

STAFF REPORT

Hotel Waiver

CASE NUMBER: H.M.W. 11-12 **COUNCIL MEETING:** July 19, 2011
LOCATION: 5795 Poplar Avenue Memphis, TN 38119
(Southeast side of Poplar Avenue and Interstate 240-East)
COUNCIL DISTRICT(S): **District 2-Super District 9-Positions 1, 2 & 3**
APPLICANTS: Noble I Memphis, LLC D/B/A: 'Marriott Hotel-Memphis East'
REQUEST: Waiver of Special Use Permit requirement for hotel name and ownership change
AREA: 4.56 Acres
EXISTING LAND USE & ZONING: Commercial Mixed Use-3(CMU-3) District

ADJACENT LAND USE AND ZONING:

North: Offices, hotels and cinema in Ridgeway Center Planned Development (P.U.D. C-9)
East: Hotels in Homewood Suites Planned Development (P.D. 89-308)
South: Retail, shops and restaurants in 'Ridgeway Trace' shopping center in Ridgeway Trace Planned Development (P.D. 90-312).
West: Interstate 240-North (East Loop) in Residential Single Family(R-15) District.

SUMMARY

This hotel is a multi-story high rise building 133,932 square feet in area built in 1986 by right in former Highway Commercial(C-H), but now Commercial Mixed-Use (CMU-3) District zoning in Shelby Farms Germantown Planning District, more specifically in Poplar Corridor within 'White Station' community.

The hotel has guest rooms and meeting rooms, including business services and laundry facilities located at the south side of Poplar Avenue(U.S. Hwy 72), approximately one-quarter(¼) west of Shady Grove Road. The hotel is also located at the center of I-240-East and Poplar Avenue Interchange in East Memphis. The site has curb, gutter and sidewalk, including internal landscaping and street trees along Poplar Avenue. The primary access and entrance to the building are by two full-movement curb-cuts with no internal access and circulation to adjacent hotel properties.

The hotel building has adequate parking and exterior lighting. The land uses in close proximity to the hotel building are primarily corporate offices, hotels, cinema and retail commercial, including restaurants in 'Ridgeway Trace' shopping center. There are no institutional land uses for a church, daycare or recreation center within a one-quarter (¼) mile (1,320') distance of this hotel—nor are there any other public facilities for parks or schools within walking distance.

However, there are condominiums in 'Chatham Village' and single family homes in 'Yorkshire Forest' subdivision 1,069 feet to the south side of Park Avenue within obstructed walking distance of this hotel building in Commercial Mixed-Use(CMU-3) District zoning.

Staff: *Brian Bacchus*

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City Engineer:	No comments received as of 7/14/11.
Memphis, Light, Gas &Water:	No comments received as of 7/14/11.
City Fire Services:	No comments.
Memphis Board of Education:	No comments.
Memphis & Shelby County Health Department:	
Water Quality Branch:	No comments.
Septic Tank Program:	No comments.
AT&T-TN:	AT&T-TN has no comment.
Memphis Police Department:	No reports as of 7/14/11.
Neighborhood Associations/Organizations:	None registered.

