

**CITY OF COPPELL
PLANNING DEPARTMENT**

STAFF REPORT

PD-221R3R6-HC, AC by Marriott

P&Z HEARING DATE: September 18, 2025

C.C. HEARING DATE: October 14, 2025

STAFF REP.: Matthew Steer, AICP Development Services Coordinator

LOCATION: Northwest quadrant of IH-635 and S Belt Line Road.

SIZE OF AREA: 2.66 acres of property

CURRENT ZONING: PD-221-R3R5-HC (Planned Development 221-Revision 3 Revised 3- Highway Commercial)

REQUEST: PD-221R3R6-HC (Planned Development 221-Revision 3 Revised 6- Highway Commercial) to consider approval of a new Detail Planned Development, amending the currently approved hotel plans by adding 402-sf and four rooms to the hotel layout.

APPLICANT:	CONSULTANT Quiddity Engineering, LLC 2805 Dallas Parkway, Suite 600 Plano, TX 76137	PROPERTY OWNER Frisco 5 Ventures LP 4055 Valley View Lane, Suite 500 Dallas, TX 75244
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HISTORY:

In February 2007, a 78-acre Planned Development (PD) was established to allow light industrial, office, retail and hotel uses at the northwest corner of I.H.-635 and S. Belt Line Road. Since that time, through various PD amendments and minor lot adjustments, approximately 1/3 of the property has been developed for its intended uses including office, office warehouse and hotel.

In July 2007, a revised PD Concept Plan was approved for retail and restaurant uses on the subject 17.4-acre tract. On the same agenda, a 187,535-square-foot, six-story hotel, with 260 rooms and ancillary uses was also approved.

In June 2008, a PD amendment request was denied for a RaceTrac convenience food store with gas pumps along Belt Line Road within this 17.4-acre tract. Included in the reasons for denial, was concern that the first development in this PD would set the tone for the development of the remainder of the property in terms of types of uses and architectural character.

In 2013, a PD amendment was approved to the hotel originally established in 2007, to reduce the room count, but to include a restaurant and conference center on the five-

acre tract. This 157-room Four Points by Sheraton, opened in November 2016, and includes a 2,000-square-foot restaurant and a 10,000-square-foot conference center.

In February 2016, Council approved a revised Concept Plan for the entire 17 acres for retail, restaurant, office, bank and hotel uses, and a Detail Plan for the 1st phase of development along Belt Line Road. The first phase also includes the construction of the various driveways/mutual access easements and the landscaped plaza area (X-lot).

In February 2017, Council approved the attachment of a Detail Site Plan for two retail/restaurant buildings totaling approximately 17,000 square feet on 2.9 acres of property along the frontage of IH-635.

In 2018, Council approved a Detail Site Plan for a 8,526-sf retail/restaurant building and a parking lot and a revised Concept Plan for a Hotel on the remainder 2.6 acres, the subject property.

In April 2020, Council approved a Detail Site Plan for a five story Hilton Garden Inn, approximately 77,500 square feet in size. The Planned Development was amended in July 2024, to allow a 130 room AC by Marriott to replace the Hilton Garden Inn.

HISTORIC COMMENT: There is no historic significance related to the subject property.

TRANSPORTATION: South Belt Line Road is a P6D, a major thoroughfare built to standard in a 120-foot right-of-way. IH-635 (LBJ Freeway) is an interstate highway built to federal highway guidelines. Point West Boulevard is 32-foot wide and built within a 50-foot wide right-of-way and intersects with Dividend Drive to the north of this property.

SURROUNDING LAND USE & ZONING:

North: Office; PD-221R6-HC

South: Point West Parking Lot; PD-221R3R3-HC

East: Restaurant & Retail; PD-221R3R3-HC & PD-221R3R-HC

West: Four Points by Sheraton Hotel; PD-221R8-HC

COMPREHENSIVE PLAN: The 2030 *Comprehensive Plan* of shows the property as suitable for Freeway Special District, allowing for regional uses.

