



# STAFF REPORT

## Downtown Design Commission

05/15/2025

**Case No.** DTCA-25-00020  
**Property Address** 330 NE 1<sup>st</sup> St  
**Applicant Name** Maria Flores, Type-Six  
for Atul Patel, Bricktown Hospitality, LLC  
920 W Main St, Suite 150  
Grapevine, TX 76051  
**District** DBD

### A. ITEMS FOR CONSIDERATION

#### 1. Demolition

- a. Remove existing chain link fencing along street frontages;
- b. Remove existing tree;
- c. Remove portions of existing sidewalk, street curb, and gutter;

#### 2. Main Building

- a. Construct 6-story hotel of brick, stucco, box rib metal panels and Alucobond; with storefront window system, C-channel metal awnings, metal guardrails, lighted hand rail system, LED light strips, black wall sconces, rooftop mounted mechanical equipment, and 6<sup>th</sup> floor balcony seating for the bar;

#### 3. Parking Lot

- a. Construct parking lot;

#### 4. Sidewalks

- a. Construct new sidewalks and street curbs along street frontages;
- b. Construct set-in parking spaces along NE 1<sup>st</sup> St;
- c. Construct valet/drop-off area on Russell M Perry Ave;

#### 5. Signage

- a. Sign 6: install sign on planter in northeast corner, Tempo, 27 sq. ft. (variance required from prohibition of signs in the right-of-way);
- b. Sign 1: install sign on wall on north façade, Tempo by Hilton, 133 sq. ft.;
- c. Sign 2: install projecting blade sign on east façade, Tempo by Hilton, 104 sq. ft.;
- d. Sign 3: install sign on canopy on north façade, Tempo Café, 12 sq. ft.;
- e. Sign 4: install sign on wall on south façade, Tempo by Hilton, 133 sq. ft.;
- f. Sign 5: install sign on wall adjacent to main entrance on east façade, Tempo, 39 sq. ft.;
- g. Sign 7: install sign on canopy above main entrance on east façade, Tempo, 12 sq. ft.;
- h. Sign 8: install sign on canopy at west end of north façade, Conference Room, 19 sq. ft.;

#### 6. Landscaping/Site Improvements

- a. Create areas for outdoor seating;

- b. Construct retaining wall and planters of poured concrete with corten steel edging;
  - c. Install landscaping, including street trees; and
- 7. **Screening/Fencing**
  - a. Construct 8' tall dumpster enclosure of brick with metal gates.

**B. BACKGROUND**

**1. Location**

The site is located at the southwest corner of NE 1<sup>st</sup> St and Russell M Perry Ave.

**2. Site History/Existing Conditions**

The site is currently vacant.

**3. Surrounding Environment**

The Hill at Bricktown townhomes are located to the east across Russell M Perry Ave. Deep Deuce at Bricktown apartments are to the north across NE 1<sup>st</sup> St, in addition to a single-family house. A collection of small commercial buildings is directly west. The Bricktown police station and a large public parking lot are located to the south, across abandoned rail lines. The AC Hotel, Hyatt Place Hotel, and the Steelyard Apartments are southeast of this site. The Bricktown entertainment district is south of the site and includes a variety of restaurants, hotels, clubs, and sports attractions. The Deep Deuce neighborhood is north of the site and includes many large-scale residential developments and neighborhood restaurants.

**4. Intended Use**

8300.51 Lodging Accommodations: Commercial Lodging

**5. Previous Actions / Other**

On 06/20/2013, DDRC held a public hearing on DTCA-13-00046 for this site. This application sought to construct a 6-story hotel with porte cochere, with a surface parking lot with 21 parking spaces. Several residents spoke with concerns/in opposition. The application was continued to the July 18, 2013 DDRC meeting. Subsequently, the owner withdrew his application.

On 04/19/2018, DDRC held a public hearing on DTCA-18-00008 for this site. This application sought to construct a 6-story hotel with a parking garage on the lower three levels. This application was approved with conditions that:

- a. an integrated planter box is added along the south half of the building (along the west façade), of materials to match the building, with revised drawings submitted to staff;
- b. the side of the ramp (proposed at the entrance on the east façade) be constructed of materials to match the building instead of concrete, with revised drawings submitted to staff; and
- c. increase the ramp width (proposed at the entrance on the east façade) to no less than 10 feet.

This project was never constructed.

**Comments on the current application:**

Approval from the Traffic and Transportation Commission, and possibly from City Council, is necessary for the proposed drop-off/valet area and set-in on-street parking spaces. A condition addressing this is included below in Recommendations.

As previously noted and required on other applications, the sidewalk is to be demarcated across driveways and the drop-off area. This can be done by color, texture or lines at each edge of the sidewalk area. A condition addressing this is included below in Recommendations.

