

**CITY OF COPPELL  
PLANNING DEPARTMENT**

**STAFF REPORT**

**CASE No.: PD-295R4-HC, Popeyes**

**P&Z HEARING DATE:** June 15, 2023

**C.C. HEARING DATE:** July 11, 2023

**STAFF REP.:** Mary Paron-Boswell, AICP Senior Planner

**LOCATION:** South side of SH 121 between Freeport Parkway and Northwestern Drive.

**SIZE OF AREA:** 0.97 acres

**CURRENT ZONING:** PD-295-HC (Planned Development 295 - Highway Commercial)

**REQUEST:** PD-295-HC (Planned Development-295-Highway Commercial) to PD-295R4-HC (Planned Development-295 Revision 2-Highway Commercial, to approve a Detail Site Plan for a Popeyes Chicken sit down/drive-thru restaurant on 0.97 acres of property located on the south side of SH 121 between Freeport Parkway and Northwestern Drive, just southwest of the proposed Tim Hortons, at the request of Archway 121 Coppell, LTD, being represented by Clay Cristy of Claymoore Engineering.

**APPLICANT:**

**Engineer:**

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**Owner:**

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**HISTORY:**

In 2003, the City Council revised the Future Land Use Plan, allowing the rezoning of property along the freeways from Light Industrial to Highway Commercial in order to “allow the landowners significant flexibility in development options to take advantage of the highway access while assuring compliance with the vision for the City’s most visible corridors”. The *2030 Comprehensive Plan* reinforced this vision by designating this property as **Freeway Special District**.

In 2019, City Council approved a Concept Plan for a gas station, hotel, retail, restaurants and office uses on 8.6 acres, and a Detail Site Plan for a QT convenience store with gas pumps fronting on Freeport Parkway. The QT gas station has since been constructed. In August of 2020, City Council approved a Detail Site Plan for a 73,190-sf Sheraton Four Points Hotel, which has not yet been constructed. At the

beginning of 2023, Popeyes had submitted for a restaurant and later withdrew their application to re-examine their site layout when Starbucks withdrew their project.

**HISTORIC COMMENT:** This property has no noted historical significance.

**TRANSPORTATION:** SH 121 is a state highway built to standard.  
Freeport Parkway is a six-lane divided thoroughfare.  
Northwestern Drive is a local street.

**SURROUNDING LAND USE & ZONING:**

North: QuikTrip (PD-295-HC)  
South: Vacant Land – Approved for Sheraton Four Points Hotel (PD-295R-HC)  
East: Vacant Land – (PD-295-HC)  
West: SH 121 and city limits

**COMPREHENSIVE PLAN:**

*Coppell 2030, A Comprehensive Master Plan*, shows this property as appropriate for Freeway Special District.

**DISCUSSION:**

The endcaps of the block have been spoken for with the existing QT (QuikTrip) and approval of a Sheraton Four Points Hotel which has yet to be constructed. The western portion of the block is proposed to contain this proposed Popeyes Chicken restaurant adjacent to the hotel and a proposed Tim Hortons adjacent to the QT. The original proposal showed a focal point area that contained a walkway/linear park that went down the center of the site and connected the QT site to the previously approved hotel site. This area would be amenitized and one of the PD conditions will require that the details of the focal point area require staff approval and shall be in place with the development of the buildings at the eastern portion of the property. The property itself will need to be replatted to align with the new proposal and prior to any permits granted for construction.

**Site Plan**

The existing driveway from SH 121 frontage road will serve as the main entrance to the site. As the rest of the block develops, additional driveways, access easements and fire lanes will connect the different developments on this site. This site will have a sit-down component as well as a double drive-through. The two drive-through lanes will have approximately 6 stacking spaces each. The building itself will be approximately 2,571-sf. There are 26 parking spaces proposed. Fourteen of the 26 parking spaces will be located interior to the site with 12 parking spaces on the SH 121 frontage side. An access road to the rear of the site will provide additional connection and circulation. The double drive-through does put a slight curve in the access road to the rear of the site. The main difference in this proposal from the previous one is the elimination of the extra drive between the two sites.

### **Building Elevations**

The building itself will be approximately 2,571-sf and rectangular in shape. The materials will be a combination of brick, EIFS and Nichiha fiber cement designed to look like vintage wood with a storefront frame. One of the bricks is Royal Birkdale and matches the one to be used on the Tim Hortons and the other brick matches the accent brick on the QT, so that the buildings will complement one another. Large windows will also make up the front and side portion of the building with a combination of EIFS, brick and Nichiha. A gray metal canopy will also accentuate the building as well as a parapet centered on the building. The side of the building with the drive-through will also be a combo of EIFS, brick and Nichiha with two windows at the drive-through covered by a canopy to provide shelter from the elements.

### **Landscaping**

This site is less than two acres and requires 30% landscaping on-site which can include up to 5% enhanced paving. This requirement has been met. The SH 121 frontage has a landscape area that is approximately 22-ft in depth, and larger outside of the parking area. Additional landscaping is provided surrounding the drive through area, as well as in between the Popeyes and Tim Hortons boundary and along the proposed hotel boundary. Approximately 25 overstory trees will be planted on site. Additional shrubs and groundcover will line the landscape areas around the entire site.

### **Signage**

There is a monument sign proposed (4-ft x4-ft) which will be on a concrete pad and have a brick base and surround that will match the building. Additional signage will be provided on the building. As proposed, the wall signage will require a variance to the allowable building signage area. The allowable building signage is calculated as one square foot of signage for each linear foot of front facade. In this case the front façade is approximately 35 feet wide. They are requesting to use the side elevation (84 -lf) for this calculation. This same request was previously approved for Hat Creek Burger. This would be spread out to allow for their logo on the front of the building (39.8-sf), another sign along the drive-through elevation (14.5-sf) and a smaller sign (7.99-sf) along the other side entrance, for a total of 62.3-sf. They did submit some additional signage that does not meet city ordinance. Staff will require that all other signage meet city ordinances.

### **RECOMMENDATION TO THE PLANNING AND ZONING COMMISSION:**

Staff is recommending APPROVAL of the request subject to the following conditions:

1. There may be additional comments during the Detail Engineering review.
2. A plat will be required showing the revised fire lanes and easements.
3. PD Conditions:
  - a. To allow for the attached building signage of 62.3-sf as shown on the elevations.
  - b. That all other signage shall comply with City regulations.
  - c. The brick on the trash enclosure shall match the brick on the building and have a pedestrian opening.
  - d. Plans for the linear park shall require staff approval.
  - e. Future sidewalk to be constructed by property owner when deemed necessary by the City Engineer.

**ALTERNATIVES:**

1. Approval of the request
2. Denial of the request
3. Modification of the request
4. Take the case under advisement to a future date

**ATTACHMENTS:**

1. Detail Site Plan
2. Landscape Plan
3. Building Elevations
4. Signs