

MEMORANDUM

TO: Town Council
FROM: Planning Commission
DATE: July 6, 2023
SUBJECT: 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

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Planning Commission Recommendation:

APPROVAL for the Conditional Use Permit for a Hotel Use and for additional height greater than 60' in the Downtown Commercial Zoning District with the conditions as follows:

For: Colley; Ford; Herbein; Jones; Kassoff; Reinhart; Walker
Against:
Abstain:
Absent:

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.

In so recommending approval of these Conditional Use Permit applications, the Planning Commission finds the request to be in conformity with the Comprehensive Plan, the Zoning Ordinance, and to have minimum adverse impact on the surrounding neighborhood or community.