

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

CASE NUMBER: S.U.P. 07-215 **L.U.C.B. MEETING:** August 9, 2007
April 10, 2008
May 8, 2008

LOCATION: North side of E.H. Crump Boulevard; +138 feet west of S. Third Street

OWNER OF RECORD / APPLICANT: B & W Hotel

REPRESENTATIVE: McCaskill Consultants - Tim McCaskill

REQUEST: Hotel

AREA: 1.01 Acres

EXISTING LAND USE & ZONING: South Central Business District (Gateway Commercial)

SURROUNDING USES AND ZONING:

North: Retail and heavy commercial and industrial uses in the South Central Business Improvement District (Gateway Commercial and South Downtown Business Park)

East: Commercial uses in the South Central Business Improvement District (Gateway Commercial)

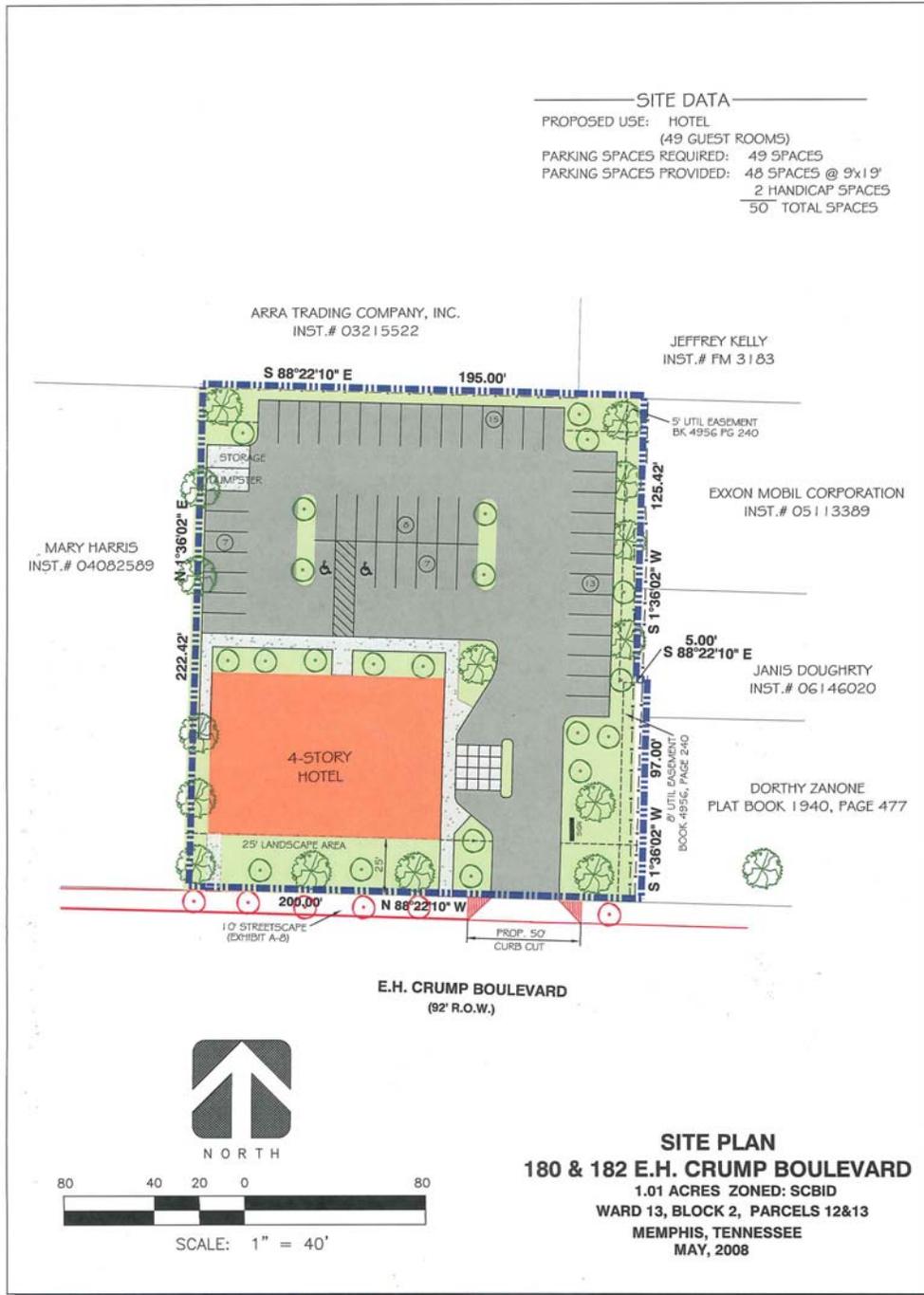
South: Commercial, residential industrial uses and vacant parcels in the South Central Business Improvement District (Gateway Commercial) and the R-TH Residential Townhouse District and I-L Light Industrial District.

