

**MEMPHIS AND SHELBY COUNTY OFFICE OF PLANNING AND DEVELOPMENT
STAFF REPORT**

CASE NUMBER: PD 06-342 CC **CITY COUNCIL MEETING:** 11/04/08

LOCATION: East side of Centennial Drive, 678 feet south of Winchester Road

OWNER OF RECORD / APPLICANT: CRB Hotels, Incorporated

REPRESENTATIVE: The Reaves Firm

REQUEST: Site plan approval as required by the Outline Plan Conditions for a Holiday Inn Hotel and Suites six stories in height and containing 124 guest rooms/suites

AREA: 3.59 acres

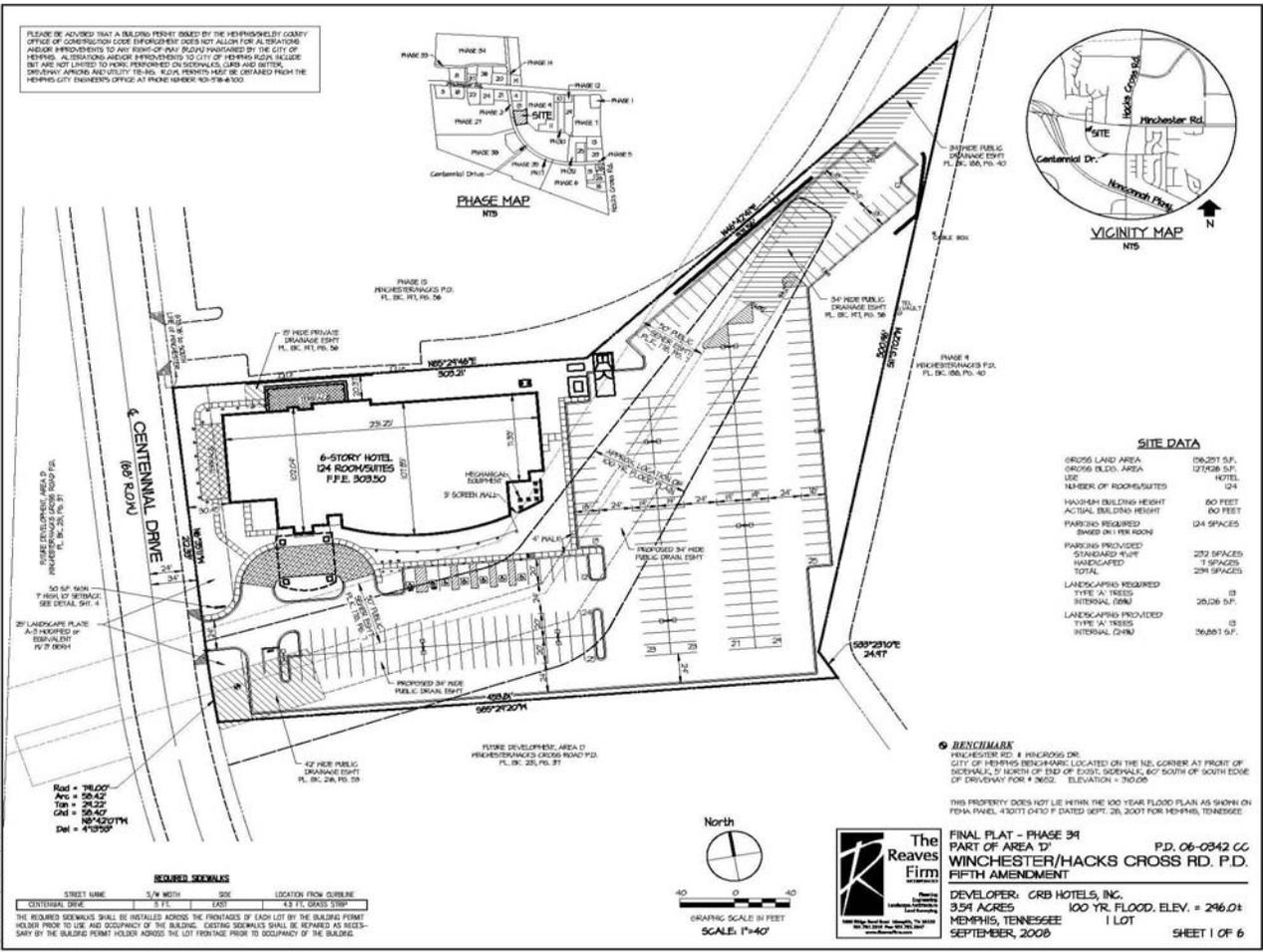
OFFICE OF PLANNING AND DEVELOPMENT RECOMMENDATION:

Approval

ANALYSIS

The Winchester/Hacks Cross Planned Development was amended for a fifth time in 2006 to provide for the location of four hotels. At the time of approval, only one hotel user was specifically known. For the other sites, a condition was added to the planned development to require each to be approved by the City Council in order to “assure quality development”. The subject property is one of these sites and has been filed for final plat approval at the Office of Planning and Development.

