



## PROJECT NARRATIVE

Date: April 12, 2024  
To: Town of Frisco Development Review Committee (DRC)  
From: Norris Design

Re: DRC Submittal  
*Conditional Use Permit and Major Site Plan Application for a new 9,700 square foot multifamily residential structure, containing 25 rental apartments on the AC Marriott Hotel Property; Lot 2A, Block A, Discovery Interchange West Subdivision; 1202 N. Summit Blvd.*

### PROJECT DESCRIPTION:

The subject property is an approximately 3-acre site, located along the south side of I-70 in Frisco, which is currently developed with a 133-room AC Marriott Hotel. The proposed application requests Town approval of a conditional use permit and a major site plan to construct a new approximately 9,700 square foot multifamily residential structure on the western portion of the property. The proposed multifamily structure will contain 25 rental apartments, with three stories of residential located over a lower-level parking garage.

DEVELOPMENT PROGRAM		
LEVEL	USES	PARKING / RESIDENTIAL UNITS
Lower Level of Parking Structure	Parking	55 parking spaces
Parking Terrace Level	Top Level of Parking Structure, Storage, and First Floor of Residential Units	34 parking spaces Storage units 5 rental apartments (1BD)
Level 2	Second Level of Residential	10 rental apartments (1BD)
Level 3	Third Level of Residential	10 rental apartments (1BD)
Surface Parking Lot	Parking	77 parking spaces
Existing Hotel	Hotel	133 room hotel (existing)
<b>TOTAL</b>		<b>25 rental apartments (1BD)</b> <b>133 hotel rooms</b> <b>Storage units</b> <b>89 structure parking spaces</b> <b>77 surface parking space</b>

### COMPLIANCE WITH FRISCO COMMUNITY PLAN:

The Frisco Community Plan outlines the following relevant policies for desired future development within the Gateway Mixed Use District that are applicable to this property.

**Policy 1.2 IMPROVE THE AESTHETIC APPEAL AND FUNCTIONALITY OF THE SUMMIT BOULEVARD CORRIDOR AND THE EXIT 203 GATEWAY.**

**1.2A Support public improvements and gateway redevelopment that is aesthetically appealing, inviting to visitors, and reflects a cohesive community image of Frisco.** See page 64 for design concepts and Area Specific Policies/Design Principles to enhance the West Main Gateway.



**1.2B Encourage infill and redevelopment along Summit Boulevard that improves the aesthetic appeal, and supports an economically thriving corridor.** *See page 67 for additional discussion of opportunities along Summit Boulevard.*

**1.2C Support the integration of workforce housing as part of future redevelopment efforts along Summit Boulevard through the potential intensification of land uses throughout the Summit Boulevard corridor and the greater Mixed Use Gateway District.**

**Summit Boulevard Gateway Design Principles:**

There is a desire to improve this area’s visual appeal; create a safer, more attractive pedestrian and bicycle experience; and encourage a broader mix of uses, including higher-density housing. Relevant design principles include:

1. **Infill and redevelopment.** Opportunities to infill existing surface parking or redevelop vacant or underutilized sites should be encouraged to help enhance the Summit Boulevard Frontage, maximize the use of Frisco’s limited land area, and create a more inviting gateway into Frisco.
2. **Mix of uses.** Opportunities for retail and commercial uses should be maintained along the frontage where access and visibility are greatest. Supporting uses, such as high-density residential, hotels, and offices should be incorporated above or behind retail or commercial uses.

**COMPLIANCE WITH FRISCO UNIFIED DEVELOPMENT CODE:**

The property is located within the Gateway (GW) zoning district. According to the Town of Frisco’s Unified Development Code, the purpose of the Gateway Zoning District is to allow for the development of different types of visitor accommodations, commercial, and service-oriented facilities in close proximity to Highway 9 and the I-70 interchange area, to provide connections to mass transit and multi-modal transportation systems, and to allow for residential uses.

Hotel lodging facilities are a permitted use within the GW District and multi-unit residential dwellings are a conditional use allowed with the approval of a Conditional Use Permit by the Town Planning Commission. The proposed development has been designed to efficiently provide much-needed rental apartments within Town with sufficient parking to serve both the existing hotel and the new housing units, and to comply with all requirements of the GW Zoning District, including permitted density, building height, lot coverage, setbacks, parking, snow storage, and open space / landscaping requirements.

