

## **MEMORANDUM**

**TO:** Donna Barron, City Manager

**FROM:** Richard E. Luedke, Planning Director

**DATE:** August 19, 2019

**SUBJECT:** **Consideration of an Ordinance Amending Chapter 6, Land Development Regulations, of the Lewisville City Code, by Amending Section 6-182 Hotel, Motel, and Extended Stay Facilities, to Add Enhanced Architectural Materials as an Optional Item.**

### **BACKGROUND**

Our current hotel ordinance sets additional standards for hotels and motels to ensure a heightened level of quality including minimum room size and room counts. One of the requirements is enhanced building materials of eighty percent stone or brick. Amendments are proposed to make 80 percent masonry veneer an option for hotel developers to meet the hotel standards and require 80 percent masonry veneer for any economic incentives granted to a hotel.

### **ANALYSIS**

Masonry materials help promote property values, energy conservation, reuse of structures, reinvestment in existing structures, community character and aesthetics. Staff proposes removing the 80 percent masonry veneer as a requirement and adding it to the menu of enhancement options that the hotel developer chooses from. This increases the list of options from four to five. Staff also proposes increasing the number of options the developer must pick, from two of four to three of five. All five options must be met in order to qualify for economic incentives. The other options in the list are:

- enhanced landscaping,
- increasing the height to five stories,
- providing a restaurant, or
- providing 1,500 square feet of meeting space.

### **RECOMMENDATION**

It is City staff's recommendation that the City Council approve the ordinance as set forth in the caption above.