

**CITY OF COPPELL  
PLANNING DEPARTMENT**

**STAFF REPORT**

**CASE No.: PD-301R6-HC, Victory Coppel Retail, Lot 6R2 & 7R2, Block A**

**P&Z HEARING DATE:** June 18, 2025

**C.C. HEARING DATE:** July 8, 2025

**STAFF REP.:** Matthew Steer, AICP

**LOCATION:** East side of S. Belt Line Road, south of Dividend Drive

**SIZE OF AREA:** 3.34 acres of property

**CURRENT ZONING:** PD-301R5-HC (Planned Development 301 Revision 5- Highway Commercial)

**REQUEST:** A zoning change request for 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 Coppel, LLC, being represented by Kirkman Engineering, LLC.

<b>APPLICANT:</b>	<b>Engineer:</b> John Gardner Kirkman Engineering 5200 State Highway 121 Colleyville, Texas 76034	<b>Owner:</b> Victory Retail Coppel, LLC 2911 Turtle Creek Blvd, Suite 700 Dallas, Texas 75219
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**HISTORY:** A concept plan for this site was approved in 2022 for a combination of retail, restaurant, offices, medical office, banquet center, and daycare on approximately 10 lots. In early 2023, the concept plan was revised and made the retail restaurant bigger and eliminated the banquet use. Late 2024, the Concept Plan for the overall development of the site was revised to allow for a combination of retail, restaurant with and without drive-throughs, and a hotel on 11 lots. At that time, a detail plan was also approved for the following:

- **Lot 2, Block A** – 9,095 sf multi-tenant building with restaurant/retail uses with a drive-through on 1.70 acres,
- **Lot 3, Block A** – 16,510 sf multi-tenant building with restaurant/retail uses on 2.17 acres,
- **Lot 4, Block A** – 16,780 sf multi-tenant building with restaurant/retail uses on 2.24 acres,
- **Lot 8, Block A** - 79,202 sf five story Tempo hotel on 2.96 acres

**HISTORIC COMMENT:** This property has no noted historical significance.

**TRANSPORTATION:** South Belt Line Road is a six-lane divided thoroughfare built within a 110-foot right-of-way. Dividend Drive is a four-lane divided thoroughfare and Hackberry Road is a two-lane street.

**SURROUNDING LAND USE & ZONING:**

**North:** QuikTrip (PD-237R4-HC); Vacant land (A - Agricultural)

**South:** PD-301R5-HC; Vacant land approved for a Tempo Hotel

**East:** City of Dallas (Cypress Waters)

**West:** PD-301R5-HC; Vacant land approved for retail and restaurant uses

**COMPREHENSIVE PLAN:**

*Coppell 2030, A Comprehensive Master Plan*, shows this property as appropriate for Freeway Special District.

**DISCUSSION:**

This 3.34-acre tract is located on the south side of Dividend on the northeast corner of the development. As mentioned in the history section, 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. Below is a comparison of the approved Concept Plan and the proposed Concept Plan for Lot 6R2 and Detail Plan for Lot 7R2.

Lot	Approved Lot 6R	Proposed Lot 6R2
Zoning	PD-301R5-HC Conceptual Plan	PD-301R6-HC Conceptual Plan
Lot Size	1.89 acres	.88 acres
Use	Retail/Restaurant	Retail/Restaurant
Parking Required	105 parking spaces	47 parking spaces
Parking Ratio	1:100 Restaurant, 1:200 Retail, 1:100 Patio	1:100 Restaurant, 1:200 Retail
Parking Provided	111 parking spaces	48 parking spaces
Building Area by Use	Restaurant 6,000 sf, Retail 6,600 sf, Patio 1,200 sf	Restaurant 3,125 sf, Retail 3,125 sf
Building Area (Total)	13,800 sf	6,250 sf
Building Stories	1	1
Lot Coverage	16.76%	16.3%

