

STAFF REPORT

Request for a Conditional Use Permit (CUP) for the establishment of Porsche Sugar Land Dealership. The property is located on approximately 1.110 acres on Reserve H-2A of The Market Place at Sugar Land Reserve H-2 Replat Dealership in the General Business (B-2) District. This is a small reserve at the corner of US 59 and two access easements. The site is between the Extended Stay America, Spring Hill Suites by Marriott, and Sugar Creek Baptist Church shopping center, near the existing Audi Dealership.

GENERAL SITE INFORMATION AND ANALYSIS:

Compliance with Comprehensive Plan	This proposal is in alignment with the Future Land Use Plan as part of a Regional Activity Center
Subject Property	General Business (B-2) District
Surrounding Property Zoning	North: General Business (B-2) District South: General Business (B-2) District East: General Business (B-2) District West: General Business (B-2) District
Surrounding Land Uses	North: Extended Stay America South: US 59/Southwest Freeway East: Extended Stay America West: Spring Hill Suites by Marriott, and Sugar Creek Baptist Church shopping center

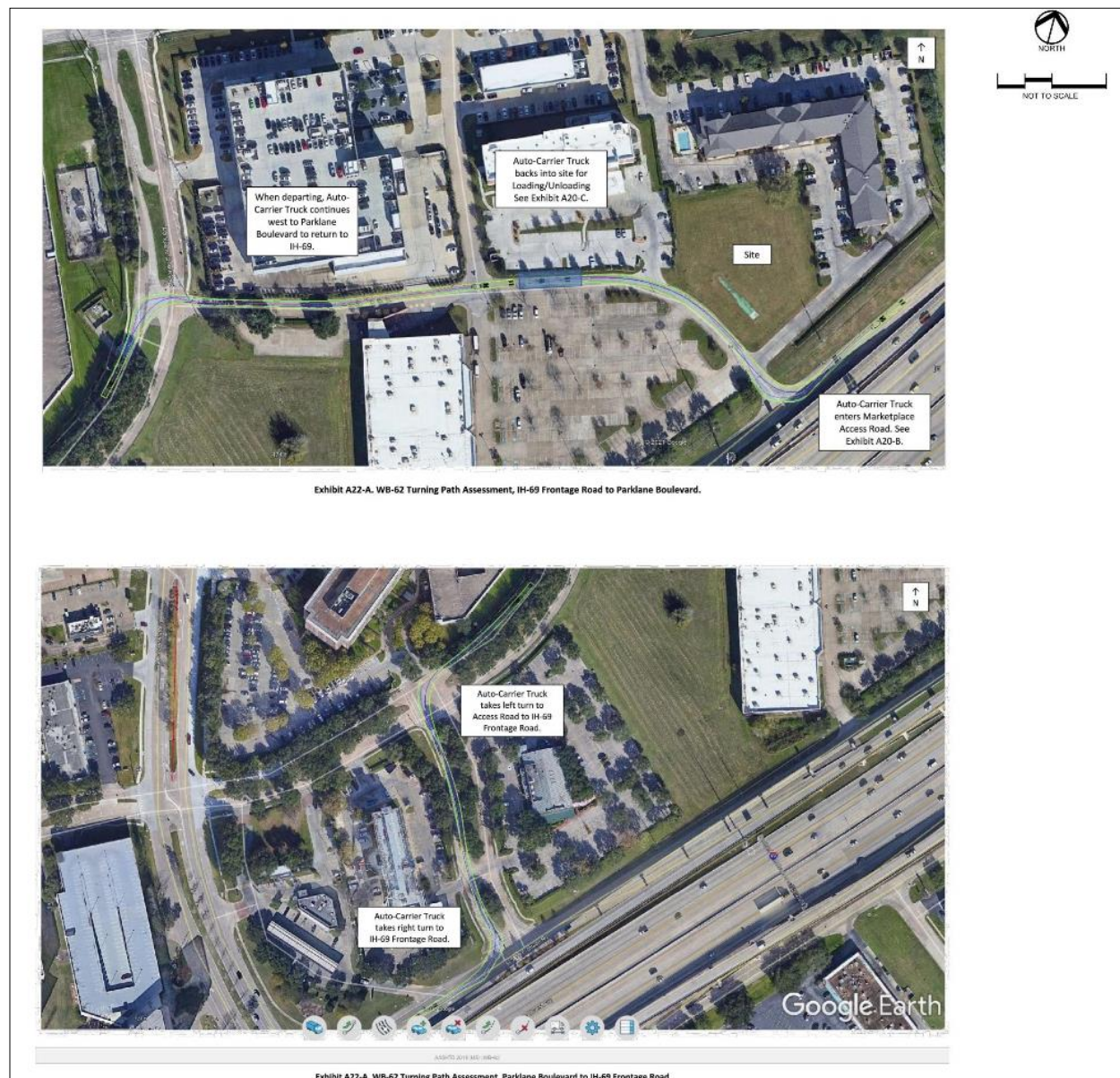
CASE ANALYSIS

This is a proposed Conditional Use Permit (CUP) for a small commercial reserve approximately 1.110 acres in size. The property was originally annexed in 1984 as part of the City of Cities MUD that includes Sugar Creek and has remained.

Staff has examined the existing developed area surrounding the 1.11-acre commercial reserve to assess the impact of this proposed CUP. The proposed use for the site is a Porsche Car Dealership, an approximately 149,240 square foot dealership including a 233 parking spaces, 12 service bays with room for expansion, 4 wash/detail bays, and 11,205 sq. ft. of showroom and sales. Car dealerships are classified under Car Sales, New and Used in City of Sugar Land's Land Use Matrix, which allows for Auto Repair, Minor as an Accessory Use and requires a Conditional Use Permit in the General Business (B-2) District. The area immediately adjacent to the property is also B-2—two existing hotels, a large shopping center, and the nearby Audi Dealership—all with medium to high intensity uses with which a car dealership is compatible.

The proposed Porsche Dealership will be accessed from existing access drives between US 90A and US 59 Frontage Road. Upon entering the site, customers entering for sales will park in the surface spaces and enter the sales room through the Southeast doors. Overflow parking for sales can enter through the service entrance. The proposed plan includes a Vehicle Transporter Circulation Plan, explained in the diagram below. The proposed circulation involves trucks entering from US 59 Frontage Rd onto the access easement. The truck would then back into the site for offloading. Once the offloading is complete, the truck would pull out towards Parklane Blvd where it would continue around back to US 59 Frontage Rd. Staff has thoroughly examined

