

**CITY OF COPPELL  
PLANNING DEPARTMENT**

**STAFF REPORT**

**CASE No.: PD-301R5-HC, Victory at Coppell**

**P&Z HEARING DATE:** October 17, 2024  
**C.C. HEARING DATE:** November 12, 2024

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

**LOCATION:** East side of S. Belt Line Road, between Dividend Drive and Hackberry Road

**SIZE OF AREA:** 16.766 acres of property

**CURRENT ZONING:** PD-301R3-HC (Planned Development 301 Revision 3- Highway Commercial)

**REQUEST:** A zoning change request from PD-301R3-HC (Planned Development 301-Revision 3-Highway Commercial) to PD-301R5-HC (Planned Development 301- Revision 5-Highway Commercial) to revise the Concept Plan for the overall development of the site and allow for a combination of retail, restaurant with and without drive-throughs, and a Hotel on 11 lots totaling approximately 16.77 acres of property; which incorporates a Detail Site Plan to allow a 16,510-sf multi-tenant building with restaurant and retail uses with a drive-through on Lot 3, Block A, on approximately 2.17 acres; a Detail Site Plan for a 16,780-sf multi-tenant building with restaurant and retail uses on Lot 4, Block A, on approximately 2.24 acres of land; a Detail Site Plan for a 9,095-sf building with restaurant and retail uses with a drive-through on Lot 2, Block A, on approximately 1.70 acres; and a Detail Site Plan for a 79,202-sf five-story hotel on Lot 8, Block A, on approximately 2.96 acres of land located at the southeast quadrant of S. Belt Line Road and Dividend Drive, at the request of Victory Retail Coppell, LLC, being represented by Kirkman Engineering, LLC.

<b>APPLICANT:</b>	<b>Engineer:</b>	<b>Owner:</b>
	John Gardner Kirkman Engineering 5200 State Highway 121 Colleyville, Texas 76034 817-488-4960 <a href="mailto:john.gardner@trustke.com">john.gardner@trustke.com</a>	Victory Retail Coppell, LLC 2911 Turtle Creek Blvd, Suite 700 Dallas, Texas 75219 <a href="mailto:bmendoza@vg-re.com">bmendoza@vg-re.com</a> 469-646-6184

**HISTORY:** Over the last decade or so, this property has been intermingled with other surrounding sites conceptually such as the QuikTrip and a multi-family request but has not had any plans or change in zoning approved until 2020 when Dave and Busters came forward with a proposal to build their headquarters on a 6-acre portion of the property, but those plans fell through. A Springhill Suites hotel was approved

at the southern end of this site along Hackberry Road. A concept plan for this site was approved in 2022 for a combination of retail, restaurant, offices, medical office, banquet center, and daycare on approximately 10 lots. In early 2023, the concept plan was revised and made the retail restaurant bigger and eliminated the banquet use.

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

**TRANSPORTATION:** South Belt Line Road is a six-lane divided thoroughfare built within a 110-foot right-of-way. Dividend Drive is a four-lane divided thoroughfare and Hackberry Road is a two-lane street.

**SURROUNDING LAND USE & ZONING:**

**North:** QuikTrip (PD-237R4-HC); Vacant Land (A - Agricultural)

**South:** Springhill Suites Hotel (PD-237R8-HC); City of Dallas (Cypress Waters)

**East:** City of Dallas (Cypress Waters)

**West:** Caliber Home Loans Office & Point West Development (PD-221-HC)

**COMPREHENSIVE PLAN:**

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

**DISCUSSION:**

This 16.766-acre tract stretches along the east side of S. Belt Line Road from Dividend Drive to Hackberry Road. The applicant has been able to market the property and is requesting additional changes to the site layout and building sizes.

**Site Plan**

The uses for this site have slightly changed, with the removal of the medical and office uses with this rendition and the addition of a hotel. Another change includes the buildings at the front of the site on Lots 2, 3 and 4 which have expanded in size, necessitating a revision to the Concept Plan. The buildings for lots 2, 3 and 4 have increased in size and a hotel is also proposed for Lot 8. The other change is the addition of a lot, for a total of 11 lots. The proposed changes are a result of actual tenants, specifically restaurants needing more building space than originally proposed. The restaurants for Lots 3 and 4 required additional room, expanding the buildings and parking, creating a domino effect on the overall site. Required parking for this site was recalculated per lot. According to the new Concept Plan and revised uses, they are meeting their overall parking requirements for the development and will need to have a shared parking agreement between some of the lots.

