive but also will encourage additional downtown development that directly benefits other businesses in town.

Economic Development Goal 2: Leverage the Town's history, natural setting, unique retailers and relationship with the music and arts community to attract tourists. Providing overnight lodging, restaurant and meeting space to patrons of the music and arts community as well as those who want to recreate in Lyons enables the town to become a retail and recreational destination and substantially increases opportunities for cultural events in town.

Culture, History and Education Goal: Support the advancement of education and culture in the community. As recently communicated to the Historic Preservation Commission, the existing hotel structure was not able to meet current building code regulations (such as load-bearing requirements) for a hotel; therefore, the only feasible solution is demolition. However, to further historic preservation goals, an informational

display (possibly with historic photos of the building from the Redstone Museum) will be located in the new hotel lobby. As previously stated, the overnight lodging and meeting space to town residents and visitors significantly increases cultural and educational event opportunities.

Environment Goal: Protect and promote Lyons' unique natural environment and resources and lead the community towards environmental sustainability. The construction of the hotel will follow current green building standards to ensure a more sustainable built environment for the Town. The hotel owners will source local building materials whenever possible, furthering the goal of sustainability.

## **Site Layout**

The site layout of the hotel complies with the Town's design standards of placing the front facades of the building on the front and side property lines of Main Street and 4<sup>th</sup> Avenue to conform with the core area historic streetscape. The hotel's eastern side (adjacent to private property) is pulled back from the property line (except the upper floors along Main Street), creating a mid-block alley and pedestrian passageway that incorporates off-street parking tucked behind a zero-lot line building screen wall to hide it from Main Street view.

The hotel rooms are configured in a U shape that wraps a central courtyard that opens to the south (Broadway), creating pleasant outdoor space. The U-shape massing steps down from Main Street on its north side to Broadway on the south to conform with the 40' height limitation. This massing reflects the site's natural slope, which has a 12' height difference between the two streets.

The hotel's main entry is on Main Street, which incorporates an entry canopy for weather protection (porte cochere) connecting to two loading/unloading parking spots on the street. This provides guests a clear point of arrival to the hotel. These two 15-minute limited parking spaces allow guests to check in, unload their baggage and obtain directions to off-street parking locations. The two loading/unloading parking spots on the street do not reduce the total number of the town's street parking spaces because the plan adds two spaces: one along Main Street where there is currently a curb cut to the current corner parking lot and one along 4<sup>th</sup> Avenue where a curb cut to the same parking lot is replaced with a parking space.

The Main Street streetscape design includes two outdoor café type seating areas with adjacent landscape and flower beds. These two outdoor seating areas provide sidewalk entries to a proposed bakery/café/coffee shop on one end and a bar on the other end. The 4<sup>th</sup> Avenue streetscape requires further coordination with town staff as we understand the Town is planning to make improvements here. The site plan proposes a new sidewalk (attached to the curb) and a landscape buffer zone between the property line and back of sidewalk. Planter beds that step down the slope will help resolve the steeply sloping grade condition.

## **Parking**

The project provides 79 total parking spaces (one space per hotel guest room as required), achieved with 25 off-street and on-site spaces (20 standard spaces, 3 accessible, 2 motorcycle or golf cart), 24 spaces at a remote parking lot that can accommodate 49 spaces with valet style parking during peak times and 30 nearby on-street parking spaces within the Code-required 700 foot distance, including soon-to-be-constructed spaces along Broadway. Please refer to the parking plan drawing provided in the project submittal.

## **Public Utilities**

Because this project is in the planning approval stage and not the building permit approval stage, detailed architecture and engineering drawings are yet to be completed. Consequently, the utility design is conceptual and usage (water, waste water, electricity and gas) is based on estimates using hotel industry standards and actual utility usage of an existing, similar, local hotel operation. A more detailed utility demand analysis will be submitted (when construction drawings are prepared prior to building permit submittal) to be reviewed by town staff and possibly the Town of Lyons Utilities and Engineering Board.

Based on hotel industry standards, the projected annual water consumption is estimated to be 3,500,000 to 4,000,000 gallons. According to the Town of Lyons water consumption and related tap size, this would require a 2" tap. If the final engineering drawings and mechanical engineer determine the project will exceed the 4,320,000 gallons/year threshold, a 3" tap will be required. The new water tap replaces three existing ¾" taps that served the current properties. Lake McIntosh water shares have been acquired to be dedicated to the Town in accordance with requirements for the larger tap. A 6-inch waste water service is anticipated and will be determined by the mechanical engineer once detailed architecture and engineering drawings are completed.

