



AGENDA MEMORANDUM

Public Hearing and First Reading for the City Council Meeting of June 16, 2015
Second Reading for the City Council Meeting of June 23, 2015

DATE: May 29, 2015

TO: Ronald L. Olson, City Manager

FROM: Dan M. Grimsbo, P.E., Director, Development Services Department
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**Public Hearing and First Reading for Property at
309, 311 and 341 South Shoreline Boulevard**

CAPTION:

Case No. 0515-05 Bayfront Medical Plaza, L.P.: A change of zoning from the "CR-1" Resort Commercial District to the "CI" Intensive Commercial District, not resulting in a change to the Future Land Use Plan. The property to be rezoned is described as being a 0.98 acre tract of land out of a portion of Lots 1 through 11, Jones Shoreline Business Lots, a portion of Share 7, Tract B, W.S. Harney Tract, a portion of lands reclaimed by the Bay Front Protection Work, and a portion of Lot 1, Water Block 3, Central Wharf & Warehouse Co.'s Subdivision, located along the west side of Shoreline Boulevard between Kinney Street and Born Street.

PURPOSE:

The purpose of this item is to allow commercial uses of an urban downtown character.

RECOMMENDATION:

Planning Commission and Staff Recommendation (May 20, 2015): Approval of the change of zoning from the "CR-1" Resort Commercial District to the "CI" Intensive Commercial District.

BACKGROUND AND FINDINGS:

As detailed in the attached report, the applicant is requesting a rezoning from the "CR-1" Commercial Resort District to the "CI" Intensive Commercial District to allow for reduced setbacks more conducive with an urban design for a five-story hotel. The proposed hotel would be designed and located in close proximity to the property line on Shoreline Boulevard to maximize hotel patron access to approximately 20 acres of City

park land and a 12-acre public beach, both across Shoreline Boulevard from the subject property.

City staff supports the requested zoning because it fits with the city's area development plan to promote urban design and tourist-related uses within the Central Business District. Policy statements within the Central Business Area Development Plan encourage tourist-related uses in this area of the city and point to urban design techniques to promote the urban aesthetics, such as locating parking behind buildings to establish a storefront awning and presence along arterial roads. Shoreline Boulevard is an arterial road. Reduced setbacks in the "CI" Intensive Commercial District would allow for a more urban design on this site.

It is important to note: Prior to the adoption of the Unified Development Code, the former Zoning Ordinance specifically prohibited automobile parking lots and accessory off-street parking spaces from being located in the required 20-foot front yard setback in the "CR-1" Resort Commercial District. The UDC, adopted in 2011, did not include this restriction. The lack of this restriction significantly affects the planned aesthetics of Shoreline Boulevard.

ALTERNATIVES:

1. Deny the request.

OTHER CONSIDERATIONS:

Not Applicable

CONFORMITY TO CITY POLICY:

The subject property is located within the boundaries of the Central Business Development Plan. The proposed rezoning to the "CI" Intensive Commercial District is consistent with the Central Business Development Plan and the adopted Future Land Use Plan's designation of the property as commercial and mixed commercial.

EMERGENCY / NON-EMERGENCY:

Non-Emergency

DEPARTMENTAL CLEARANCES:

Legal and Planning Commission

FINANCIAL IMPACT:

- Operating Revenue Capital Not applicable

Fiscal Year: 2014-2015	Project to Date Expenditures (CIP only)	Current Year	Future Years	TOTALS
Line Item Budget				
Encumbered /				

Expended Amount				
This item				
BALANCE				

Fund(s):

Comments: None

LIST OF SUPPORTING DOCUMENTS:

Presentation - Aerial Map

Ordinance

Planning Commission Final Report