



December 19, 2019

Mr. Erin Ruth
Director of Planning and Development
Village of Cottage Grove
221 East Cottage Grove Road
Cottage Grove, WI 53527

Re: PUD – Application and General Development Plan
Badger Hotel Group, LLC
Parcel ID No.: 112/0711-041-2120-1
Commerce Business Park
Cottage Grove, Wisconsin

Dear Mr. Ruth,

Please accept the following as an application for rezoning Parcel ID No. 112/0711-041-2120-1, which is currently zoned PO (Planned Office) to a Planned Unit Development (PUD). Per discussions with the Village over the past year and our market research, the project we are proposing and the request to have this parcel rezoned to a PUD will allow for a Comfort Suites Hotel to be developed as described herein and provide the best chance of success given the recent and expected business growth in the Village of Cottage Grove. We respectfully submit to the Village this application and accompanying documentation for review and consideration by the Village's staff, Village Plan Commission and Village Board for approval of the General Development Plan (GDP).

Supporting Information:

1. Location Map
2. Project Themes / Images (Renderings)
3. General Development Plan (Site Plan)
4. Conceptual Landscaping Design (Site Plan and Renderings)
5. Conceptual Signage (Renderings)

Project Name:

Comfort Suites Hotel
Parcel ID No.: 112/0711-041-2120-1
Commerce Business Park
Cottage Grove, WI 53527

Applicant: Badger Hotel Group, LLC
1609 Landmark Dr., Ste. 106
Cottage Grove, WI 53527

Developer: Greywolf Partners, Inc.
1609 Landmark Dr., Ste. 106
Cottage Grove, WI 53527

Architect: WB Design
Eli Hershberger & Bruce Brotherton
6834 Country Road 672, Ste. 102
Millersburg, OH 44654

Civil Engineer: JSD Professional Services, Inc.
161 Horizon Drive, Suite 101
Verona, WI 53593

Project Location Map

The subject property of this application is located in the Village of Cottage Grove Commerce Park, off of County Highway N. It is an open lot bounded by County Highway N on its west, a retail center with an address of 1609 Landmark Drive to its North, and Kwik Trip and Arby's on the south. The property is identified by parcel no., 112/0711-041-2120-1, and is approximately 1.320 acres or 57,506 square feet. Please see the attached existing conditions survey and location map of the subject property and its vicinity at 11 x 17 inches.

Vicinity Map

Included herewith is a vicinity map identifying all neighboring land or property owners within 400' of the subject property for this proposed PUD.

General Project Themes and Images

The proposed development for the subject property is a five (5) story, 82 room mid-scale hotel that will be approximately 11,400 square feet at the ground floor and be branded as a Comfort Suites, which is part of the Choice Hotels family of brands. The renderings provided are for conceptual understanding only and to provide perspective for the general size, height, width, landscaping, parking lot and signage that will occupy this property. Final design elements have yet to be decided, but the intent is to develop an attractive, upscale looking hotel that continues to enhance the look and feel of the Commerce Park and compliments the surrounding buildings. The specific design features and materials of the hotel will be submitted for approval at the Precise Implementation Plan phase of this project.

Architecture and Materials

The following renderings are being provided only for illustrative purposes to show the style of architecture and materials being considered for this project. The details of the building are still being designed and will be submitted for approval at the Precise Implementation Plan phase of this project. As noted above, the intent is to develop a five (5) story mid-scale hotel that complies with the Comfort Suites and Choice Hotel franchise standards for room quantity and quality.

The building structure will be an insulated concrete form (ICF) framed structure with metal bar joists and concrete floor system with metal decking. Exterior finishes will include a blend of stone/brick/metal/EFIS per CHOICE brand standards. Ownership is working with the architect to design the building with an attractive and cost-effective appearance that is compatible with the surrounding buildings and matches the Comfort Suites newly released exterior design standards by CHOICE. Interior finishes will also be in accordance with Comfort Suite brand standards.

General Mix of Land Uses

The proposed hotel will be a suite only hotel and have a mix of king and double queen suites with the same types of rooms available as ADA accessible rooms as well. The floor plan of the proposed hotel provides for a entry from the south side of the building, an indoor pool with equipment room, fitness center, meeting room that can be rented by the public, breakfast/food prep service area, an outdoor space that guests can enjoy, and easy access to the amenities in the retail center on the north side of the property. The plan currently provides for 98 surface parking spaces, which meets the requirement of one stall per room and the max number of employees on site at any given time. A site plan is attached for review.