In addition, the projected utility demands report based on actual utility usage of a local hotel (that is included in the application materials) shows far less water consumption than the industry standards so a 2" tap should be sufficient.

## **Architectural Design Guidelines**

Fletemeyer & Lee Associates has completed the conceptual design for the project that embraces the Town of Lyons Design Guidelines and Standards. The architectural design incorporates the historic character of the Lyons downtown core area and employs the principles of the streetscape design guidelines. The project submittal includes a copy (please see attached) of the Town of Lyons' draft Downtown Architectural Goals, Policies, Standards and Guidelines *with added notations and images of the proposed hotel design* that demonstrate how the proposed design conforms to the Town's goals for buildings in the downtown core area.

## **Drainage & Grading**

The proposed grading plan and drainage report are included with the application submittal materials. All grading and drainage improvements will be completed in accordance with town requirements.

## **Traffic Impact Analysis**

The attached traffic analysis indicates the additional traffic generated by the proposed use can be accommodated on the existing street system without improvements. The key nearby intersections will have acceptable operation with the additional traffic.

## **Fiscal Impact Analysis**

### **1. Potential costs to town:**

The proposed hotel development will yield a cost burden to the town for its town-provided utility infrastructure, e.g., water, sewer and electricity. In addition, a hotel with meeting space and food and beverage offerings will yield some cost for emergency services.

### **2. Mitigation of costs:**

Ownership, as part of its business plan, will mitigate wherever possible the hotel's cost burden on town-provided services. An example of minimalizing cost impact is to have some solar powered electricity and back-up generator, which will reduce impact on the grid. Another example of cost mitigation intended by ownership is investment in the newest and most cutting-edge water saving fixtures throughout the property. In addition, by building to modern code standards, ownership will invest in modern and up-to-date life safety equipment that will mitigate the burden on emergency services to the hotel.

### **3. Potential town revenues:**

Revenues made for the town as a result of the hotel will be born from multiple sources both directly and indirectly. On an indirect basis, construction workers, hotel guests and hotel employees will spend money across local businesses, which will stimulate revenues off property.

Some examples of revenues directly created by the hotel that benefit the town shown on the attached Tax Generation Analysis include:

- a. Real estate taxes
- b. Lodging occupancy tax
- c. Parking revenue
- d. Sales tax

#### 4. **Revenue risk factor:**

Lodging accommodations are subject to fluctuating occupancy according to tourism trends, business travel, small/large scale events, etc. Since a portion of the revenues that benefit the town are subject to hotel occupancy (lodging tax), in a down year the town's revenue stream will be affected negatively by reduced hotel occupancy. However, the ownership has the highest and most outsized risk factor by virtue of being financial investors/guarantors.

#### **Environmental Impact Analysis**

1. **Air quality:** Dust mitigation measures will be taken during construction and construction hours will be limited to 7 a.m. to 7 p.m. During operations, noise generation levels will not exceed Town-required maximum levels.
2. **Significant environmentally sensitive factors:** No potential natural hazards have been identified onsite, and no unique areas of geological, historical or archaeological importance are present on this already heavily disturbed property.
3. **Terrestrial and aquatic animals and habitat:** This site is located in downtown Lyons with Main Street bordering the north property line, 4<sup>th</sup> Avenue the west property line and Broadway bordering the south property line. The adjacent parcel to the east is developed almost entirely with a variety of commercial buildings. No wildlife habitat exists on this property.
4. **Terrestrial and aquatic plant life:** As previously stated, this site has been heavily disturbed over the years and used in several different commercial businesses. No terrestrial or aquatic plant life exists onsite.
5. **Water Resources:** No flood hazards exist onsite as the property is not located within a designated flood plain. No surface waters or wetlands exist onsite, and all onsite storm drainage will be accommodated in accordance with town requirements.
6. **Visual aesthetics and nuisance factors:** The hotel replaces six unattractive and derelict buildings and parking areas fronting on both Main Street and Broadway. The new development on these three parcels will dramatically improve the visual character of the historic downtown area as seen from Main Street, 4<sup>th</sup> Avenue and Broadway. The hotel's rich architectural character and pedestrian streetscape features are designed to set a new standard of quality for the core area and will become a wonderful anchor for the downtown business district. The hotel's strong presence and the vitality of its streetscape will also

create a positive first impression for visitors to the downtown area arriving from the east on Main Street.

