

STAFF REPORT

Case No.: 18-SU-16

Request: Conduct a public hearing and consider the request for a Specific Use Permit and an associated Detailed Site Plan with a Special Exception for a hotel on a 1.94-acre property located at the northeast corner of Mira Lago Boulevard and Mira Lago Boulevard; and take appropriate action.

Applicant: Maxwell Fisher, Master Plan

Planning & Zoning Commission Meeting: September 9, 2019

Background:

The applicant is requesting approval of a Specific Use Permit for a four-story hotel and an associated two-story parking structure on the property located on the northeast corner of Mira Lago Boulevard and Mira Lago Boulevard. The subject site is approximately 1.94 acres and located in Planned Development District No. 81 (PD-81), which allows for the proposed use subject to approval of a Specific Use Permit. The request also includes a Detailed Site Plan and a Special Exception to the development standards in PD-81.

Subject Property:

Site acreage: 1.94 acres

Location: Northeast corner of Mira Lago Boulevard and Mira Lago Boulevard

Proposed Development:

The applicant is proposing a hotel and parking structure on the subject property with related site improvements. The hotel building is proposed on the southern portion of the site and is proposed to be four stories with an overall height of 64 feet and 6 inches. The hotel is proposed to have 111 guest rooms and a total floor area of approximately 57,784 square feet.

The two-story, 54,800 square foot parking garage is proposed to be on the northern portion of the site and has an overall height of 24 feet and 6 inches. A total of 128 parking spaces are proposed within the parking structure. On-street parking is existing along both Mira Lago Boulevard street frontages and will remain.

A 6-foot sidewalk is proposed to be extended along both Mira Lago Boulevard streets and will connect to the existing lakefront walkway.

Adjacent Zoning Districts and Land Uses:

Direction	Zoning District	Land Use
North	N/A	I-635 Service Road
South	Planned Development District No. 81 (PD-81)	Vacant land and hotel under construction; across Mira Lago Boulevard
East	Planned Development District No. 81 (PD-81)	Vacant/undeveloped
West	Planned Development District No. 81 (PD-81)	Multi-family; across Mira Lago Boulevard

Access:

The proposed development will be accessible from the following streets:

- Mira Lago Boulevard (north to south) via a driveway.
- Mira Lago Boulevard (east to west) via a driveway.

The internal drive aisle that connects the proposed access drives along both street frontages will serve as a fire lane and will be a shared access with the remaining property to the east. Cross access will be determined at the time the property to the east is developed.

Parking:

Required Parking Ratio per PD-81	Total Minimum Parking Required	Total Parking Provided	Type of Parking Provided	Complies
<ul style="list-style-type: none"> • Hotel: 1 space/first 100 rooms + $\frac{3}{4}$ space/additional 50 rooms 	109	128	Structured	Yes

Site Landscaping:

% Required per Zoning	% Provided	Location Provided	Complies
10%	28%	Landscaping is generally provided throughout the property, primarily along the street frontages. Ornamental trees, including crepe myrtles and redbud trees, and various shrubs is proposed along the perimeter of the hotel and parking structures.	Yes

Street Trees Required:

Street Name	Minimum Number Required	Number Provided	Tree Variety/Type	Complies
Mira Lago Boulevard (East to West)	22	22	Live Oak and Red Oak trees	Yes
Mira Lago Boulevard (North to South)	5	5	Live Oak and Red Oak trees	Yes
I-635 Service Road	10	10	Live Oak and Red Oak trees	Yes

Buildings Elevations:

The PD-81 requires masonry standards for each exterior facade. However due to House Bill 2439 recently in effect, the City is not able to enforce these material requirements.

The proposed building exteriors for the hotel building and parking structure are composed of primarily brick and stucco. The applicant has proposed varying tones of brick and accents of lime green stucco on both buildings that create a unified exterior.

Special Exceptions:

The applicant is requesting the following special exception as described below.

Special Exception #1 – Maximum Setback (Article 4.A.1.a)

PD-81 development standards require a maximum setback for all buildings along the street be no more than 10 feet from the property line.

The applicant is seeking approval of a special exception to allow the structured parking to be setback approximately 82 feet from I-635 Service Road right-of-way.

Staff believes that the requested special exception is appropriate due to the irregular shape on the north side of the property. The development standards in PD-81 are focused on maximizing the building presence towards the interior street, such as Mira Lago Boulevard. Additionally, the proposed building setback from the service road is consistent with the setback of other buildings to the east within PD-81.

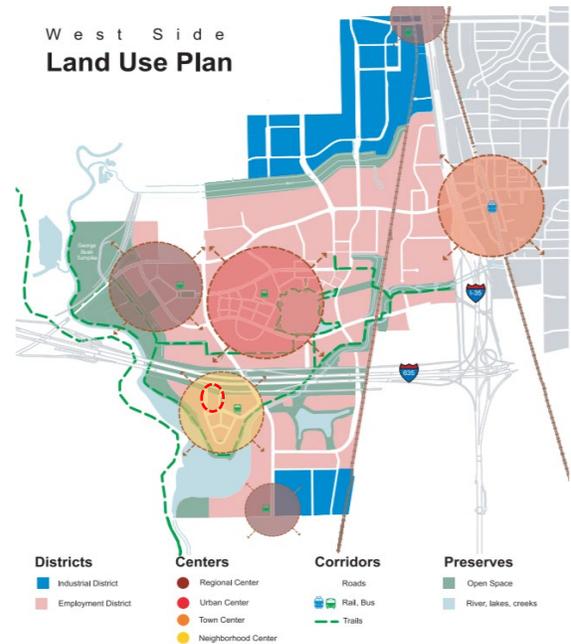
Market Study:

The applicant provided a Market Feasibility Study for the proposed hotel prepared by CBRE, Inc. While the report identifies weaknesses/threats including a “very competitive hotel market with most of the major franchises represented in the submarket” and potential for “additional new hotel

construction could occur that will compete with the subject and competitive hotels”, the feasibility conclusions section of the report on page 74 confirms the feasibility of the proposed hotel.

Comprehensive Plan Recommendation:

The West Side Plan designates the subject property as employment district as provided for on the Future Land Use Map. This land use designation recommends this area have the greatest capacity to accommodate employment activity, particularly larger footprint buildings. Residential mixed use development is also recommended to be integrated. The goal is to create a successful environment for many forms of business and retail activity, while keeping the district walkable, transit accessible, respectful to the natural environment, and completely integrated with the elements of mixed-use centers. Additionally, the property is designated as neighborhood center, which planned to accommodate 1.8 million square feet of office and up to 1,200 residential units to create an urban village.



Given the current development activity and entitlements within the vicinity of the subject area, the proposed development is not consistent with the plan recommendation. While there is existing residential development, there are three hotels within the “peninsula” that are operating and two more that were recently entitled of which one is are under construction, thus further limiting the viability for office and retail development.

Additionally, during the summer of 2018, Mr. Jeff Binford, CBRE Hotel Advisory Group, advised the Commission and Council about hotel market conditions and trends, including cautioning the City regarding allowing future hotel development within the city. Mr. Binford stated that he envisioned the current market being able to support a niche hotel concept within the Station Area and possibly another hotel on the city’s east side.

Public Response:

On August 29, 2019, six zoning notification letters were mailed to the surrounding property owners in addition to both Carrollton-Farmers Branch and Dallas Independent School Districts. A zoning notification sign was also placed on the site on the same day. As of September 6, 2019 no written correspondence has been received by the city.

Staff Recommendation:

Staff recommends denial of the Specific Use Permit request and associated Detailed Site Plan with special exception.