

This letter is written on behalf of the High Street Businesses: Defined Motion, Lyons Physical Therapy, Lyons Vet, Old Stone Church, Stillwater's Clinic and Apothecary, and The Stone Cup.

We, the High Street Businesses would like to express our concerns regarding the proposed Hotel by MossRock. Our primary concern is without the hotel having onsite parking for its guests and employees, the parking problem that already exists in Lyons, will dramatically increase.

Inadequate parking for a town creates several issues:

Limited Clientele: It's difficult to capture tourists, recreation visitors, and local customers when parking is not easy to find, plentiful and accessible.

Traffic Congestion: Delays and immobility of transportation can lead to road rage, frustrated drivers and inability of emergency vehicles to mobilize quickly

Safety Issues: Without ample parking, drivers create their own parking spaces on the side of the road or in neighborhoods (Lyons is very familiar with this when Meadow/Lavern Park is full).

The above issues, create a negative vibe for the town, and overall decreases business revenue.

High Street is less than a block from the proposed site. The parking on High Street, is continuously being used daily for patrons/employees of the businesses on High Street and the west Side of Main Street (Pizza Bar and Main Stage Brewery); mountain bikers; and parents / teachers of Lyons Elementary. Throughout the day, parking can be scarce. On a typical weekend, it is even more difficult to find parking on High Street. This doesn't include when the town, school or church have specific events: parades, concerts, parent-teacher conferences, jogathon, weddings/funerals etc.

As fellow businesses, we welcome free enterprise, entrepreneurship and those wanting to contribute to the business environment and economics of our town. Currently Lyons is made up of small businesses (the majority having less than 10 employees). The current proposal by Moss Rock, states it will potentially generate: 193 total jobs, 110 direct jobs, 83 indirect jobs and 53 jobs at the hotel. This will make the hotel the biggest employer in town, thus also requiring the most employee parking in town.

MossRock's plans are currently to use public parking for the majority of their parking needs. The current design of the hotel has 11 parking spots on their property (2 of which are for motorcycles). With 80 rooms and employees, their needs for parking could potentially be 100 spaces a day.

We are aware that after the Broadway improvements are implemented there will be additional public parking. However, this plan was created to address the existing limited parking issues (2018), which was precursor to the proposed hotel.

The proposed hotel on Main Street, was not designed for Lyons, Colorado. It was designed using a Return of Investment model which could be used anywhere in the US. Unfortunately, this design does not take into consideration the local flavor of the town, the infrastructure of

Lyons (parking, traffic flow, water/sewer availability, or land availability) or the quaintness and charm Lyons is known for. It also does not conform to the Town of Lyons Hotel Feasibility Study which was done to help determine what kind of lodging would be beneficial to our town and not overwhelm it.

We welcome new businesses but are opposed when one has the potential to dominate the public parking scene. Parking is an essential part of our everyday lives. When businesses offer visible, accessible and convenient parking, their bottom line is directly impacted. The hotels lack of private parking will negatively impact local businesses, adjacent neighborhoods/residents and contribute to traffic congestion.

We are asking the PCDC to please use the current objective information: The Parking Study (2018), The Traffic Analysis (2019) and the Hotel Feasibility Study (2020), to object to the current proposed hotel plans by MossRock. The above studies are specific to Lyons Colorado and outline certain criteria that need to be considered when moving forward with decisions that impact the economic vitality, the infrastructure, and future of the whole community.

Thank you for your time,
High Street Businesses