**Building Height Exception for Increase Site Coverage:**

In accordance with Section 180-3.17.1.A.2.a. of the Code, a 10-foot reduction to the maximum permitted building height is proposed, resulting in a maximum 40-foot pitched roof structure (rather than a 50-foot building height), in exchange for an additional 10% lot coverage (up to 70% lot coverage). As shown on the proposed plans, the proposed lot coverage is as follows:

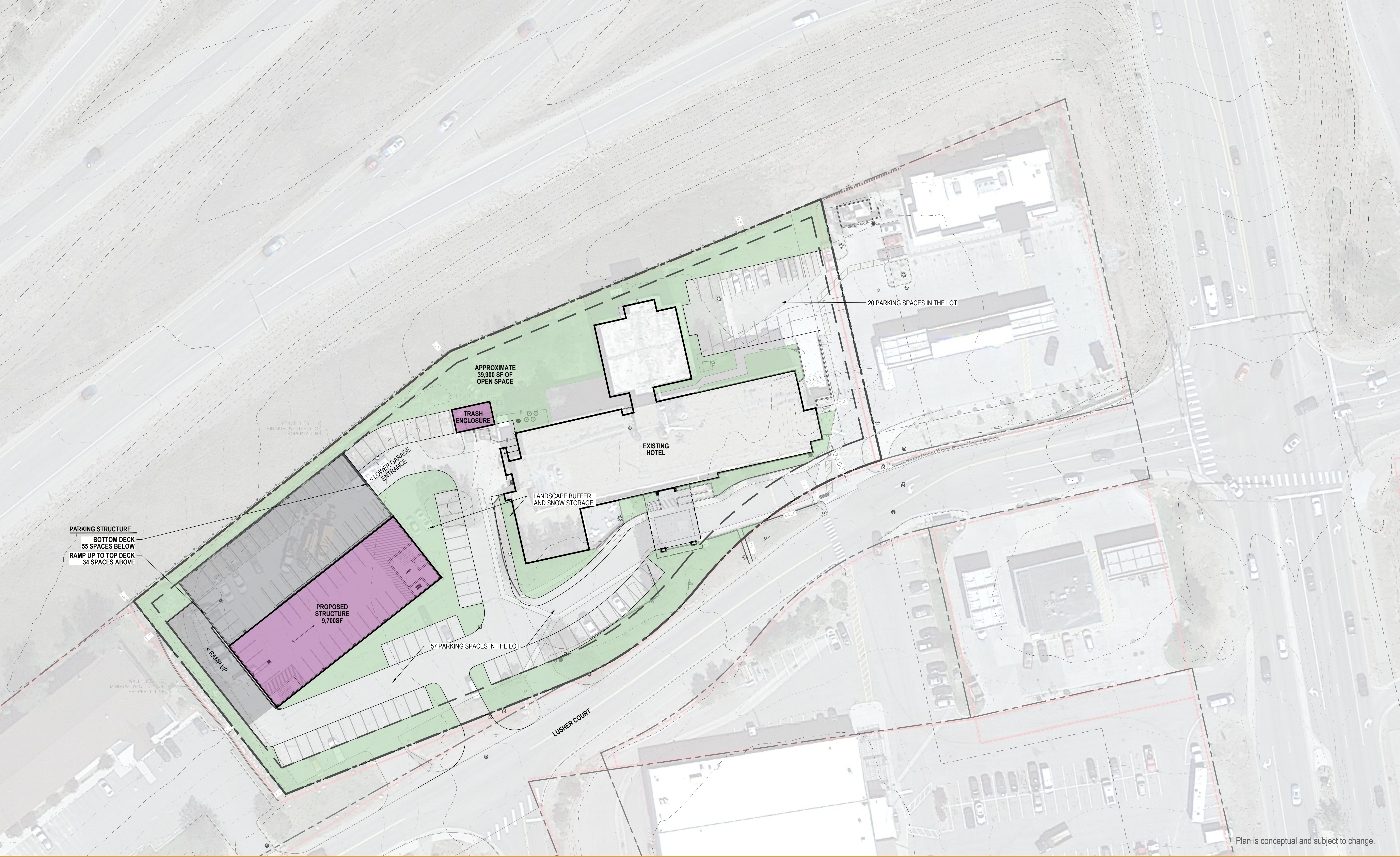
PROPOSED LOT COVERAGE			
	SQ. FOOTAGE	ACRES	PERCENT
Site Coverage	90,271 sf	2.07 ac	69.35%
Open Space	39,900 sf	0.92 ac	30.65%
Total Site Area	130,171 sf	2.99 ac.	100%

This will reduce the visual mass and scale of the proposed structure, incorporating a two-level parking structure on the lower levels of the proposed building, to meet the required parking needs for the new rental apartments and the existing hotel on site.