the site, and given the limited size of the lot, this proposed circulation was found adequate. The City of Sugar Land has reviewed and concurred with the Traffic Impact Analysis that includes the proposed circulation plan.



This property is identified in the Future Land Use Plan as part of a Regional Activity Center. The Sugar Creek/Market Place RAC is identified to include mid- to high-rise buildings that include offices, retail, and residential support services. The proposed development's modern design and lack of outdoor sales lots are ideal for the vision for this Regional Activity Center. Additionally, the design of the site mitigates an impact on surrounding property due to the enclosed nature of the sales and service bays.

The CUP mechanism provides for the use to be considered at this specific location. Although the land use, location, and development are all codified, the brand of Porsche is not required. In the

future, if a different dealership would like to move in, that would be allowed if all approved conditions are being met. Additional conditions of approval may be added to the proposed ordinance which can help to mitigate possible negative impacts, beyond what staff and the Planning & Zoning Commission have recommended.

P&Z RECOMMENDED CONDITIONS

P&Z and Staff recommend the following conditions as included in proposed Ordinance No. 2253:

- Site to be developed in accordance with the attached Site Plan, Elevations, Landscaping Plan, and Vehicle Transporter Circulation Plan
- Garage doors on entrances must be closed when not in operation
- On-site collision repair of vehicles is prohibited.
- An outside voice paging or sound system is prohibited.
- Signs relating to the sales of vehicles, other than the manufacturer's dealer's invoice sticker or signs required by law shall not be allowed on automobile inventory if the vehicle is visible from a public street.
- Truck delivery vehicles must enter and exit the site in accordance with the Vehicle Transporter Circulation Plan.
- The loading and unloading of vehicle inventory shall:
 - Only occur within the designated area as depicted on the Site Plan
 - Be prohibited on the public access easements, as depicted on the Vehicle Transporter Circulation Plan.
- Directional signage, no greater than nine square feet and in conformance with the architectural treatment of the site, will be provided for vehicle transporters.

