

**MEMORANDUM**  
August 5, 2016

**To:** 2035 Corridor Planning Committee

**From:** Kenneth Baker, Sr. Director of Planning and Development Services

**Subject:** Item #2 – White Chapel Village - Marriott Delta Hotel

**Property Location:**

The property is located at the southeast corner of E. State Hwy 114 and N. White Chapel Blvd. The property is also located within the boundaries of the Corridor Overlay District and the SH114 Corridor Plan.

**Summary of Proposal:**



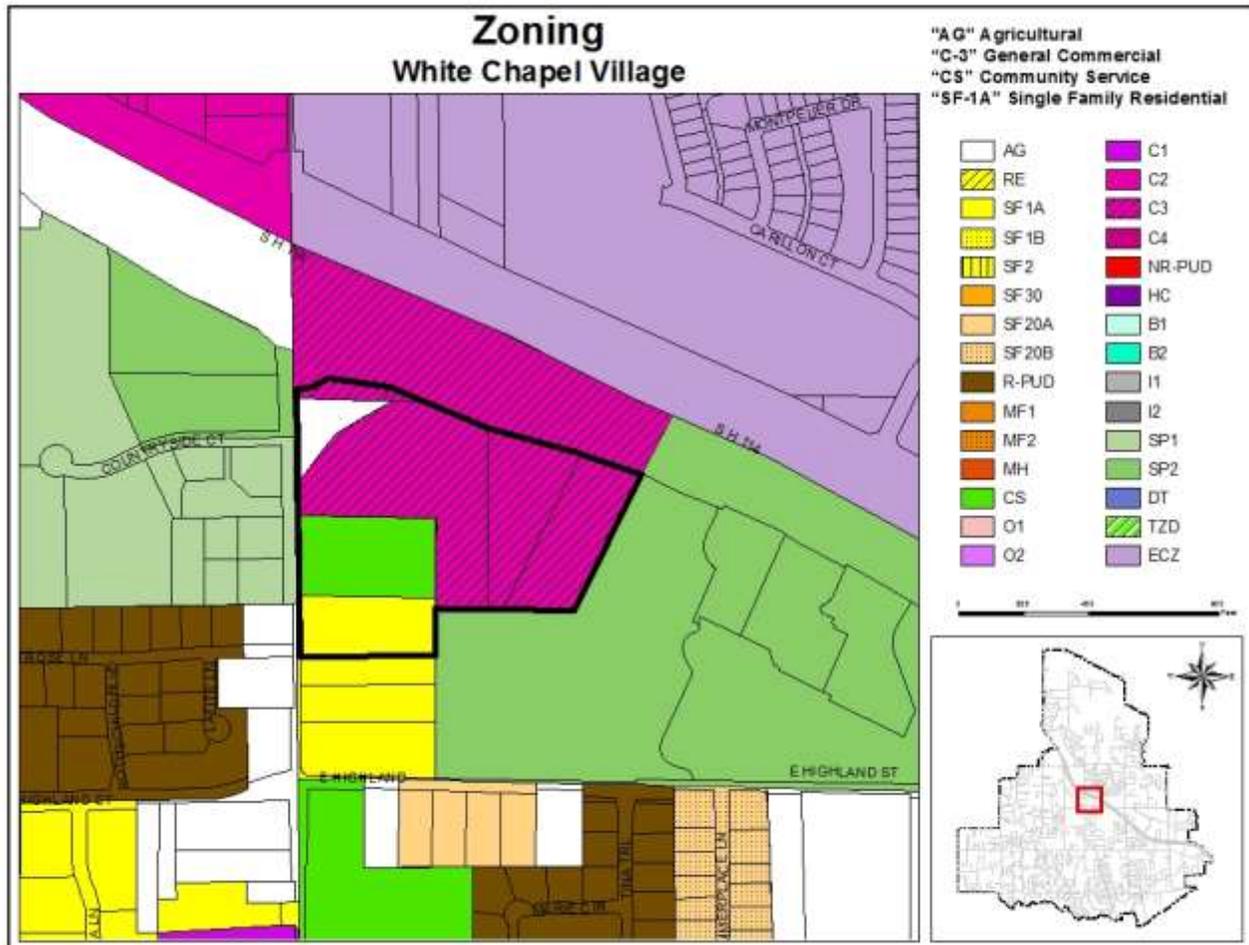
RREAF Holdings, LLC is requesting approval of a Zoning Change and Concept/Site Plan for the development of a six-story full service hotel with 240 rooms on approximately 5.00 acres. The driveways shown on the plan above are proposed with development of the hotel. The remaining 10.865 acre lot (in green) will require approval of a Zoning Change and Concept/Site Plan prior to any future development on the property.

## Transportation

The property has direct access to the SH 114 frontage Road and N. White Chapel Blvd.

## Zoning

The property is zoned "AG" Agricultural District, "C-3" General Commercial District, "CS" Community Service District and "SF-1A" Single Family Residential District.

