



## MEMORANDUM

**To:** Mayor and City Council

**From:** Gary L. Sieb, Director of Planning

**Date:** April 14, 2015

**Reference:** Consider approval of Case No. **S-1093R3-C, Taco Bell**, to allow revised building elevations and attached signage for the existing restaurant with a drive-thru facility located at 115 N. Denton Tap Road

**2030:** **Business Prosperity**

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### **Introduction:**

This Taco Bell was constructed 20 years ago, prior to the current development standards, including the 80% masonry requirement. The elevations, as revised, will conform to the 80% masonry requirements. The new sign package is also in accordance with the current Sign Ordinance. The logo is permitted to be 100% of the area of the sign. They are proposing 21.73 square foot “bells” on the north & east façades, and white letters on the canopy (5 square feet of signage) over the pick-up window of the south façade for a total of 48.5 square footage of signs. The existing monument sign, while also non-compliant, is not being altered (except for re-painting the outside of the cabinet) and therefore compliance cannot be required, however, it is suggested.

### **Analysis:**

On March 19, 2015, the Planning Commission unanimously recommended approval of this amendment to this Special Use Permit, one condition remains outstanding: Consider replacing existing monument sign with 40 square foot sign which complies with current Sign Ordinance regulations.

### **Legal Review:**

This item did not require City Attorney review

### **Fiscal Impact:**

None

### **Recommendation:**

The Planning Department recommends approval

### **Attachments:**

1. Staff Report
2. Color Rendering with materials
3. Sign Package

4. Site Plan
5. Exterior Elevations (2 pages)