



09 January 2017

Concept Design

MAGNOLIA BOUTIQUE HOTEL

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Dolabi Family
MAGNOLIA BOUTIQUE HOTEL

Dolabi Family



Max Mehl Building



Max Mehl Building



Max Mehl Building

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bond partners

“BOND specializes in developing, opening, and operating highly serviced, uniquely stylized, architecturally significant lifestyle hotels and residences, destination restaurants and lounges, and other mixed-use retail offerings.”

“BOND’s primary business activities revolve around identifying projects in key target markets that are under-served by truly authentic lifestyle hospitality products.”



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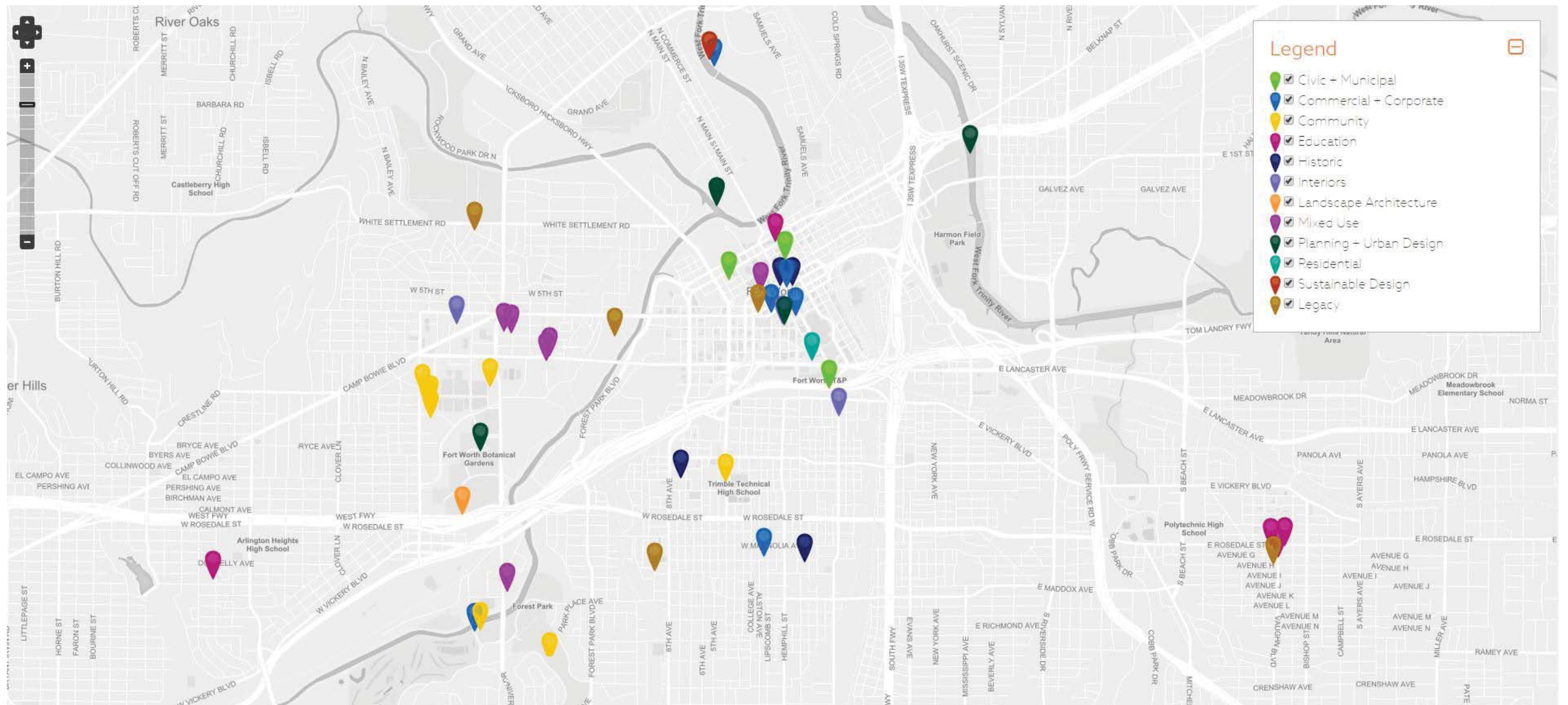
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Map of Fort Worth Projects

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Planned Development Requested Waivers:

1. Hotel as a permitted use (Hotels not allowed by right in the T4 and T4N districts of the Near Southside, requiring case by case review of hotel proposals for compatibility.)
2. A waiver to allow for the hotel to have a drop off area at its entry along the east side of Henderson.
3. A waiver to allow a parking garage to face the street on Henderson and 5th Avenue.
4. A waiver to allow for a garage door to the hotel service area to front Henderson.

(Proposed 6 stories allowed within existing zoning)



NEAR SOUTHSIDE
Development Standards and Guidelines



Prepared by Near Southside, Inc.
in cooperation with the City of Fort Worth

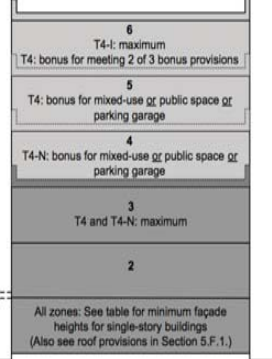
NEAR SOUTHSIDE DISTRICT SECTION 5. DEVELOPMENT STANDARDS AND GUIDELINES

5.D. Building Height

- HEIGHT GUIDELINE** – New single-story buildings are strongly discouraged. Multi-story buildings are consistent with the urban character of the district and are essential in achieving economic and urban design goals for the district.
- BUILDING HEIGHTS** shall conform to the standards listed below and shown in the diagrams to the right. Zones are shown on maps in Section 4.B. Height is measured in stories, not including a raised basement or inhabited attic; i.e., the number of complete stories between the average grade of the frontage line to the eave of a pitched roof or to the surface of a flat roof.