West: Vacant land and an electrical contractor in the South Central Business Improvement District (Gateway Commercial)

**OFFICE OF PLANNING AND DEVELOPMENT RECOMMENDATION
REJECTION**

CONCLUSIONS

1. A revised site plan has been submitted which turns the building with the side rather than the front elevation facing the street. The revised plan is not consistent with the intent of the SCBID Gateway Commercial District Zoning of this site.
2. A hotel of this small scale and on this small site is more appropriate as an infill in an already developed urban area. A hotel more typical in size may be helpful as a catalyst to encourage other complementary developments in the area.
3. This 1.1 acre site and 46 room hotel does not conform to normal observed standards for hotels and is premature in this location at this time.





McCaskill & Associates, Inc.

Land Surveying Civil Design Mapping

7620 Appling Center Drive, Suite 108
Memphis, Tennessee 38133
E-Mail address: temccaskill@AOL.com
(901) 382-2577 FAX (901) 385-1813

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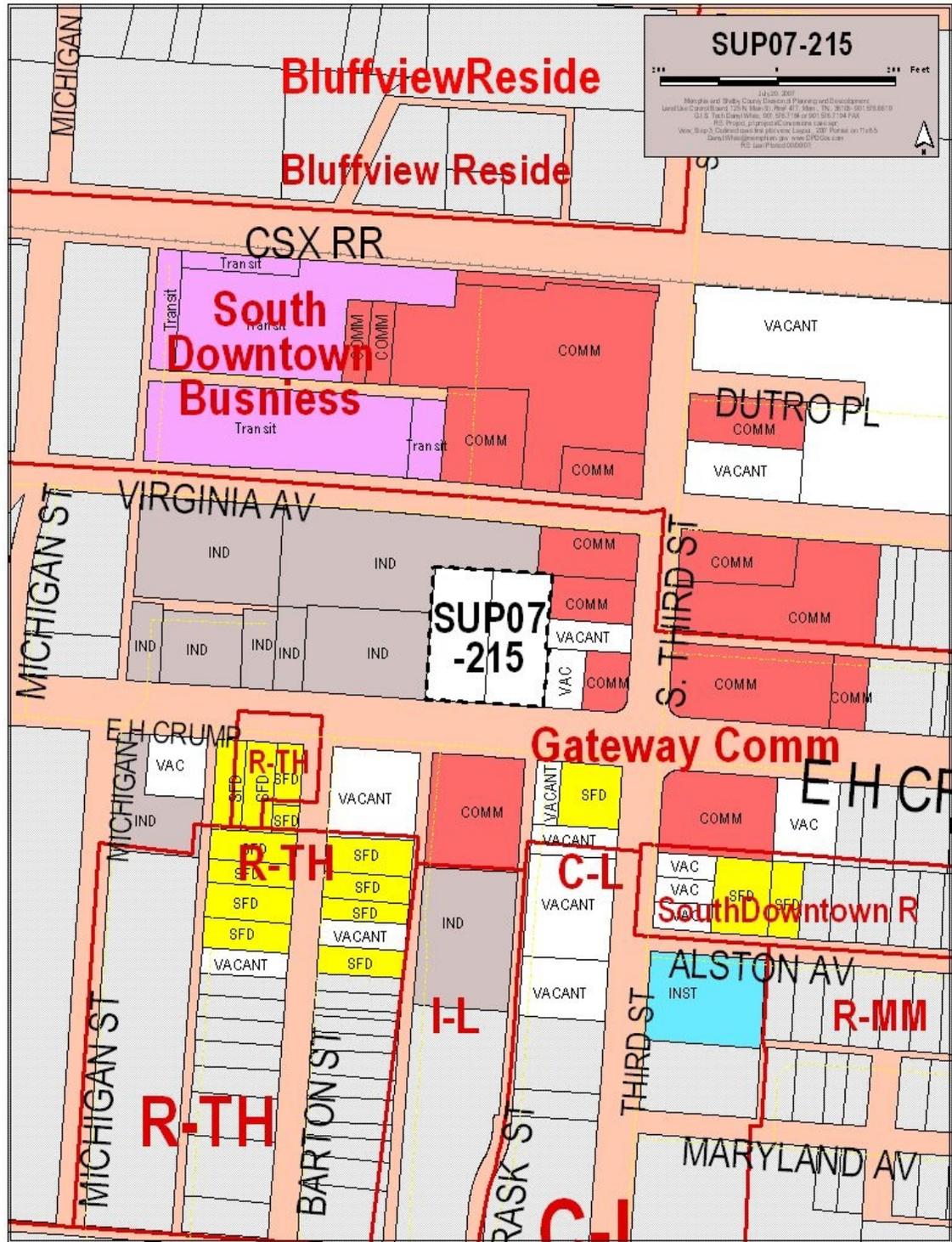
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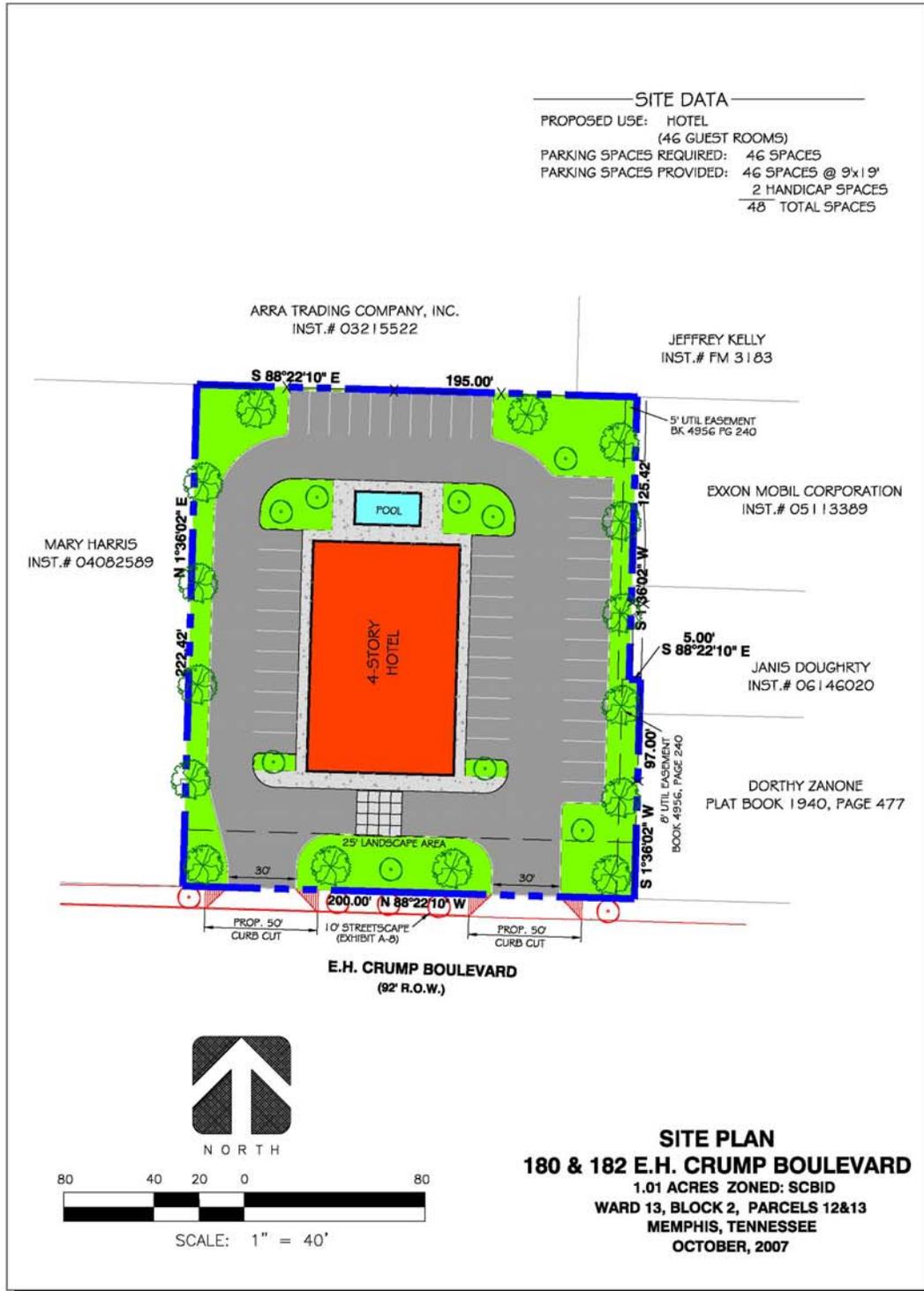
CONCLUSIONS

