



PLANNING AND ZONING COMMISSION COMMUNICATION
March 3, 2015

SUBJECT: Hold Public Hearing for Specific Use Permit Case No. 15-03-SUP,
and Consider Recommendation for an Ordinance

SUBMITTED BY: Stephen Cook, AICP – Senior Planner

REFERENCE NO: 15-03-SUP

ACTION REQUESTED:

Receive public input regarding the request for a Specific Use Permit on Vine Subdivision, Block A, Lot 1, 421 W. Airport Freeway for Hotel in the Community Business District (C-2) zoning district and consider a recommendation for an Ordinance.

ALTERNATIVES:

1. Open the Public Hearing and continue it to the next meeting.
2. Open, conduct, and close the Public Hearing.
3. Recommend approval of the request – *simple majority*.
4. Recommend approval of the request with modifications – *simple majority*.
5. Recommend denial of the request – *simple majority*.

SUMMARY OF SUBJECT:

Applicant: Manpreet Singh, representing Euless Hospitality LP.

Location/Zoning: 421 W. Airport Frwy. / Community Business District (C-2).

Project Description: Rebranding of the independent brand Plaza Suites hotel to an international brand Best Western will effectively change the business name of the hotel. Therefore, a new Specific Use Permit must be issued tied to the new business name. Specifically, the hotel will be rebranded as a Best Western Plus which will allow the hotel to tie into reservation systems and provide better visibility for the hotel. Best Western Plus hotels meet the high-standard requirements of the American Automobile Association (AAA) 3-Diamond Rating.

The hotel has met all standards of the original SUP and continues to operate according to City of Eules regulations.

Staff recommends approval with the following conditions:

- a. The Specific Use Permit is tied to the Business Owner Mr. Manpreet Singh; and,
- b. The Specific Use Permit is tied to the Business Name: CS Eules Hospitality LLC, dba as Best Western Plus.
- c. The Specific Use Permit may be revoked if one or more of the conditions imposed by this permit has not been met or has been violated.

SUPPORTING DOCUMENTS:

- Draft Ordinance No. XXXX
- Application
- Map 1, Map 2, and Map 3

APPROVED BY:

Mike Collins

Director of Planning and Economic Development

Stephen Cook

Senior Planner