



April 23, 2020

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

**Re: PUD – Application for Precise Implementation Plan (PIP)**

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 our General Development Plan application, the project we are proposing is for a Comfort Suites hotel to be developed as described herein. 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 Precise Implementation Plan (PIP).

**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  
Brian Kraft & Bruce Brotherton  
6834 Country Road 672, Ste. 102  
Millersburg, OH 44654

Civil Engineer  
& Landscape

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

Project location map

The subject property of this application is in the Village of Cottage Grove Commerce Park, off 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 1.403 acres or 61,132 square feet. Included herewith is a 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 300' of the subject property for the PUD application.

Description of the proposed PIP

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 exhibits included herewith specifically identify the overall design, size, height, width, parking lot and signage that will occupy this property. The design is representative of Choice Hotels new franchise standards and compliments and enhances the look and feel of the Commerce Park and the surrounding buildings.

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 include a blend of brick, metal, and EFIS per CHOICE brand standards. Colors of each material are identified on the color template included herewith. Interior finishes are in accordance with Comfort Suite brand standards. We request that final exterior material samples and colors be approved by the Village Staff at a later date due to the virtual approval process.

Specific 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 an entry from the south side of the building, an indoor pool with equipment room, fitness center, two large meeting rooms 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 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 included herewith.

Approximate nonresidential intensities

The proposed nonresidential intensity at full build-out is:

- Floor Area Ratio (FAR): Approximately 0.93 (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 61,132 to arrive at approximately 0.93.

#### Specific 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 master stormwater system that is in place.

#### Specific 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 and is adequately sized and will be utilized 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 the existing parking for Arby's and Kwik Trip. The additional parking areas will enhance the functionality of the retail 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 do not require additional curb cuts and will make use of the existing on Landmark Drive.

Sewer, water and electrical utilities are existing, adjacent to and extending into the subject parcel. Storm sewer pipes exist and will be complimented by an underground stormwater storage and infiltration system.

#### 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 food and restaurant establishments, 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 68 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 0.93;
- 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 differences, a hotel on this site will compliment and support the existing commercial and food/restaurant/coffee occupiers in the area, 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 rooms are valuable resources that will be available for the public’s use. The walkability factor for the hotel is very high and consistent with trends for new hotel project criteria.

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 0.93
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	10 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	68 Feet / 5 floors
On-site parking		1 space /room + 1 space for each employee on the largest shift. Exceed Requirement. 90 stalls provided on site. 8 additional stalls provided under shared parking with the south-neighboring property owners. Additional parking is also available at the retail property to the north which is owned by an affiliated entity.

Precise Implementation Plan drawing

A site plan is included herewith.

Landscape plan

A complete landscape plan prepared by landscape architects at JSD Professional is included herewith.

Building elevations

A series of building elevations illustrating material and colors on all sides of the hotel are included herewith.

General signage plan

The attached elevations and renderings illustrate general signage locations for the building. There will be two illuminated exterior signs attached to the building, one on the south side above the entry vestibule and another on the northeast corner. There are two additional ground monument illuminated signs planned for the project. A monument sign facing CTH N / Main Street and another located on Landmark Drive. Both monument sign locations are identified on the landscape and site plans. Monument signage materials and construction specifications are identified on the Signage Details included herewith and are planned for the CE-50 model. The exterior wall mounted signs are of similar construction material and specifications. We request the flexibility to switch out the proposed monument sign facing CTH N with an exterior wall sign (similar in size to the others) on the west elevation at the top of the wall.

Consistency with the approved GDP plan

The PIP application and associated documents comply with the requirements and/or recommendations of the approved GDP application. Minor exceptions include that the height of the structure increased in one small area from 64 to 68 feet, which is the blue tower above the entry. The balance (majority) of the structure was reduced from 64 to 63 feet. The floor area ratio (FAR) was reduced from 1.0 to 0.93. Additionally, the sidewalk on Landmark Drive was increased in width from 5 feet to 6 feet.

Project financing

Included herewith is a commitment letter establishing proof of financing for the project.

We look forward to discussing this project with the Village and answering any questions.

Sincerely,



Todd J. Rizzo  
Senior Vice President  
Greywolf Partners, Inc.

**Headquarters**  
Greywolf Partners, Inc.  
115 S. 84th St., Suite 275  
Milwaukee, WI 53214  
P: (877) 543-4739  
F: (414) 755-2290

**Madison Regional Office**  
Greywolf Partners, Inc.  
1609 Landmark Drive, Suite 106  
Cottage Grove, WI 53527  
P: (877) 543-4739  
F: (414) 755-2290