

Land Use Statement for Hotel Lumen

The NL Group requests approval of a change of zoning from PD 22 and GR to a Planned Development District to place Hotel Lumen (HL) under one consolidated zoning district. The proposal also includes amendment to the Detailed Site Plan for the southern portion to reflect the current parking accommodations, outside restaurant dining area and parking. The proposal also includes a new overall Detailed Site Plan in conjunction with the PD for the entire site to accommodate a rear yard canopy structure, parking, a statue and a pergola for events. The request does not, however, modify any of the underlying rights enjoyed by the fee owners.

Hotel Lumen, as a high end boutique hotel in the Hillcrest corridor of SMU, aims at providing the best service and first class amenities. Hotel Lumen has very high occupancy rates and its success contributes significant tax revenue for the city. Moreover, the restaurant with outdoor seating adds a strong planning element to this section of Hillcrest Avenue and contributes to an excellent streetscape, which is otherwise lacking.

In addition to consolidation of the zoning designation, the PD would address the following elements:

1. **Canopy Structure:** HL seeks to place a 1,120-square foot canopy structure on the 4th floor roof deck to cover an established 1,700-square foot reception area. As such, this is not increasing activity area, but allows for a better guest experience. The canopy would be 10-foot in height and would shield from sun, rain and other elements. Currently this space is under-utilized given the heat and unpredictability of the North Texas weather. This is a common customer comment ownership seeks to address. The request also maintains all the existing rights enjoyed by the fee owners of the property.

To accommodate the canopy structure for receptions, the request includes increasing the overall building height from 40 to 50 feet. Nonetheless, since the canopy structure does not have permanent side walls, the addition doesn't add a substantial amount of massing to the building. Moreover, the height of the canopy would be no taller than the adjacent elevator overrun and comparable in height to the existing roof screening devices to south. As such, the height projection will be in keeping with the established building form from Hillcrest Avenue.

2. **Parking:** There are currently 80 parking spaces on-site as well as 16 parking spaces located adjacent to the property in the Binkley Avenue right-of-way. As such, there would be a total of 96 parking spaces available during peak evening hours. Based upon actual parking demand data, the facility needs fewer parking spaces than city code requires. (Please refer to an independent study provided by Steve Stoner of Pacheco Koch.)

According to hotel records, the valet service receives an average of 65 to 75 vehicles per day. Patrons of the property include hotel guests, restaurant patrons, and/or reception guests (some parkers may have more than one trip purpose). Even on a peak day when a reception occurs, the valet service receives no more than 90 to 100 vehicles over the entire day. A majority of hotel guests use various transportation services, including taxis, shuttles, and other alternative modes such as new electronic based services unavailable when the hotel opened, instead of arriving in a personal vehicle. As such, most patrons do not require use of a parking space.

Likewise, there are no on-site parking spaces available for self-parking, as the majority of patrons use the complimentary valet service. Thus, parking is self-regulated and can be monitored and counted during the busiest times. The request would also terminate an off-site parking plan that has never been used.

3. **Statue:** The PD would accommodate an approximately 4-foot tall chrome plated statue located on top of the building facing Hillcrest Avenue. This is an existing artistic feature that adds character to the facility.

The applicant respectfully requests that the city support these measures so that ownership can continue to provide an enhanced experience for patrons, while being good neighbors. The reception canopy would allow greater use of the space and improve the level of service. The parking provided aligns with the actual parking demand.