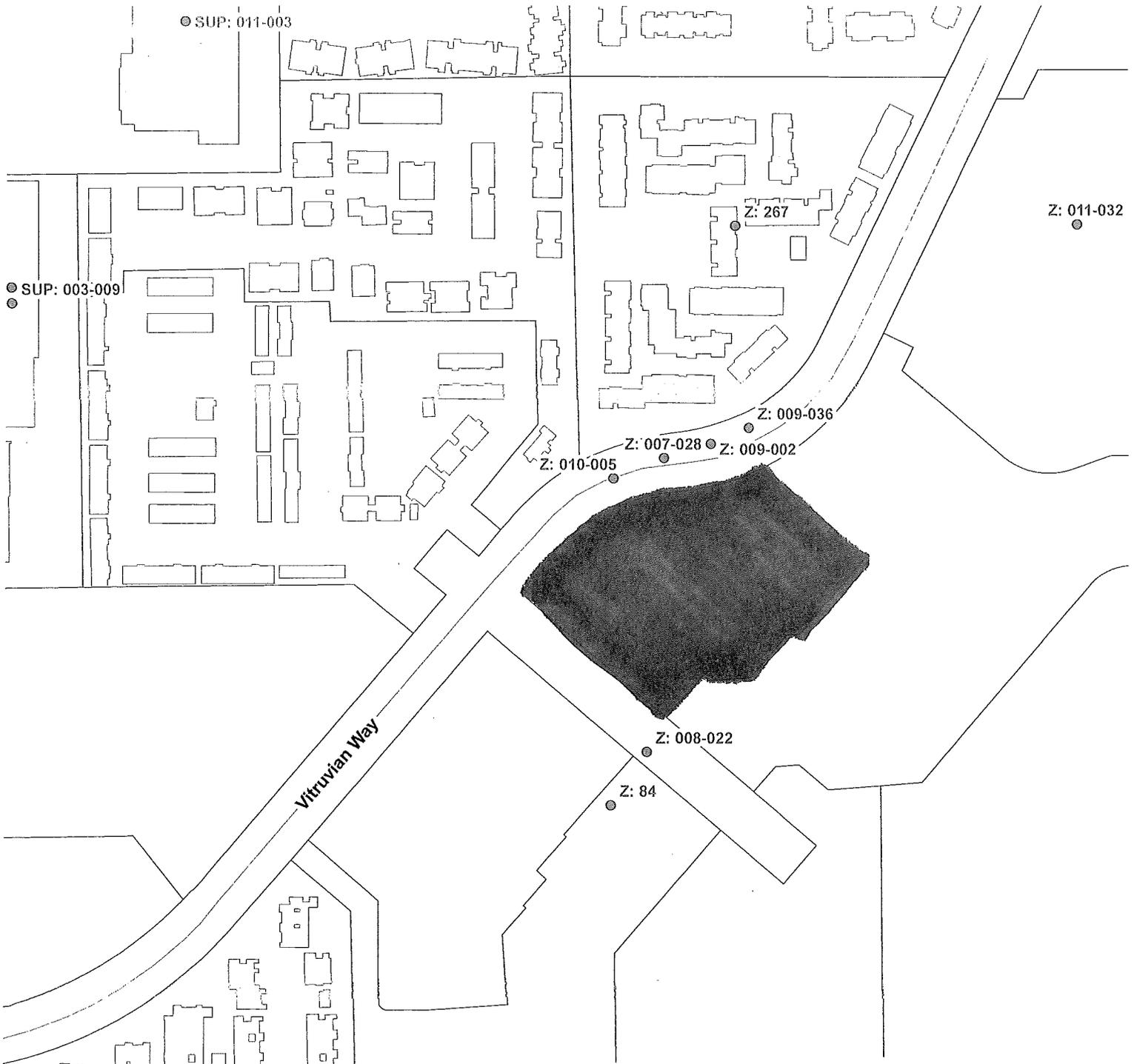
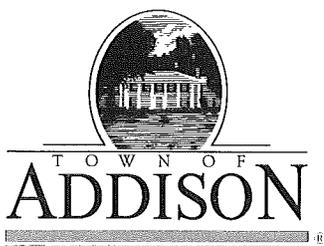


# 1680-SUP

**PUBLIC HEARING** Case 1680-SUP/The Market Hall. Public hearing, discussion, and consideration of approval of an ordinance changing the zoning on property located at 3875 Ponte Avenue, which property is currently zoned PD – Planned Development through Ordinance 007-034, by approving for that property a Special Use Permit for a convenience store, a Special Use Permit for a restaurant, a Special Use Permit for the sale of beer and wine for on-premises consumption, and a Special Use Permit for the sale of beer and wine for off-premises consumption, on application from Primo Hospitality Group, represented by Mr. Ellis Whitman.