Approximate nonresidential intensities

The proposed nonresidential intensity at full build-out is:

- Floor Area Ratio (FAR): Approximately 1.0 (PO district maximum noted as 0.3)
- Landscape surface area ratio: Currently shown as approximately 14.4% (PO district minimum noted as 25%)

The total (gross) floor area of nonresidential space is approximately 57,000 square feet. The FAR is calculated by dividing 57,000 by 57,506 to arrive at approximately 1.0.

General treatment of natural features

The site is currently open space and relatively flat with a slight topography that slopes from west to east. The site will utilize the existing Village stormwater systems that are in place and surround the subject property.

General relationship to nearby properties and public streets

The proposed hotel will be sized and designed to compliment the existing properties in the park. The site sits lower than County Highway N on the west side, which will aid to the visual scale of the building, and slopes towards Landmark Drive. A dumpster enclosure is currently located on the northwest side of

the building for the retail center to the north, which may also be utilized or augmented for the hotel's use to minimize the need for additional enclosures. The parking lot will wrap around the west, south and east portions of the building, blending with existing parking for Arby's and Kwik Trip, as well as enhancing the functionality of the retail facilities parking and traffic flow to the north by allowing traffic flow from the retail center to continue around the perimeter of the two properties, whereas currently customers must turn around and exit the way they entered on the north side of the retail center. The driveway entrances to the hotel will not require additional cut-ins and will make use of existing driveways on Landmark Drive.

Sewer, water and electrical utilities are existing, adjacent to and extending into the subject parcel.

General relationship of the project to the Comprehensive Master Plan

The architecture and materials proposed are consistent with the policies in the Comprehensive Master Plan. The proposed use compliments the uses already in place in the park and will provide additional support to the commercial uses already in existence (e.g., various restaurants in the Park, lodging for business travelers doing business in the park or in the surrounding area).

Statement regarding why PUD zoning is proposed

It was determined that some of the proposed improvements to this site for a hotel would not be permitted in the current PO zoning district. These items included the following:

- The number of floors being proposed for the hotel is five, while current PO Zoning only allows for a maximum of four floors;
- The proposed building will be approximately 64 feet high, while the maximum height a building can be in the PO Zoning is 45';
- The minimum landscape surface ratio allowed in the PO is 25% minimum greenspace/pervious surface, while the proposed site will have a landscape surface ratio of approximately 14.4%;
- The maximum floor area ratio in the PO Zoning is 0.3, while the floor ratio area of the proposed hotel will be approximately 1.0;
- Setbacks for both building and paved surfaces are not obtainable in the proposed plan.
- The limited green space available for this project requires us to seek an exception through PUD zoning.

Despite these challenges, a hotel on this site can compliment the existing commercial and restaurant activities, provide lodging for businesses within the Commerce Park, as well as support recreational activities in the surrounding area (e.g., hockey and rugby tournaments, golf outings, and weddings). In addition, the amenities of the hotel, such as the meeting room are valuable resources that will be available for the public's use.

Zoning standards of the most comparable standard zoning district

Zoning Standards	PO	Proposed Development
Land use	Office	Commercial Indoor Lodging
Floor Area Ratio	0.3	Approximately 1.0
Min. landscape surface ratio	25%	Approximately 14.4%
Building front or street setback (east side/Landmark Drive)	25 feet	25 feet
Building side setback (north and south sides)	10 feet	0 feet
Building rear setback (west/County Highway N)	30 feet	30 feet
Paved surface setback: side/rear	5 feet	0 feet
Paved surface setback: street	10 feet	0 feet
Maximum Height / Floors	45 feet / 4 floors	64 Feet / 5 floors
On-site parking		1 space / bedroom + 1 space for each employee on the largest shift. Exceed Requirement. 90 stalls provided on site. 8 additional stalls provided under shared parking easement with neighboring property owners to the south. Additional parking is available at retail property to the north which is owned by an affiliated entity.

General conceptual landscape plan

The General Conceptual Landscape Plan treatment of site areas is depicted in the attached site plan and renderings.

Conceptual signage plan

The attached renderings illustrate preliminary signage locations for the project. Currently, a professionally designed, brand designated, monument sign and internally lit building signage that is proportionate to the scale of the building are being considered.

Written justification for the proposed planned unit development

A Planned Unit Development (PUD) is appropriate for this site in order to bring a commercial indoor lodging facility (hotel) to the commerce park that meets the needs and expected growth of the commerce park and Village of Cottage Grove community.

The building, as proposed, will not only enhance the character of the commerce park and provide a much needed service to the businesses that operate within it, but it will also bring a needed service to the Village of Cottage Grove's residents that supports personal, business and recreational activities within the community. We look forward to discussing this project with the Village further and answering any questions.

We appreciate your help with this zoning application.

Sincerely,



Todd Rizzo
Senior Vice President
Greywolf Partners, Inc.