



MEMORANDUM

To: Mayor and City Council

From: Mindi Hurley, Director of Community Development

Date: August 12, 2025

Reference: Consider approval of an ordinance for PD-301R6-HC, Victory Coppell Retail, Lot 6R2&7R2, Block A, a new Detail Planned Development revising the current concept plan of Planned Development-301 Revision 5-Highway Commercial, to allow a five story, 76,346-sf hotel, with 131 rooms combining Lot 7R and a portion of Lot 6R, Block A, on 2.46 acres and revising the concept plan for the remaining portion of Lot 6R, Block A, on .88 acres of land located at the southeast quadrant of S. Belt Line Road and Dividend Drive, and authorizing the Mayor to sign.

2040: Create Business and Innovation Nodes

Introduction:

This agenda item is presented for Council consideration and approval an Ordinance for case PD-301R6-HC, to allow a Detail PD for a 76,346-sf hotel on Lot 7R2 and revise the concept plan for Lot 6R2.

Background:

On June 18, 2025, The Planning and Zoning Commission (6-0) recommended APPROVAL of PD-301R6-HC, subject to the following PD conditions:

1. There may be additional comments during the Detail Engineering review.
2. A replat is required prior to permitting.
3. PD Conditions:
 - a. Any change in building materials shall be subject to Council approval, unless consistent with the materials of the Conceptual Planned Development.
 - b. All building signage shall comply with City regulations at time of permitting.
 - c. The total required parking for the TownePlace Suites is allowed to be 132 parking spaces, as depicted on the proposed Site Plan.
 - d. Any change to the room kitchen amenities shall be subject to Council approval.
 - e. Free Shuttle Service shall be provided to/from DFW Airport and nearby businesses for their hotel guests.
4. All PD Conditions from the Conceptual PD shall apply, unless specifically amended within these plans.

On July 8, 2025, the City Council (5-0) approved the zoning change request with the same conditions.

Benefit to the Community:

Provides additional lodging options and rooms for the community.

Legal Review:

The City Attorney drafted the ordinance.

Fiscal Impact:

Will provide generate additional sales tax and hotel occupancy tax revenue.

Recommendation:

The Community Development Department recommends approval of the ordinance.