1. The site plan has been modified to address concerns about a design this is not consistent with the intent of the SCBID Gateway Commercial District Zoning of this site.
2. However, a hotel of this small scale and on this small site is more appropriate as an infill in an already developed urban area. A hotel more typical in size may be helpful as a catalyst to encourage other complementary developments in the area.
3. This 1.1 acre site and 46 room hotel does not conform to normal observed standards for hotels and is premature in this location at this time.





Four Views of the Subject property



4441 E. MAIN ST. SUITE 100
 MEMPHIS, TN 38117
 (901) 382-2577



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Hospitality International, Inc. - 1726 Montreal Circle, Suite 110 - Tucker, GA 30084-6809 - (770) 270-1180 - (770) 270-1077

January 25, 2008

Mr. Bob Patel
Scottish Inns & Suites
900 East Commerce St.
Hernando, MS 38632

Re: Scottish Inns to be located at 180-182 E.H. Crome Blvd, Memphis, TN

Dear Mr. Patel:

I am pleased to inform you that Hospitality International's franchise committee looks favorably toward receiving your completed application for a franchise at the above-referenced location. As you know, this approval is contingent upon your receipt of suitable financing, zoning and the like.

Please know that I look forward to working with you on this project. Please contact me, Jim Bloodworth or Ron Lohnes at any time should you need our assistance.

Our entire staff at Hospitality International will be happy to help you through the on-boarding process.

Sincerely,
Hospitality International, Inc.

Amy Foy
Executive Vice President

Cc: Ron Lohnes





Proposed Building Elevation



Scottish Inn from their Website

Staff Analysis:

The Site and Surrounding Area:

The is zoned was zoned South Central Business Improvement District (SCBID) in 2003 following extensive study of the area from Union Avenue to south of Crump Boulevard and from the river to Danny Thomas Boulevard. In particular this site is included in a sub-category of that zoning known as Gateway Commercial (C-G). The intent of the C-G District is to promote redevelopment of a mixture of higher density residential, office, institutional and commercial use and provide an appropriate gateway to South Downtown. With this District it is hoped to blend a more urban form of Downtown with the needs of a more auto oriented commercial area along Crump Boulevard. The site itself is a relatively flat site surrounded by highway and heavy commercial uses and some industrial activities. It is in proximity to the growing residential area of South Downtown, but this area has not yet been redeveloped with new commercial uses. Many properties remain in industrial use or are vacant.

Site Plan Modifications and Building Elevations

The site plan has been modified to orient to Crump Boulevard without parking between the building and the street in accordance with a desired urban development plan. One elevation of a building side has been submitted although there are not any details regarding building materials labeled on the plan.