PLANNING & ZONING RECAP

The Planning and Zoning Commission held a Public Hearing on September 14, 2021. There were no speakers present, and direction from the Commission was to move forward. Consideration & Action was held at the following meeting at which questions about the construction logistics were asked and answered. The Commission then unanimously voted to approve the Recommendation of Approval with the Staff Recommended conditions.

PUBLIC HEARING

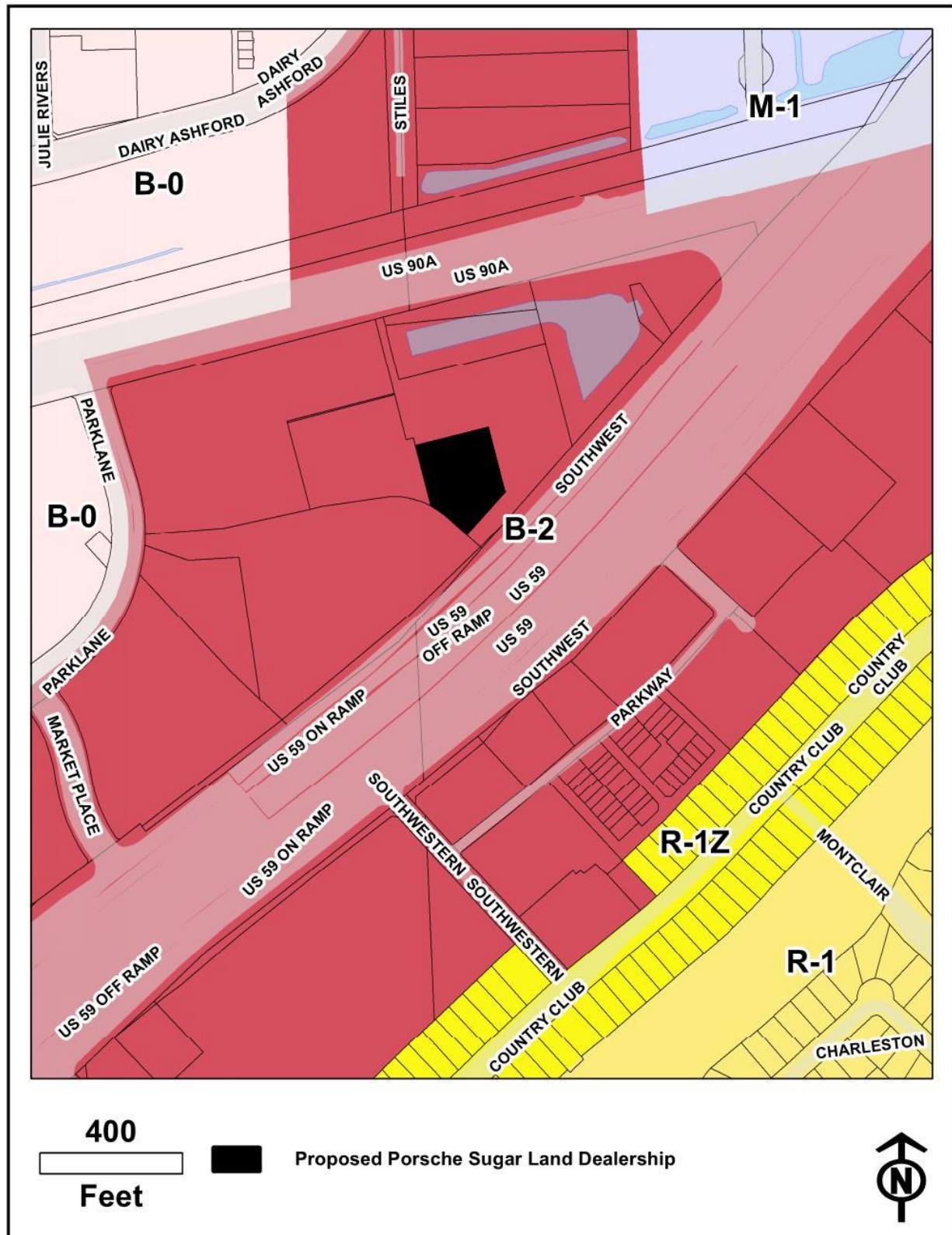
The Notice of Public Hearing was published in a newspaper of general circulation and on the City of Sugar Land's Internet Home Page. All property owners within 200' of the subject property were notified via mail. A courtesy notification sign was also placed at the site. The public hearing notice included a link to an online form that can be submitted to provide comments in advance of the meeting. At the time of writing this report, staff has not received any inquiries and is not aware of any opposition. Since the time of the last meeting, staff has not received any inquiries and is not aware of any opposition.

