

1691-SUP

PUBLIC HEARING Case 1691-SUP/Holiday Inn Express. Public hearing, discussion and consideration of approval of an ordinance approving a Special Use Permit for a hotel, located in a Commercial-1 district (C-1), at 14930 Landmark Boulevard, on application from Whitestone Hospitality/Addison Hotels, represented by Mr. Maxwell Fisher.



April 18, 2014

STAFF REPORT

RE: Case 1691-SUP/Holiday Inn Express

LOCATION: 14930 Landmark Boulevard

REQUEST: Approval of a Special Use Permit for a hotel in a Commercial-1 district

APPLICANT: Whitestone Hospitality/Addison Hotels, represented by Mr. Maxwell Fisher

DISCUSSION:

Background. This area is currently a vacant site that is zoned Commercial-1, which allows for a variety of retail, retail/service/showroom, and light assembly uses. A Hotel/motel requires a Special Use Permit in any district.

The 2.77-acre site is fronted by Landmark Boulevard to the west and bordered on the other sides by office uses.

Holiday Inn Express recently updated their brand design and has announced a new prototype hotel that is more modern and better integrates technology in to the guest rooms and amenity spaces. Their target customer is the young, tech-savvy business professional looking for midscale lodging.

The Town currently has two Holiday Inn products; Holiday Inn Express and Suites located 4355 Beltway Drive and Holiday Inn located at 4960 Arapaho Road. These two properties do not meet the new brand design and will be losing the Holiday Inn "flag." Staff has been aware of this situation and is currently working with potential developers to determine the future of the older properties.

This applicant for this property, Whitestone Hospitality, operates several other properties throughout Texas under several different flags including, Courtyard by Marriot, Holiday Inn Express, Radisson, Comfort Suites, Staybridge Suites, Hampton Inn, Best Western and Hyatt Place.

Proposed Plan. The hotel is proposing 1.99 acres of the site be used to construct a 54,124 square-foot, four story facility with 78 regular rooms and 18 slightly larger suites. The rooms will either have a King or two Queen beds. The rooms offer a small work area and media hub. The lobby will feature a seating area, a breakfast center and market, and a business center, as well as a patio area and outdoor pool on the east side of the building. The hotel is planning to provide one small meeting room.

Facades. The hotel façade will be similar in many respects to the Home2 Suites that was recently approved. The applicant is proposing that the building be a combination materials including E.I.F.S., stone veneer, and aluminum. The entrance to the hotel features a covered porte-cochere at the ground level. The requirement for facades in a Commercial-1 district is “at least 80% of the exterior walls of all structures shall be of masonry construction.” Therefore, the front and side walls of this hotel should be of brick or stone construction. However, those requirements can be varied through the approval of the Special Use Permit for the hotel. The applicant is asking for a variance and staff feels that the proposed façade is reasonable and is in keeping with a more modern design aesthetic.

Parking. The parking ratio for the hotel is one space per room plus a ratio of 1 space per 300 square-feet of meeting space. This hotel will require 98 parking spaces, and the site provides 101 spaces.

Airport Issues. The applicant has researched the allowed building heights and believes that this project is within the allowed height from the end of the Addison Airport runway. However, the applicant will be required to provide the Town with an official height determination from the FAA before a building permit is issued. They have indicated that they have begun that process with the FAA.

In addition, the property owner will be required to provide an Avigation Easement to the Town prior to the issuance of a building permit for the project.

Landscaping. The Parks Department has reviewed the proposed plans, and notes that they meet the requirements of the landscaping ordinance. In addition to meeting the landscaping requirements, the applicant has indicated a willingness to house a piece of public art and to work with the Town in implementing the standards envisioned in the connectivity project for Quorum and Landmark.

RECOMMENDATION:

The staff believes this proposed hotel is a good use for this piece of property and that this site is appropriate because of its proximity to the Tollway and the offices in South Quorum. Also, it is within walking distance to a myriad of restaurants and retail services, and to Addison’s other hotels, which should help it with bookings for larger events.

The product is the newer style and is similar to Westin’s Aloft, NYLO, Home2 and other “millennial-oriented” hotels that are drawing a growing segment of the travel population.

Addison has not had a new hotel since 1995, and has not had an offering that is attractive to the younger traveling demographic.

Staff recommends approval of an ordinance approving a Special use Permit for a hotel, located in a Commercial-1 district, subject to the following conditions:

- The applicant shall provide the Town official height determination from the FAA (form 7460-1) before a building permit is issued.
- The property owner shall provide an Avigation Easement to the Town prior to the issuance of a building permit for the project.

Respectfully submitted,

Charles Goff
Assistant to the City Manager

Land Use Analysis

Attributes of Success Matrix

Holiday Inn Express, 14930 Landmark Blvd

1691-SUP

Attribute	Comment	Score
Competitive	The site is currently a vacant tract and is underutilized. This use will be a positive addition to our hotel offerings. The site is close enough to the Tollway and Belt Line to be successful.	
Safe	The project will be safe.	
Functional	The proposed development plan will be very functional.	
Visually Appealing	The hotel features modern architecture with a combination of E.I.F.S. and stone veneer, and will have high quality landscaping.	
Supported with Amenities	The site is very close to Belt Line Road and the restaurants and entertainment venues offered there. Additionally, there is a site adjacent to the hotel for a potential future restaurant .	
Environmentally Responsible	The operator has committed to incorporate many sustainable practices at the hotel including recycling, energy and water conservation measures and electric vehicle re-charging stations.	
Walkable	The area is walkable, but will be further enhanced with the connectivity upgrades being proposed along Landmark. The developer has agreed to assist with the implementation of those upgrades.	
Overall Assessment	This proposed hotel is a good use for this site. It also provides a type of hotel product that is not currently in Addison and will allow Addison to better compete for younger travelers.	

Case 1691-SUP/Holiday Inn Express
April 25, 2014

COMMISSION FINDINGS:

The Addison Planning and Zoning Commission, meeting in regular session on April 24, 2014, voted to recommend approval of an ordinance amending the zoning on a piece of property located at 14930 Landmark Blvd, which is currently zoned Commercial-1 (C-1) by approving for that property a Special Use Permit for a hotel, subject to the following conditions:

- The applicant shall provide the Town official height determination from the FAA (form 7460-1) before a building permit is issued.
- The property owner shall provide an Avigation Easement to the Town prior to the issuance of a building permit for the project.

Voting Aye: Groce, Hewitt, Hughes, Oliver, Smith, Wheeler

Voting Nay: none

Absent: Doherty