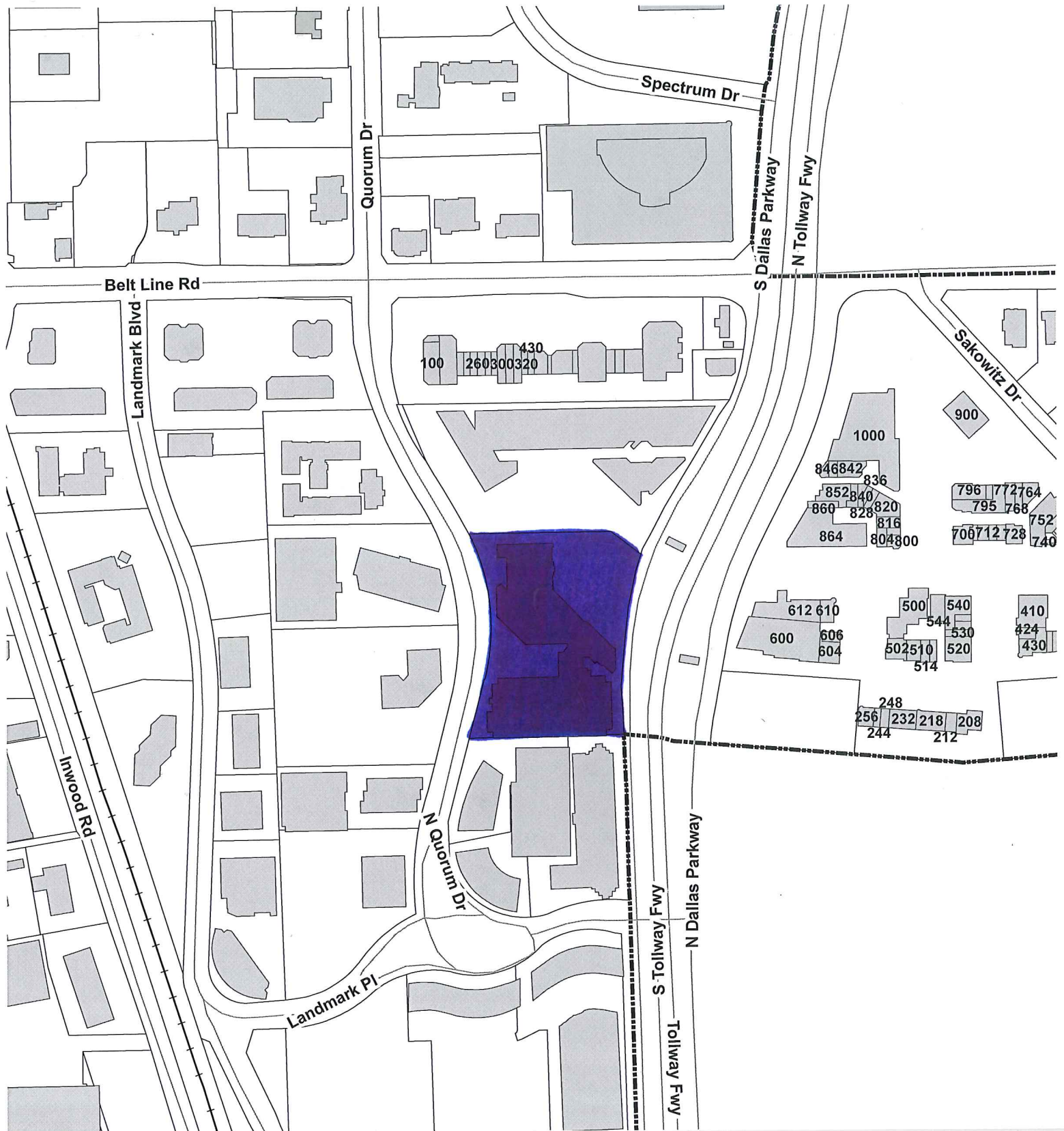


1689-Z

PUBLIC HEARING. 1689-Z/Marriott Quorum Hotel. Public hearing, discussion, and consideration of approval of an ordinance changing the zoning on property located at 14901 Dallas Parkway, which property is currently zoned PD – Planned Development, through Ordinance 666, by amending the currently approved development plans to convert the indoor pool area into a ballroom, on application from Dallas/Addison Marriott Quorum, represented by Michael Oyervides