POINTS FOR CONSIDERATION

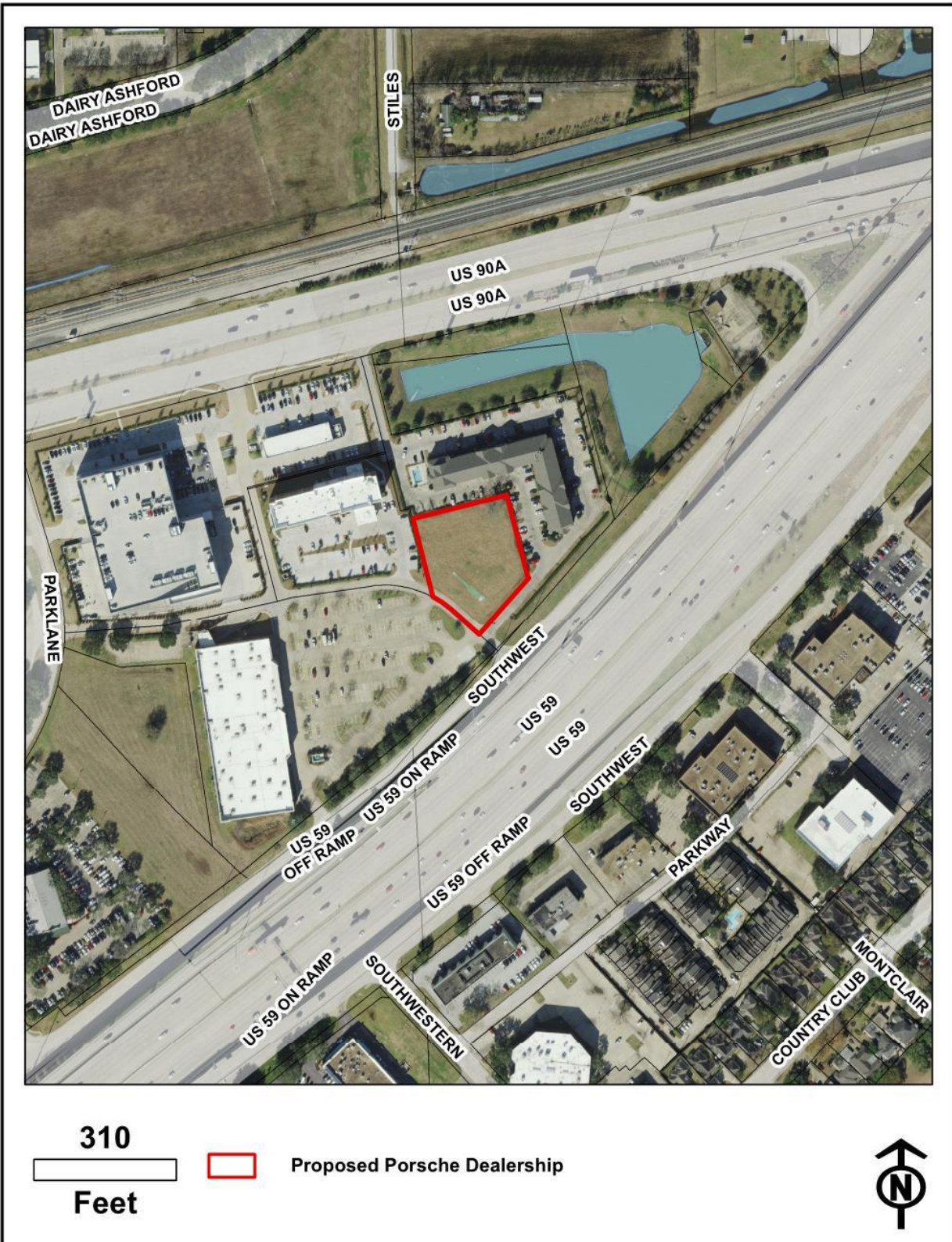
- The approximately 1.11—acre vacant commercial reserve proposed to be a car dealership was annexed into the City Limits in 1984 with the City of Cities MUD, and zoned General Business (B-2).

