

1745-SUP

PUBLIC HEARING Case 1745-SUP/Home 2 Suites by Hilton. Public hearing, discussion, and take action on a recommendation regarding an ordinance changing the zoning on property located at 4875 Belt Line Road, which property is currently zoned C-2, Commercial-2, with a Special Use Permit for a hotel by approving a Special Use Permit for the sale of beer and wine for off-premises consumption.

LOCATION MAP





September 16, 2016

STAFF REPORT

RE: Case 1745-SUP/Home 2 Suites by Hilton

LOCATION: 4875 Belt Line Road

REQUEST: Approval of a new Special Use Permit for the sale of beer and wine for off-premises consumption only

APPLICANT: Magnolia Lodging, represented by Mr. Michael Buta

DISCUSSION:

Background: The property at 4875 Belt Line Road is zoned Commerica-2. In December 2013, the Town of Addison approved a Special Use Permit for the development of the Home2 Suites by Hilton at this location. The property has been under construction since that time and is nearing completion.

Current Request: The plan features a large lobby. In the corner of the lobby, adjacent to the registration desk, is a small market area for the sale of goods, including food and beverages, to guests of the hotel. This area is outlined with a red box on the attached floor plan. Home2 is requesting approval of a Special Use Permit for the sale of beer and wine for off-premises consumption only. This will allow them to sell beer and wine out of the market area for their guests to take to their room.

RECOMMENDATION: APPROVAL

This recommendation is contingent on the approval of the text amendment being proposed in Case 1746-Z, which allows for consideration of such a request. Many hotels appear to be expanding their offerings and moving in the direction of providing beer and wine for sale as a way to attract additional and younger guests. The Town previously approved for the Hyatt House hotel, located adjacent to Home2, to sell beer and wine, and they have been doing so with no problems. By judging the floor plan and the small area being shown as the market, the beer and wine offering here will be fairly limited, will be done so in a controlled environment, and should not pose any issues. Granting this request will allow Home2 to provide an additional service to its guest and compete with its neighbors.