

Planning Objectives

MASON STREET MOTEL

The project intends to meet the needs of both of business and family travelers coming to Ft. Collins. The business intends to provide a pleasant and comfortable environment at a reasonable cost to the clients. The site users will be visiting businesses located primarily in the south portions of Ft. Collins, relatives living in proximity to the motel, or visitors wishing to shop along the Regional Shopping Corridor. With its location the project will help to reduce traffic because the clients will be staying in closer proximity to their destinations. Typically the motels have been located on College Ave. or out by the Interstate. Our location reduces these trips by being more centrally located.

The project has the ability to serve a local neighborhood that is directly to the west. The needs for visitors lodging can be more appropriately met with their guest staying closer to the neighborhood. This reduces the need for cross town commutes to meet these needs.

The project being located adjacent to the main north - south route of the bicycle route system allows for safe and convenient transit to the site by alternate means of transportation. This route being removed from the South College Corridor helps reduced interface between auto and other means of circulation which is a safety concern for all bicycle riders. Being located on this alternative transportation route within Mason Street encourages employees to use alternate means to commute because of the relative safe path of this corridor.

The Site encourages pedestrian and bicycle circulation. The first method that is used to accomplish is by the locating the building close to the pedestrian way. This close proximity of the building, the sidewalk and the building entries may encourage the clients to walk to adjacent businesses to take care of service needs. This would include restaurants, banking, entertainment, bookstores, and general merchandise stores all of which are adjacent to the Site. The second is in the location of the bicycle parking that

projects in the area. The wetland areas provide a natural and native plantings habitat expected to be found in and around wetlands locally.

Pedestrian circulation is provided along our site with a detached walkway. This is unique with the changing of the standards for attached to detached walks. The pattern is inconsistent along Mason Street and the location of the pedestrian circulation depends on the timing of the development. Our detached walk will coordinate with the improvements to the south of our site. Bicycle circulation is consistent along Mason Street with marked pathways within the street section continuous in front of the site on both sides as well as continuously for the mile between Horsetooth and Harmony. This is the major north south route for bicycle transportation.

It is the intention of the developer to be the owner and operator of the project. This developer has many other such facilities along the front range and has the in-house personnel to manage this facility. The individual owner will be responsible to maintain the building, parking areas, sidewalks and landscape areas. No cross easements, covenants, or controls are needed to be filed with the design of this property. No common association for maintenance will be formed. Items that would include snow removal, cleaning, resurfacing, striping, trash hauling and in long term repaving will be handled by the property owner.

The motel business is anticipated to have two to three employees working within the building at all times to serve the needs of the clients. This would be consistent for all three shifts. Cleaning and maintenance staff would consist of approximately six or seven part time employees working on the day shift working on average of three to four hours per day.

The rationale for the assumptions made about the businesses are factual information provided to use by the developer from the current operations he has in operation.

No variances to the published criteria are being requested with this proposal.

The land use is compatible with its surroundings in that the surrounding uses are commercial in nature as is this application. The businesses that are found on this section of Mason Street are low intensity businesses like this

locates the bikes along the pedestrian route in a highly visible location. The location allows for a natural flow from bike to building. The third method used to encourage alternative circulation by the clients is by providing direct pedestrian access to the building without crossing the auto circulation route. The crossing of the parking area provides a visual identity of this path for both pedestrians and auto travelers with the raised pattern concrete as opposed to the typical asphalt paving area.

The buildings are proportioned and scaled to the human site users. The use of a variety of materials and patterns within the materials provides a variety to the scale, stepping the parapets varies the form of the buildings, and the repetition of accent allows for visual interest of the building. The facades that face the street and the pedestrian oriented areas have articulation of windows, varied materials, predominance at the entrances, accent banding of the masonry, and accents of stucco areas provide visual interest at a pedestrian scale. The primary entrances to the buildings area clearly noted by architectural features. The building features recognizable wall termination with a sloped roof and selective varied and stepped parapets. Mechanical units are screened from public view. The colors are subtle in nature with coordinating accents.

Parking areas are well screened. They are setback from the public right of way to reduce there dominance. Parking areas are landscaped to above the required percentage. Parking ratios meet the recommended quantities found in the City Plan and are adaquate based on the current and anticipated needs of the business.

The open space provided with this project is to be found in various areas and are varied in type. The front of the building is a manicured lawn that provides an inviting entrance to the property. The landscaping provided directly around the building and in the parking areas reinforce this with greenery year round and color accent during the summer growing season. The uses for this area are varied in purpose. The main use of open space for the project is to augment the wetland character of the west end of the site and the property west of the site. We have wrapped the building and parking areas with a wetland environment. This serves as a buffer space between uses and as a visual contrast to the surrounding built environment. The landscaping and open space for this project provided this buffering and relief contrasting the

land use. The physical barriers between this property and a residential neighborhood to the west of the Rail Road and the New Mercer Ditch; visually, accoustically, and physically seperate the land uses. Impact to these residential uses is mitigated by the physical seperation and distance.

As noted on this page this project is called The Mason Street Motel. I believe that this property was previously reviewed by the concept review team in the fall of 1996. The uses at that time were to be consistant with a use by right of the previous zoning before the adoption of City Plan. This property is a part of a subdivision known as the South College Investment Subdivision which divided the property from College Avenue west to the rail road tracks in this area of Boardwalk and Colburn.