- Site is near property with uses of similar intensity, including Audi dealership, two hotels, and a large shopping center.
- There are no shared property lines with Single-Family Residential zoning districts. Closest Residential property is the Sugar Creek development which south across US 59/Southwest Fwy and past commercial areas around the entrance to the neighborhood.
- The requested CUP appears compatible with the existing uses in the surrounding area.
- Council may recommend additional conditions on the CUP which would ensure the property is redeveloped as proposed and mitigate any negative impacts on the surrounding area.
- The proposed use appears well suited to the location due to it being between two major highways; US 90A and US 59. Proposed layout plan uses an existing access easements from US 59 Frontage Rd to hotel and Parklane Blvd, minimizing impacts to traffic surrounding the property.

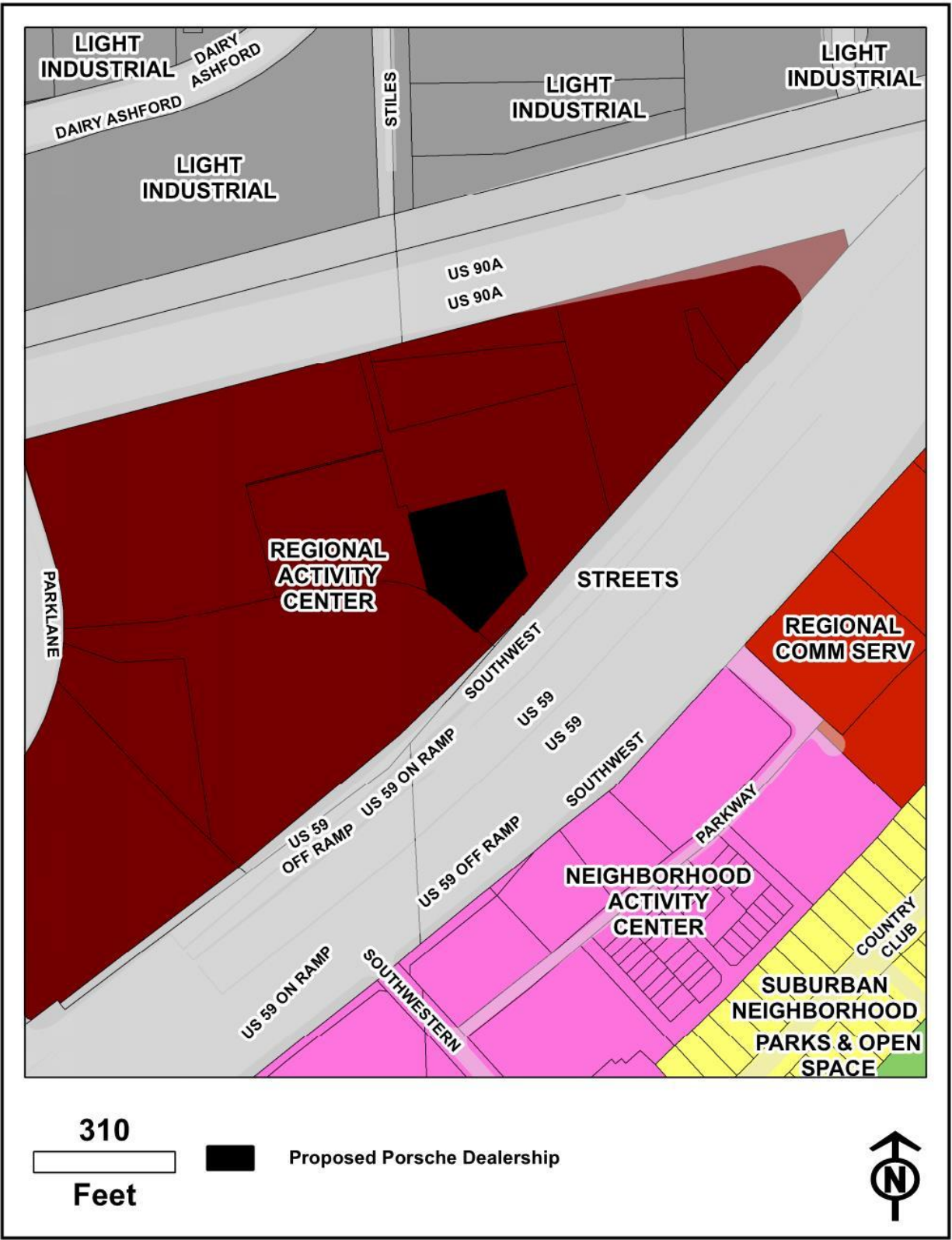
Vicinity Map



Aerial Map



Future Land Use Map Excerpt



Letter from Applicant



August 11, 2021

City of Sugar Land
Sugar Land City Hall
2700 Town Center Blvd. North
Sugar Land, TX 77479

Conditional Use Permit Application – Porsche Sugar Land

Dear City of Sugar Land,

indiGO Auto Group is pleased to request your approval of a Conditional Use Permit to operate an auto dealership to be known as Porsche Sugar Land. indiGO is a nationwide brand of luxury automobile dealerships with 21 locations in three states, and is headquartered in Houston. Over the past decade we have grown the company from 1 store towards 21 stores nationwide, always delivering the premium service and high end products.

The Porsche Sugar Land dealership is proposed to be located on a 1.1-acre site that will front on north side of I-69 just south of its intersection with Highway 90. The site is surrounded by existing commercial uses: two hotels, a shopping center, and is adjacent to the Audi Sugar Land auto dealership, which was previously granted a Conditional Use Permit by the City of Sugar Land.