- 7. Green building standards:** The Lyons Hotel will incorporate sustainable design elements and energy conserving equipment/materials that will include the exterior building envelope, passive solar design elements, the heating, cooling, and ventilation systems, LED light fixtures and controls, water saving plumbing fixtures and locally sourced building materials and labor.

### **Landscape & Maintenance Plan**

Because the project is located in the core area of downtown where building to the street front lot lines is required, the resulting landscape areas are limited in size. The site plan incorporates existing or replaced street trees along Main Street, as well as added planting beds between the curb, sidewalk and building. The narrow zone between 4<sup>th</sup> Avenue and the building incorporates stepped planters with trees and evergreen shrubs, creating an attractive buffer between the street and hotel guest rooms on that side of the building. The internal courtyard opening to Broadway will include a large planter with trees and shrubs at grade level and fronting Broadway. The courtyard will include deciduous shade trees and portable planted pots to allow flexibility of event use. The pedestrian passageway and alley on the eastern side of the property (abutting the private property to the east) will include multiple planting beds to enhance the pedestrian's experience and create a privacy buffer along the eastern property line.

A landscape plan is included with the application materials, and plant materials will include native and mostly drought tolerant species. More landscaping and maintenance details will be provided to town staff for review prior to the building permit stage.

### **Section 16-17-40 Development Plan Review Criteria**

- 1. All of the information required on the development plan is shown.**

The required information for a Development Plan Review is shown on a variety of plans included with the application materials.

- 2. The lot size and lot dimensions are consistent with what is shown on the approved final plat.**

The lot size and dimensions are shown on the site plan and are consistent with the survey of the platted lots. A lot consolidation of the four platted lots into one lot will be processed separately.

- 3. No buildings or structures infringe on any required setbacks, easements or rights-of-way unless approved in writing by the easement holder or owner of the right-of-way.**

The proposed structure will be in accordance with required setbacks. As shown on the plans, some improvements are proposed to be located within the current sidewalk and landscaped portion of the public right-of-way adjacent to Main Street. The current sidewalk layout will be substantially enhanced with design elements and planters as shown on the plants.

- 4. The proposed site grading is consistent with the requirements of the Town's adopted storm drainage criteria or master drainage plan, and grading disturbance of significant existing natural vegetation and natural landforms have been minimized to the maximum extent feasible.**

The proposed grading plan is in accordance with town requirements. The entire property has been previously disturbed, so no significant natural vegetation exists.

- 5. The density and dimensions shown conform with this Chapter.**

The proposed use and dimensions are in accordance with the requirements specified in the Code for the Commercial Downtown zoning district.

- 6. The applicable regulations, design standards and guidelines have been adequately addressed and the proposed improvements conform with this Code, including but not limited to the following standards, as applicable:**

- a. Lighting shall be arranged so it neither unreasonably disturbs occupants of adjacent residential properties nor interferes with traffic. The light source shall be concealed by a full cutoff lighting fixture so that the light source is not visible from any street right-of-way or adjacent properties. In order to direct light downward and minimize the amount of light spill into the night sky and onto adjacent properties, all lighting fixtures be two foot-candles. Light fixtures shall not exceed 24 feet in height and shall be mounted in such a manner that the cone of light is contained on-site and does not cross any property line of the site. Lighting used to accent architectural features, landscaping or art may be directed upward, provided that the fixture shall be located, aimed or shielded to minimize light spill into the night sky. The use of sensor technologies, timers or other means to activate lighting during times when it will be needed is encouraged to conserve energy, provide safety and promote compatibility between different land uses. Lower lighting levels at off-peak times are encouraged as a safety measure.**

All outdoor lighting will be in accordance with Code requirements.

- b. Outdoor storage shall be screened from adjacent properties. Screening shall be achieved through walls, architectural features and landscaping and shall be visually impervious. Permitted outdoor vehicle or equipment storage areas shall be screened by the establishment of landscaped buffers or an opaque fence or wall at least five feet high. Vehicles being serviced or stored for customers shall not be parked on streets, alleys or public sidewalks.**

No outdoor storage areas are proposed.

- c. Uses that create intense glare or heat, whether direct or reflected, that are perceptible from any point along the site's property lines, shall be conducted within an enclosed building or be effectively screened from public view. If the source of the glare is proposed to be screened with plant material, then the applicant must show that the screening will be effective year-round.**

No use is proposed that creates intense glare or heat.