Conclusion

The site plan has been modified to address concerns about a design which is not consistent with the intent of the SCBID Gateway Commercial District Zoning of this site. However, a hotel of this small scale and on this small site is more appropriate as an infill in an already developed urban area. A hotel more typical in size may be helpful as a catalyst for other complementary developments. This 1.1 acre site and 46 room hotel does not conform to normal observed standards for hotels and is premature in this location at this time.

Recommendation: Rejection

Comments Received:

From: Terry Lynch [terrylynch@southlandcapital.com]
Sent: Thursday, April 03, 2008 10:25 AM
To: Baker, Mary
Subject: RE:

Mary, after reviewing the application I feel this proposed plan would not be consistent with the planned uses as outlined in The Gateway residential district and if developed would be a detriment to the future efforts to redevelop this area. A larger "branded" Hotel along Crump could and I think would be helpful in encouraging other development along Crump as envisioned by the rezoning efforts done in 2003. As you know our firm has invested tens of Millions of dollars within a quarter mile of this site (South End)and we are very sensitive to the uses allow that may redefine the area in a negative way, as I think this proposed use would. I am very much opposed to the precedent this would establish and would encourage the LCB to reject the requested Special Use Permit. If you would like to discuss this further, please feel free to call (355-5760).

Terry A. Lynch

Eugene Bryan
Memphis and Shelby County
Office of Planning and Development

2 March 2008

James Rasberry
Rasberry Commercial Real Estate
2106-2 Overton Square Lane
Memphis, TN 38104

RE: Case Number S.U.P. 07-215

Bryan,

I have recently seen the notice regarding the application for a hotel on the North side of Crump and west of S. Third, and wish to voice my opposition to the proposal. The size of the site, approximately one acre, disturbs me; in my work as a realtor I work regularly with hotels and their typical site requirements are in the 2 to 4 acre range. The smallness of this site and the limited number of units does not conform to the intent of the Gateway zoning and I feel that it would undermine the efforts of the South Main development. I also fear that a small motel in that particular areas would have difficulties appealing to traditional users and would more likely result in problematic uses of the motel(possibly hourly rentals, etc).

I would be delighted to see a National branded hotel enter the area, but I feel certain that

they would say that the area is not ready at this time. As a realtor and a stakeholder in the area, I would be disappointed to see the huge effort put into the redevelopment of the South Main District undermined by insensitive development at our gateway points.