Lot	Approved Lot 7R	Proposed Lot 7R2
Zoning	PD-301R5-HC Conceptual Plan	PD-301R6-HC Detail Plan
Lot Size	1.46 acres	2.46 acres
Use	Retail/Restaurant	Hotel
Parking Required	70 parking spaces	146 parking spaces
Parking Ratio	1:100 Restaurant, 1:200 Retail	1 per room + 1:100 Meeting Space
Parking Provided	70 parking spaces	132 parking spaces
Building Area by Use	Restaurant 5,600 sf, Retail 2,800 sf, Patio 300 sf	131 rooms + 1,452 sf meeting space
Building Area (Total)	8,400 sf	76,346 sf
Building Stories	1 Story	5 Floors (73 ft. in height)
Lot Coverage	13.40%	16.1%

### **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. As outlined in the table above, a smaller Lot 7R (1.46 acres) was approved for an 8,400 sf retail/restaurant building. Currently on Lot 7R2 (2.46 acres), a 131 room, 5 story hotel is proposed. 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

In initial meetings with the applicant, a “residence hotel” (extended stay) was proposed. A “residence hotel” has a set of requirements that differ from a “hotel”. “Residence hotel” is defined as “a multi-dwelling, extended stay lodging facility consisting of efficiency units or suites with a complete kitchen (which are defined as containing a stove top and oven and full-size refrigerator) suitable for long-term occupancy. Customary hotel services such as linens, maid service and telephone are provided.” With “residence hotels”, a requirement of the ordinance is that no more than 22 room units per acre are permitted. This proposal has over 53 room units per acre.

With the current TownePlace Suites proposal, the oven and the full-size refrigerator have been eliminated from the proposed room amenities taking the “complete kitchen” variable out of the equation. Therefore, the category of requirements that need to be met are under a “hotel” not “residence hotel”, removing the need to comply with the 22 room units per acre requirement.

Although TownePlace Suites is marketed as an extended stay hotel, technically, under the Zoning Ordinance, it should be regulated as though it is a regular hotel.

### **Landscaping**

The detail landscape plan is in compliance with the previously approved conceptual plan. The same plant materials are being used, consistent with remainder of the project. There are 21 Cedar Elms and 4 Texas Red Oaks proposed throughout Lot 7R2. There are 15 Eastern Red Cedars and 99 Wax Myrtles proposed to serve as a buffer along the eastern property line.

Approved with the overall conceptual plan for the entire property, an enhanced linear park area divides the front half of the site from the back portion and will be an enhanced linear park area. The enhanced landscaping will start from the main entrance at S. Belt Line Road eastward, then at the center of the site it will spread north and south. This area will include amenities and a five-foot sidewalk, with benches and arbors situated along the path. Grass, trees, shrubs, and seasonal color will line the path. A sidewalk to the path is proposed from the TownePlace Suites and the approved Tempo to the south. The path extends to the Springhill Suites site on Hackberry. Each of the remaining sites will have a tie-in. The applicant is proposing to install this linear park with the first phase of construction.

### **Access/Parking**

There are two access drives leading to S. Belt Line Road and two to Dividend Drive. There is a 24' drive aisle that encircles the proposed hotel with a 26' fire lane proposed on the eastern north/south drive. There are 146 parking spaces required and 132 parking spaces proposed. 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 is comfortable in recommending the exception. If onsite parking becomes an issue, there will be enough parking in the overall development to be shared.

### **Building Elevations & Signage**

The exterior elevations will fit in well with the overall Planned Development. The design elements for the hotel match what was approved for the Conceptual Plan. Grey brick (manganese ironspot), grey stucco (Benjamin Moore Gunmetal 1602), beige stucco (Benjamin Moore Whitestone), and Ivory Nichia Fiberboard are the

main building materials. This signage is conceptual at this point and there is a note that it shall meet the minimum requirements at time of permitting.

**RECOMMENDATION TO THE PLANNING AND ZONING COMMISSION:**

Staff is recommending approval of PD-301R6-HC, Victory Coppell Detail Plan for Lot 7R2 and Conceptual Plan for Lot 6R2 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.
4. All PD Conditions from the Conceptual PD shall apply, unless specifically amended within these plans.

**ALTERNATIVES:**

1. Approval of the request
2. Denial of the request
3. Modification of the request
4. Take the case under advisement to a future date

**ATTACHMENTS:**

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