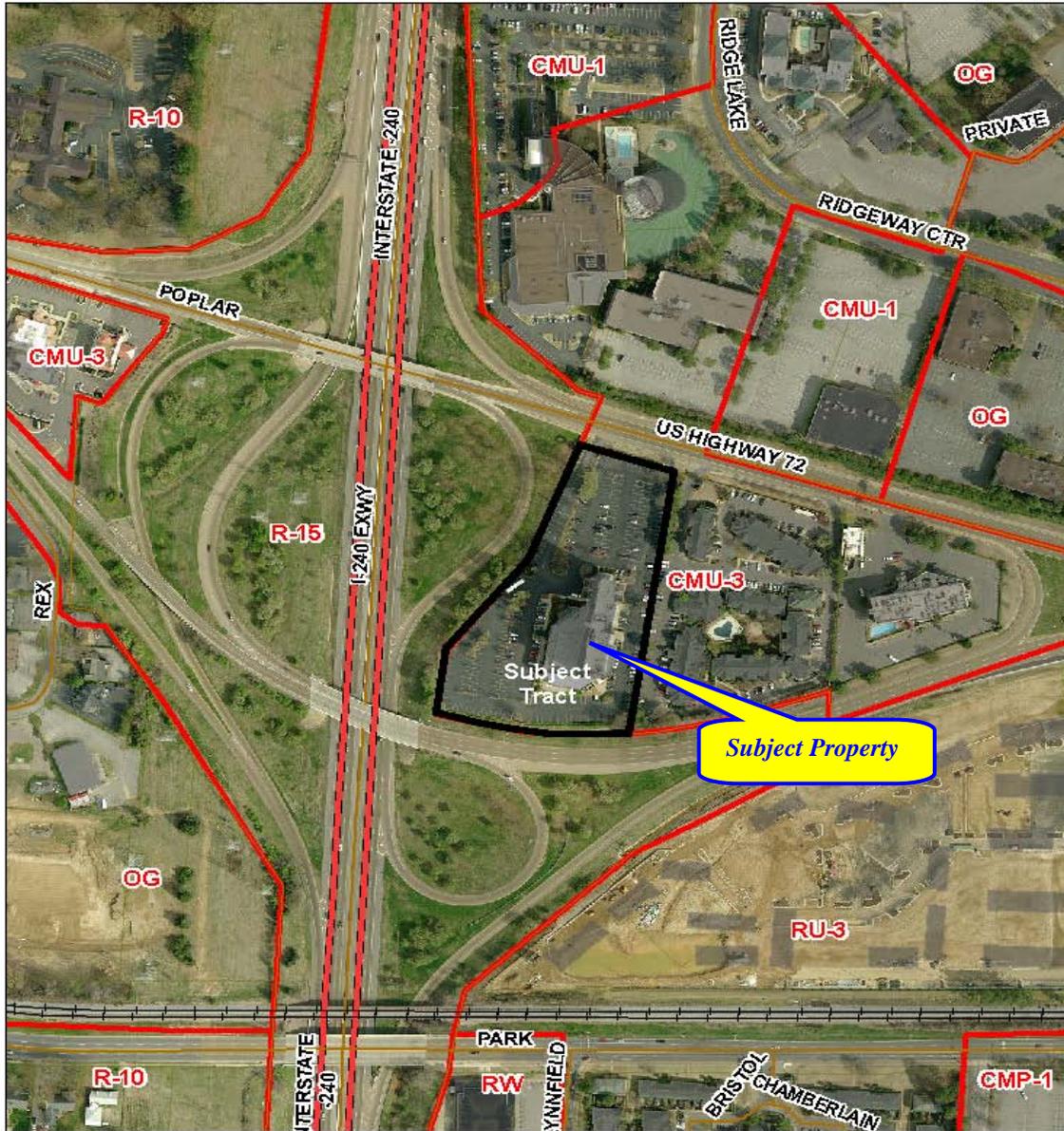
Staff: bb

Vicinity Map



Zoning Aerial View

HMW 11 12