Sincerely,

James E. Rasberry

MEMPHIS AND SHELBY COUNTY OFFICE OF PLANNING AND DEVELOPMENT
STAFF REPORT **#20**

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OFFICE OF PLANNING AND DEVELOPMENT RECOMMENDATION

REJECTION

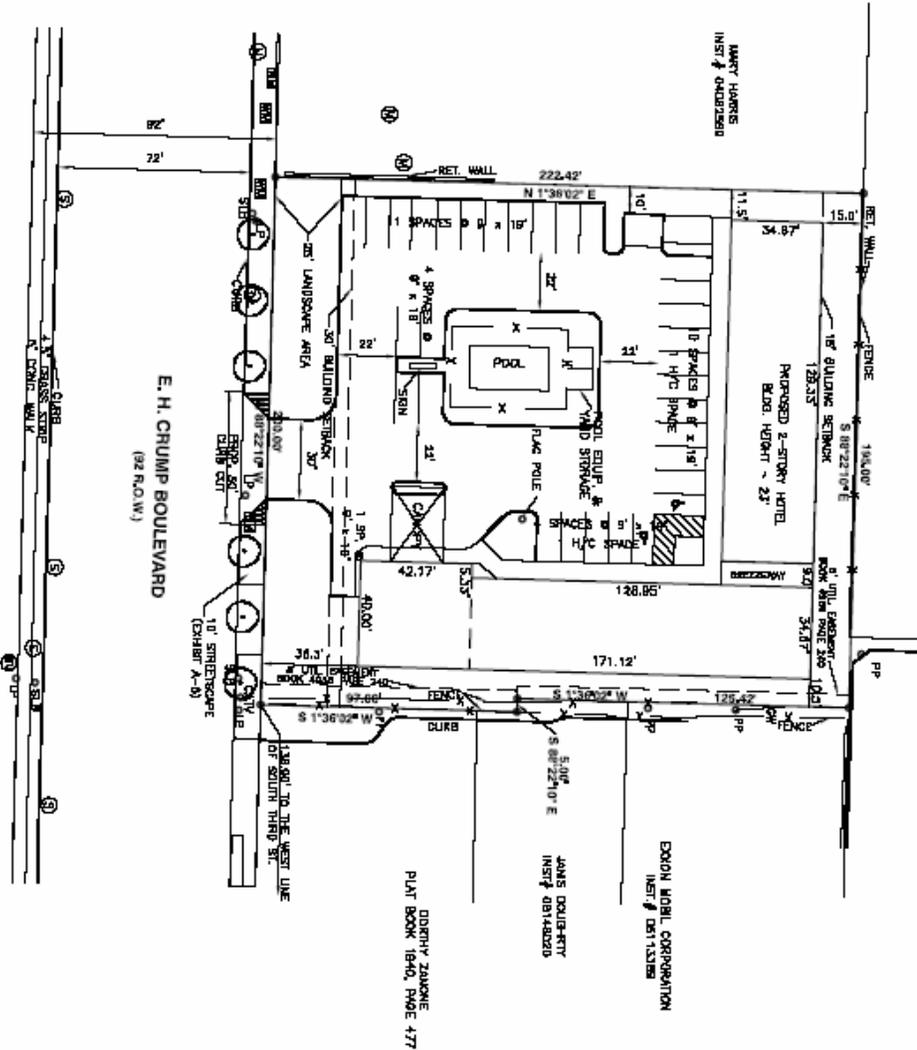
Staff: Eugene Bryan

Eugene.bryan@memphistn.gov

CONCLUSIONS

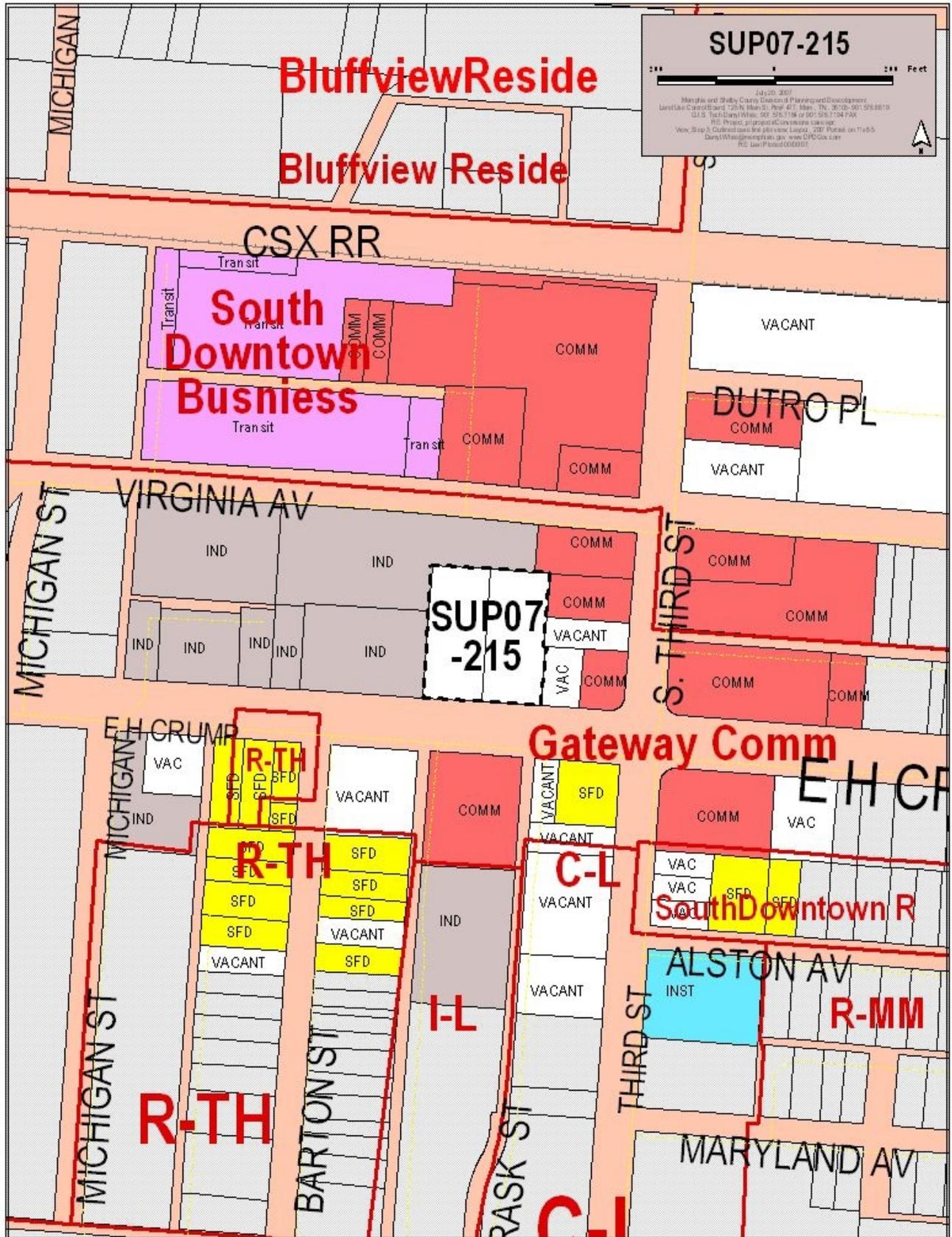
1. The site plan does not meet the purpose and intent of the Gateway Commercial District, which should blend a more urban form into this highway commercial area.
2. The overall trend in recent hotel applications have been for multiple story 50 unit plus facilities on 3 plus acres parcels. Additional site plan details are required.





