



# **Public Hearing**

## **CUP-21-32**

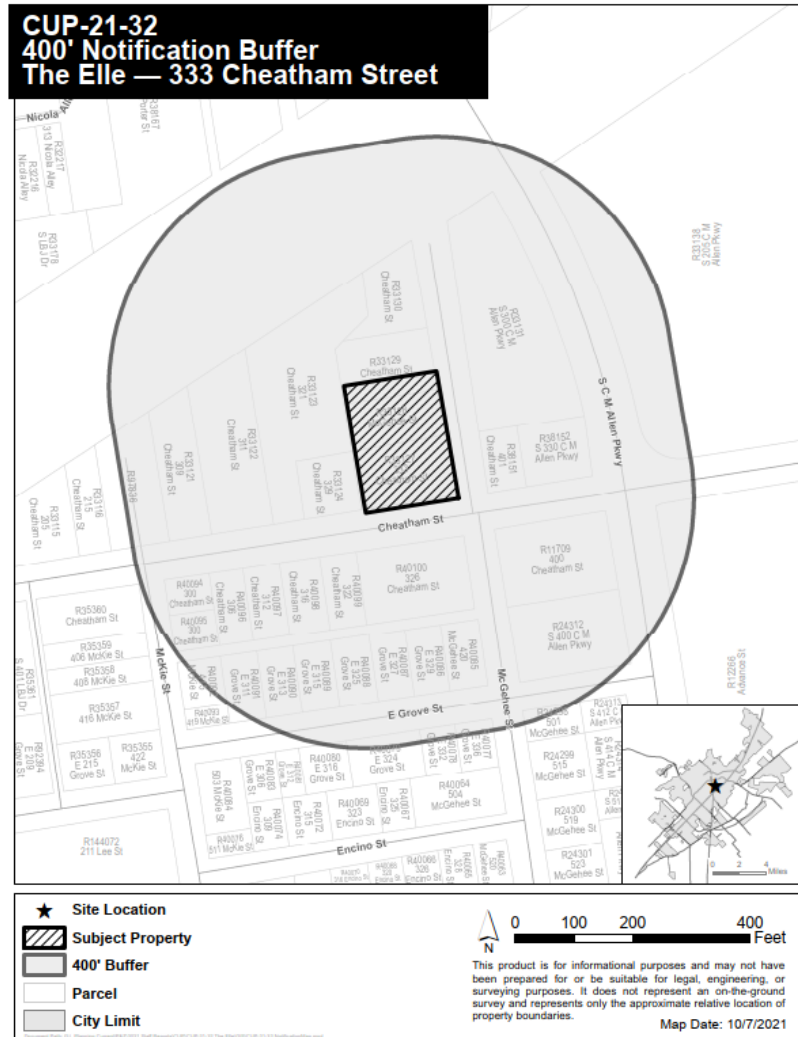
### **The Elle**

Hold a public hearing and consider a request by Bryan Glass, on behalf of The Elle Motel, for a Conditional Use Permit to allow a hotel/motel at 333 Cheatham St.  
(J. Cleary)



# Property Information

- Approximately 0.8 acres
- Located east the intersection of Cheatham St and McGehee St





# Context & History

- Currently a real estate office
- Surrounding Uses
  - Commercial/ offices
  - Restaurant/ bar
  - Residential
  - One block away from Rio Vista Park
  - Vacant land to the north

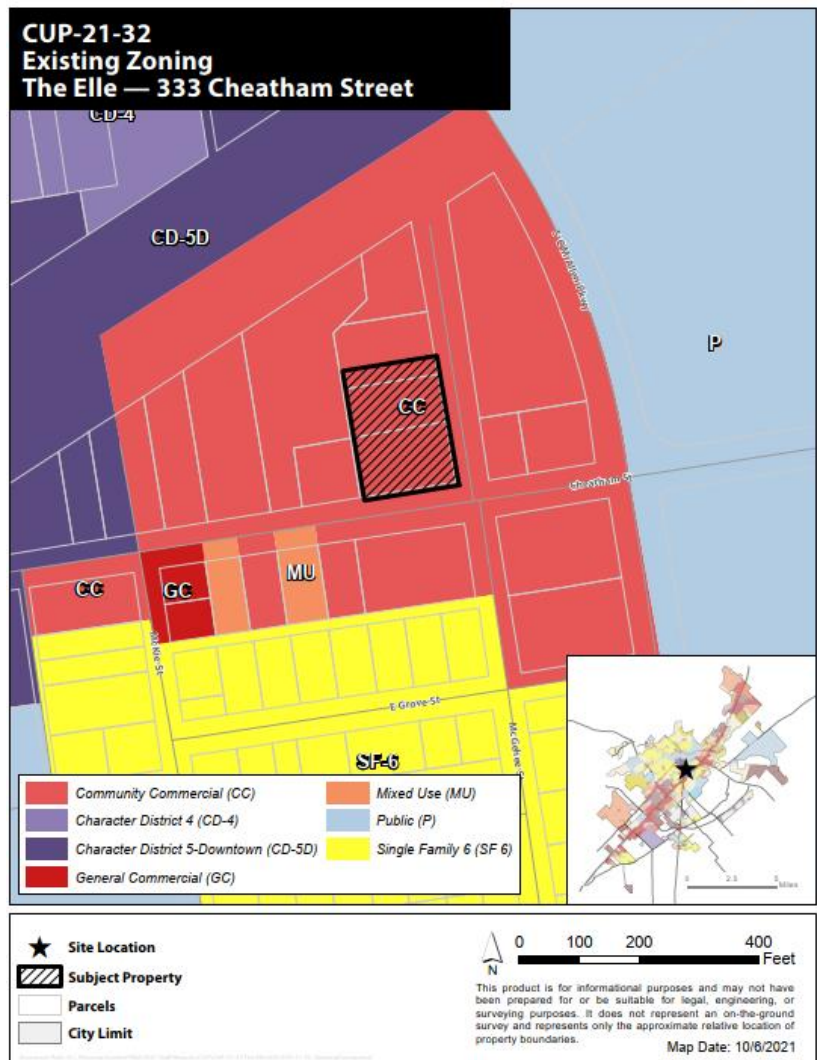
CUP-21-32  
Aerial View  
The Elle — 333 Cheatham St