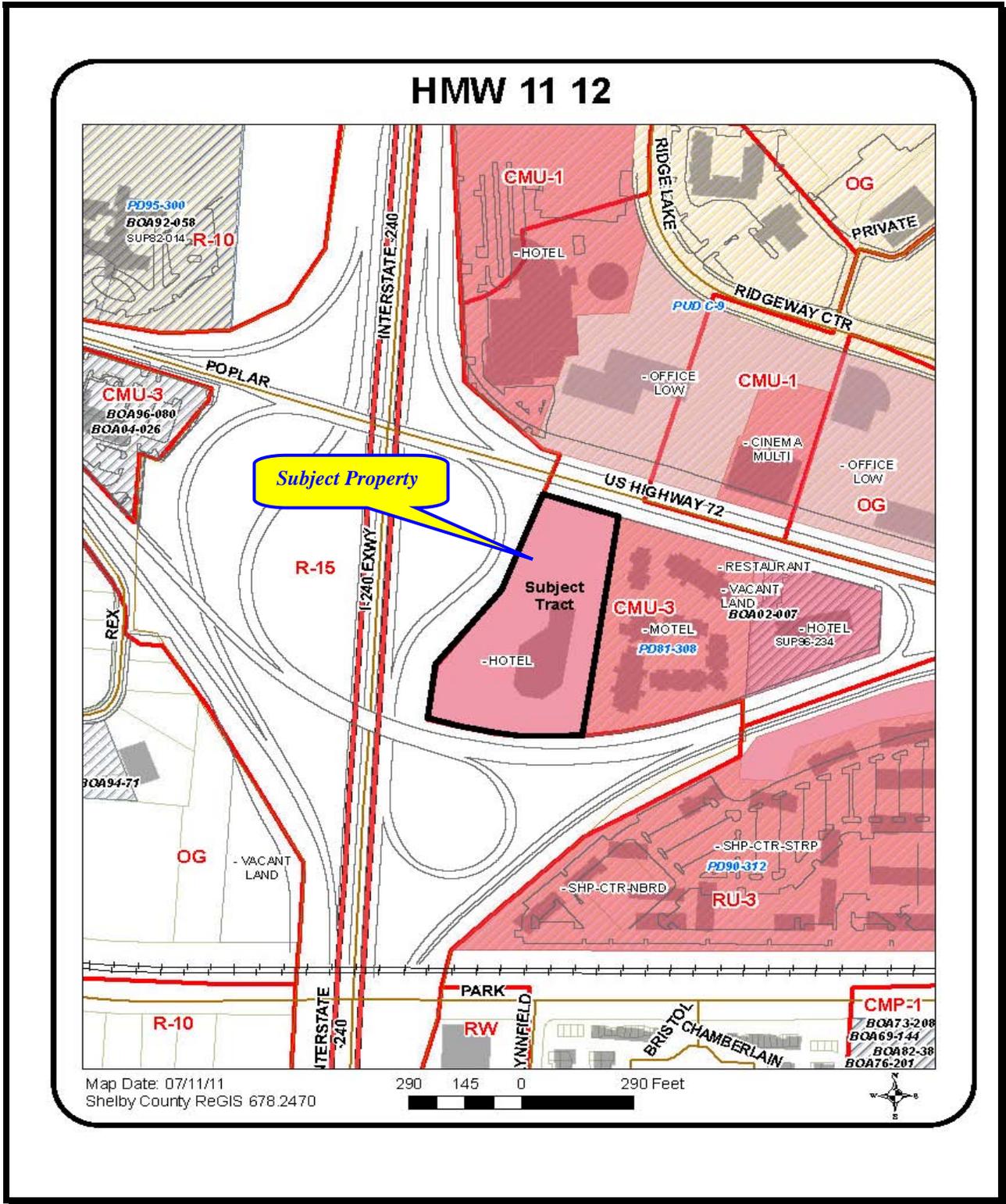


Map Date: 07/11/11
Shelby County ReGIS 678.2470

