



VILLAGE ACTION REPORT

PROJECT: Atwell Suites General Development Plan

APPLICANT: Troy Hoekstra – Huston Hotel Group, LLC

PROJECT LOCATION: 4672 County Highway TT

REPORT DATE: May 14, 2020

PROJECT DESCRIPTION: The applicant is seeking approval of a Planned Unit Development for a four-story, 96 room hotel totaling approximately 76,000 sq. ft. including the underground parking level. The hotel will be branded as an Atwell Suites, which is an IHG brand. This would be the first Atwell Suites in the area. Amenities in the building will include bar service, food service, and expanded work areas.

PLAN COMMISSION MEETING: May 13, 2020

STAFF REPORT PROVIDED BY: X Planner, X Engineer, ___ Public Works

MOTION: by Ratcliff (1st), Brinkmeier (2nd)

The General Development Plan was APPROVED WITH CONDITIONS, with the conditions as follows:

Planning

1. The rezone to a Planned Unit Development applies only to the 1.94 acres designated for the hotel site, as described by the 'Rezone Legal Description' in the submittal. The remaining property under the same ownership remains under the RH, Rural Holding zoning.
2. Radius of the cul-de-sac shown as 45', and radius of the circle drive shown as 47'. Minimum radius for a public cul-de-sac is 60' per the Village Subdivision Ordinance. Verify turn radii of Fire Dept. emergency vehicles to determine if proposed radii are adequate for emergency access. Also consider turn radius for coach buses if they are anticipated at the hotel.
3. The minimum width of a two-way drive lane between rows of parking is 24' per Village Ordinance. The site plan shows a dimension of 26'. The applicant may wish to consider a smaller width to reduce the amount of impervious surface.
4. Provide the number of employees on the largest shift to verify the amount of parking is adequate.
5. Verify that the proposed monument signs do not interfere with the required vision triangles at both driveways, per 325-73(A).

Engineering – General Development Plan

1. It is assumed a CSM or plat will be prepared for the area to include all items on the hotel lot and include the proposed stormwater either within the lot or in separate outlots. Will any easements be necessary for a shared use of the underground stormwater facility?
2. The concept site plan showing additional sites should be updated to reflect the underground storage or how that will be separated within the development and proposed uses.
3. Grading will be required on the parcel to the west of the property lines. Owner to secure an easement and permitting as necessary.
4. Parking appears to meet the one parking stall per room plus the anticipated largest shift of employees.
5. Verify the trash enclosure can be accessed and how they anticipate trucks turning around if necessary.
6. Verify the site works within the DOT setbacks. Trans 233 discusses no buildings or improvements within the setbacks for the highway.

VOTE: 6 Aye, 0 Nay, 1 Abstain

APPLICANT COMMENTS:

- (Troy Hoekstra – Huston Hotel Group, LLC) – representing ownership group which includes Wade and Brad Huston. Application is for 96 room hotel, but they will seek PIP for 97 rooms. Still enthusiastic about the project even with current situation. PUD approval is required for building height and lot coverage. Held a virtual neighborhood meeting via conference call three weeks ago. No objections were raised. Some site challenges are present including excavating the hill.

PLAN COMMISSION COMMENTS:

- (Williams) – asked when the hotel will open. Hoekstra replied he believes this will be a 14-month project, opening around October 2021. Hoekstra referenced a CBRE study indicating that hotels are currently 20% occupied, but the industry is expected to rebound to 55% by next fall.
- (Broom) – asked if the occupancy projection accounted for a second hotel in Cottage Grove. Hoekstra replied that the projections were national and industry wide. While he did not have specific projections for Madison, the Madison hotel market was very robust prior to the shutdown.

PUBLIC HEARING COMMENTS:

- None

STAFF COMMENTS:

- See staff reports.