



PLANNING

To: Mayor and Town Council

From: David A. Hoover, AICP, Director of Development Services

**Through: Mario Canizares, Town Manager
Chuck Ewings, Assistant Town Manager**

Re: Specific Use Permit for Full-Service/Extended-Stay Hotel

Town Council Meeting – May 19, 2026

Strategic Visioning Priority: Ensure the Town's Commercial Corridors are Ready for Development

Agenda Item:

Conduct a Public Hearing and consider and act upon a request for a Specific Use Permit for a Full-Service/Extended-Stay Hotel on MSW Prosper 380 Addition, Block A, Lot 1, on 5.9± acres, located on the east side of Mahard Parkway and 480± feet south of Prairie Drive. (ZONE-25-0008)

Description of Agenda Item:

The purpose of this request is to obtain a Specific Use Permit to construct a 37,753 square foot full-service/extended-stay hotel.

Background:

The Planning and Zoning Commission unanimously recommended denial of this item (6-0) at their meeting on March 25, 2026. The item was then heard by the Town Council at their meeting on April 28, 2026. During this hearing, the applicant provided additional information to the Council that was not provided to the Commission. Therefore, the Council remanded the item back to the Planning and Zoning Commission so the item could be heard with all pertinent information. The item was then reheard by the Planning and Zoning Commission at their meeting on May 5, 2026, and recommended for approval by a vote of 4-1.

Future Land Use Plan:

The Future Land Use Plan recommends the Dallas North Tollway District.

Dallas North Tollway Vision Plan:

This property is located within US 380 Gateway subdistrict. In this subdistrict, the area from the east side of Mahard Parkway to Dallas Parkway is designated as the Medical District. The Medical District is intended to focus on health science, research and related employment, and uses positioned to support the employees and visitors of the district. Office and hotel uses have been identified as uses compatible with this area.

Zoning:

The property is zoned Planned Development-47 (Commercial Corridor).

Compatibility:

The zoning and land use of the surrounding properties are shown below.

	Zoning	Current Land Use	Future Land Use Plan
Subject Property	Planned Development-47 (Commercial Corridor)	Vacant	Dallas North Tollway District
North	Planned Development-47 (Commercial Corridor)	Vacant	Dallas North Tollway District
East	Planned Development-47 (Commercial Corridor)	Vacant	Dallas North Tollway District
South	Planned Development-47 (Commercial Corridor)	Hospital (Encompass Health)	Dallas North Tollway District
West	Planned Development-101 (Office)	Hotel (Holiday Inn)	US Highway 380 District

Hotel Standards:

Per Planned Development-47, hotels are permitted provided they comply with the conditional standards listed in the Town’s Zoning Ordinance. Full-service hotels are permitted by right; however, extended-stay hotels require the approval of a Specific Use Permit.

Full-Service Hotels:

The conditional standards for full-service hotels are listed below. The applicant has met these standards.

- Amenities (Min. of Four) – **The amenities being provided have been bolded.**
 - **Fitness Center/Weight Room**
 - **Game Room**
 - **Indoor/Outdoor Pool**
 - Jogging Trail
 - **Playground**
 - Sauna/Spa
 - **Sports Court**
- Event/Meeting Space (Min. of 10,000 SF)
- Full-Service Restaurant

Extended-Stay Hotels:

The conditional standards for extended-stay hotels are listed below. The applicant has met these standards except for the requirement of being located along either Dallas Parkway, Preston Road, or University Drive. However, Town Staff believes that the hotel can be located along Mahard Parkway since it is also part full-service instead of a stand-alone extended-stay hotel.

- Amenities (Min. of Five) – **The amenities being provided have been bolded.**
 - **Conference Room (Min. of 1,000 SF)**
 - **Fitness Center/Weight Room**
 - **Game Room**
 - **Indoor/Outdoor Pool**
 - Jogging Trail
 - **Playground**

- Sauna/Spa
- **Sports Court**
- Location
 - Dallas Parkway
 - Preston Road
 - University Drive
- Open Space (Min. of 15%)
- Restaurant
- Setbacks (100 Feet from Residential)

Specific Use Permit Criteria:

The Zoning Ordinance contains the following four (4) criteria to be considered in determining the validity of an SUP request.

1. *Is the use harmonious and compatible with its surrounding existing uses or proposed uses?*
 - *Yes, the use is harmonious and compatible with its surrounding existing uses and proposed uses because there is one existing hotel and one future hotel on the west side of Mahard Parkway.*
2. *Are the activities requested by the applicant normally associated with the requested use?*
 - *Yes, an extended-stay hotel may be permitted in the area, per the Planned Development. Per the Town's Zoning Ordinance, they must meet the conditional development standards which have been met in combination with the full-service component.*
3. *Is the nature of the use reasonable?*
 - *Yes, the nature of the use is reasonable as it is a permitted use in the zoning for the area.*
4. *Has any impact on the surrounding area been mitigated?*

Yes, the impact on the surrounding area has been mitigated as the applicant has complied with the conditional development standards for both a full-service hotel and extended-stay hotel.

Thoroughfare Plan:

This property has access to Mahard Parkway.

Parks Master Plan:

The Parks Master Plan does not indicate a park is needed on the subject property.

Notification:

Notification was provided as required by the Zoning Ordinance and state law. Staff has not received any response to the proposed zoning request to date.

Budget Impact:

There is no budgetary impact affiliated with this item.

Attached Documents:

1. Aerial Map
2. Zoning Map
3. Exhibit A-1 – Written Metes and Bounds
4. Exhibit A-2 – Boundary Exhibit
5. Exhibit B – Site Plan
6. Exhibit C – Landscape Plan
7. Exhibit D – Elevations
8. PowerPoint Slides

Town Staff Recommendation:

Town Staff recommend the Town Council approve the request for a Specific Use Permit for a Full-Service/Extended-Stay Hotel on MSW Prosper 380 Addition, Block A, Lot 1, on 5.9± acres, located on the east side of Mahard Parkway and 480± feet south of Prairie Drive. Additionally, Town Staff recommend the Specific Use Permit be conditioned upon the Hilton Hotel flag being maintained. If any change to that situation occurs, the owner will need to apply for a new Specific Use Permit.

Planning and Zoning Commission Recommendation:

The Planning and Zoning Commission recommended approval of this item by a vote of 4-1 at their meeting on May 5, 2026. Commissioner Hamilton voted in opposition to this item due to concerns regarding approval of the hotel potentially hindering the ability to attract full-service hotels in the future.

Proposed Motion:

I move to approve/deny the request for a Specific Use Permit for a Full-Service/Extended-Stay Hotel on MSW Prosper 380 Addition, Block A, Lot 1, on 5.9± acres, located on the east side of Mahard Parkway and 480± feet south of Prairie Drive.