

**CITY OF COPPELL
PLANNING DEPARTMENT**

STAFF REPORT

Case No.: PD-237R7-HC, Springhill Suites

P&Z HEARING DATE: March 20, 2014

C.C. HEARING DATE: April 8, 2014

STAFF REP.: Marcie Diamond, Assistant Director of Planning

LOCATION: S. Belt Line Road and Chartwell Drive, Northeast Corner

SIZE OF AREA: 2.7 acres of property

CURRENT ZONING: A (Agriculture)

REQUEST: A zoning change to PD-237R7-HC (Planned Development-237 Revision 7-Highway Commercial), to attach a **Detail Site Plan** for a five-story, 120-room hotel with accessory uses including meeting rooms, pool, fitness center and bar.

APPLICANT:

Owner

Hackbelt 27 Partners, L.P.
1218 Chandler Circle
Prosper, TX. 75078
(972) 346-2162
Email: samsue1@sbcglobal.net

Applicant

Dilip Pranav
Chase Hospitality, LLC
8530 Esters Blvd.
Irving, Texas 75063
214-614-6040
Email: Dpranav@chasehospitality.com

HISTORY:

There have been a number of proposals for development of this property, some conceptual, some resulting in Commission and Council action. In January of 2011, Council denied a Conceptual PD request for hotel, office, and retail development, which included the proposed QT gas station. A Detail Plan for the QT gas station was subsequently approved as a stand-alone lot on the north side of Dividend Drive. In July of the same year a revised Detail Plan for the QT was approved, including revised building elevations.

On December 10, 2013, after a unanimous recommendation for denial by the Planning and Zoning Commission, the City Council remanded this request for a Conceptual Planned Development District for Hotel, Retail and High Density Housing back to the Planning and Zoning Commission, with all fees being waived. Key elements were the inclusion of 1st floor retail and provision of a vehicle to assure that the hotel would be under construction prior to the high density housing requested on Tract 2. Planning and Zoning Commission's

recommendation for denial on the previous request for 331 high density units was not appealed to City Council.

HISTORIC COMMENT: We have found nothing of historic significance attached to this property

TRANSPORTATION: Beltline Road is a six-lane, divided, concrete roadway constructed to standard within a 110-foot right-of-way. Dividend Drive is a two-lane concrete road contained within a 65-foot right-of-way. Chartwell currently under construction to be a two-lane concrete street within 80 R.O.W. A right turn (north bound) being constructed with this road improvement project.

SURROUNDING LAND USE & ZONING:

North: vacant; “A”, Agriculture; current request for High Density Residential and retail uses

South: vacant land and bank building: “A”, Agriculture and City of Irving

East: vacant: City of Dallas and Cypress Waters

West: three-story office building and vacant land: PD-221, HC

COMPREHENSIVE PLAN:

Coppell 2030, A Comprehensive Master Plan, shows this land as appropriate for Mixed Use Community Center.

DISCUSSION:

This Detail Plan is to permit the development of a 120 room hotel and accessory uses including a restaurant, bar, pool and fitness center. These uses are accessory to the main use because they are essentially limited to the hotel guests. In addition, this hotel proposes to include 5,756 square feet of meeting rooms and a 310 square foot board room which will be available for outside functions. The meeting rooms have movable partitions which can be combined to provide a 4,325 square foot meeting space on the north side of the building and a 1,431 square foot space on the south side. There is also a pre-function area that can be utilized as accessory to the meeting rooms. The kitchen facility will provide food for the guest’s breakfast buffet as well as be available for meal service for the meeting rooms. This type of business hotel with the proposed meeting facilities will be a welcomed addition to the city of Coppell. However, there are several technical issues which need to be addressed.

Parking

As regulated in the *Zoning Ordinance*, parking is required to be provided at a ratio of one space per sleeping room plus one space per 100 square feet for the meeting rooms (banquet/meeting rooms facilities), requiring 180 parking spaces. The site plan is currently indicating 146 spaces for this use. As detailed in the attached letter from the developer/operator of this proposed facility, he feels that 146 parking spaces is sufficient based on:

- Peak demand for parking for the meeting space (daytime) will be when the demand for parking from hotel guests is the least.
- They anticipate 60% of the use of the meeting space will be hotel guests.
- Based on their experience with similar airport hotel properties, approximately 15-18% of their guests will not have cars and will be utilizing shuttle services provided by the hotel.