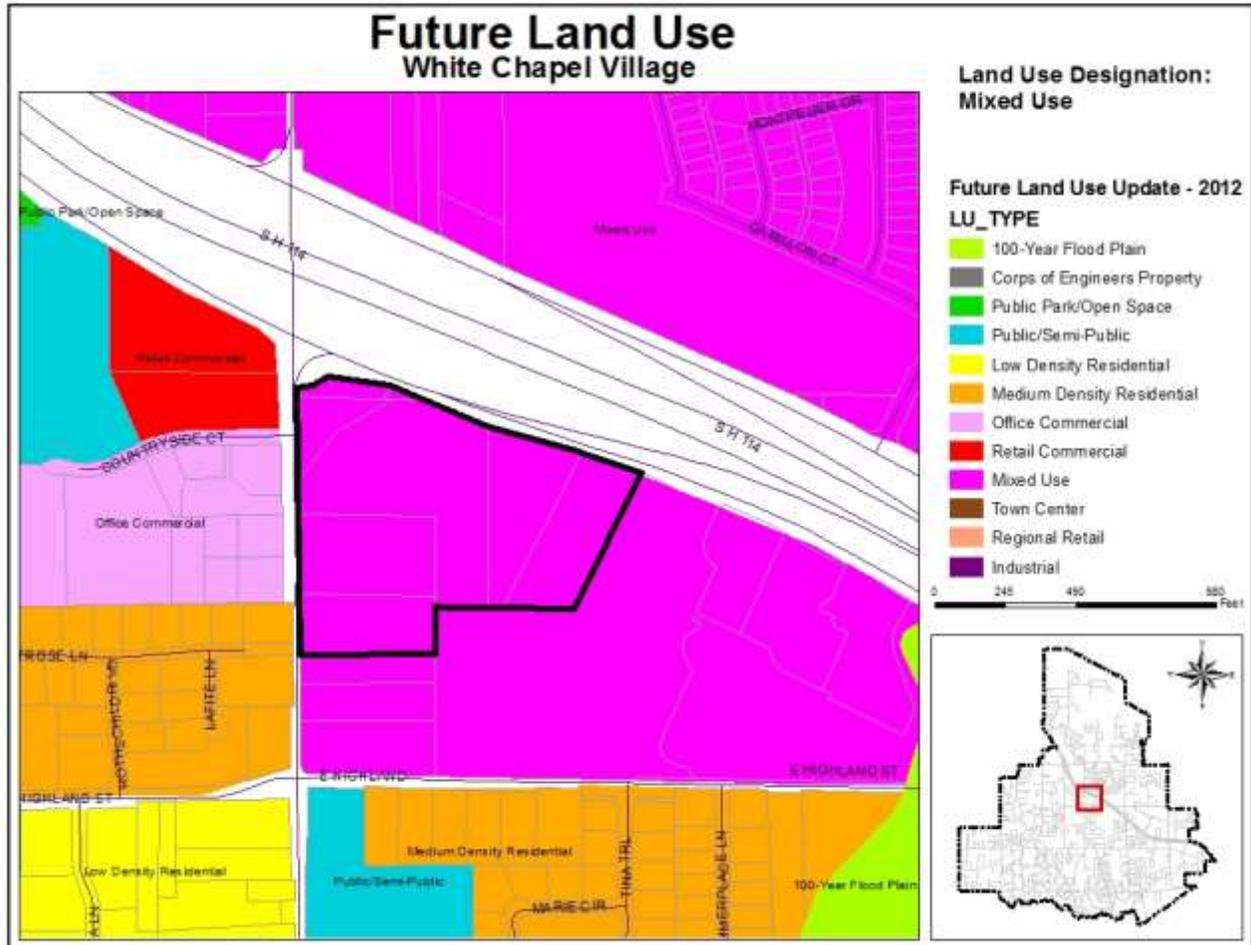


## Comprehensive Plan Land Use

The current land use for this area is Mixed Use. The Mixed Use Land Use category provides an option for large-scale, master-planned, mixed use developments that combine land uses such as office facilities, shopping, dining, parks, and residential uses. The definition for the Mixed Use Category is below as well as applicable design standards.

Definition: The range of activities permitted, the diverse natural features, and the varying proximity to thoroughfares of areas in the Mixed Use category necessitates comprehensively planned and coordinated development. New development must be compatible with and not intrusive to existing

development. Further, special attention should be placed on the design and transition between different uses. Typically, the Mixed Use designation is intended for medium- to higher-intensity office buildings, hotels, commercial activities, retail centers, and residential uses. Nuisance-free, wholly enclosed light manufacturing and assembly uses that have no outdoor storage are permitted if designed to be compatible with adjacent uses. Other suitable activities are those permitted in the Public Parks/Open Space, Public/Semi-Public, Low Density Residential, Medium Density Residential, Retail Commercial, and Office Commercial categories previously discussed.



**Scale and Context Criteria**

Buildings and their pedestrian entrances are to be oriented towards internal streets. Larger-format retail uses (with footprints larger than 40,000 s.f.) shall be located adjacent to the arterial or highway with pedestrian entrances from internal streets.

Retail and Office Uses: Pedestrian-oriented or automobile-oriented.

Hotel Uses: Hotel uses should be full-service hotels at market-driven locations, primarily in the S.H. 114 Corridor. Full-service, for the purposes of this plan, shall be hotels that include a table-service restaurant within or directly attached to the hotel. Other services or amenities typically included would be bell service and room service, as well as available meeting space. The desire is to approve hotels adequate to support market-driven commerce in the City, paying attention to the product mix such that the hospitality services in the area are complementary to one another.

Open Space: Consider environmental elements as “features,” rather than constraints. Emphasis shall be placed on preservation of existing wooded areas and stream corridors. Avoid channeling or piping of streams. Open spaces should be designed to add value to proposed development and not as an “afterthought”. Use the topography as an advantage, do not flatten the site.

Overall Character and Design:

Buildings are to be designed to be pedestrian friendly. Buildings shall have shallow setbacks and sidewalks. Buildings are to be oriented towards other buildings (across the street) or towards open spaces. Minimize the impact of surface parking. Mix up land uses to maximize shared parking.

Street Design Standards: Internal streets to be designed to accommodate both automobiles and pedestrians.

### **SH 114 Corridor Plan**

A copy of the Corridor Plan has been provided in your packet. Staff will summarize the relevant recommendations from this plan during its presentation of this item.