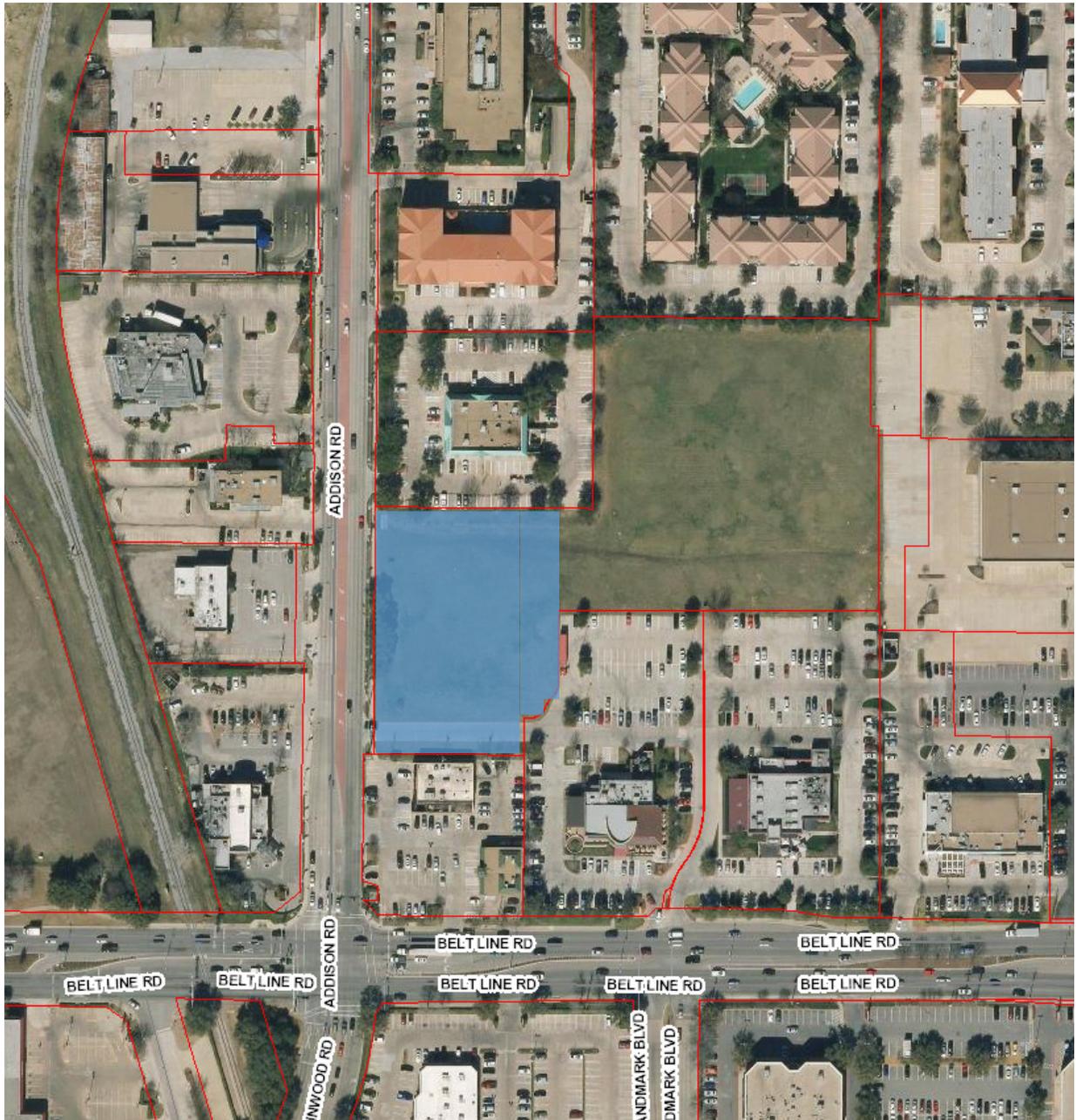


1718-SUP

PUBLIC HEARING Case 1718-SUP/TownePlace Suites by Marriott. Public hearing, discussion, and take action on a recommendation for an ordinance approving a Special Use Permit for a hotel, located in a Commercial-1 (C-1) district, on a 1.64 acre vacant tract of land located approximately 250 feet northeast of the intersection of Addison Road and Belt Line Road, on application from Mayse & Associates, Inc., represented by Mr. Chris Cooper.





September 11, 2015

STAFF REPORT

RE: Case 1718-SUP/TownePlace Suites by Marriott

LOCATION: 1.64 acre vacant tract of land located approximately 250 feet northeast of the intersection of Addison Road and Belt Line Road

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

APPLICANT: Mayse & Associates, Inc. represented by Mr. Chris Cooper.

DISCUSSION:

Background: This property is a vacant site zoned Commercial-1, which allows for a variety of retail, service and office uses. The site is bounded by Addison Road to the west, Outback Steakhouse to the north, the Home2 Suites by Hilton extended stay hotel currently under construction to the east, and Pei Wei to the south.

