



COUNCIL ITEM AGENDA REQUEST FORM

Department: Community Development/DDA

Meeting Date: 09/21/2023

Staff Contact: Phillip Trocquet

Agenda Section: New Business

Staff Report:

Item Description:

Background/History:

The Town's ordinances per Sec. 109-84 require that any non-residential development within the SR-74 overlay obtain a Certificate of Appropriateness based on *"how the proposed development relates to the surrounding environment to ensure visual continuity and how the development will of approved, be in compliance with the SR-74 Quality Growth District special requirements."*

The SR-74 requirements have been included in this package.

The applicant, Mr. Steven Gulas, has submitted conceptual information on a proposed 90-room extended stay hotel for the property with a conceptual site plan and example images of other hotels for architectural reference.

Findings/Current Activity:

Staff believes that consideration should be given to the nature of "Extended Stay" hotels and facilities. The American Planning Association (APA) defines an extended stay hotel as different from a typical hotel in that they contain a *"full kitchen facility for preparing food"* and contain suites intended for extended stay living exceeding one week. The APA also references extended stay hotels as "Apartment Hotels" due to the inclusion of studio apartment amenities, suite design, and the length of stay which assumes a more residential function.

Our ordinance currently doesn't specifically address extended stay hotels. It defines hotels as *"a building offering overnight accommodations to the public,"* which also encompasses motels.

The property lies within the Commercial Corridor character area which encourages commercial development consistent with the Town's C-1, C-2, CMU, and O-I zoning

classifications to maintain a high standard of architecture, landscaping, and sign controls that also accommodate pedestrian and traffic circulation throughout the developments.

Although extended stay hotels are not considered by our ordinance, hotels are listed as a permitted use in both C-1 and C-2 zoning classifications. This property is zoned C-2.

The submitted conceptual site plan appears to be generally consistent with the Town's zoning ordinance, but will require a full, in-depth, site plan review by the Town's Technical Review Committee and Planning Commission. Proximity to the neighborhood and relationship to the surrounding development is a major consideration for this development. The neighborhood does have a large, wooded buffer and the site plan reflects the maintenance of an additional buffer along the rear of the property. Pedestrian connectivity to the Publix Shopping center as well as the existing sidewalk network will be required.

The conceptual/example structures provided show a building potentially meeting architectural standards but exceed the allowable height. The Town's ordinance caps building height at three stories, but the examples show a 4-story structure.

Staff Determination:

Any hotel or structure within the SR-74 overlay must adhere to the Town's architectural standards, which include 70% Class A materials on all sides. Structures should not surpass 3 stories or 35 feet in height. The conceptual site plan showcases a 3-story building, but the images do not align with the Town's height restrictions.

Consideration of the unique more residential nature of extended stay hotels, as detailed above, should be made.

Staff concludes that a hotel could be appropriate if aligned with the comprehensive plan and zoning ordinance's intent which does not reference extended stay hotels. Approval, if considered, should be conditioned upon meeting the architectural, size, and height criteria of our ordinance.