Sidewalks are required to have a minimum width of 5'. If a sidewalk is adjacent to the curb, the minimum width is 6'. A condition addressing this is included below in Recommendations.

During review of this application, staff advised the applicant that a variance would be required if the trash trucks were going to back directly out onto the street (per §59-10150.2. Use of Public Right-of-Way Prohibited). The applicant has provided a detail showing that the garbage trucks can maneuver on-site and will not be backing out onto 1<sup>st</sup> St, therefore no variance is required for this issue.

**C. ITEMS IN COMPLIANCE**

1. Unless noted below in Section D. Issues and Considerations, all other case items of this proposal comply with the Development Regulations and Guidelines of the Downtown Design District zoning ordinance as referenced below:
  - a. RE: §7200.1.D., Pedestrian Zone Designation
  - b. RE: §7200.1.E., Use Regulations
  - c. RE: §7200.1.F.(2), Irrigation
  - d. RE: §7200.1.F.(3), Sidewalks
  - e. RE: §7200.1.F.(5), Service Area, Utility Screening
  - f. RE: §7200.1.F.(7), Building Materials
  - g. RE: §7200.1.F.(8), Fencing
  - h. RE: §7200.1.G.(2), Building Materials
  - i. RE: §7200.1.G.(3), Building Design
  - j. RE: §7200.1.G.(4), Development Pattern
  - k. RE: §7200.1.G.(5), Pedestrian Circulation and Amenities
  - l. RE: §7200.1.G.(8), Signage
  - m. RE: §7200.2.A., Purpose and Intent
  - n. RE: §7200.2.B., Use Regulations
  - o. RE: §7200.2.C., Development Regulations

**Note:** All other Regulations and Guidelines of the Downtown Design District zoning ordinance not listed above are either not applicable to this case or apply to elements of this project to be considered as a separate case at a later date.

**D. ISSUES AND CONSIDERATIONS**

**1. Development Regulations**

This proposal does not comply with the Development Regulations of the Downtown Design District zoning ordinance as follows:

a. **RE: Signage, Case Item 5.a.**

- 1) Description: The applicant proposes to install a sign on a planter to be constructed in the right-of-way.
- 2) Reference: §7200.1. Downtown Design Districts (DBD, DTD-1, DTD-2).

*“A. Purpose and Intent. This commercial district is intended to support diverse forms of business and residential activity, including mixed-uses in a single building, within the central area of the City. Development regulations and guidelines in this district are intended to:*

- (1) promote the development and redevelopment of the downtown area in a manner consistent with the unique and diverse design elements and urban character of the downtown districts;*
- (2) ensure that a proposed use is compatible with the commercial, cultural, historic, and governmental significance of the downtown districts;*
- (3) promote the downtown area as a vital mixed-use area;*
- (4) create a network of pleasant, safe, and connected public spaces and pedestrian amenities in the downtown area;*
- (5) enhance existing structures and circulation patterns;*
- (6) encourage preservation and restoration of the Historic Resources and Architectural Resources of the Downtown districts; and*
- (7) encourage appropriate and complementary transitions between each of the downtown districts and between those districts and the surrounding zoning districts.”*

Reference: §59-7200.1.F.(6) Signage.

*“Signage within the Downtown Design District shall comply with sign regulations as referenced in Chapter 59, Article XVI of the Municipal Code and shall be subject to Development Regulations and Guidelines as defined in this chapter.”*

Reference: §59-7200.1.G.(8) Signage.

*“(a) Intent. Signage is an essential element used to convey a sense of the excitement and public vitality of the downtown areas. It should, however, balance the need to promote events with the objective of minimizing visual clutter and enhancing the quality and character of the pedestrian environment. It is also equally accepted that signs should be designed, dimensioned and positioned to avoid an impact which may be out of proportion, excessively dominant, or*

*which would detract from the historical or architectural coherence of the district.*

*Each district reflects a distinct scale and character of street and activity. The concentration of building mass and increased building heights in the DBD creates the need for different standards for signage in order to be visible to pedestrians and motorists. While it is appropriate for signage in the district to address vehicular orientation, it should also respect the pedestrian experience. Those signs scaled to attract the attention of motorists should be orientated towards highways and/or major vehicular corridors approaching the downtown core.*

*(b) Character. All signs should be:*

- 1. Compatible with and contribute to the character of the surrounding uses, adjacent architecture, and the district;*
- 2. Compatible with and not diminish the architectural characteristics of the buildings on which they appear; and*
- 3. Appropriate to and expressive of the business, use, and/or activity for which they are displayed.*

