

REPORT TO THE BOARD OF MAYOR & ALDERMEN

DATE: December 8, 2025

FROM: Maria De Mesa, Project Planner

SUBJECT: Development Agreement & Final Site Plan for Price Farm PD, Phase 4H - Home 2 Suites Hotel, Case #251486

INTRODUCTION:

The Bray Firm (David Bray, P.E.), representing G2 Venture Group (Dipesh Patel), is requesting approval of the Final Site Plan for a 38,593-square foot, 112-room hotel located east of South Houston Levee Road and south of Collierville Road (see Exhibits 1 and 3). The development will be located within Area 2 of the Price Farm Planned Development (PD). The subject property is zoned R-1: Low-Density Residential with a PD overlay allowing for hotel uses.

BACKGROUND:

The Price Farm PD was adopted in 1998 and amended in 2018, which allows uses permitted in SCC and MPO zoning districts in Area 2. The surrounding parking area and buildings were completed in 2005 as the Carriage Crossing Lifestyle Center. The subject property will not be subdivided from the Carriage Crossing property as the developer intends to purchase the property through a condominium regime. The Preliminary Site Plan was conditionally approved by the BMA on January 13, 2025.

DISCUSSION:

1. The proposed structure and site layout are consistent with the Zoning Ordinance, Design Guidelines, Price Farm PD Outline Plan, and approved Preliminary Site Plan (see Exhibit 7).

- The proposed elevations comply with the Town's exterior building material and color regulations (see Exhibit 7).
- Exterior building materials include brick, cast stone, fiber cement board, prefinished metal panels and aluminum storefronts (doors/windows). The building color palette includes earth tone colors for the brick and cast stone previously approved on other buildings within the Town.

2. The proposed hotel is part of a larger shopping center and will be the second hotel within Area 2 of the Price Farm PD.

- The Courtyard Marriott Hotel is a 78,030-square-foot, 131-room hotel approved in 2006.
- Per the water and sewer availability study, there is adequate water and sewer capacity for the 112-room hotel without needed upgrades to the system (see Exhibit 4).
- Of the 3,831 parking spaces on the 85.60-acre campus, a total of 128 spaces is allocated for the hotel, including 6 ADA spaces, which is higher than the minimum required parking of 112 spaces (based on 1 space per unit in a building).

3. The landscape plan complies with the Design Guidelines (see Exhibit 7, Sheet 11).

- The entire Carriage Crossing campus will still meet the 30% minimum open space required by the PD and the Town.
- Street trees, foundational landscaping, and parking lot screening are provided throughout the development.

- All proposed light fixtures meet the Zoning Ordinance as all light fixtures are full cut-off and do not cause adverse off-site impacts.

4. Collierville Road and the existing nearby intersections can accommodate the projected impacts from the increased traffic (see Exhibit 6).

- The applicant's trip generation letter states the 112-room hotel will generate 500 vehicle trips per day with a PM peak of 40 trips.
- Access from the west is through Merchants Park Circle and existing internal streets within the Carriage Crossing Mall, while access from the east comes from Collierville Road.
- Collierville Road, a collector street, is already improved to an urban cross-section. Road improvements are not needed for this development.

5. The development is in close proximity to the Nonconnah Creek Basin, and its stormwater runoff is not anticipated to impact adjacent properties (see Exhibit 5). All drainage flows into the existing Price Farm PD storm water system; on-site detention is not required.

6. The Final Site Plan Package (see Exhibit 7) includes civil drawings, landscape plans, and building elevations as an attachment to the Development Agreement (see Exhibit 2).

- The Agreement requires the developer to provide a letter of credit equal to 100% of the cost of the public improvements (\$10,000) and 25% of the cost of private site improvements (\$92,000) for a total surety of \$102,000.
- The Final Site Plan is included in the Development Agreement. The Development Agreement grants Town authorization to the applicant to construct the project in accordance with its terms and conditions of approval. Development fees for the project are as follows:

Development Agreement Preparation Fee	\$ 550.00
Water Development Fee	\$ 7,200.00
Sewer Development Fee	\$28,640.00
Sign Permit Fee	\$ 130.00
Building Development Privilege Tax	\$11,200.00
Construction Inspection Fee	\$ 3,600.00
Traffic Analysis Fee	\$ 222.00
Stormwater Analysis, Review, Insp. Fee	\$ 587.00
Total	\$52,129.00

STAFF RECOMMENDATION: Staff recommends approval, as the application complies with the requirements of the Zoning Ordinance, Design Guidelines, and the Price Farm PD Outline Plan. The request is materially consistent with the approved Preliminary Site Plan.

ATTACHMENTS:

[Exhibit 1 - Location Map 11-14-24.pdf](#)
[Exhibit 2 - Development Agreement.pdf](#)
[Exhibit 3 - Applicant's Cover Letter 9-30-25.pdf](#)
[Exhibit 4 - Water and Sewer Study Executive Summary 9-12-24.pdf](#)
[Exhibit 5 - Applicant's Drainage Narrative 9-12-25.pdf](#)
[Exhibit 6 - Traffic Generation Letter 9-12-25.pdf](#)
[Exhibit 7 - Final Site Plan Package 9-30-25.pdf](#)

PROPOSED MOTION:

To approve the Development Agreement for Price Farm PD, Area 2 – Home 2 Suites Hotel, subject to the conditions in Exhibit 2.

Board Action: Motion By _____ Seconded By _____

Vote Total	Hall	Jordan	Robbins	Marshall	Stamps	Fraser
Yes						
No						
Abstain						