March 19, 2014

STAFF REPORT

RE: Case 1689-Z/Marriott Quorum Hotel

LOCATION: 14901 Dallas Parkway

REQUEST: Approval of an amendment to a previously-approved Planned Development zoning Ordinance (666) in order to provide for revised development plans to convert the indoor pool area into a ballroom

APPLICANT: Dallas/Addison Marriott Quorum, represented by Michael Oyervides

DISCUSSION:

Background: The Dallas/Addison Marriott Quorum hotel was approved and constructed in 1981. Since that time, it has been one of Addison's premier full service hotels. A major portion of the Marriott's business comes from meeting room rentals for social and business functions. Finding the appropriate balance between meeting space and hotel rooms is always a struggle for hotels. Currently, the Marriott Quorum hotel has 547 rooms and 18,292 square feet in meeting space. It is in a situation where it cannot book as many meetings as it has rooms for because it lacks the meeting space.

Proposed Plan: The applicant is requesting approval to replace the existing indoor pool area near the southern end of the building with a 3,000 square foot ballroom and meeting space. The plan calls for demolishing the existing indoor pool and spa, raising the floor to better address handicap access and adding additional restrooms to serve the new space. As part of this project, the hotel is also proposing to renovate the exterior pool area; however, that can be done without a change in zoning and is not part of this request.

The Zoning Code allows for staff to approve most renovation activities. Commission and City Council approval is required here because the applicant is proposing to use the space in a way that will increase the density or occupancy of the site. The indoor pool area served as an amenity to guests already staying at the hotel. The proposed use will attract additional people to the hotel for meetings and social functions.

Exterior Facades: The space has one wall that opens to the exterior of the building. There will only be minor change to the façade to account for the raised floor, but the look will remain the same.

Parking: Accounting for the original parking requirement for the site has proven difficult. This project was originally approved 33 years ago and neither the Town nor the owner can find record of a parking count or requirement. For meeting space, the Town has a standard parking requirement of 1 spot per 100 square feet. The additional 3,000 square feet of meeting space will require 30 additional parking spaces. The Marriott plans to remove the tennis court currently on top of the parking garage to gain the 30 spots required. This will bring the total parking onsite to 729, which staff feels is adequate for this use.

Fire, Building, and Food Service Code: There are no known code issues with the building currently; however, the applicant should be aware that they will be required to meet the appropriate code standards.

Landscaping: The landscaping at the site is in compliance with code requirements and is generally well maintained.

RECOMMENDATION:

This project will benefit the Marriott and the Town. Additionally, it is in keeping with Comprehensive Plan's stated objective to keep Addison's hotels competitive through the administrative support of refurbishments and remodels that attract additional customers to the Town. Staff recommends approval of the request subject to no conditions.

Respectfully submitted,

Charles Goff
Assistant to the City Manager

Case 1689-Z/Marriott Quorum
March 30, 2014

COMMISSION FINDINGS:

The Addison Planning and Zoning Commission, meeting in regular session on March 27, 2014, voted to recommend approval of the request for approval of an ordinance changing the zoning on property located 14901 Dallas Parkway, which property is currently zoned PD, Planned Development for hotel and other uses, through Ordinance 666, by amending the currently approved development plans to convert the indoor pool area into a ballroom, on application from Dallas/Addison Marriott Quorum, represented by Mr. Michael Oyervides, subject to no conditions.

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

Voting Nay: none

Absent: none