Maximum heights	T4 and T4-N	3 stories
Maximum heights with a) mix of use, b) public space, and/or c) structured parking bonuses (See Section 5.D.3.)	T4-N: a, b, or c	4 stories
	T4: a, b, or c	5 stories
	T4: a&b, a&c, or b&c	6 stories

T4 BUILDING HEIGHTS



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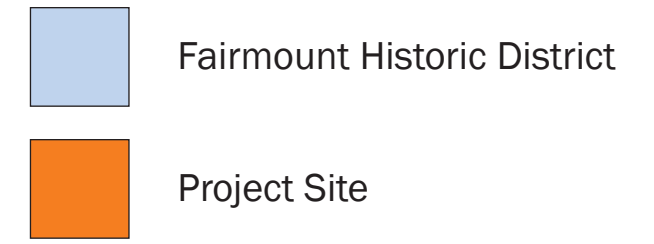
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Existing Zoning
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Existing Historic Designation

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Community Meetings

History working with Near Southside Inc on this project since 2012

October 19 - Meeting with City Historic Preservation Officer

November 1 - Near Southside Design Review Committee Approval

November 10 - Pre-Development Conference with the City of Fort Worth

November 16 - Near Southside information meeting with surrounding homeowners

November 17 - Urban Design Commission approval

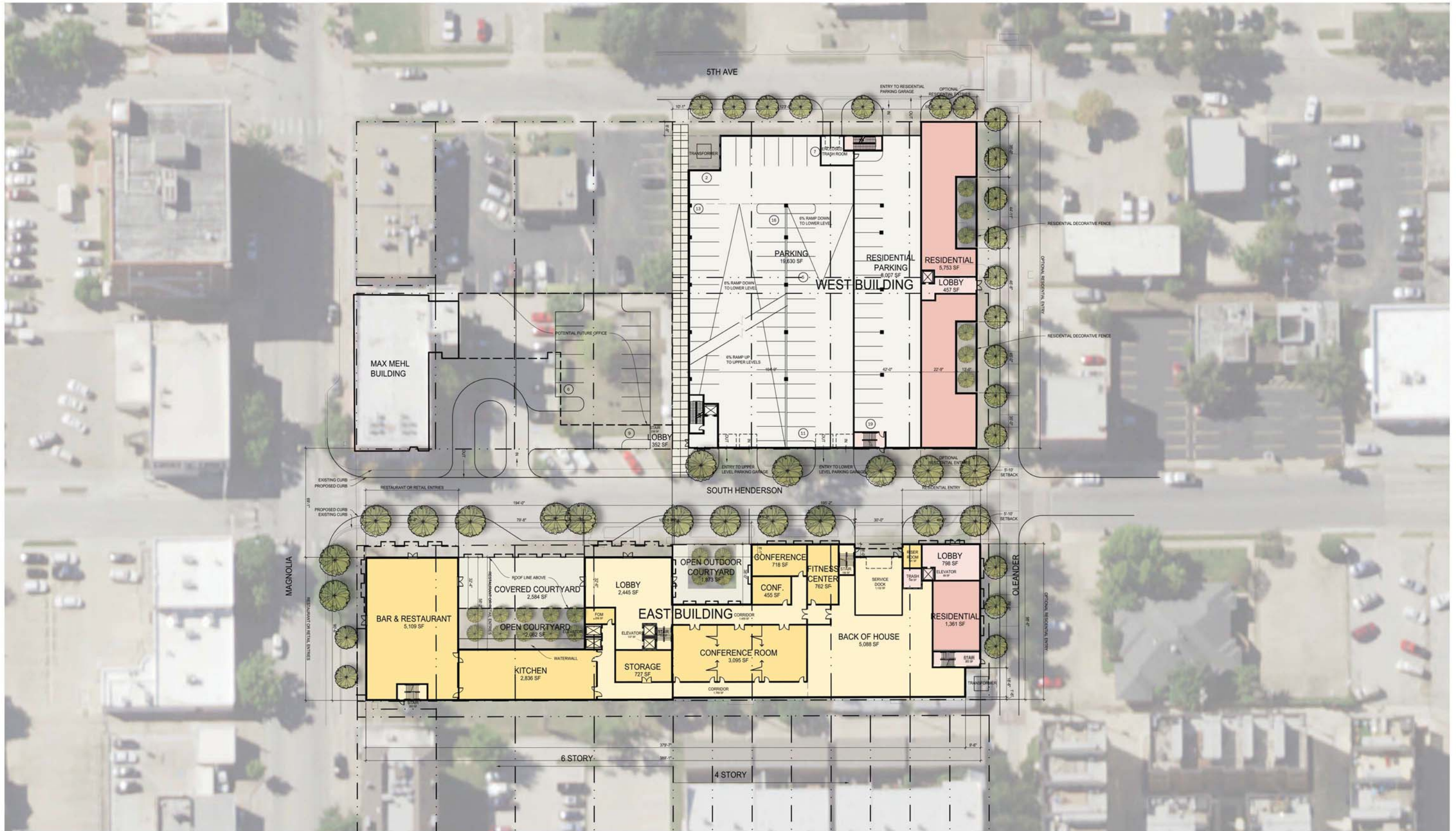
November 21 - Near Southside information meeting with surrounding business owners.

December 9 - Historic Preservation Committee of the Fairmount/Southside Historic District information meeting.

Numerous meetings with individual home and business owners within the vicinity to discuss the project and listen and address any concerns.

Why a Hotel?

- Adds a new and missing essential use to Magnolia's eclectic mix
- Development team with a long term commitment and personal connection to the Magnolia area
- Development team will focus hotel theme to reflect the character of Magnolia
- Public parking garage with approximately 150 public spaces reduces parking strain in surrounding streets
- High quality commercial masonry construction
- High end condominiums and rental units
- Hotel Occupancy Tax*
 - \$1,027,184 estimated in the first year
- Job Creation*
 - Indirect Employment (Design, Construction, Purchasing and Development estimate)
225 jobs
 - Direct Employment (Post-opening estimate)
160 full time equivalent jobs
- Economic Impact*
 - Project household income and demand for business services estimate
\$25M annually

