



Memorandum

To: Honorable Mayor Jeff Cheney and Members of the Frisco City Council

Cc: Wes Pierson, City Manager
Ben Brezina, Assistant City Manager
John Lettelleir, FAICP, Director of Development Services

From: Jonathan Hubbard, AICP, Assistant Director – Planning

Date: December 3, 2024

Subject: Consider and act upon approval of a Façade Plan for a hotel (Midtown East, Block A, Lot 1 - Universal Kids) on the northeast corner of Dallas Parkway and Panther Creek Parkway. Zoned Planned Development-280. Neighborhood #53. Façade Plan Case No. FACP24-0132. Applicant: Gensler. TABLED 11/5/2024 and 11/19/2024. (Development Services/JH)

Action Requested: Consider and act upon approval of a Façade Plan.

Background Information: City Council tabled this item on November 5, 2024, and November 19, 2024, at the applicant's request to allow the applicant additional time to work through outstanding items.

City Council adopted Ordinance No. 2023-03-11 on March 7, 2023, granting a Specific Use Permit for Outdoor Commercial Amusement. Per the Specific Use Permit development standards, "all hotels on the Property, all parking structures on the Property and all structures taller than 50-feet that are located outside of the Theme Park Area shall be subject to architectural and design review and approval by the City Council". The applicant has submitted a Façade Plan for a five-story hotel and is requesting City Council approval.

Financial Considerations: Not applicable.

Legal Review: Not applicable.

Alternatives: The City Council can:

- Approve the Façade Plan;
- Approve the Façade Plan with conditions;
- Deny the Façade Plan; or
- Table for further review.

Supporting Documents:

- City Council Outcome Memo dated November 6, 2024;
- City Council Outcome Memo dated November 20, 2024;
- Locator Map; and
- Façade Plan.

Recommendation: Recommended for approval.