The three lots at the rear of the property are still proposed to contain larger buildings, with two one-story buildings and a five-story hotel. The hotel is proposed to be a new concept hotel by Hilton called Tempo. It will have 140 rooms with a limited service restaurant, a meeting area, pool, fitness room and an outdoor plaza area for guests.

The center spine road going north to south from Dividend Drive to Hackberry Road will be constructed with the first phase to allow for the development of the lots fronting S. Belt Line Road. The other driveway approaches on Belt Line will also be part of the first phase of development, allowing for cross access and fire lane requirements.

### **Building Elevations & Signage**

The design elements for the buildings remain the same for the lots, sharing a common design elements, colors and materials. There are three different bricks to be utilized, one is gray while the other two are more beige in color. In addition to the brick, the facades will be a combination of stucco and architectural panels with a metal coping and awnings, as well as glazing. Because there are a variety of materials and colors, each building will share a common theme. The hotel will share the same brick colors and have added a rosemary green colored stucco to the hotel face. The combination allows both a tie into the rest of the center but also gives the hotel the ability to brand itself. The hotel also has a design element in grey with white lights that represent street patterns in Coppell, which is considered signage. They are requesting that they be allowed to have this lit street pattern along with signage for the hotel. Although a sign for the hotel is shown on the elevation, no dimensions or information were given. Staff would require that the name sign meet ordinance requirements and that the street pattern sign which also acts as an art piece be allowed. Art is allowed as a focal point, and this would be part of what fulfills that requirement. The sign plan for the site overall site has not changed related to the single and multi-tenant monument sign number and locations.

### **Landscaping**

This conceptual landscaping for the site has not changed significantly. Modifications have been made to adjust to the property line changes. The landscape buffer along S. Belt Line Road will still range from 30-60 feet in depth and 30-feet along Dividend and Hackberry. Overstory trees will be placed in this landscape buffer along with a variety plants, shrubs and ground cover placed in a meandering landscape bedded area. The same design is proposed to extend along the Dividend Drive frontage. Additional overstory trees are proposed along the remaining perimeter and parking areas of each lot.

Dividing the front half of the site from the back portion will be an enhanced linear park area. The enhanced landscaping will start from the main entrance from S. Belt Line Road westward, then at the center of the site it will spread north and south. This area will be amenitized with a five-foot sidewalk, benches and arbors situated along the path. Grass, trees, shrubs, and seasonal color will line the path. The path extends to the Springhill Suites site on Hackberry and a connection to the proposed Tempo hotel. The applicant is proposing to install this linear park with the first phase of construction.

One of the PD conditions will require that the details of the focal point area require staff approval and shall be in place prior to the CO of the buildings at the rear of the property. This site exceeds the amount of landscaping required by ordinance, but the landscape tabulation charts need to be updated to reflect the changes.

### **Access**

Access is still the same as previously conceptually approved with two driveway entrances are proposed for this site along Dividend Drive, one along Hackberry and three along S. Belt Line Road.

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

Staff is recommending APPROVAL of the request subject to the same previous conditions, and adding (j), (k) and (l):

1. There may be additional comments during the Detail Engineering review.
2. A final plat will be required prior to permitting for each of the Detail Plans.
3. The TIA will need to be updated to reflect the proposed building expansions.
4. A right turn lane be constructed on S. Belt Line Road with this project.
5. Revise the landscape plans and calculations to reflect changes prior to City Council.
6. PD Conditions:
  - a. All signage shall comply with City regulations, unless specifically requested and granted.
  - b. Plans for the linear park shall require staff approval.
  - c. The focal point artwork shall require staff approval and shall be in place prior to the issuance of a CO for the buildings at the rear of the property, which includes the hotel.
  - d. A P.O.A. shall be required prior to the filing of the final plat.
  - e. A Detailed Site Plan shall be required for the development of any of the lots.
  - f. A Tree Survey and tree mitigation, if any, shall be required at the time of Detail Planned Development.
  - g. Parking shall be allowed in the front yard as shown.
  - h. Restaurants with drive throughs shall be allowed as shown on the concept plan.
  - i. To allow the monument signs as previously approved.
  - j. To allow the art/lighting component for the Tempo hotel.
  - k. To allow patios under 500-sf, per lot, to not have an additional parking requirement.
  - l. To approve the setbacks as shown.

### **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. Revised Concept Plan
2. Phasing Plan
3. Lot 2 Detail Site Plan, Landscape Plan and Elevation
4. Lot 3 Detail Site Plan, Landscape Plan and Elevation
5. Lot 4 Detail Site Plan, Landscape Plan and Elevation
6. Lot 8 Detail Site Plan, Landscape Plan and Elevation
7. Overall Landscape Plan