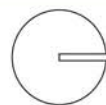


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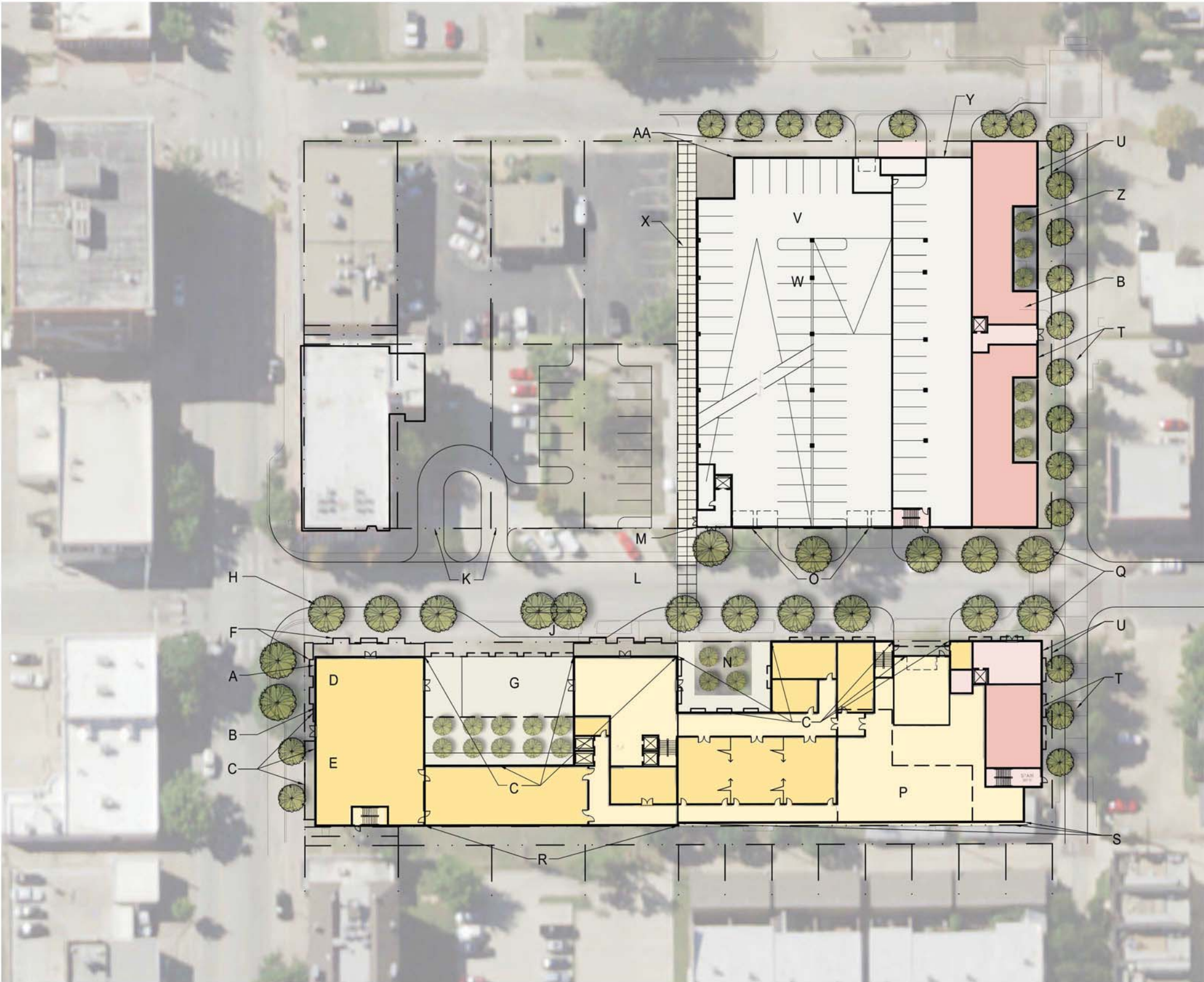
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Ground Level

MAGNOLIA BOUTIQUE HOTEL

Architectural Considerations



- A - RECESS BUILDING FROM PROPERTY LINE AT MAGNOLIA TO REDUCE SCALE AND TO PROMOTE FOCUS ON ADJACENT HISTORIC BUILDINGS
- B - STEP BACK FACADE AT UPPER STORIES TO REDUCE OVERALL SCALE
- C - BUILDING FACADE VARIATION TO REFLECT THE SCALE OF ADJACENT BUILDINGS
- D - PROVIDE RESTAURANT AND BAR USE FRONTED ALONG MAGNOLIA WITH STREET SIDE PATIO SEATING
- E - PROVIDE PUBLIC ROOF TOP TERRACE OVERLOOKING MAGNOLIA AND WITH VIEWS TO DOWNTOWN
- F - BALCONIES ALONG MAGNOLIA AND HENDERSON
- G - PUBLIC SHADED COURTYARD WITH WATER FEATURE
- H - NEW SIDEWALK, PAVING AND TREES ALONG PROPERTY TO MEET OR EXCEED NEAR SOUTHSIDE GUIDELINES
- J - PROTECTED OFF STREET DROP OFF
- K - VALET TURNAROUND AND QUEUING TO CONTAIN TRAFFIC TO HENDERSON AND PROTECT ADJACENT STREETS
- L - PROVIDE ENHANCED CROSSWALKS AND ROLLED CURBS TO GIVE A PLAZA ATMOSPHERE TO HENDERSON
- M - PUBLIC GARAGE ENTRY AND ELEVATOR AS CLOSE TO MAGNOLIA AS POSSIBLE
- N - PUBLIC COURTYARD
- O - PARKING GARAGE ENTRIES OFF OF HENDERSON TO CONTAIN TRAFFIC TO HENDERSON. DEDICATED SEPARATE VALET AND PUBLIC ENTRIES
- P - ROOF TOP TERRACE 2ND FLOOR AND ABOVE TO REDUCE SCALE ADJACENT TO TOWNHOUSES
- Q - EXTEND SIDEWALKS TO PROMOTE PEDESTRIAN MOVEMENT AND SLOW TRAFFIC
- R - PROVIDE NO BUILD EASEMENT AT VACATED ALLEY, BURY UTILITIES AND PROVIDE LANDSCAPED AREA
- S - PROVIDE VOLUNTARY 18" SETBACK, BURY INTRUSIVE UTILITY POLES AND PROVIDE SECURITY LIGHTING FOR TOWNHOUSES
- T - PROVIDE RESIDENTIAL USE ALONG OLEANDER TO CONTINUE RESIDENTIAL SCALE
- U - PROVIDE LANDSCAPED SETBACK BEYOND MINIMUM REQUIREMENTS
- V - PROVIDE APPROXIMATELY PUBLIC PARKING SPACES IN ADDITION TO REQUIRED SPACES TO REDUCE PARKING IN RESIDENTIAL NEIGHBORHOODS
- W - PROVIDE MASONRY FACADES SIMILAR TO PROJECT ARCHITECTURE TO CONCEAL PARKING GARAGE
- X - MID-BLOCK PEDESTRIAN PATH FROM GARAGE
- Y - PRIVATE RESIDENTIAL GARAGE ENTRY TO REDUCE TRAFFIC ALONG OLEANDER
- Z - PROVIDE COURTYARDS SO BUILDINGS APPEAR AS 3 SMALLER BUILDINGS
- AA - PROVIDE LANDSCAPED BUFFER TO GARAGE

