

OMNI® HOTELS & RESORTS

park west | dallas

August 3, 2016

Farmers Branch City Hall
13000 William Dodson Pkwy
Farmers Branch, TX

To The Farmers Branch City Council:

I greatly appreciate the opportunity to provide our feedback relative to the proposed limited service hotel development adjacent to the Omni Hotel at Park West located on the southwest corner of I-635. Firstly, it is an honor to have our hotel located in the city of Farmers Branch. I feel we are the premier hotel in the market and we have always enjoyed an outstanding partnership for 27 years with the City of Farmers Branch. Omni Hotels & Resorts has rated #1 in service and guest experience 7 times in terms of J.D. Power customer satisfaction. The Omni Hotel at Park West is currently in the top 10 of Trip Advisor ratings out of 200 hotels rated in the Dallas market.

I understand the zoning/planning committee is considering the rezoning of case # 16-SU-15 of this property to a Hampton Inn on the land adjunct to the Omni Hotel at Park West. This land is currently zoned PD-81. The final approval will be reviewed at the City Council. Respectfully, let me state in absolutely clear terms that the Omni Dallas Hotel at Park West "DOES NOT" support this development of land in terms of an additional "Limited Service Hotel" and urge the Farmers Branch City Council to vote "NO" on this proposal. My rationale is as follows:

- The City of Farmers Branch is already saturated with "Limited Service" hotel offerings and this saturation drives the average rate lower in the market
- The addition of an increased number of "Limited Service" hotels will further dilute the average rate for the market and lower the tax revenues for the City of Farmers Branch. Apparently there has already been approval for a "Limited Service" hotel in the area to be developed on the northwest side of I-635 which will be Best Western Hotel.
- If a "Limited Service" hotel was developed adjacent to the Omni Hotel at Park West then it is highly likely that meeting and convention attendees will book at a lower rate at the "Limited Service" hotel and simply walk next door to the Omni. This economic environment would likely force the Omni Hotel at Park West to lower our rates in order to compete with the "Limited Service" Hotel. Ultimately this will lower the tax revenue for the City of Farmers Branch.

Kindly contact me if you have any questions or require further dialogue.

Thank you for allowing me the opportunity to provide this feedback accordingly.

Sincerely,



General Manager
Omni Dallas Hotel at Park West

Cc: John Land
Cc: Gayla Guyse

Omni Dallas Hotel at Park West
1590 LBJ Freeway Dallas, TX 75234
972-869-4300 972-869-3295 fax
omnihotels.com



Alexis Massaro Jackson

From: Charles Leddy <Charles@Presidian.com>
Sent: Friday, August 05, 2016 5:01 PM
To: Alexis Massaro Jackson
Cc: Drake Leddy; Sergio Cardenas; david.michel2@hilton.com; Jeanette Mosley
Subject: Feedback on the Proposed Hampton Inn Hotel on 1570 Mira Vista Boulevard

Importance: High

Alexis,

Thank you for your time earlier today. As we discussed, my company owns and manages the DoubleTree Farmers Branch hotel on Luna Road. We very much appreciate this opportunity to provide our feedback on the proposed Hampton Inn hotel on 1570 Mira Vista Boulevard. We strongly oppose the development of the land for a limited service hotel for the following reasons:

- 1) The market feasibility study from DP Consulting has a number of significant errors that result in an inaccurate reflection of the hotel room supply imbalance that an additional limited service hotel will create in the subject market. Specifically:
 - a. The market feasibility study excludes 113 rooms from the Hampton Inn Dallas – North that will convert to a Quality Inn. Those 113 hotel rooms will still be supply in the subject market.
 - b. The market feasibility study excludes a 160 room Four Points that will open in September of 2016 in the subject market.
 - c. When you include the above referenced Quality Inn and Four Points room supply, the DP Consulting market occupancy forecast (see page 11 of the feasibility study) would show a supply of 638,385 annual rooms in 2018, translating to market occupancy of 57.8%. No hotels in the market will be profitable at 57.8% occupancy.
- 2) We believe it is critical to the health of the Farmers Branch hospitality market to not increase room supply at rate that could create a supply/demand imbalance to the detriment of all hotels. With the Holiday Inn Express, Candlewood Suites, Best Western and Four Points all coming into market over the next two years, adding another limited service hotel to the supply base will put the health of the entire market at risk.