- d. To the extent reasonably feasible, an applicant shall take advantage of opportunities to integrate adjacent outdoor pedestrian spaces and other adjacent land use in a manner consistent with the goals and objectives of the Comprehensive Plan. To the extent reasonably feasible, an applicant shall enter into cooperative agreements with adjacent property owners to share vehicular access in a manner that creates safe traffic movements and minimizes vehicle/pedestrian conflicts, resulting in an integrated network of vehicular and pedestrian access.**

No adjacent outdoor pedestrian spaces exist other than the adjacent public sidewalks. The public sidewalk along Main Street will be improved as shown in the site plan. The proposal includes the addition of a pedestrian access along the eastern boundary of the property from Main Street to Broadway (approximately mid-block) that doesn't currently exist.

- e. New employment or industrial uses abutting an existing residential neighborhood shall not create drastic or abrupt change in the scale or height of buildings.**

The hotel is located on a corner property and surrounded by public roads on three sides. The adjacent property to the east is a developed commercial property with multi-story structures.

- 7. The site can be adequately served with public utilities, services and facilities (i.e., water sewer, electric, schools, street system, fire protection, public transit, storm drainage, refuse collection, parks system, etc.).**

The hotel can be adequately served with public utilities and services. Additional water rights have been obtained to be granted to the Town in exchange for the water tap size needed. Preliminary discussions with the Fire District Chief indicate the proposed fire protection measures, such as building sprinklers and vehicular access on all four sides of the building, are acceptable and meet requirements. The traffic study indicates the street system can handle the traffic generation, and the drainage report indicates the storm drainage can be handled within town requirements.

- 8. The site will provide efficient on-site and off-site traffic circulation which will not have a significant adverse impact on the adjacent uses or result in hazardous conditions for pedestrians or vehicles in or adjacent to the site.**

The traffic circulation is demonstrated on the site plan and will not cause hazardous conditions for pedestrians or vehicles. An additional pedestrian and vehicular access from Main Street to Broadway along the eastern boundary contributes to ease of pedestrian and vehicular access in the area.

- 9. The site design minimizes environmental impacts, mitigates impacts to wildlife and wildlife habitat and utilizes best management practices to conserve natural resources (consider energy conservation, water conservation, recycling, use of local materials).**

No wildlife habitat exists onsite, as the property has been disturbed with mixed uses for many years. However, the use of some local building materials and following current green building standards in construction and operations will minimize adverse environmental impacts.

- 10. The site has an approved trash disposal plan that addresses litter control, trash collection, on-site storage, pick-up on a regular basis and the dumpster location with property screening and buffering so that there are not any substantial impacts to abutting properties. All waste**

**shall be deposited into a completely enclosed container concealed from adjacent properties.**

A local trash removal company will be responsible for trash collection, and a trash dumpster will be located in the southeast corner of the property as shown on the site plan and will be screened from public view.

**11. Proposed land uses and activities shall be conducted so that any noise generated on the property will not violate the Town's noise regulations in Chapter 10, Article 11 of this Code, so that any ground vibration created by the use of the property will be imperceptible without instruments at any point along the property line.**

The hotel and associated activities will be conducted in accordance with the Town's noise regulations. No residential zoning is located immediately adjacent to the site.

**12. The proposed development shall conform with all applicable local, state and federal regulations.**

The proposed hotel will be in accordance with all applicable government requirements, and all necessary permits will be obtained.

## CONSULTANTS

Planner: Rosi Dennett, AICP  
Front Range Land Solutions  
210 Lincoln Street  
Longmont, CO 80501  
303-682-9729  
rosidennett@gmail.com

Architects: Dave Lee & Josh James  
Fletemeyer & Lee Associates  
101 2<sup>nd</sup> Avenue, #A  
PO Box 36  
Niwot, CO 80501  
303-443-3750  
dlee@flaboulder.com  
jjames@flaboulder.com

Hotel  
Consultant: Adam Cassidy  
Clearview Capital Group, LLC  
210 Sound Beach Avenue, #5  
Old Greenwich, CT 06870  
914-924-8630  
jadamcassidy@gmail.com

Engineer: Joel Seamons, PE  
Rocky Ridge Civic Engineering  
420 21<sup>st</sup> Avenue, #101  
Longmont, CO 80501  
303-651-6626  
joel@rockyridgecivil.com

Traffic  
Engineers: Matt Delich, PE & Joseph Delich, PE  
Delich Associates  
2272 Glen Haven Drive  
Loveland, CO 80538  
970-669-2061  
matt@delichassoc.com  
joseph@delichassoc.com