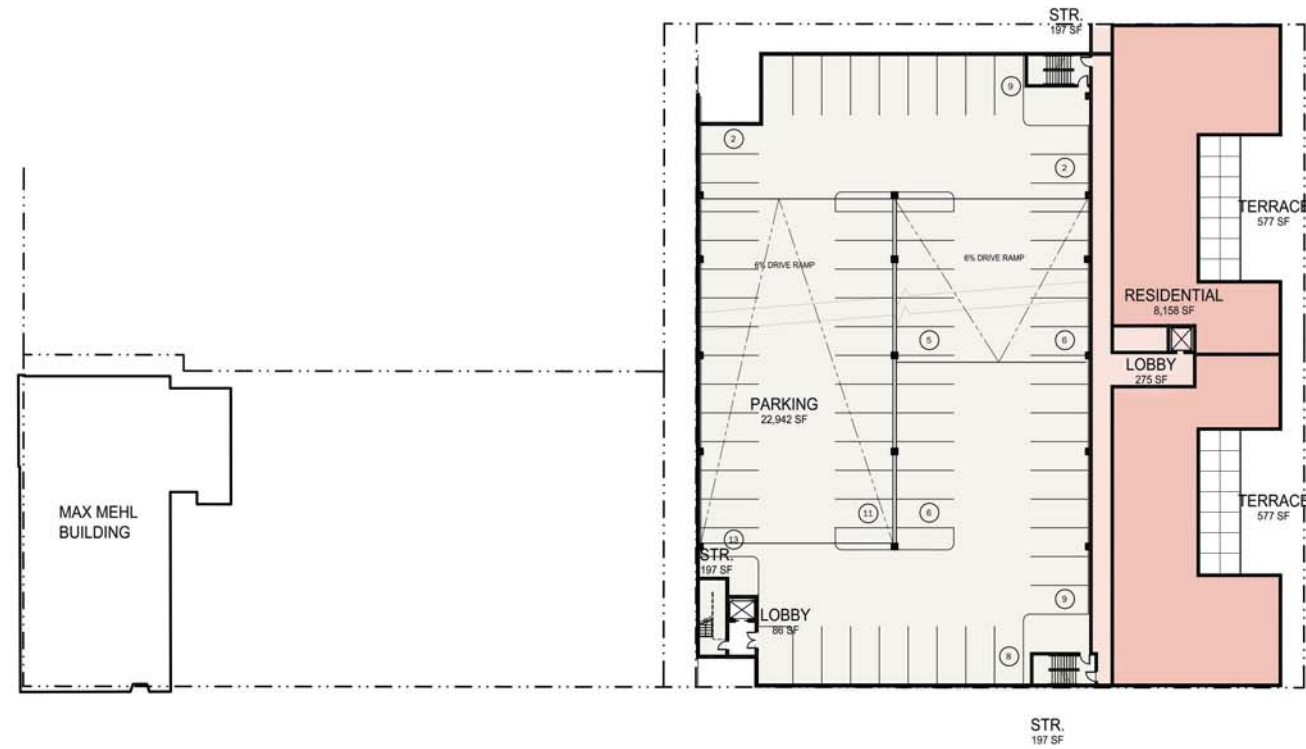
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Architectural Considerations

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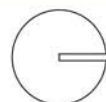


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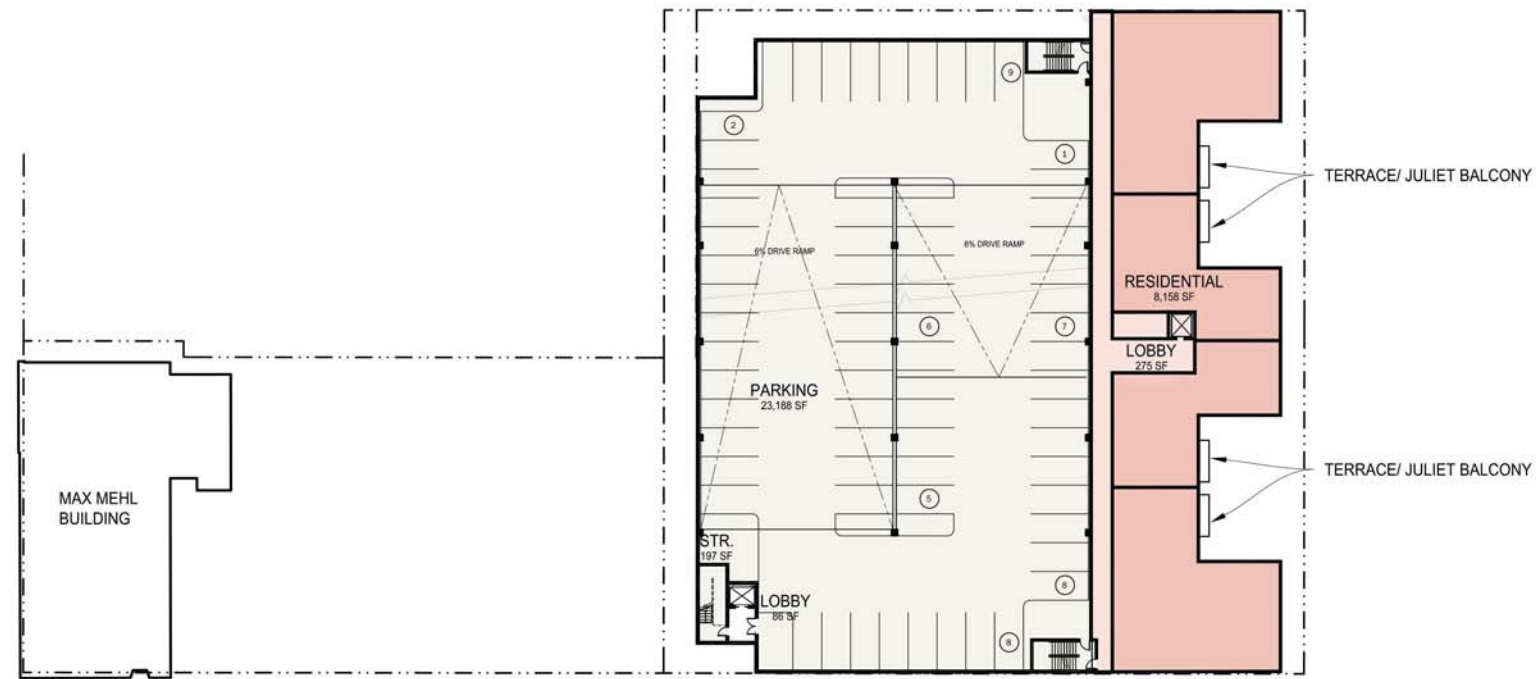
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Level 02

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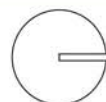