Thank you for your consideration. Please feel free to contact me if you have any questions.

With best regards,
Charles

CHARLES LEDDY | Chief Executive Officer

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**CITY OF FARMERS BRANCH
NOTICE OF PUBLIC HEARING**

ZONING CASE NO. 16-SU-15

The City of Farmers Branch has received a request from **Darsit Bhakta / Hampton Inn** for a Specific Use Permit and an associated Site Plan for a hotel located at 1 Mira Vista Boulevard. The associated Site Plan will include several Special Exceptions. The site is located within the Planned Development No. 81 (PD-81) zoning district (see map on back).

The Planning and Zoning Commission will hold a public hearing to consider this request on **Monday, August 8th at 7:00 p.m.** The hearing will take place in the City Council Chambers of City Hall, located at 13000 William Dodson Parkway, City Hall Plaza, Farmers Branch, Texas.

If you have any questions concerning this request, please call Alexis Jackson, AICP, at 972.919.2551.

As a property owner likely to be affected by this request, you are requested to make your views known by attending these hearings. If you cannot attend these hearings, it is requested that you express your views on this request by completing and returning the form below:

Return to: City of Farmers Branch Date: _____
 Planning Department
 P.O. Box 819010
 Farmers Branch, Texas 75381-9010

As a property owner likely to be affected by this request, I (oppose) (favor) the request for the following reasons:

See Attached

Name: Zachery Warren (Wyndham Garden Dallas)
Address: 2645 LBJ Freeway Farmers Branch, TX 75234

FARMERS BRANCH CITY HALL IS WHEEL CHAIR ACCESSIBLE. ACCESS TO THE BUILDING AND SPECIAL PARKING ARE AVAILABLE AT THE MAIN ENTRANCE FACING WILLIAM DODSON PARKWAY. PERSONS WITH DISABILITIES WHO PLAN TO ATTEND THIS MEETING AND WHO ARE DEAF OR HEARING IMPAIRED AND WHO MAY NEED AUXILIARY AIDS OR SERVICES SUCH AS A SIGN INTERPRETERS FOR PERSONS WHO ARE DEAF OR HEARING IMPAIRED, OR LARGE PRINT ARE REQUESTED TO CONTACT THE CITY SECRETARY'S OFFICE AT 972-919-2503 AT LEAST 72 HOURS PRIOR TO THE MEETING.



**WYNDHAM
GARDEN® HOTELS**

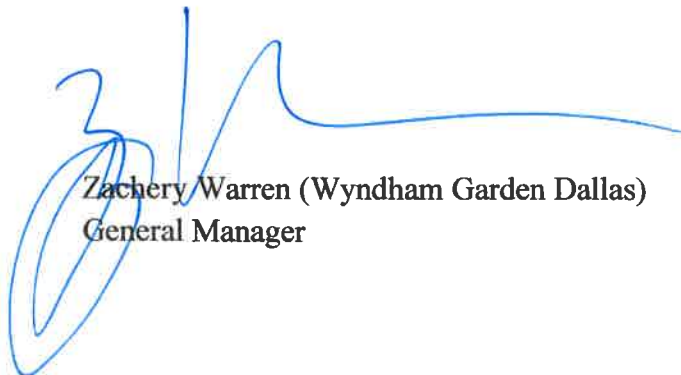
Zachery Warren (Wyndham Garden Dallas)
2645 LBJ Freeway
Dallas, TX 75234
August 8, 2016

Alexis Jackson
City Hall
City Of Farmers Branch
13000 William Dodson Parkway
Farmers Branch, TX 75234

Dear Alexis Jackson:

I am writing to you oppose the request for a Specific Use Permit associated with the property located at 1 Mira Vista boulevard. Our hotel is just now recovering from the hardship of the LBJ project. We are already adding two limited service hotels in the market, and I believe a third would be overkill. Our hotel is trying to raise our average daily rate, which in turn will increase our tax revenue to the city. If we keep increasing the supply in our market, not only can we not continue to increase our rate. But we will have to start decreasing in order to compete. We have gone through a lot of hard times in the last couple of years with all the construction, we are finally recovering. Please do not send us back down that path by approving another limited service hotel.

Sincerely,



Zachery Warren (Wyndham Garden Dallas)
General Manager