

**CITY OF COPPELL
PLANNING DEPARTMENT**

STAFF REPORT

CASE No.: PD-301R7-HC, Victory at Coppel

P&Z HEARING DATE: August 21, 2025
C.C. HEARING DATE: September 9, 2025

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

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

SIZE OF AREA: 1.70 acres of property

CURRENT ZONING: PD-301R5-HC (Planned Development 301 Revision 5- Highway Commercial)

REQUEST: A zoning change request from PD-301R5-HC (Planned Development 301-Revision 5-Highway Commercial) to PD-301R7-HC (Planned Development 301- Revision 7-Highway Commercial) a new Detail Planned Development revising the current concept plan of Planned Development-301 Revision 5 -Highway Commercial, to allow a 10,540-sf building for retail and restaurant uses with a single drive-through on 1.70 acres of land located at the southeast quadrant of S. Belt Line Road and Dividend Drive, at the request of Victory Retail Coppel, LLC, being represented by Kirkman Engineering, LLC.

APPLICANT:	Engineer: John Gardner Kirkman Engineering 5200 State Highway 121 Colleyville, Texas 76034	Owner: Victory Retail Coppel, LLC 2911 Turtle Creek Blvd, Suite 700 Dallas, Texas 75219
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HISTORY: A concept plan for the overall 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. Late 2024, the Concept Plan for the overall development of the site was revised to allow for a combination of retail, restaurant with and without drive-throughs, and a hotel on 11 lots. At that time, a detail plan was also approved for the following:

- **The subject property, Lot 2, Block A** – 9,095 sf multi-tenant building with restaurant/retail uses with a drive-through on 1.70 acres,
- **Lot 3, Block A** – 16,510 sf multi-tenant building with restaurant/retail uses on 2.17 acres,

- **Lot 4, Block A** – 16,780 sf multi-tenant building with restaurant/retail uses on 2.24 acres,
- **Lot 8, Block A** - 79,202 sf five story Tempo hotel on 2.96 acres

In July 2025, a new Detail Planned Development was approved just east of the property for Lot 7R, to allow a TownePlace Suites Hotel with 131 rooms combining Lot 7R and a portion of Lot 6R, Block A, on 2.46 acres. This revised Lot 6R, Block A, of the concept plan on .88 acres of land

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: Vacant land approved for a drive thru restaurant use; PD-301R5-HC

South: Vacant land approved for retail/restaurant uses; PD-301R5-HC

East: Vacant land approved for retail/restaurant uses and a hotel; PD-301R6-HC

West: Point West Development; PD-221-HC

COMPREHENSIVE PLAN:

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

DISCUSSION:

Site Plan

This 1.70-acre tract is located along the east side of S. Belt Line Road just south of Dividend Drive. This request removes the 2nd drive-through and increases the building size to 10,540-sf. The increase in building size is what necessitates the PD zoning request. This has also required the addition of parking spaces to the rear of the site. The fire riser room has also been relocated outside of the main leasable area, to the rear of the building. Access to this lot is from a driveway on S. Belt Line Road as well as internal access easements running throughout the site.

Building Elevations & Signage

The design elements for the building remain the same as previously approved. The overall concept plan has common design elements, colors and materials. On this building there are two different bricks to be utilized, one is dark gray while the other is a light beige. In addition to the brick, the facades will be a combination of stucco, nichiha and architectural panels with a metal coping and canopies, as well as glazing.

Landscaping

Modifications have been made to the previously approved Landscape Plan to adjust to the property line changes. The landscape buffer along S. Belt Line Road will still range from 30-60 feet in depth. 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. Additional overstory trees are proposed along the remaining perimeter and parking areas of each lot.

This lot also includes a portion of the enhanced linear park area on the east side that was approved with the overall conceptual plan for the entire property. Within the overall development, the enhanced landscaping will start from the main entrance at S. Belt Line Road eastward, then at the center, it will spread north and south. This area will include amenities and a five-foot sidewalk, with benches and arbors situated along the path. Grass, trees, shrubs, and seasonal color will line the path. A sidewalk to the path is proposed from the approved hotels within this development and the Springhill Suites to the south. Each of the remaining lots within the development will have a tie-in. The applicant is proposing to install this linear park with the first phase of construction.

RECOMMENDATION TO THE PLANNING AND ZONING COMMISSION:

Staff is recommending APPROVAL of the request subject to the same previous conditions:

1. There may be additional comments during the Detail Engineering review.
2. A replat is required prior to permitting.
3. PD Conditions:
 - a. All building signage shall comply with City regulations at time of permitting.
 - b. Plans for the linear park on the east portion of the site shall require staff approval.
4. All PD Conditions from the Conceptual PD shall apply, unless specifically amended within these plans.

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. Elevations
4. Overall Concept Plan