This has historically been a difficult site to get interest in from developers. It is off the tollway, which discourages office. It is off Belt Line, which discourages retail and/or restaurants. In the past, there have been some proposals to rezone this land to a multi-family use, however it is within the noise contours of the Addison Airport, which prohibits it from being zoned for residential use. Hotels are not considered a residential use by the FAA and are very commonly located within the noise contours around airports. In Addison, a hotel/motel requires a Special Use Permit to locate in any district.

TownePlace Suites is an extended stay product that is part of the Marriott family of hotels with almost 300 locations nationwide. The brand very recently revealed a new modern prototype. Intended for a younger demographic of business travelers in the Gen X and millennial generations, the new design includes additional amenities such as larger lobbies, gyms and outdoor spaces, as well as a focus on technology.

Proposed Plan: The applicant is proposing a four story building encompassing 47,500 square feet with 81 guest rooms and one meeting room. The rooms will be a combination of 66 king suites and 15 double queen suites. None of the proposed rooms feature a separate living and sleeping area, but include one space with the bed(s), seating, and a workspace. The rooms will also feature a full kitchen with a sink, dishwasher, microwave, stovetop and refrigerator. The hotel provides free breakfast, wi-fi, two outdoor spaces, a business services area, and a market.

Exterior Facades: The basic form of the building was determined by the new TownePlace by Marriott standards. Facades will be finished with a modern brick pattern with various shades of grey, white, and brown. This complies with the masonry requirements of the Commercial-1 zoning district.

Parking: Hotels are required to have one space per guest room as well as 1 space per 300 square feet of meeting space. The site plan indicates that 83 parking spaces will be provided, one more than required.

Landscaping: The Parks Department has reviewed the landscape plan and found it to be in compliance with all Town requirements.

Airport: As mentioned previously, this property falls within the noise contours of the airport. Hotels are an allowed use within that area. Additionally, the site falls under the approach path of the airport. Due to the height of the building, the applicant was required to submit their plans to the FAA for an official height determination. In response, the applicant has provided Town staff with the FAA's "Determination of No Hazard to Air Navigation" meaning that it will not impact airport operations.

Staff would recommend that the property owner be required to provide an Avigation Easement to the Town prior to the issuance of a building permit for the project.

RECOMMENDATION: **APPROVAL WITH CONDITIONS**

Staff believes that the proposed hotel could be a good use for this property. This is a suitable location for a hotel because of its proximity to both Belt Line and the Tollway, the Town's primary hotel traffic generators. It is within walking distance to many restaurants and retailers. The hotel's modern aesthetic and amenities are designed to attract younger business travelers, keeping Addison a desired lodging designation for new generations.

Extended stay hotels offer an opportunity for Addison, but are not without their potential challenges. The Town has previously indicated concern about the quality of hotel operations and the impact that has on adjacent properties and the community in general.

Extended stay brands, in particular, can easily transition to offering longer term residences as if it were an apartment complex without the standards and amenities that the Town would require for residential developments. Staff has discussed this concern at length with the applicant and developed a series of conditions that we believe would mitigate these concerns should this use be permitted. With the following conditions, staff would recommend approval of the Special Use Permit for a hotel:

- The hotel shall not accept cash payments for room rental.
- The hotel shall offer only daily rates for room rental.
- The hotel shall provide customary hotel services including daily linen, maid services, and the upkeep of furniture.
- The hotel shall keep the lobby open and staffed at all times.
- At no time shall more than 10% of the rooms be rented continuously for more than 30 consecutive days.
- The hotel shall be required to maintain the Marriott brand. If this condition is not met, then the Town shall authorize hearings to be held for the purpose of reconsidering the Special Use Permit.
- Prior to the issuance of a building permit, the property owner shall be required to provide an avigation easement to the Town.

In addition to these conditions, the site plan and floor plans show that the proposed use will have a lobby, a market, a meeting room, a fitness center and outdoor amenities including a pool. The plans indicate that all rooms will be accessed through an internal corridor. It should be noted that these plans will be included as part of the SUP ordinance and will become requirements of the zoning for this property.

Land Use Analysis

Attributes of Success Matrix

TownePlace Suites by Marriott, Addison Road

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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	With the proposed conditions, staff believes that the project will be safe.	
Functional	The proposed development plan will be very functional and integrates well with the surrounding uses.	
Visually Appealing	The hotel features contemporary architecture with a modern brick pattern and will have high quality landscaping.	
Supported with Amenities	The site is very close to the restaurants and entertainment venues offered on the adjacent properties and along Belt Line Road.	
Environmentally Responsible	Marriott has national standards promoting environmentally responsible operations in their hotels.	
Walkable	The site is within walking distance to adjacent locations and along Belt Line Road.	
Overall Assessment	With the proposed conditions, this hotel is a good use for this site. The proposal will provide additional support to our businesses and restaurants.	