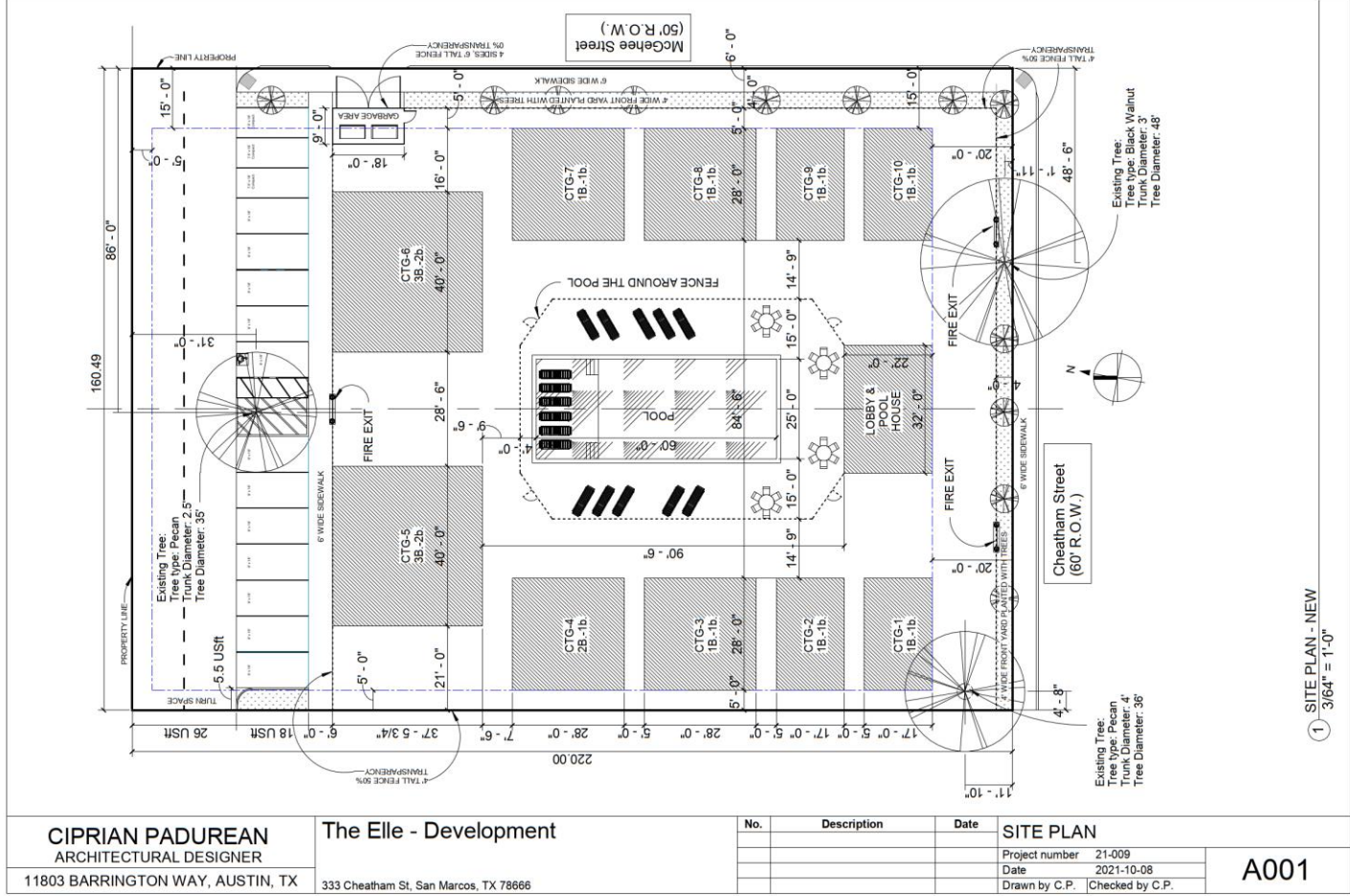




# Context & History

- Existing Zoning:  
Community Commercial
  - Hotel/motel conditional use in this area
  - No height restrictions
- Proposed Use:  
Boutique Hotel
  - 10 individual “cottages” centered around a pool
  - Proposed condition restricting height to 2 stories









- **Visualization received from applicant  
(The Elle from Cheatham)**









# Recommendation

- Staff recommends approval of the request with the following conditions.
  1. The development will be substantially similar to the submitted site plan.
  2. The buildings shall be no taller than 2 stories or 35ft.
  3. The proposed lobby building along Cheatham St shall comply with Activation Standards Section 4.3.5.1 Street Facing Entrance and Section 4.3.5.2 Ground Story Transparency in the San Marcos Land Development Code.
  4. There shall be no outdoor amplified music or film screenings between the hours of 11pm and 10am.





# Recommendation

- Conditions (continued)
  5. All on-site parking shall be located away from the Cheatham St frontage.
  6. Trash and recycling collection areas shall be screened and located to the side or rear of the site.
  7. This permit shall become effective upon the Certificate of Occupancy.
  8. This permit shall be displayed in the same manner as a Certificate of Occupancy.