From: Dolores Vasquez
To: Marissa Davis; Philip Strom
Subject: FW: In Opposition to the Full-Service 79 Room Hotel as Proposed
Date: Monday, January 31, 2022 3:27:00 PM
Attachments: image001.png

FYI

Take care,

Dolores M. Vasquez

Dolores Vasquez, CMC
Town Clerk
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From: Sharon Denton <claywoman3479@gmail.com>
Sent: Monday, January 31, 2022 3:20 PM
To: gelo@townoflyons.com; Mark Browning <MBrowning@townoflyons.com>; Michael Karavas <MKaravas@townoflyons.com>; Greg Lowell <GLowell@townoflyons.com>; w.miller@townoflyons.co; Hollie Rogin <hrogin@townoflyons.com>; Kenyon Waugh <KWaugh@townoflyons.com>; Dolores Vasquez <DVasquez@townoflyons.com>
Subject: In Opposition to the Full-Service 79 Room Hotel as Proposed

Dear Mayor & Board of Trustees:

After participating in the PCDC zoom meeting, I feel compelled to contact you via email, again, regarding my concerns for the proposed 50,000 sq. ft., full-service 79 room hotel. I have been a Lyons resident for 30 years & have loved its funky, eclectic vibe & character.

From the many notes I took during the meeting, the overall feeling I came away with is that this large-scale project is a done deal. My heart sank. I was disappointed by the underrepresentation of the majority of town folk opposed to the full-service hotel project, giving the impression the town is for it. Perhaps there could have been a tally of all the letters/comments received in opposition for the public record & a few read during the presentation.

Below, in bold, are some comments made on the Zoom presentation by the co-owner, project planner, developer, architect & a business owner on the trajectory & strategy they have for the future growth &

planning of our core historic downtown. They have a desire to usher in & begin a major **redesign & gentrification** of our downtown & community...thinking they know what's best? Adam Cassidy, the real estate developer of "upscale hospitality real estate assets" & boutique hotels in New York & Europe, perhaps does not know what's best for a small mountain & river town of 2200 people with a seasonal market....much different than a bustling, large city of several million. In addition, their studies were based on much larger markets & cities -- Boulder (with a university) & Longmont, with upwards of 100,000 people -- not small towns like Lyons, so appropriate comparisons were not made.

My fear is that this project will create even more of a playground for the white affluent population, draw more tourists than we can handle, losing the soul & character of this charming town, catering to wealthy tourists at the expense of the quality of life for those who live in Lyons. Our downtown & parks are already overcrowded during tourist season, which continues to get longer & longer. We've had to hire security guards to limit visitors to our parks. Market our town as a recreation destination & they will come! At what point do we put the quality of life for local residents before that of tourists? Parking continues to be an issue with visitors parking & winding through our neighborhoods when GPS reroutes them during bumper-to-bumper traffic at peak tourist season & during closed residential roads due to bike races, etc. This "rustic luxury" hotel will open the door to higher rents, property taxes, expensive, upscale boutique shops & restaurants, & locals will be priced out of this market & our own community. The luxury & higher end hotels & shops are available to anyone with just a 20 minute drive to the south.

Many overcrowded & overrun mountain towns are now refocusing their tourism dollars on affordable housing. Please refer to this prescient article in *The Colorado Sun*: **https://coloradosun.com/2021/07/13/colorado-tourism-marketing-resort-communities-housing-labor/**. **"***Colorado mountain towns say they can't handle any more tourists amid labor, housing crises. Colorado tourism cheerleaders hasten their transition from destination marketing to management as resort town locals call for more housing and less*

promotion." The big question here is how do we **BALANCE** the need to attract tourists & build hotels to sustain local businesses with the needs & quality of life for Lyons residents?

The project planners are targeting 1.3 employees per hotel room, totalling 100+ employees, mostly at minimum wage, I would wager, with no plan for employee parking. That's not right. Where will they park? Will they receive benefits while serving hotel guests? Who can afford a home in Lyons on minimum wage? The planners said there will be over 100 jobs. Do we have that type of labor force in this town? Will this full-service hotel be sustainable? Will it tax our resources, most crucial being water & sewage treatment?

I have seen more businesses than I can count come & go. It's always been a challenge to make a go of it in Lyons, particularly during the winter months, & the goal of local business owners has always been to get those commuting to Estes Park to stop, spend some time in town, enjoy a coffee, shop & eat at one of our local restaurants, etc. I empathize with them. As an artist, I sold my work in a few of these shops which closed years ago. We've already lost our medical clinic, pharmacy, health food store & general store which serviced the locals. I hope we don't lose our hardware store as well.

I'm opposed to the project -- as is -- & feel it needs to be scaled down to half the size & include parking for guests & employees. Ignoring the local sandstone for red brick is unfortunate & does not fit the neighborhood aesthetic & "core historic downtown." We would like to see a design & scale more in alignment with & honor of "**PLACE."** If you build & market it they will come & there is no turning back! Small, charming towns all over Colorado are inundated with tourists, forever changing the quality of life for those who choose to live & raise families there, including the tourists who visit.

Again, please, consider this input from so many of us who aren't opposed to a hotel (per se), but a hotel project of this magnitude that will dominate this small town & forever change the nature of this community. Please don't allow the loss of this town's soul,

character & affordability, which is what attracted many of us years ago. At what point is quality of life & **'other'** (including **all beings** who share this land) of more value than $$$ profit? That point, that time is NOW.

One of the local business owners said, "Let's let this ship sail." I say, let's dock this boat, take a breath & really figure out what we want this town to look like. For me, it's about thoughtful, mindful growth for the highest good of **all** Lyons residents. Let's find a balance. I trust you will do what's best for the majority of the community.

Respectfully,

Sharon Denton

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Comments on the PCDC Zoom meeting from the co-owner, planner, developer, architect & business owner:

Lyons as a retail & recreation destination community

Revitalize main street corridor

Rustic, luxury concept

Desire to revitalize downtown

Desire to increase density & multistory buildings in the (core historic) downtown area

A three-story building is reasonable & fits in with downtown's inconsistent varieties of architecture

Creating a new design character for downtown

The developers have a vision for Lyons

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"Kindness in thought leads to wisdom.
Kindness in speech leads to eloquence.
Kindness in action leads to love."

Lao-Tzu