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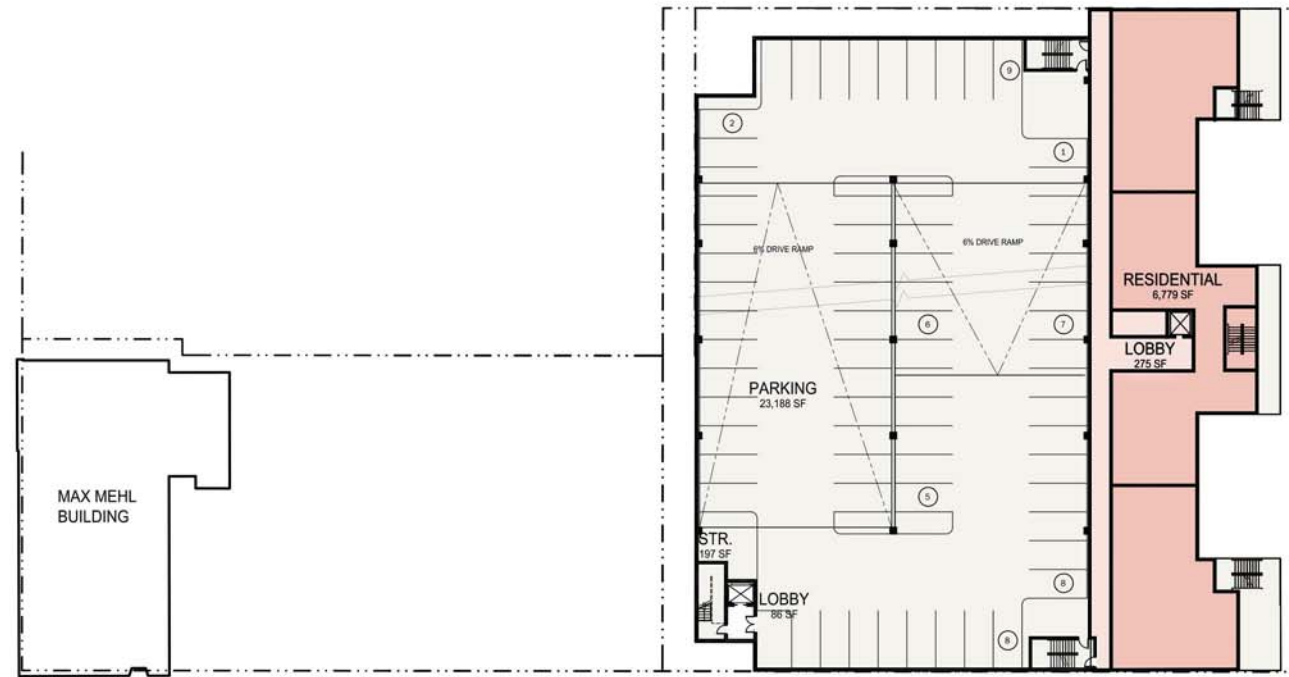
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Level 03

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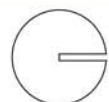


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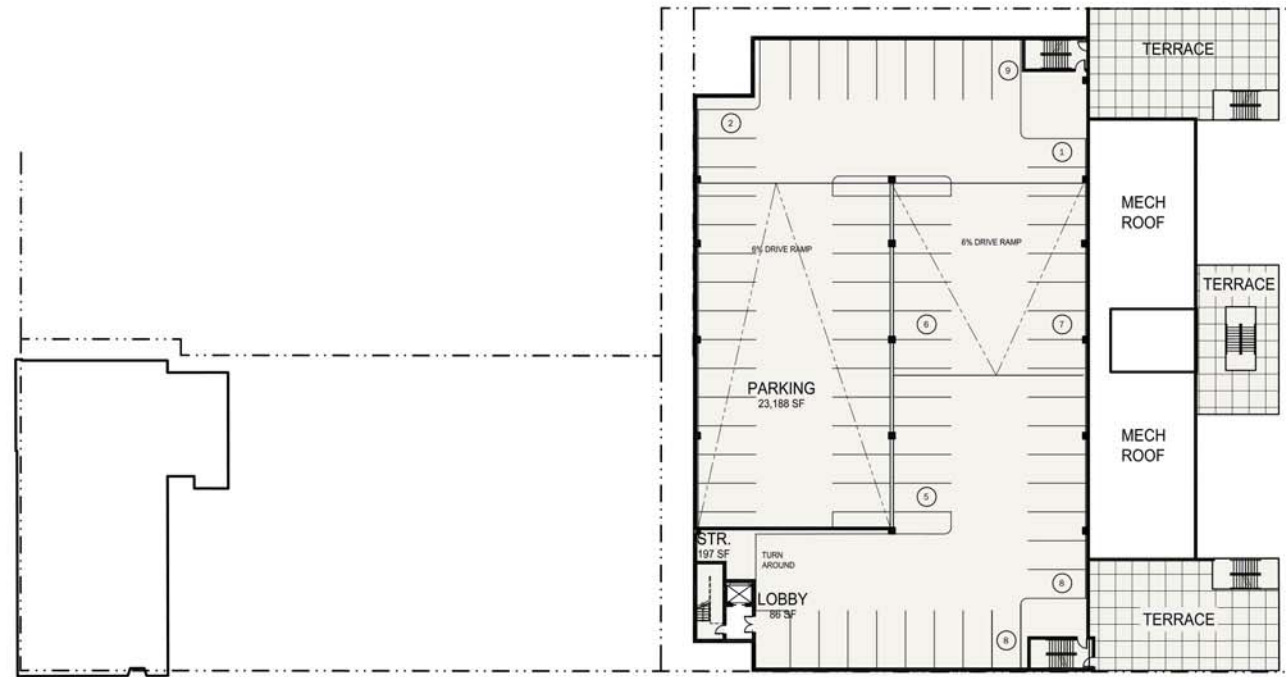
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Level 04

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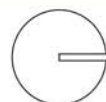