DISCUSSION: The lot was previously approved for a 134 room Hilton Garden Inn hotel with 141 parking spaces (one per room and one per 200 square feet of meeting space). This was administratively amended to allow AC by Marriott with the same room and parking counts. With the current request, AC by Marriott is increasing the room count by four, which requires four more parking spaces. They are proposing to offer a shuttle bus to and from the airport and surrounding businesses to offset the increase. Staff is comfortable recommending approval of this request, with this as an added PD Condition.

Below is a chart that outlines the changes from the previously approved parking and minimal changes in landscaping.

SITE DATA TABLE		
	Previous	New
Zoning	PD-221R3R5-HC	PD-221R3R6-HC
Building Footprint (SF)	17,050	17,321
Gross Floor Area (SF)	75,030	75,432
Building Height (ft)	65	65
Total Parking Required	137	141
Parking Required (1/room)	130	134
Parking Required (1/200 SF of meeting space)	7	6.5
Total Parking Provided	137	137
Total Landscape Required (interior landscaping, SF)	5,574	5,788
Total Landscape Provided (interior landscaping, SF)	5,578	5,817
Total Landscape Required (non-vehicular open space, SF)	14,698	14,763
Total Landscape Provided (non-vehicular open space, SF)	15,049	15,566
Tree Count Required	46	46
Tree Count Provided	75	74

Below is a chart that outlines the minimal changes from the previously approved amenities.

AMENITY TABLE		
Required	Previously Provided	Currently Provided
Minimum of 125 rooms	Yes (130 rooms)	Yes (134 rooms)
Minimum room size of 285 square feet	Yes (315 SF min)	Yes (332 SF min)
Interior climate control corridor	Yes	Yes
Lobby/waiting/atrium area (min. 750 SF)	Yes (3,500 SF min)	Yes (3,500 SF min)
Restaurant - limited service	Yes	Yes (full-service rest. & bar)
Prote-cochere or other covered area	Yes	Yes
Meeting space (min. 1,200 SF)	Yes (1,400 SF)	Yes (1,300 SF)
Minimum of 2 acres	Yes	Yes
Provide staff 24 hrs/day	Yes	Yes
Optional	Previously Provided	Currently Provided
Indoor/outdoor pool (min 600 SF water surface area)	Yes	Yes
Equipped weight room/fitness center (min. 600 SF)	Yes (1,060 SF)	Yes (1065 SF)
Playground	No	No
Sport court	No	No
Jogging trail (min 1/4 mile)	No	No
Gift/pantry snack (min. 300 SF)	No	Yes
Meeting space 5,000 SF	No	No
Full-service restaurant (min. seating capacity of 35)	Yes	Yes
Outdoor plaza (1,000 SF)	Yes (1,400 SF)	Yes (1,400 SF)

Building Elevations & Rendering:

The building is proposed to be five stories in height with a combination of charcoal grey brick, white, grey and bronze EIFS with grey metal panels and accented with dark bronze vertical louvers.

Landscaping and Signage:

There are very minor changes to the Landscape Plan. The building signage shown is for illustrative purposes only and will be reviewed at time of sign permit.

RECOMMENDATION TO THE PLANNING AND ZONING COMMISSION:

Staff is recommending APPROVAL of PD-221R3R6-HC, subject to the following conditions:

1. There may be additional comments at the time of Building Permit and Detail Engineering Review.
2. A shuttle service shall be provided to and from DFW Airport and surrounding businesses.
3. To allow the parking as proposed - one required parking space per room and one required parking space per 450 square feet of meeting space.
4. The previously approved conditions shall be carried forward, as follows:
 - a. To allow a 5-foot landscape buffer along the southern property line.
 - b. To allow four colors and greater coverage of secondary colors to match the hotel prototype colors.
 - c. To allow for one loading zone on the west side of the building.

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
2. Site Plan
3. Landscape Plan
4. Floor Plan
5. Elevations
6. Renderings