- Their hotel and bar are essentially for the use of their guests

Staff surveyed surrounding cities¹ and Hotel parking is typically provided at a ratio of one space per guest room. In the cities surveyed, parking required for the 6,000 square feet of meeting facilities would range from 30 to 60 spaces depending on the city. This project is only providing 26 spaces in addition to the one space per room requirement. Even though this owner/operator's experience with similar hotel properties in this area and his business plan for this hotel supports his position, in the event that this hotel changes flags, the new owner may have a different business plan and this parking deficit could be an issue. Operational functions to support this reduction (shuttle services, limitation on hours of operation on meeting (banquet) room use and capacities, etc.) should be added as PD conditions. It must be noted that staff generally questions significant reductions in parking and is concerned with granting this variance unless justified.

Landscaping

As recently presented to Council, our current *Landscape Ordinance* requires a larger percentage of property be devoted to landscaping the smaller the lot is. There has also been consideration given to the utilization of enhanced paving to fulfill up to 5% of the required landscaping. In this particular case, if compliant with all aspects of the zoning ordinance a full 34% of the site would be required to be landscaped. The landscape plan for this project includes approximately 21% of the site being devoted to landscaping. Specifically, this plan meets the perimeter (edges) buffer requirements and exceeds the interior landscape requirements. However, the 14,272 square feet of non-vehicular landscaping required is not being met. The applicant is proposing to provide 21,139 square feet of enhanced paving, approximately ½ of which would fulfill this 34% landscaping requirement which would result in 42% of the site. In addition, 55 three- inch caliper trees are required, and 57- four-inch caliper trees are being provided for 63 additional caliper inches of trees on this 2.7 acre site.

Elevations and Signs

The building complies with the masonry requirement of the *Zoning Ordinance*, whereas over 80% of each façade is masonry which includes two brick colors and complement stone, similar to the material as proposed for the development on Lot 2. EFIS is limited to an accent along the top of the building.

The attached sign will be SpringHill Suites in white channel letters and the word Marriott in red channel letters, as prescribed by the company's logo. The size of the signs is compliant with the Sign Ordinance.

The *Zoning Ordinance* allows a 60 square foot monument sign on the 2.6 acre tract. The applicant is requesting two signs, one at the driveway on Belt Line Road and one at the corner of Belt Line Road and Chartwell Drive. This proposal is to divide the 60 square foot of signage allowed to into two, and permit a 40 square foot sign on Belt Line Road and a 20 square foot sign on Chartwell. It is requested that the elevations of these signs, if compliant with the *Zoning Ordinance* be approved administratively.

¹ Lewisville, Carrollton, Plano and Frisco

Site

This plan shows the main entrance to the hotel off Chartwell Drive, with the side façade on Belt Line Road, a primary image zone. The applicant needs to explain why the main entrance is on Chartwell Road instead of the more heavily traveled and more easily identified Belt Line Road exposure.

RECOMMENDATION TO THE PLANNING AND ZONING COMMISSION:

Staff is recommending APPROVAL of PD-237R7-HC, Springhill Suites subject to:

1. The addition of the following PD Conditions -
 - a. No building permit shall be issued for any high density residential development on Lot 2 until such time that this Hotel is under construction, including at a minimum, all underground utilities being installed and the slab has been poured.
 - b. The bar and the breakfast buffet are intended for guests only, and there shall be no outside signs or advertising of these accessory uses.
 - c. Landscaping shall be permitted as indicated on the Landscape Plan
 - d. Two monument signs being permitted, one-40 square foot sign on Belt Line Road and one-20 square foot sign on Chartwell. If the signs are compliant with the Zoning Ordinance they may be approved administratively.
 - i. Revise the word “Marquee” to monument on Sheet SP-1.
 - e. Prior to any development on this property, this property shall be platted.
 - f. Inclusion of operational methods to support the parking reduction (shuttle services, limitation on hours of operation on meeting room use capacities , banquet room capacities, etc.) to be added as PD conditions, if supported by the Planning and Zoning Commission.
2. There may be additional comments at the time of engineering review, including, but not limited to the location of the driveway on Chartwell Drive.

ALTERNATIVES:

1. Recommend approval of the request
2. Recommend disapproval of the request
3. Recommend modification of the request
4. Take under advisement for reconsideration at a later date

ATTACHMENTS:

1. Letter from Dilip Pranav, Chase Hospitality
2. Site Plan
3. Landscape Plan
4. Floor Plans (3 pages)
5. Elevations (2 pages)