



MEMORANDUM

To: Mayor and City Council

From: Mindi Hurley, Director of Community Development

Date: July 8, 2025

Reference: Public Hearing: Consider approval of 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, at the request of Victory Retail Coppell, LLC, being represented by Kirkman Engineering, LLC.

2040: Create Business and Innovation Nodes

Introduction:

This 3.34-acre tract is located on the south side of Dividend on the northeast corner of the development. The applicant has made several modifications to the Concept Plan and most recently had a detail plan for the Tempo Hotel approved, which is located just south of the subject property. The request is to allow a 5 story, 131 room, TownePlace Suites Hotel on a property to be called Lot 7R2 after a portion of Lot 6R and Lot 7R are combined. The remaining portion of Lot 6R will be platted into Lot 6R2. The concept plan for Lot 6R2 is proposed to be altered along with this request.

Background:

Conceptual Site Plan:

The previous modification to the Concept Plan amended the entire property. This request significantly alters two of the northern rear lots, with only a minor adjustment to the parking at the Tempo Hotel site. The conceptual plan for Lot 6R2 is in accordance with all HC District Requirements. This will need to be replatted and have a detail plan administratively approved prior to permitting, provided it complies with the building material and plant materials approved for the overall Concept Plan.

Detail Site Plan for the TownePlace Suites Hotel:

The main focus of the request is the proposed hotel. In the previous approval, a smaller Lot 7R (1.46 acres) was approved for an 8,400 sf retail/restaurant building. Currently, Lot 7R has been expanded to 2.46 acres and will be called Lot 7R2. The applicant is proposing a 131 room, 5 story hotel. The amenities proposed include:

- Lobby/waiting/atrium area (1,936 sf)
- Limited service restaurant

- 24 hour/day staff
- Meeting space (1,452 sf)
- Outdoor pool (600 sf)
- Outdoor lounge space (1,975 sf)
- Fitness Room (1,200 sf)
- Gift/snack pantry (400 sf)
- Outdoor Plaza (1,300 sf)
- Guest Laundry
- Room Amenities include:
 - o 2 burner cooktop
 - o Small refrigerator
 - o Microwave

Although TownePlace Suites is marketed as an extended stay hotel, technically, under the Zoning Ordinance, it is regulated as though it is a regular hotel, because the room amenities do not include an oven or full-size refrigerator. This is important because the requirement of no more than 22 room units per acre does not apply if it is not considered a Residence (extended stay) Hotel. The density of this proposal is 53.25 room units per acre.

Landscaping & Elevations:

Landscaping and building elevations are consistent with the Conceptual Planned Development.

Parking:

The parking required is based on the number of rooms (1 parking space per room) and the meeting space (1 parking space per 100 square feet). The applicant is requesting an exception to the required parking and has explained the reasoning for the exception in the attached letter citing that:

- most guests are corporate travelers coming from the airport utilizing rideshare and
- there is a hotel-provided shuttle service consisting of two dedicated Marriott shuttle vans providing complimentary transportation to and from DFW airport and adjacent businesses.

In reviewing the most recent hotel approvals, the Tempo Hotel approved to the south was required to meet the parking ratio of one parking space per one room and one parking space per 100 square feet of meeting space. However, the Homewood suites/Hilton Garden Inn site under construction on Dividend and Point West was granted a parking variance for similar reasons listed.

Because there will be enough parking to accommodate one parking space per room on site at maximum occupancy and for the reasons listed above, staff was comfortable in recommending the exception. At the Planning Commission Meeting, the commission recommended that the inclusion of the shuttle service be added as a PD Condition.

Benefit to the Community:

Provides additional lodging options and rooms for the community.

Legal Review:

The City Attorney was present at the Planning and Zoning Commission Meeting.

Fiscal Impact:

This will generate additional sales tax and hotel occupancy tax revenue.

Recommendation:

The Planning and Zoning Commission recommended APPROVAL of PD-301R6-HC (6-0), subject to the following 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. Shuttle Service shall be provided to/from DFW Airport and nearby businesses.
4. All PD Conditions from the Conceptual PD shall apply, unless specifically amended within these plans.

ATTACHMENTS:

1. PZ Staff Report
2. Concept Plan (Revisions to Lot 6R2 & 7R2)
3. Detail Site Plan Lot 7R2 (TownePlace Suites)
4. Detail Landscape Plan Lot 7R2 (TownePlace Suites)
5. Floor Plan Lot 7R2 (TownePlace Suites)
6. Elevations Lot 7R2 (TownePlace Suites)
7. Letter from Applicant Dev. Justification & Economic Impact
8. Letter from Applicant Parking Exception Justification
9. Trip Generation Comparisons (June 2025)