290 145 0 290 Feet

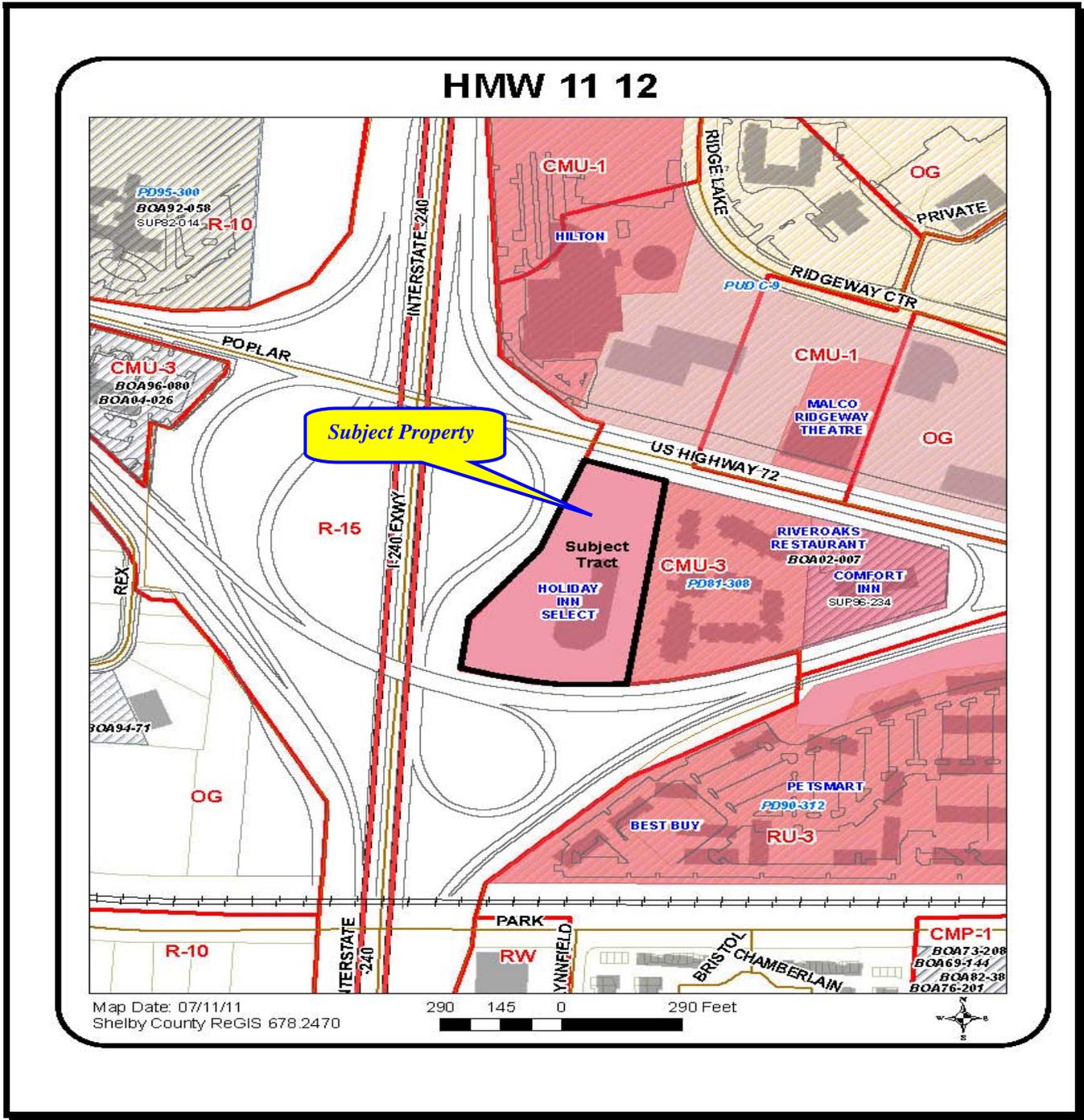


Vicinity Map
(Zoning & Land Use)