SITE PLAN
SPECIAL USE PERMIT
180 & 182 E.H. CRUMP BOULEVARD
1.01 ACRES ZONED: SCB1D
WARD 13, BLOCK 2, PARCELS 12 & 13
MEMPHIS, TENNESSEE
JUNE, 2007

SITE DATA
PROPOSED USE: HOTEL
32 GUEST ROOMS
PARKING SPACES REQUIRED: 32 SPACES @ 9' x 19'
PARKING SPACES PROVIDED: 10 SPACES @ 9' x 19'
2 HANDICAP SPACES
32 TOTAL SPACES



STAFF ANALYSIS

The Site:

The is zoned was zoned South Central Business Improvement District (SCBID) in 2003 following extensive study of the area from Union Avenue to south of Crump Boulevard and from the river to Danny Thomas Boulevard. In particular this site is included in a sub-category of that zoning known as Gateway Commercial (C-G). The intent of the C-G District is to promote redevelopment of a mixture of higher density residential, office, institutional and commercial use and provide an appropriate gateway to South Downtown. With this District it is hoped to blend a more urban form of Downtown with the needs of a more auto oriented commercial area along Crump Boulevard. The site itself is a relatively flat site surrounded by highway and heavy commercial uses and some industrial activities. It is in close proximity to the growing residential area of South Downtown.

The Site Plan

The applicant has proposed a two story, 32 room hotel/motel facility in an “L” shape configuration to the rear and east property lines. A pool facility is located central to the site surrounded by parking. The size of the structure would suggest a single loaded motel as opposed to a hotel. The applicant has revised the site plan to conform to the building setback and landscaping requirements of the Gateway Commercial District.

In recent months numerous applications for hotels/motels have been evaluated with the prototype being a 3 to 4 story structure with approximately 55 units. These facilities have been on at least 3 acre parcels. A motel prototype in a typical highway commercial setting would typically have more than 32 units and be located on parcels of land greater than 2 acres. This proposed facility does not appear to meet the minimum requirements of known modern hotel/motel facilities.

Analysis

A hotel/motel use on this site would not be detrimental to the character of the area. The type and urban form or such a hotel/motel could impact the character of additional development in this immediate area. Consideration must be given to the idea of site plan that blends a more urban form into a highway commercial oriented use. A building set along the street line, or adjacent to the 25 foot wide front yard landscape screen with windows fronting Crump Avenue would definitely enhance the character of the area. The parking and pool would then occupy in internal court, shielded from the traffic along Crump Boulevard. Further the actual type of hotel being proposed can also heavily impact the area. Since this size facility does not fit a known norm for modern facilities and in accord with the SCBID District Site Plan Review standards that require building elevations and other graphics representations of the site, this application should be rejected.

