



## MEMORANDUM

**To:** Mayor and City Council

**From:** Mindi Hurley, Director of Community Development

**Date:** October 11, 2022

**Reference:** Consider approval of an Ordinance for PD-301R2-HC a zoning change request from PD-301R-HC (Planned Development 301 Revised- Highway Commercial) to PD-301R2-HC (Planned Development 301-Revision 2- Highway Commercial) to revise the Concept PD for the overall development of the site and allow for a combination of retail, restaurant, offices, medical office, banquet center, and daycare; on approximately 10 lots on 16.766 acres of property located at the on the southeast corner of Belt Line Road and Dividend Drive and authorizing the Mayor to sign.

**2040: Create Business and Innovation Nodes**

---

### Introduction:

The purpose of this agenda item is to approve an ordinance for a new Conceptual Planned Development for Victory Coppell, which replaces the previously approved PD for this site that was done by Dave and Buster's in 2020. This property is designated as Freeway Special District on the future Land Use Map and the proposed variety of uses are compatible with the Freeway Special District. This 16.766-acre tract stretches along the east side of Belt Line Road from Dividend Drive to Hackberry Road and the proposed concept plan identifies 10 lots ranging in size with a variety of commercial uses. The Concept PD shows an amenitized linear park area dividing the front half of the site from the rear half of the site with a path that extends to the Springhill Suites site on Hackberry. All the pad sites along Belt Line Road with restaurants are proposed to have a drive-through component. The three lots at the rear of the property are proposed to contain larger buildings, ranging from one to three stories in height. These pad sites will also have a combination of office, retail and restaurants in addition to a banquet facility and daycare facility with an outdoor play area. The Victory at Coppell site will contain 10 lots that share common design elements and materials.

### Background:

On August 18, 2022, the Planning and Zoning Commission unanimously recommended approval of PD-301R2-HC. On September 13, 2022, City Council approved the request, subject to the following conditions:

1. There may be additional comments during the Detail Engineering review.
2. A final plat will be required.
3. A right turn lane be constructed on S. Belt Line Road with this project.
4. PD Conditions:
  - a. All signage shall comply with City regulations.
  - 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.
  - 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. Daycare shall be allowed and shall not require a circular drive.

- h. Parking shall be allowed in the front yard as shown.
  - i. Restaurants with drive throughs shall be allowed as shown on the concept plan.
  - j. To allow the monument signs as presented.
  - k. To allow a banquet hall.
5. A traffic signal shall be required at the intersection of Hackberry Road and S. Belt Line Road.

**Benefit to the Community:**

This project will expand and enhance the community's access to shopping, restaurants, medical services, daycare, and offices by offering these services on the 16 + acres of development. These services and amenities will be spread over 10 lots and will also have access to a linear park with amenities such as benches and art to give the shopper a more pleasant experience.

**Legal Review:**

The City Attorney reviewed the ordinance.

**Fiscal Impact:**

None

**Recommendation:**

The Planning Department recommends approval of this ordinance and authorizing the Mayor to sign it.

**Attachments:**

1. Ordinance
2. Exhibit A – Legal Description
3. Exhibit B – Conceptual Site Plan
4. Exhibit C – Conceptual Landscape Plan
5. Exhibit D – Elevations and Perspectives
6. Exhibit E – Focal Point
7. Exhibit F – Sign Plan