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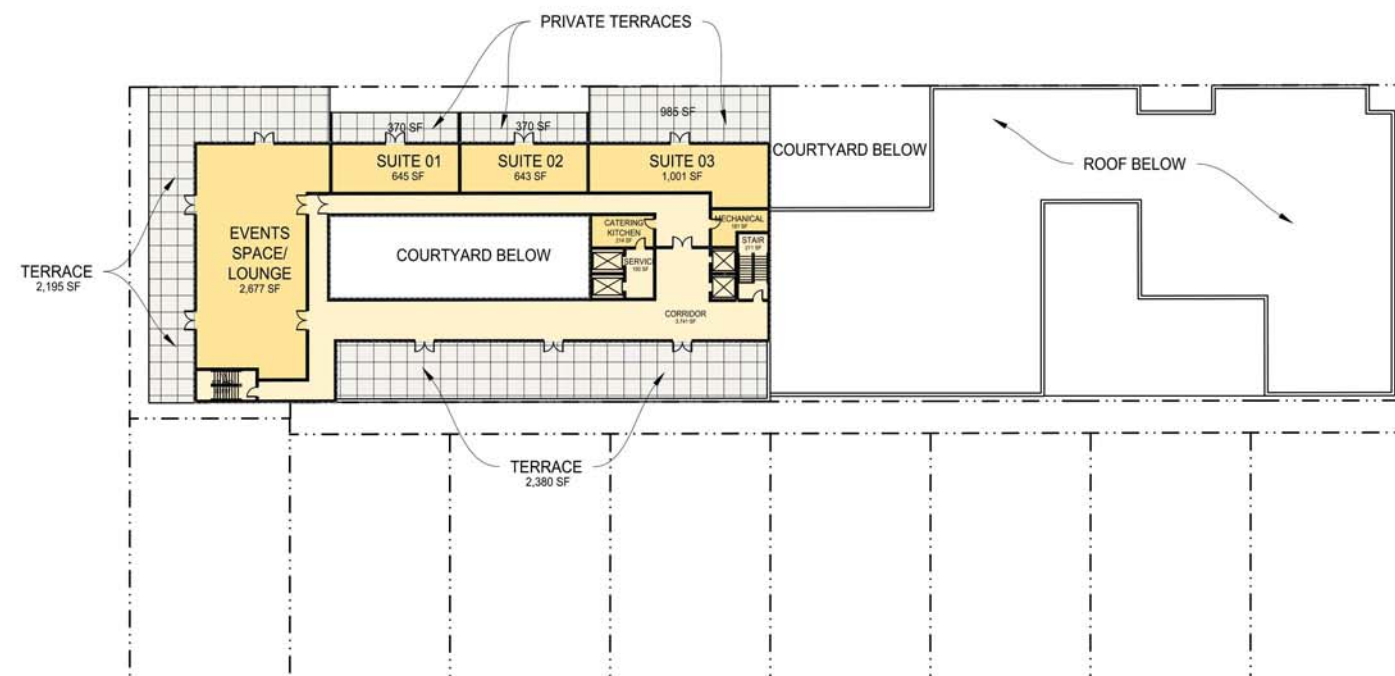
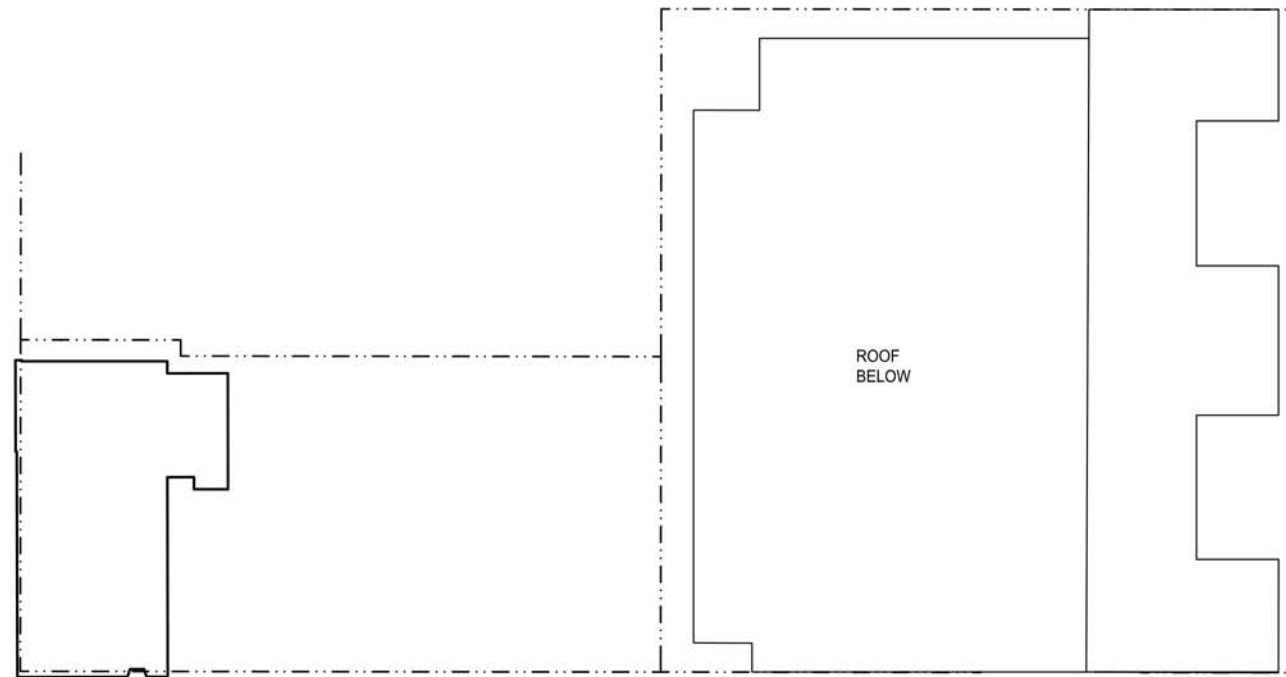
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Level 05

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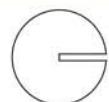


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0 30' 60'



Level 06

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Max Mehl Building



Max Mehl Building



Schaefer Building



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South Facade Along Magnolia Avenue

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Magnolia Elevation



Street View

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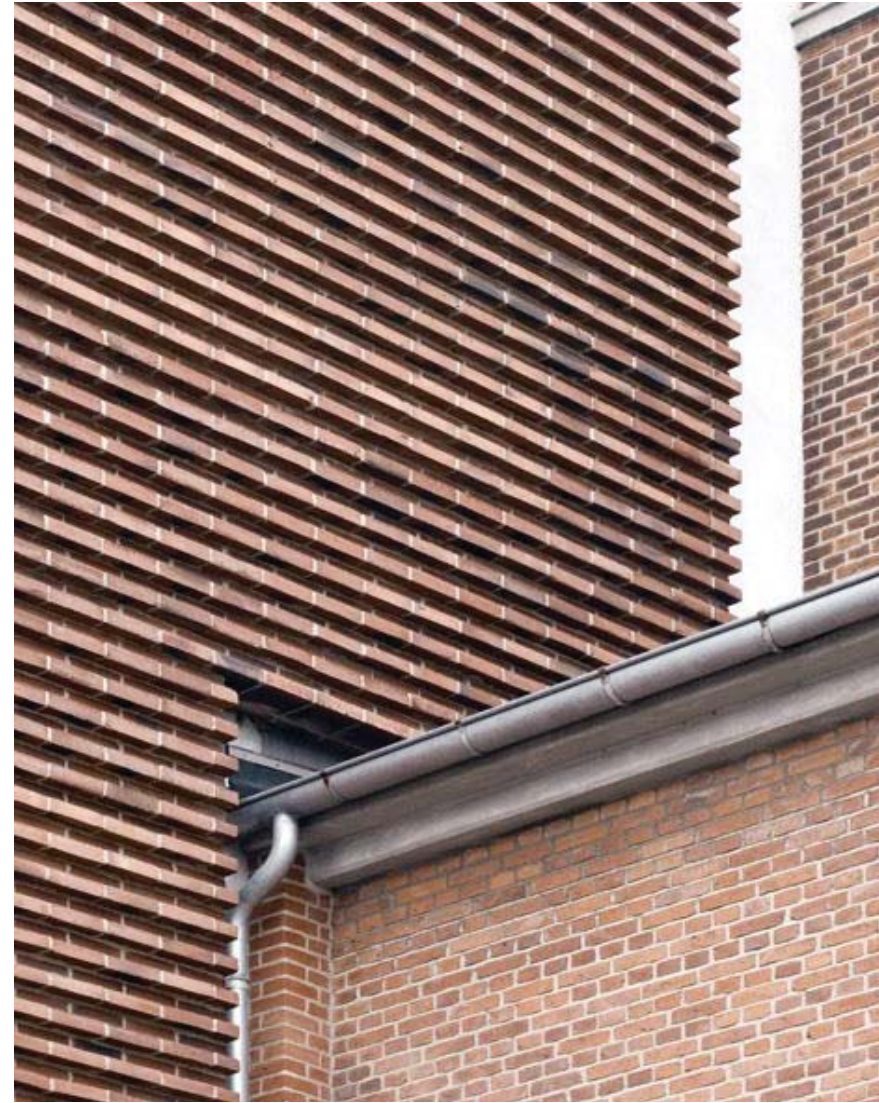
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Height Precedent along Magnolia