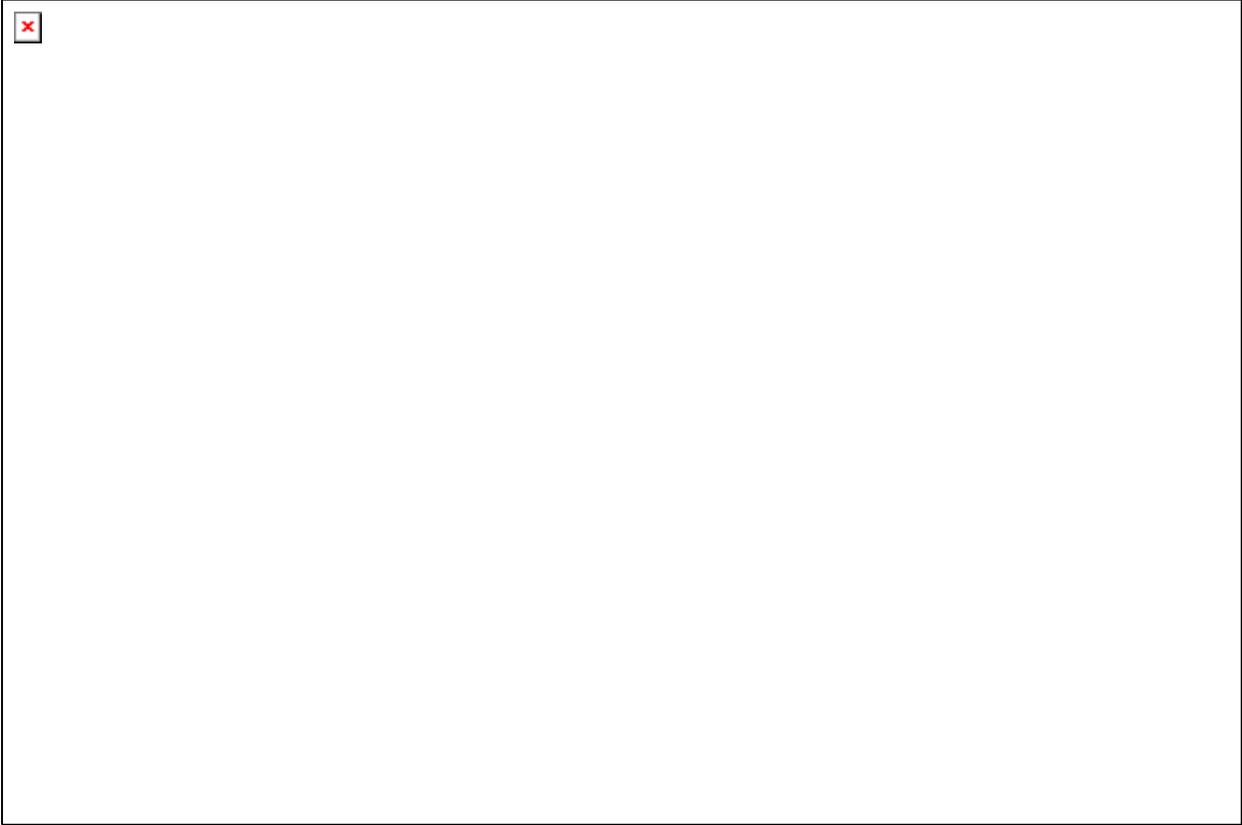
The site substantially conforms to the current Outline Plan Conditions. The site plan, landscaping plan, and building elevations are attached. The only deviation from the Outline Plan Conditions concerns a requirement that 25% to 50% of the opaque wall area be composed of brick material. The building elevations proposed contain 22% opaque wall coverage in stone veneer. The Office of Planning and Development has no objection to this coverage amount or material content as it retains the intent of achieving a “quality development”. Area neighborhood associations were presented a copy of the final plat several weeks ago including the proposed building elevations and there were no objections raised.



Site Plan



North & South Building Elevations



East & West Building Elevations