



June 9, 2025

Matthew Steer; Development Services Administrator
Community Development/Planning
City of Coppell
265 E Parkway Blvd
Coppell, TX 75019
972-304-3675 O

Re: TownePlace Suites - Coppell Hotel PD Amendment Parking Variance Request

Dear Mr. Steer:

We are writing to respectfully request a parking variance of 15 spaces for our proposed TownePlace Suites by Marriott hotel, a 131-room development located within the City of Coppell.

As currently planned, the project will provide 131 on-site parking spaces, equating to one space per guest room. This ratio is consistent with Marriott's brand guidelines and proven operational standards in similar corporate and airport-adjacent markets. However, the City's code requires a higher parking ratio, and We believe the variance is appropriate and warranted based on the following factors:

Justification for Variance:

- 1. Corporate and Airport-Oriented Location**
Our hotel is located near **DFW International Airport** and adjacent to the growing **Cypress Waters** mixed-use development, a major center for corporate offices and business travel. The vast majority of our expected guests will be corporate travelers who typically do not utilize personal vehicles, often arriving via air travel or pre-arranged transportation.
- 2. Shifting Travel Behavior and Ridesharing Trends**
Modern travel habits have significantly reduced the reliance on personal vehicles. With the widespread use of **Uber, Lyft**, and other rideshare services—particularly among business and airport travelers—the actual demand for on-site parking has declined industry-wide. This trend is especially evident in urban and high-density commercial districts such as ours.
- 3. Hotel-Provided Shuttle Service**
To further mitigate parking demand, we will operate **two dedicated Marriott shuttle vans** that will provide complimentary transportation to and from **DFW Airport** and surrounding business destinations including Cypress Waters. This shuttle service is a key amenity for Marriott's business traveler clientele and is expected to significantly reduce the need for guest vehicles.
- 4. Efficient and Sustainable Land Use**
Allowing a modest variance of 15 spaces will eliminate unnecessary pavement, reduce heat island effects, and support a more environmentally conscious and aesthetically appealing site design. The reduced footprint also provides flexibility for future landscaping and pedestrian-friendly enhancements.

Given the site's strategic location, Marriott's operating standards, and today's travel behavior, we are confident that the 131 planned parking spaces will more than adequately support the hotel's operational needs. We respectfully request approval of the 15-space variance and remain committed to working closely with the City of Coppell to ensure a well-integrated and successful project.

Thank you for your consideration.

Sincerely,

Hiren Desai
Managing Partner