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Glazed Brick for Courtyard Space



Brick Pattern



Oko Skin

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Building Materials

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Corner of Magnolia and Henderson

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Courtyard Entry

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View Along Henderson Street

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View Within Site Context

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Magnolia
HOTEL
arrive

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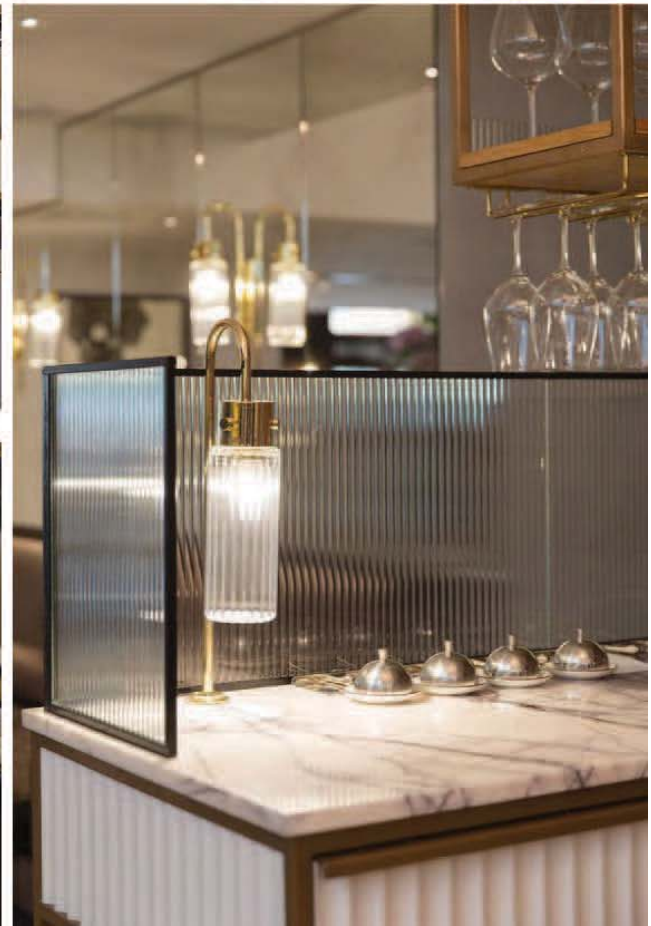
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Hotel Interior Design Precedent

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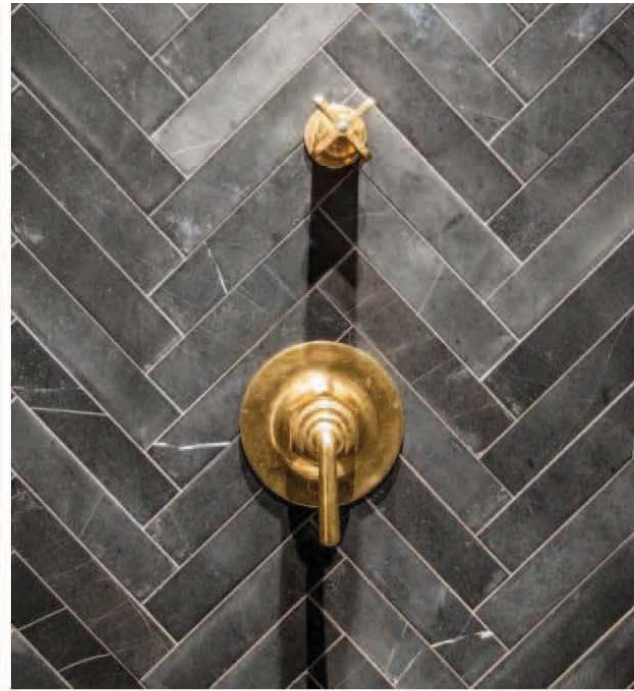
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relax
refresh



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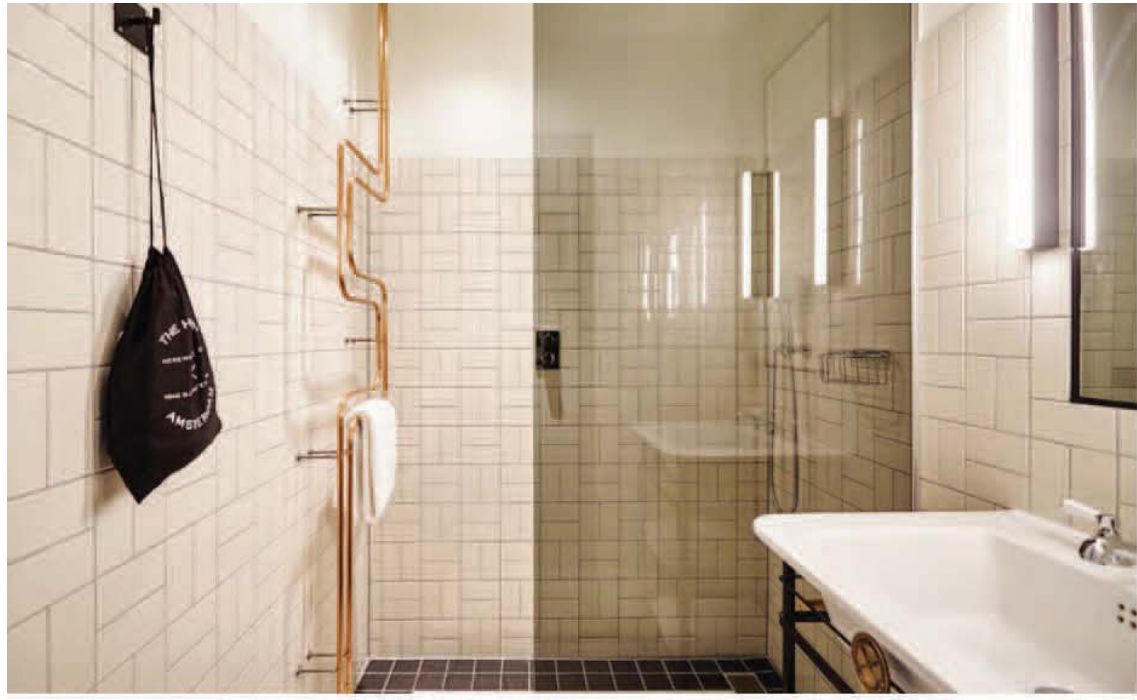
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Hotel Interior Design Precedent

