

TO: Planning Commission

FROM: Kinsey O'Shea, AICP, Senior Town Planner KO

TITLE: CUP 23-0003- Conditional Use Permit Request for hotel use and additional height in the Downtown Commercial DC zoning district at 501 South Main Street, also known as DC Parcel #2A/B, (Tax Map No. 257-A 94C) by Balzer and Associates for Midtown Redevelopment Partners, LLC

DATE: June 30, 2023

At the June 20, 2023 Planning Commission Work Session, there was discussion regarding the application revisions and staff memo dated June 16, 2023. Topics discussed included landscaping, the corner element along South Main Street and the Plaza, and a bolder, more distinctive façade along the south face adjacent to the Plaza, and which is highly visible as the entrance to Downtown.

The applicant has submitted a revised application and cover memo dated June 27, 2023. Changes are as below:

- Building Façade Changes
 - Added a bump-out to a portion of south façade on upper stories
 - Awnings now wrap the south corner
 - Added lighting on the interior wall of the patio
 - Concrete seat wall along South Main Street removed and replaced with planters
 - Terracing removed and slope now matches Plaza plans including wall heights
 - Landscaping included in perspectives
- Signage note updated on all drawings

SUMMARY

The Planning Commission and Town Council are asked to evaluate the request for a Conditional Use Permit for a Hotel Use, and for Additional Height in the Downtown Commercial zoning district in accordance with sections 1181 and 3141 of the zoning ordinance. Planning Commission should review the changes related to previous discussions in consideration of the request. The evaluation should consider the conformity to the comprehensive plan, the zoning ordinance, and the mitigation of adverse impacts.

STAFF RECOMMENDED CONDITIONS:

1. The site shall be developed in substantial conformance with the application dated March 1, 2023 and revised April 3, 2023, and revised June 27, 2023.
2. The maximum height of the structure shall be limited to 75' as measured from the entrance at the Old School Commons to the highest point of the structure.
3. The Hotel Use shall be limited to a limited lobby entrance on the South Main Street ground floor. No other hotel use may occur on the South Main Street ground floor.
4. Should a Special Signage District be approved for the Midtown Development, the provisions of the special signage district shall govern signage. Until such time as a Special Signage District is approved, all

signage shall be in conformance with the Zoning Ordinance signage standards §§5500 et seq., and specifically the Downtown Commercial signage regulations §5533.

5. In order to mitigate the impact of the additional building height on the pedestrian environment and neighboring uses, the developer shall provide the following enhanced streetscape measures:
 - a. Additional planters/boxes/urban landscape features along the streetscape at a rate of one per every 50' of frontage along South Main Street (in addition to street trees in tree grates)
 - b. Additional street furnishings such as trash cans, benches, bike racks, tables, etc. within the enhanced streetscape zone along South Main Street
 - c. Additional landscaping such as planters with shrubs or trees, or a green screen wall, to soften the effect of the height on the portion of the building closest to Clay Court.
 - d. Additional landscaping such as planters with shrubs or trees, or a green screen wall, at the building step-back level (above floor 2) adjacent to the Plaza.

ATTACHMENTS:

- Revised application dated June 27, 2023