RECOMMENDATION

REJECTION

SITE PLAN CONDITIONS

A Special Use Permit is hereby authorized to allow Hotel/Motel on the property located at North side of E.H. Crump Boulevard; +138 feet west of S. Third Street in accordance with the approved site plan and the following supplemental conditions:

1. The final site plan shall be reviewed and be in conformance with the SCBID Site Plan Review Requirements.
2. The 25 foot landscape area along Crump Avenue shall be planted with materials consistent with the C-G Gateway Commercial Area.
3. Any non-conforming Curb cuts shall be removed and replace with Curb, Gutter and Sidewalk, or be modified to comply with existing City Standards.
4. Any new curb cut, the exact number, design, and location shall be approved by City Engineering.
5. Drainage improvements, including on-site detention, shall be provided under a Standard Subdivision contract in accordance with Subdivision Regulations and the City of Memphis Drainage Design Manual.
6. Drainage data for assessment of on-site detention requirements shall be submitted to and approved by the City Engineer.
7. The width of all existing off-street sewer easements shall be widened to meet current city standards.
8. All connections to the sewer shall be at manholes only.
9. Required landscaping shall not be placed on sewer or drainage easements.
10. The final site plan shall include detailed description of the types and location of all required landscaping.

GENERAL INFORMATION

Street Frontage: 200 Feet on Crump Boulevard

Planning District: Downtown-Medical Center

Census Tract: 50

Annexation Reserve Area: Not Applicable. Annexed by Memphis on

Zoning Atlas Page: 2025

Zoning History: The site was zoned C-G Gateway Commercial in 2003 following the adoption of the South Central Business Improvement District Study conducted to create a new urban form and associated zoning districts in the South Downtown area.

DEPARTMENTAL COMMENTS

The following comments were provided by agencies to which this application was referred:

City Engineer:

1. Standard Subdivision Contract as required in Section 500 of Subdivision Regulations.

Sewers:

2. City sanitary sewers are available at developer's expense.

Curb Cuts/Access:

3. The City Engineer shall approve the design, number and location of curb cuts.

4. Any existing nonconforming curb cuts shall be modified to meet current City Standards or closed with curb, gutter and sidewalk.

Drainage:

5. Drainage improvements, including on-site detention, shall be provided under a Standard Subdivision contract in accordance with Subdivision Regulations and the City of Memphis Drainage Design Manual.

6. Drainage data for assessment of on-site detention requirements shall be submitted to and approved by the City Engineer.

General Notes:

7. The width of all existing off-street sewer easements shall be widened to meet current city standards.

8. All connections to the sewer shall be at manholes only.

9. Required landscaping shall not be placed on sewer or drainage easements.

City Real Estate: None.

City/County Health Department: No objections.

If any monitoring wells were installed as part of an environmental site assessment they must be properly filled and abandoned as outlined in Section 6 of the Shelby County Well Construction Code.

City Board of Education: This case has no significant impact
on
Memphis City Schools.

Bell South: No comments.

OPD-Regional Services:

This application was reviewed by the MPO staff/Department of Regional Services on July 18, 2007. The MPO staff has determined that E.H. Crump is an existing major road on the Long Range Transportation Plan (LRTP) consisting of 92 feet of right-of-way, 72 feet of pavement, and no proposed improvements.

S. Mphs. N.F.:

Hello,

My board has discussed new business construction in the South Third and E H Crump Area. A new Hotel will fall in line with the proposed Hernando/Desoto Bridge Project. However, if this hotel will be a hourly rate facility. The board does not agree to that type of industry. We need a concrete understanding from the owners.

If this hotel falls in line with a Holiday Inn, Ramada, Benchmark, or Madison, we welcome this new business to the community.

Thank You,

Laverne Crockett
South Memphis Neighborhood Foundation

SW- ES