indiGO proposes to construct a six-story structure made of black, pre-cast concrete clad with Aluminum Composite Material metal panels and glass. The structure will feature two stories of sales and auto service, including a sales showroom, administrative offices, service bays and parts storage, and four stories of inventory parking, employee parking, and other service needs. The auto dealership will contain approximately 125 cars for sale at any time.

The proposed traffic circulation for customers will be in and out of an existing driveway on I-69. The proposed circulation test-driving vehicles involves exiting through the back of the property along an access easement and onto Highway 90, and then returning to the site from its driveway on I-69. This is depicted in the Traffic Impact Study.

Indigo proposes to locate its primary loading and unloading area on-site in the dealership's driveway and a secondary off-site loading and unloading area as shown in the attached Traffic Study. The dealership proposes to operate during business hours Monday through Saturday and will be closed on Sunday with valet drop-off and parts delivery to take place during business hours.

Corporate Headquarters 13911 North Freeway | Houston, TX 77090 | (281) 206-0300



Letter from Applicant

The dealership will employ approximately 35 people with an expected average income of over \$100,000 dollars per annum each. It will operate out of 40,030 square feet with an additional 109,219 square feet of parking garage space. It will provide 233 parking spaces in total, well in excess of the 156 parking spaces required by the City's regulations.

We are excited about the potential of entering the Sugar Land market with Porsche, a high end luxury brand well suited to serve the needs of Sugar Land and its citizens. We see a huge potential for the brand in Sugar Land, and feel that especially this location would fit perfectly. We look forward to continuing our discussions and working with the City of Sugar Land to make this project a big success.

If you have any questions or concerns about the proposed Sugar Land Porsche dealership, please do not hesitate to contact Maarten van der Lande (cell phone: 832 566 3884; or by e-mail: maarten.van.der.lande@pon.com).