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relax
refresh



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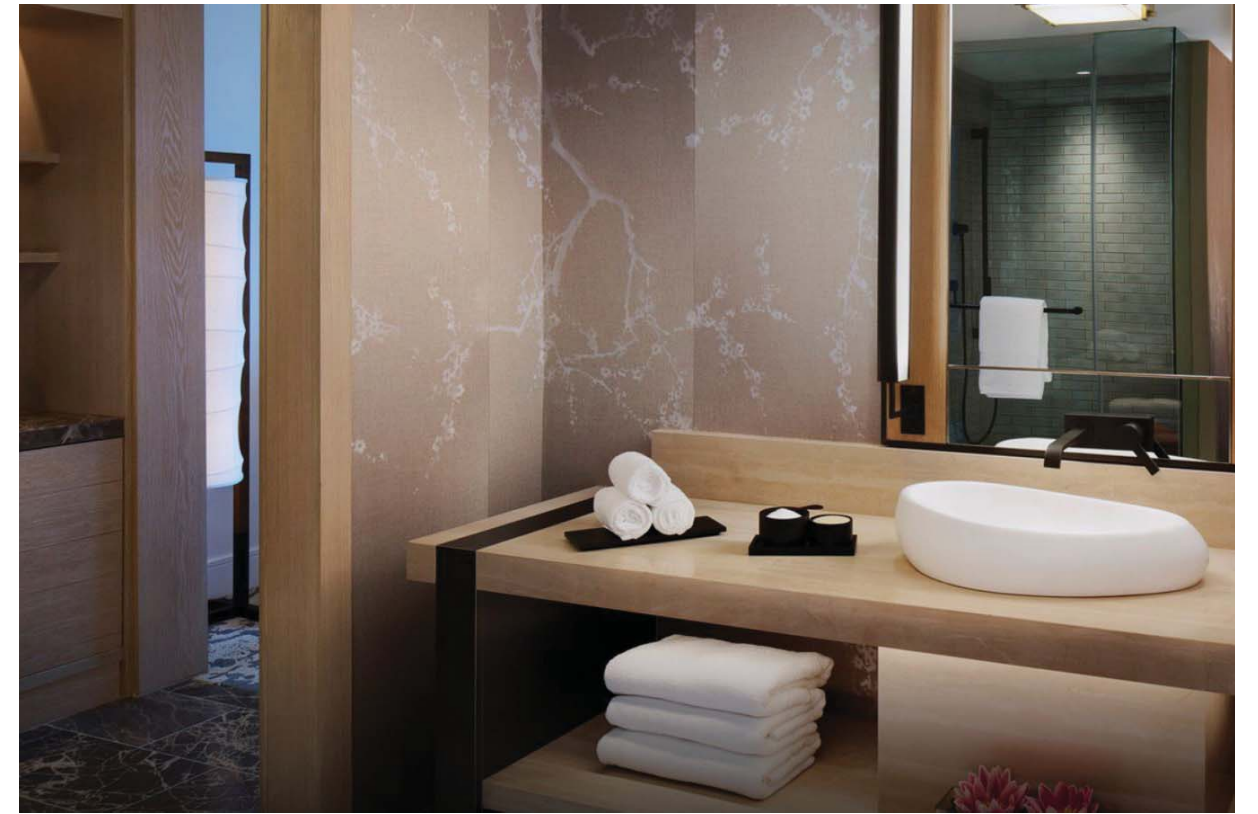
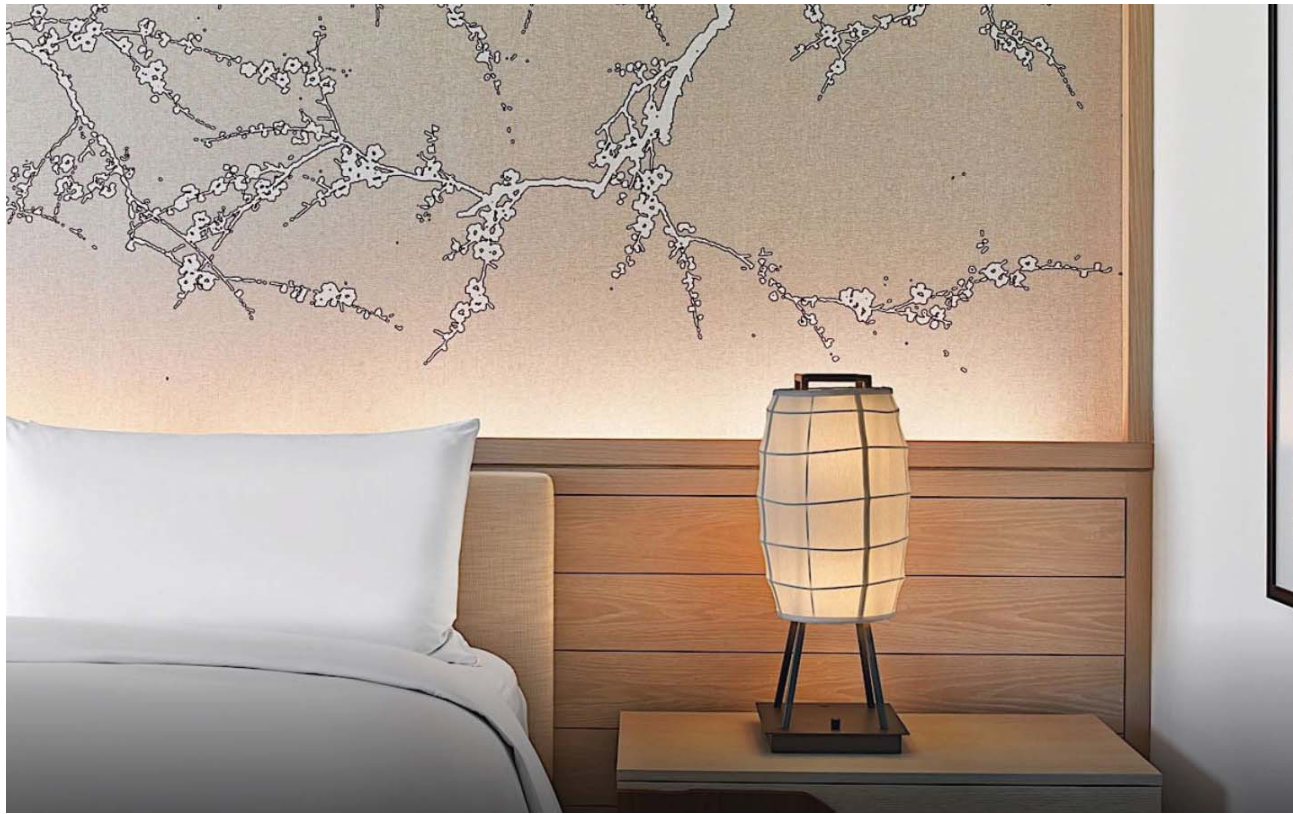
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Hotel Developer Recent Work

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View Within Site Context

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