**Parking Plan:**

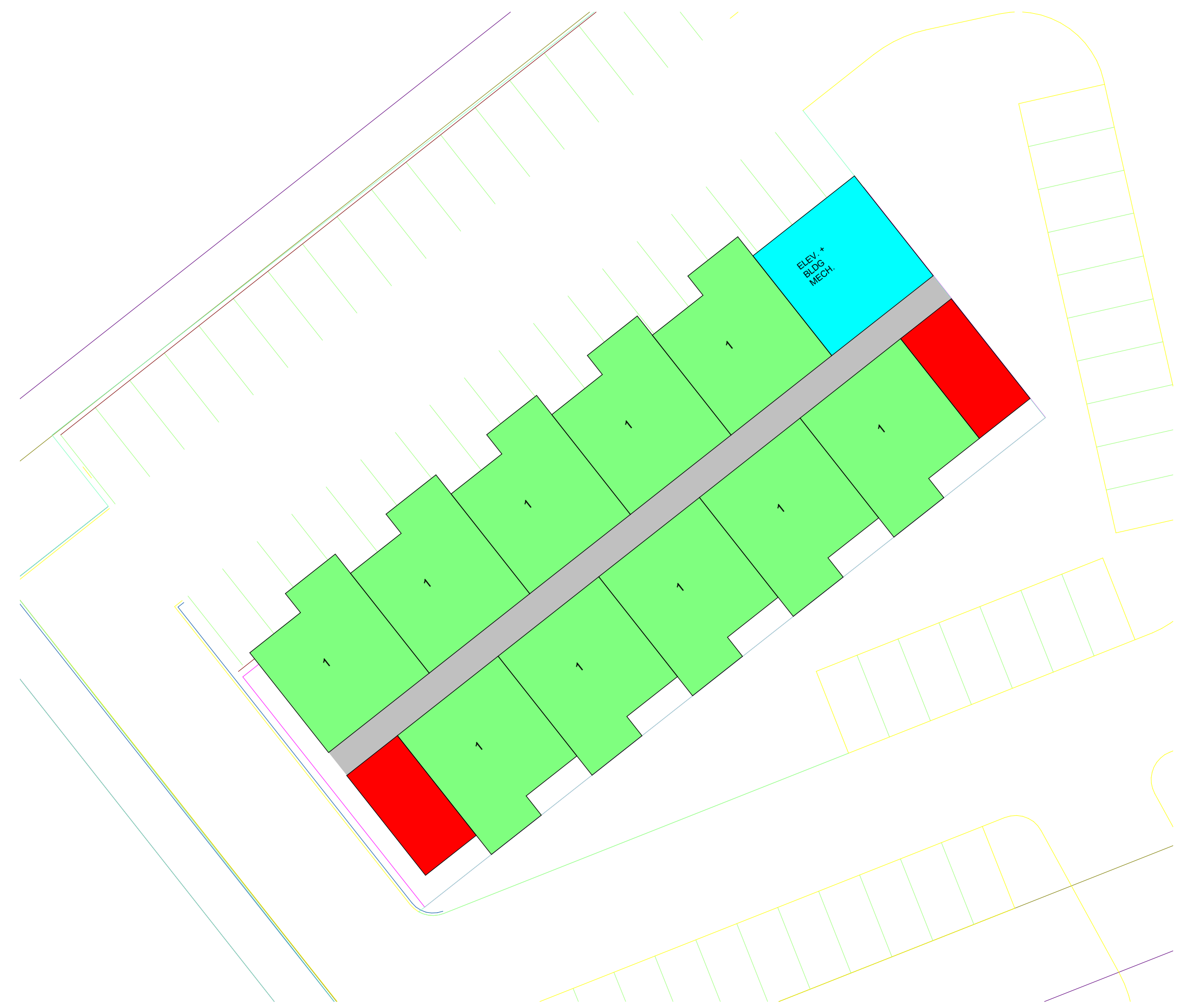
As shown on the attached plans, a total of 166 parking spaces are proposed to serve the new rental apartments and the existing hotel. This includes 89 spaces to be provided in the new parking structure, as well as 77 proposed surface parking spaces.



Plan is conceptual and subject to change.



**1 SITE PLAN - PARKING TERRACE LEVEL**  
1" = 20'-0"



**2 SITE PLAN - RESIDENTIAL LEVEL 2/3**  
1" = 20'-0"



**POTENTIAL EXTERIOR MASSING**