By: 
Maarten van der Lande
Director of Corporate Development

Attachments included:

- CUP Application
- Building Elevations
- Conditional Use Plan set
- Landscape Plan
- Traffic Impact Analysis

Public Hearing Notice



NOTICE OF PUBLIC HEARING

PROPOSED CONDITIONAL USE PERMIT FOR THE ESTABLISHMENT OF A CAR DEALERSHIP FOR PORSCHE SUGAR LAND ON APPROXIMATELY 1.110 ACRES LOCATED BETWEEN US 90A AND US 59 THE SOUTHWEST FREEWAY EAST OF DAIRY ASHFORD

City Council Public Hearing 5:30 p.m., November 16, 2021, City of Sugar Land Council Chambers, 2700 Town Center Boulevard North, hosted via live stream at <http://www.sugarlandtx.gov/1238/SLTV-16-Live-Video> or <https://www.youtube.com/sugarlandtxgov/live>, and Sugar Land Comcast Subscribers can also tune-in on Channel 16, to hear all persons interested in the proposed Conditional Use Permit (CUP) for the establishment of a car dealership (Porsche Sugar Land) classified in the Land Use Matrix as Car Sales, New and Used, which requires a Conditional Use Permit in the General Business (B-2) District between US 90A and US 59 the Southwest Freeway, further described as “Reserve H-2A” of The Market Place at Sugar Land Reserve H-2 Replat, File No. 20060195 in Fort Bend County Plat Records.

The agenda item for this meeting will be placed on the City of Sugar Land website at www.sugarlandtx.gov under “Meeting Agendas” City Council no later than Friday, November 12, 2021. Request details or provide feedback on the proposed Conditional Use Permit online at www.sugarlandtx.gov/PublicHearingComment or contact City of Sugar Land Planning & Development Services Department at (281) 275-2218.

Application



CONDITIONAL USE PERMIT (CUP) APPLICATION

FOR OFFICE USE

(Rev. 1/02/21)

Accounting Code: ZC
2021 Fee: \$1,779.75

Fee Required _____

Case No. _____

Return Your Submittal Monday from 8:00 am - 3:00 pm To Development Planning (Attn: Development Review Coordinator)
Sugar Land City Hall, 2700 Town Center Blvd. North, Sugar Land, TX 77479, Phone#: (281) 275-2218

Conditional Use Permit Submittal Requirements:

All materials must be submitted only digitally via USB or CD with the following items:

- Copy of the completed application
 - Submittal Fee (\$1,779.75)
 - Legal description of property:
 - ☐ Metes & bounds description if property is not platted OR
 - ☒ Plat information:
 - THE MARKET PLACE AT SUGARLAND (A REPLAT OF RESTRICTED RESERVE "H"
 - Plat Name: THE MARKET PLACE AT SUGAR LAND
 - Lot & Block or Reserve: RESERVE H-2 REPLAT
 - FBCOPR No.: SLIDE NO. 1395B
 - Letter stating the applicant's request and addressing issues relating to a CUP including plan of operation, traffic circulation, parking, and other pertinent information
 - Copy of CUP layout plan and other pertinent information (to be determined during meeting with Development Planning staff)
 - Copy of all CUP application materials
 - Copy of a Traffic Impact Analysis if required (Contact Engineering Dept. at 281-275-2870 to determine necessity)
- NOTE- Development Code Reference under Chapter 2, Article I, Part 3

PROJECT NAME PORSCHE OF SUGAR LAND

Legal/ Location Description "THE MARKET PLACE AT SUGARLAND RESERVE H-2 REPLAT", "A REPLAT OF RESTRICTED RESERVE
"H" THE MARKET PLACE AT SUGAR LAND, SLIDE NO. 1395B, F.B.C.P.R."

Property Acreage 1.11 AC Current Zoning District GENE RALBU SNESS B-2

For CUP, Proposed Use AUTOMOTIVE SALES AND SERVICE

Indicate Existing Buildings on Site (if any) NONE

CONTACT INFORMATION

Property Owner (Please Note – the current Property Owner's Information Must be provided):

Name Sugar Land Real Estate LLP

Address 14025 West Road Houston, TX 77041

Phone (713) 907-8189 Email spatel@sedg.net

Property Owner's Authorization (May be submitted under separate cover on company letterhead):

I am the owner of the property for which this application is being made. I authorize

Maarten van der Lande (Project Representative) to submit this application
and to correspond with the City of Sugar Land regarding this application on my behalf.

X Sandeep Patel
Property Owner's Signature (Required)

4/14/21
Date