December 12, 2013

STAFF REPORT

RE: Case 1680-SUP/The Market Hall

LOCATION: 3875 Ponte Avenue, Suite 410

REQUEST: Approval of a Special Use Permit for a convenience store, a Special Use Permit for a restaurant, a Special Use Permit for the sale of alcoholic beverages for on-premises consumption, and a Special Use Permit for the sale of beer and wine for off-premises consumption,

APPLICANT: Primo Hospitality Group, represented by Mr. Ellis Whitman

DISCUSSION:

Background. This lease space is located in the ground floor of the Savoye 2 Apartment building, which is the second phase of the Vitruvian Park development. It will be located at the corner of Vitruvian Way and Ponte Avenue. The Market Hall will be a convenience store that will also sell beer and wine, similar to the Addison Market in Addison Circle. However, this Market will also offer a small restaurant/sandwich shop and will sell beer and wine for on-premises consumption.

Proposed Plan. The floor plan indicates a total space 5,909 square feet. The convenience store portion of the space will take 3,989 square feet, and the restaurant portion of the space will take 1,920 square feet. The space has a "leave-out" which causes it to be long and thin, and causes the kitchen to be located at the opposite end of the space than the dining area, but those are constraints the operator is aware that he will have to work with.

Façade. The applicant is not proposing any changes to the existing façade of the tenant space, but will add a small patio on the north side of the building.

Noise. The applicant and owners of the property should be aware that noise generated on restaurant patios is a concern in mixed-use situations. In this situation, UDR has

offices on the second floor immediately above this space, but the third floor and other floors above will have residents, who are also UDR tenants. The staff does not believe that this space will cause a noise issue due to the small size of the patio and the limited menu proposed for the shop.

Parking. The parking requirement for this facility is 1/200 for the convenience store and 1/100 for the restaurant. The total space will require 39 spaces. The Savoye 2 required 576 parking spaces for all uses, and provided 655 spaces, so there are 79 extra spaces on the site (surface and garage) available to this store/restaurant. It is also anticipated that most of the customers to the convenience store will be residents in the neighborhood and will walk to the store.

Landscaping. There are no landscaping requirements for this use. The landscaping in Vitruvian Park is maintained by the Town with the exception of color beds against the buildings, which are maintained by the landlord.

Food Service Code. This restaurant will require a grease trap, and the applicant should be advised that the restaurant will be subject to all regulations contained in the Addison Food Service Ordinance.

Signs. The applicant did not show any signs on the facades. The applicant should be aware that all signs must be permitted under the requirements of the Addison Sign ordinance, and cannot be approved through this process. The applicant should also be aware that the Town has a policy against the use of any terms, such as "bar" or "tavern", or any graphic depictions that denote alcoholic beverages, in exterior signs. However, the term "ice house" is not a prohibited term.

#### RECOMMENDATION:

Staff recommends approval of the Special Use Permit for a convenience store, a Special use Permit for a restaurant, a Special Use Permit for the sale of alcoholic beverages for on-premises consumption, and a Special Use Permit for the sale of beer and wine for off-premises consumption, subject to the following condition:

-The applicant shall not use any terms or graphic depictions that denote alcoholic beverages in exterior signs.

Respectfully submitted,



Carmen Moran  
Director of Development Services

**Land Use Analysis**

**Attributes of Success Matrix**

**3875 Ponte Avenue, Suite 410**

**1680-SUP**

Attribute	Comment	Score
Competitive	This proposed convenience store will be a great amenity for the Vitruvian Park Development.	
Safe	Vitruvian Park is a safe neighborhood.	
Functional	The design and location of the space are functional and will be a welcome addition to the neighborhood.	
Visually Appealing	The proposed store will be built within the Savoye 2 apartment building, and will be appealing.	
Supported with Amenities	Vitruvian Park has a couple of amenities already, one restaurant and the health club. This will provide another amenity.	
Environmentally Responsible	All of Vitruvian Park is under a sustainability plan. This facility will be required by the management to recycle and follow sustainable practices.	
Walkable	The store will go a long way toward making Vitruvian Park a more walkable neighborhood, as it will provide a convenience for both shopping and dining.	
<b>Overall Assessment</b>	<b>This proposed Market is a great amenity for the Vitruvian Park area and will be much welcomed by the residents of the neighborhood.</b>	

Case 1680-SUP/The Market Hall  
December 20, 2013

**COMMISSION FINDINGS:**

The Addison Planning and Zoning Commission, meeting in regular session on December 19, 2013, voted to recommend approval of the request for approval of an ordinance changing the zoning on property located at 3875 Ponte Avenue, which property is currently zoned PD – Planned Development through Ordinance 007-034, by approving for that property a Special Use Permit for a convenience store, a Special Use Permit for a restaurant, a Special Use Permit for the sale of alcoholic beverages for on-premises consumption, and a Special Use Permit for the sale of beer and wine for off-premises consumption, subject to the following condition:

-The applicant shall not use any terms or graphic depictions that denote alcoholic beverages in any exterior signs.

Voting Aye: Doherty, Groce, Oliver, Stockard, Wheeler  
Voting Nay: none  
Absent: Hewitt, Hughes