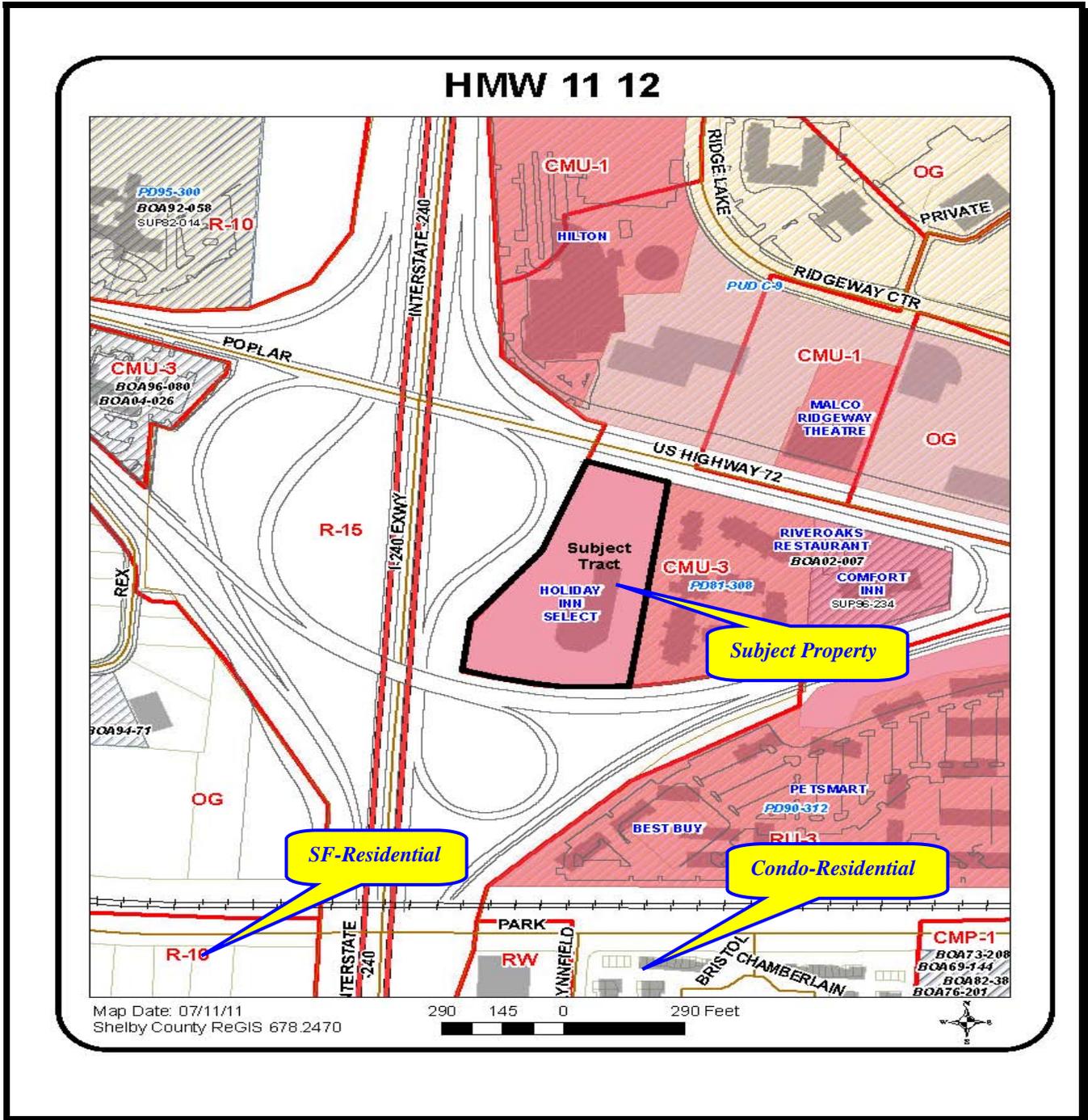
Distance Map: 1/4 mile (1,320 feet)
(Parks & Schools)

Area Public Parks: _____ None
Area Public Schools: _____ None



Distance Map: ¼ mile (1,320 feet)
(Residential & Institutional Land Use)