*(c) Materials.*

- 1. Signs should be constructed of a high quality gauge and of durable materials appropriate to the physical demands of the setting;*
- 2. Signs other than freestanding signs should attach to the structure in such a way as to avoid permanent damage to the structure to which affixed;*
- 3. Attached signs, including projecting blade signs, should be mounted using materials designed as a decorative or complementary element of the sign; and*
- 4. Freestanding signs should be compatible with the materials of the primary structure.*

*(d) Illumination. Interior and Exterior Illuminated signs should:*

- 1. Be shielded to minimize glare;*
- 2. Have electrical power components concealed as much as possible; and*
- 3. Provide a level of light intensity appropriate to the specific location and adjacent uses.*

*(e) Design. All signs should be designed:*

- 1. To be visually engaging to pedestrian and indicative of the product/location being advertised;*
- 2. To be in proportion and scale with the building;*
- 3. To be compatible with the building's materials; and*

4. *To have human scale where the entire sign is located entirely within the pedestrian viewscape of 14 feet or less above grade.”*

Reference: §59-7200.2. Downtown Business District (DBD).

“A. *Purpose and Intent. The DBD District is intended to support diverse forms of business and residential activity, including mixed-uses in a single building, within the central area of the City. Development regulations and guidelines in this district are intended to promote the development and redevelopment of the downtown area in a manner consistent with the unique and diverse design elements and urban character of the downtown district; ensure that uses are compatible with the commercial, cultural, historical and governmental significance of downtown, promote the downtown as a vital mixed-use area; create a network of pleasant, safe, and connected public spaces and pedestrian amenities; enhance existing structures and circulation patterns; and encourage preservation and restoration of historic features.”*

Reference: §16104.B . Signs in Right-of-Way.

*“Signs in the right-of-way are prohibited, except as provided in Section 59-16113 (Signs in Right-of-Way on Public Property.)”*

NOTE: the proposed sign does not qualify for signs allowed by 59-16104.B., 59-16104.C, or 59-16104.D.

Reference: §16113.A.1.

*“Except as specifically permitted in Subsection B of this Section, or in another Section of this Article, no freestanding sign shall be placed on or over a public street, public median, public alley, or other public right-of-way.”*

Reference: Table 59-16107.1

Table 59-16107.1 Ground Sign Standards						
	<b>R</b> <i>(Agricultural, residential, and mobile home zoning districts and Tracts 1, 2, and 3 of the NC District)</i>	<b>C-Low</b> <i>(O-1, C-1, RC, NB, C-CBD, O-2 NR on &lt; 12,000 sf parcels, NC Tract 4)</i>	<b>C-Medium</b> <i>(O-2 NR on &gt; 12,000 sf parcels)</i>	<b>C-High</b> <i>DBD, DTD-1, DTD-2) &amp; I-Low (C-2, C-3, I-1)</i>	<b>I-High</b> <i>(C-4, C-HC, TP, I-2, and I-3)</i>	<b>BC</b> <i>(Bricktown Core Development District)</i>
<b>Permitted?</b>	NR/MF	Yes	Yes	Yes	Yes	Yes (MF only)
<b>Permit required?</b>	Yes	Yes	Yes	Yes	Yes	--
<b>Number (max.)</b>	1	1	1 + 1/200 lf of frontage in excess of 200 lf	1 + 1/200 lf of frontage in excess of 200 lf	1 + 1/200 lf of frontage in excess of 200 lf	1 (MF only)
<b>Sign area (max.-sf):</b>						
<b>MF (see subsection 2 below)</b>	8-100 sf	8-100 sf	8-100 sf	8-100 sf		8-100 sf
<b>NR</b>						
<b>Area based on frontage (sf/lf) up to max by street type below:</b>						
▪ Site with < 100' of frontage	1 sf per 2 lf	1 sf per 2 lf	1 sf per 2 lf	1 sf per 1 lf	1 sf per 1 lf	1 sf per 2 lf
▪ Site with > 100' of frontage	1 sf per 2 lf	1 sf per 2 lf	1 sf per 2 lf	1.5 sf per 1 lf	1.5 sf per 1 lf	1 sf per 2 lf
<b>Up to the following maximum area per sign:</b>						
<b>Fronting neighborhood street</b>	15 sf	25 sf	40 sf	40 sf	40 sf	15 sf
<b>Fronting main street</b>	25 sf	30 sf	40 sf	50 sf	60 sf	25 sf

