



INFORMATION MEMORANDUM

TO: Mayor and City Council

FROM: Charles S. Cox
City Manager

DATE: July 6, 2017

SUBJECT: Ordinance 3447 – Specific Use Permit and associated Site Plan for a hotel at 1520 Mira Lago Boulevard

Existing Conditions:

This 2.03 acre site is located within the Mira Lago peninsula, in the northwestern tract defined by the existing Mira Lago and Lago Vista West Boulevards. The property is surrounded by undeveloped sites to the south and north. To the east is the recently approved Hampton Inn Hotel. To the north, across Mira Lago Boulevard, is the recently approved Mira Lago Hospitality hotels (Candlewood and Holiday Inn Express). At the northeast corner across Mira Lago Boulevard is the Omni Hotel and at the east side across Lago Vista Boulevard is Laguna Vista Apartment Complex. (See Aerial Map)

The entire Lago Vista peninsula (consisting of approximately 66 acres) is zoned Planned Development No. 81 (PD-81). (See Location Map) This PD allows for a wide variety of retail, office and high density residential development. PD-81 is divided into two basic subdistricts, the “**Employment Core**” subdistrict and the “**Mixed Use Residential**” subdistrict. This 2.03 acre undeveloped site is located within the “Employment Core” zoning subdistrict, which currently allows “hotels, including residence hotels” to be developed after obtaining a Specific Use Permit.

Site Design:

The applicant is proposing to develop two hotels on site, one along Mira Lago Boulevard, La Quinta Inn and Suites, and another along Lago Vista West Boulevard. This current SUP

application is for the La Quinta Hotel, the other hotel will be subject to a different SUP at a later date. (See Overall Conceptual Site Plan)

The Site Plan for this SUP proposes two buildings on the site: one 4-story hotel and one 2-level parking structure. The hotel is proposed to be located along Mira Lago Boulevard and will have a main lobby with two entries: the main entry with the drop-off area at the southern side and the pedestrian entry on the north side toward Mira Lago Boulevard. The parking structure is proposed at the southern portion of the lot. The remaining southeastern portion along Lago Vista West Boulevard is proposed to be used as a landscape open space until it will be developed into another hotel at a future date. (See Site Plan)

The proposed hotel will consist of approximately 57,746 square feet, containing 109 rooms. The rooms will be a combination of room types with 20 suites with king beds, 27 standard rooms with king beds, 55 standard rooms with queen beds and 7 rooms equipped to accommodate guests with disabilities. A lobby with reception desk, meeting area with a small business center, breakfast area, fitness room, and meeting room are located at the first floor.

An outdoor pool with seating areas is proposed at the west side of the hotel and will be screened from public view with landscaping. The outdoor areas are accessible only from the hotel. The main entry into the hotel will be located on the south side of the building, and will include a covered driveway area, or “porte cochere.” Another entry area will mirror the main entry on the northern side and serve as a pedestrian access from Mira Lago Boulevard. (See Conceptual Floor Plans)

A limited number of surface parking spaces (21) are proposed along the garage and along Mira Lago Boulevard; however, most of the guest parking will be located within the parking garage. The parking garage will be pedestrian and vehicle accessible on one side, the stairs and elevator area will be connected to the hotel reception area through a walkway.

The dumpster will be located to the west side of the garage and will be screened from public view with a masonry wall and a dense row of shrubs. (See Site Plan)

Elevations

The architectural style of the exterior of the hotel can be generally classified as “Contemporary” and will follow the architectural style of the La Quinta brand. The exteriors shall consist of brick, stone, ceramic panel and stucco material. The access areas will have a distinct architectural treatment on the building north and south façades and will be covered by canopies. The ground floor windows on the north façade, facing Mira Lago Boulevard, will have metal awnings.

The hotel will be 4 stories in height with an overall height of approximately 64 feet. The applicant is proposing at least 75% stackable brick and stone. (See Elevations and Renderings)

The parking structure will be 2 levels high and will be constructed using precast concrete panels.

Each room will have its own individual HVAC system and will be incorporated into the window design. All other HVAC equipment will be located on the roof. A monolithic PVC membrane flat roofing system will be used on the building. The proposed parapet on the building will screen the roofing system and equipment from public view.

Landscaping and Open Space

The applicant has proposed to provide approximately 21% of the site as natural or landscaped open space. PD-81 requires 10%. The applicant has agreed to minimally landscape the open area of the remaining undeveloped site at this time. Sixty-nine (69) new trees are proposed to be installed throughout the site, a combination of Oak, Holly and Crape Myrtle.

The proposed streetscape along Mira Lago and Lago Vista West Boulevards will include 6-foot wide sidewalks with canopy trees to provide ample shade. The applicant is also proposing to install 4 seating areas with benches and trash receptacles and street light poles along Mira Lago Boulevard. This streetscape will be comparable with the existing streetscape elements located in front of the existing developments within PD-81 (Laguna Vista, Evergreen and Portofino Apartments). (See Landscape Plan)

Parking

Based on the proposed use, PD-81 requires at least 107 on-site parking spaces. Twenty-five percent (25%) of these spaces can be surface parking. The applicant is proposing 120 on-site parking spaces. Ninety-nine (99) of these parking spaces are located within the proposed 2-level parking structure. Only 21 surface parking spaces are proposed (17.5% of total) within the site. Currently there are also 10 parallel parking spaces along Mira Lago Boulevard. (See Site Plan)

Signage

The applicant is proposing to install wall signs on three façades (north, south and east). The wall signs will be up to 4 feet in height and maximum 43 square feet in area. (See Elevations and Renderings) PD-81 requires all wall signs to be less than 10 feet high and less than 150 square feet. The proposed signage complies with PD-81 requirements.

Market Study:

The applicant submitted a Market Study for the proposed La Quinta Inn and Suites in Farmers Branch completed by DP Consulting, Professionals in Hotel Development. In their analysis of the area and the specific location of this site in greater Dallas hotel market, the researchers make an informed estimation for occupancy, average daily rate and room revenue for 2019-2021.

For the proposed La Quinta, DP Consulting's analysis indicated a strong overall occupancy rate and highlighted few main ideas concluding:

- There is a new sub-market being formed at Luna / I-635 area that will be directly competitive with the area along TX-114 in Las Colinas.

- The estimated user groups for the La Quinta are the Individual Business Travelers and Leisure Travelers that will be typical users of the brand and are looking for a location with good surroundings.

Based on the review of the historical performance of the market, inspection of competitive hotels, interviews of area demand generators, and a review of the existing and planned area developments, DP Consulting recommends La Quinta Inn & Suites as the highest and best use for the subject site.

Comprehensive Plan:

The West Side Plan designated the Mira Lago peninsula as a Neighborhood Center. A Neighborhood Center is defined as an area that could support both office, retail and residential development. The proposed SUP and associated Site Plan is consistent with the West Side Plan.

Public Response:

Eight (8) notification letters were mailed to the surrounding landowners on May 10, 2017. Two (2) zoning notification signs were also posted on the site on that day. A public notice was placed in Dallas Morning News on June 21st. As of July 6th, 2017, no written opposition to this request has been received by the City.

On May 22nd, the Planning & Zoning Commission voted to recommend approval of this Detailed Site Plan as outlined in Ordinance No. 3447. The vote was unanimous.

Possible Council Action:

1. I move to adopt Ordinance No. 3447
2. I move to adopt Ordinance No. 3447 with the following modification(s)...
3. I move to table the item or take no action.