



PLANNING STAFF REPORT

MEMO DATE: MAY 27, 2021

MTG. DATE: JUNE 1, 2021

TO: Village of Cottage Grove Architectural Review Committee

CC: Matt Giese – Village Administrator
Lisa Kalata – Village Clerk

FROM: [Erin Ruth, AICP – Village Planning Director](#)

RE: **Greywolf Building Site Plan Amendment**

BACKGROUND

Property Owner: Badger Hotel Group

Location: 1607 Landmark Drive

Agent: Todd Rizzo – Greywolf/Badger Hotel Group

Existing Zoning: PUD, Planned Unit Development & PO, Planned Office

OVERVIEW

Since final signage had not been determined when the Comfort Suites PUD was approved, one of the approval conditions was that the applicant come back to the ARC for final approval of signage.

The applicant has provided additional signage details for approval. The Comfort Suites brand has very strict design guidelines that franchises must follow. Given that lack of flexibility the ARC informally signed off on the design of the signage via email so Greywolf could order the signage.

The main issue left to approve is the location of the signage, in particular the monument sign. There are again certain limits placed upon franchisees by Comfort Suites, including that the sign must be located on the street the building's address is on. In this case, that is Landmark Drive and not Highway N.

As shown in the site plan, the proposed monument sign appears to be placed within a 12' utility easement along Landmark Drive. According to Village Engineer Kevin Lord the

easement is used for private utilities such as fiber, electric, and phone. He and Public Works Director JJ Larson both recommended that the sign not be placed in the easement.

STAFF RECOMMENDATION

Staff recommends that the proposed signage be **APPROVED WITH CONDITIONS**, with the conditions as follows:

1. The monument sign shall be placed outside the 12' utility easement.