Table 59-16107.1 Ground Sign Standards						
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<b>Fronting connector street</b>	35 sf	50 sf	65 sf	75 sf	85 sf	35 sf
<b>Fronting downtown street</b>	35 sf	50 sf	65 sf	75 sf	85 sf	85 sf
<b>Fronting industrial street</b>	20 sf	30 sf	40 sf	50 sf	55 sf	20 sf
<b>Fronting minor arterial</b>	65 sf	100 sf	135 sf	150 sf	170 sf	65 sf
<b>Fronting major arterial</b>	100 sf	100 sf	150 sf	150 sf	200 sf	100 sf
<b>Fronting highway</b>	100 sf	100 sf	150 sf	200 sf	300 sf	100 sf
<b>Height (max.- feet above grade)</b>						
<b>Fronting neighborhood street</b>	5'	8'	8'	8'	8'	8'
<b>Fronting main street</b>	6'	8'	8'	9'	10'	8'
<b>Fronting connector street</b>	8'	8'	10'	10'	12'	8'
<b>Fronting downtown street</b>	8'	12'	12'	12'	14'	8'
<b>Fronting industrial street</b>	8'	12'	12'	20'	20'	8'



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<b>Fronting minor arterial</b>	12'	15'	15'	20'	20'	12'
<b>Fronting major arterial</b>	12'	15'	15'	20'	25'	20'
<b>Fronting highway</b>	12'	20'	30'	40'	50'	20'
<b>Design Characteristics</b>						
<b>EMD Level 1</b> <i>(see § 59-16105)</i>	Yes	Yes	Yes	Yes	Yes	Yes
<b>EMD Level 2</b> <i>(see § 59-16105)</i>	Arterial only	Yes	Yes	Yes	Yes	Yes
<b>EMD Level 3</b> <i>(see § 59-16105)</i>	No	No	No	Yes	Yes	Yes
<b>Illumination, Internal</b>	Yes	Yes	Yes	Yes	Yes	Yes
<b>Illumination, External</b>	Yes	Yes	Yes	Yes	Yes	Yes
<b>Illumination, Halo Lit</b>	Yes	Yes	Yes	Yes	Yes	Yes
<b>Channel Letters</b>	Yes	Yes	Yes	Yes	Yes	Yes
<b>Changeable copy</b>	Yes	Yes	Yes	Yes	Yes	Yes

Table 59-16107.1 Ground Sign Standards

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**Rules of Interpretation:**

**Yes** = the sign type or characteristic is permitted

**No** = the sign type or characteristic is not permitted

**NR** = the sign type is permitted for non-residential uses or mobile home parks permitted under R-MH-2 District regulations

**MF** = the sign type is permitted for multiple-family residential uses only

See Section 59-16106 for sign districts and street typologies.

\* Individual or aggregate uses abutting a highway are allowed 200 sf regardless of frontage, up to the maximum provided in the applicable district as calculated above.

- 3) Considerations: This application includes several features intended to activate the streetscape along both street frontages, which, in turn, will enhance the pedestrian experience. The sign proposed to be installed on the planter at the corner will be located within the street right-of-way. The proposed location does not cause any issues with vehicles and will, instead, be more pedestrian oriented. Staff has no issues with the proposed sign location.

## 2. Development Guidelines

This proposal may not comply with the Development Guidelines of the Downtown Design District zoning ordinance as follows:

### a. RE: Canopy, Case Item 2.a.

- 1) Description: The applicant proposes to install a canopy over the drop-off/valet area that extends into the street right-of-way.
- 2) Reference: §7200.1.G.(4) Development Pattern.  
“(d) Awnings/Canopies.
  1. Awnings, when used, should be installed so that the bottom edge of the valance is at least eight feet above the sidewalk.
  2. Awnings and canopies extending into the street right-of-way should terminate no less than 18 inches from the back of the curb and should not extend into the Streetscape Zone.”
- 3) Considerations: The applicant has indicated that the canopy on the east façade at the main entrance will extend out into the street right-of-way to provide coverage over the drop-off/valet area. As noted

above, approval from the Traffic and Transportation Commission is required for the drop-off/valet area, and a condition addressing this is included below.

Typically, when a drop-off/valet area is provided for a hotel, that area is protected from the weather by a canopy. Staff has no issues with this design feature.

**E. STAFF RECOMMENDATION**

1. **Approve the application** on the basis that the project complies with the regulations and guidelines of the Downtown Design District zoning ordinance as referenced in Section C and D of the Staff Report with the **conditions** that:
  - a. the applicant obtain approval from the Traffic and Transportation Commission, and City Council if necessary, for the proposed drop-off/valet area and set-in on-street parking spaces;
  - b. the Site Plan be revised prior to issuance of the Certificate of Approval to show the sidewalk demarcated across driveways and the drop-off area, by color, texture or lines at each edge of the sidewalk area; and
  - c. the applicant obtains a variance from the Board of Adjustment from the prohibition of signs in the right-of-way.
2. Provide a recommendation of **approval** to the Board of Adjustment for a variance from the prohibition of signs in the right-of-way.

*Note: Staff recommendations do not constitute Commission decisions.*

Attachments: Zoning Map, Application, Design Statement, Drawings, Photos.