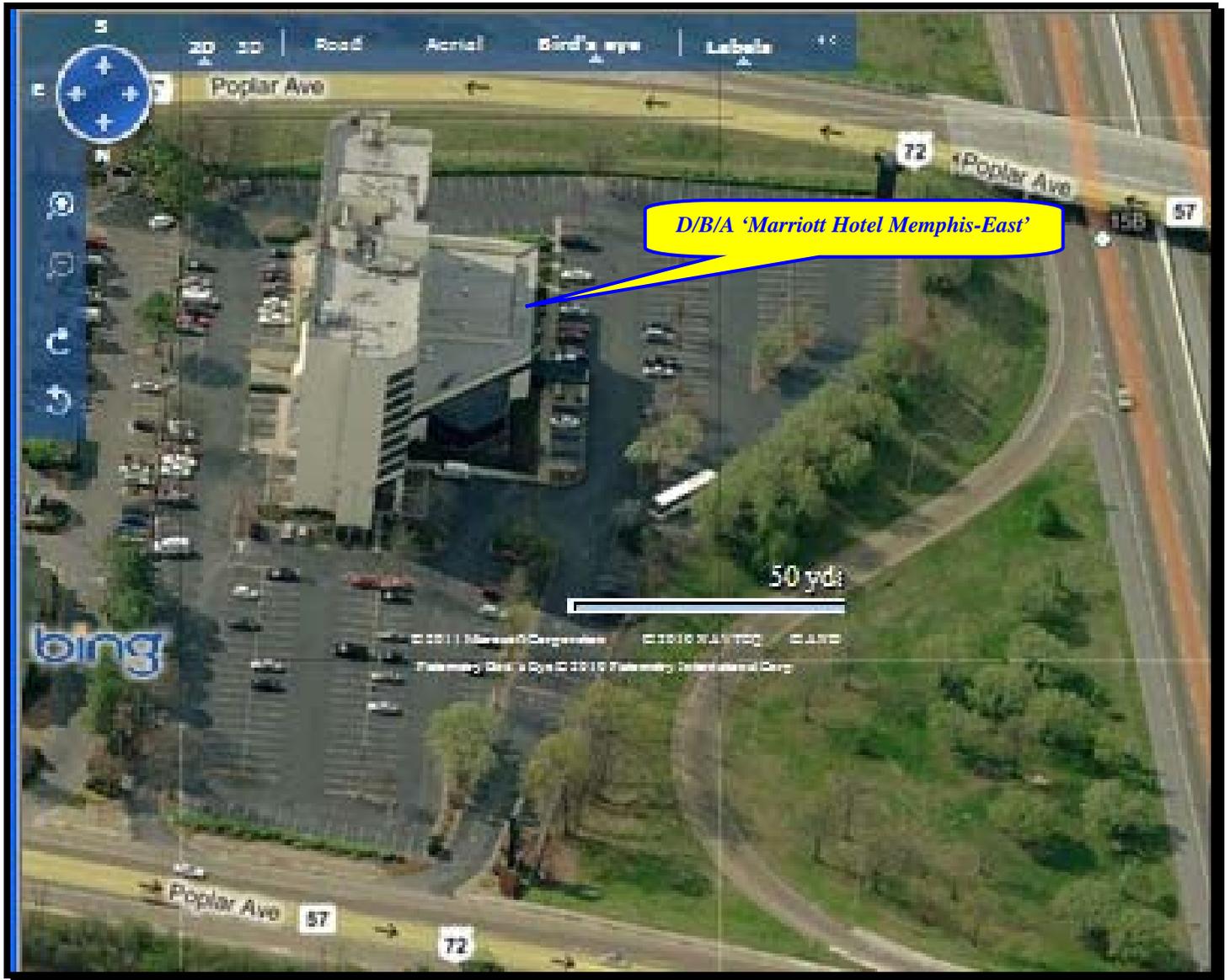
Residential: _____ +/-1,049.50 feet south
Church: _____ None
Day Care: _____ None
Recreation/Community Center: _____ None



5795 Poplar Avenue
(Aerial View)



'Marriott Hotel Memphis-East'
5795 Poplar Avenue
(Bird's Eye View)



'Marriott Hotel Memphis-East'
5795 Poplar Avenue
(Street View)

