

**CITY OF COPPELL
PLANNING DEPARTMENT**

STAFF REPORT

CASE NO.: S-1093R3-C, Taco Bell

P&Z HEARING DATE: March 19, 2015

C.C. HEARING DATE: April 14, 2015

STAFF REP.: Marcie Diamond, Assistant Director of Planning

LOCATION: 115 N. Denton Tap Road

SIZE OF AREA: 1.12 acres of property

CURRENT ZONING: S-1093R2-C (Special Use Permit-1093 Revision 2-Commercial)

REQUEST: S-1093R3-C (Special Use Permit-1093 Revision 3-Commercial) to allow revised building elevations and attached signage to the existing restaurant with a drive-thru facility.

APPLICANT:	Owner: Jennifer Lorber Taco Bell of America LLC 1 Glen Bell Way Irvine, California 92618 Jennifer.lorber@yum.com	Architect: Brandon Baquet/Tammy Korte ArcVision Inc. 1950 Craig Rd. #300 St. Louis, Missouri 63146 tkorte@arcv.com
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HISTORY: Special Use Permit-1093 was established in 1995 to allow the construction of this Taco Bell restaurant with drive-through service. At that time, there was significant discussion relative to the color, materials and general aesthetics and of the building design and signage. The approval of this development pre-dated the C.I.V.I.C. (Committee to Improve the Visual Image of Coppel) recommendations as well as the various amendments to the *Zoning Ordinance* which codified many of these recommendations, such as the prohibition of internally illuminated can signs (both monument and attached), requiring individually mounted letters, earth-tone brick colors, old world style architecture, etc. To assure compliance with these desired design standards, the original SUP included conditions that regulated brick color, roofing materials, awning design and size, design and locations of all signage.

In 2010 the Special Use Permit was amended to permit the addition of a drive-thru Entry Portal, an Order Point Canopy and the replacement of the existing Menu Board.

HISTORIC COMMENT: There are no structures of historic significance on the property.

TRANSPORTATION: Denton Tap Road is a P6D, six-lane, divided thoroughfare built to standard.

SURROUNDING LAND USE & ZONING:

North: Wells Fargo Bank and Coppell Montessori School; C (Commercial)
East: Wendy's; TC (Town Center)
South: Woodside Shopping Center; C (Commercial)
West: Ballet Academy of Texas; PD-217-C (Planned Development 217- Commercial)

COMPREHENSIVE PLAN:

Coppell 2030, A Comprehensive Master Plan, shows this property as suitable for Mixed Use Community Center uses, which includes restaurants.

DISCUSSION:

This request to renovate the Taco Bell is similar to the Wendy's recent request to update and remodel their restaurant, where there was significant compromise required between the franchise's prototypical elevations and signage and City of Coppell's zoning requirements. Taco Bell's prototypical elevation includes 100% EIFS and the initial submittal included 126 square feet of signage. As stated in the history section, this Taco Bell was built prior to the C.I.V.I.C. report and subsequent codification of those development standards; therefore, there are some existing elements (i.e. signage, masonry) which do not comply with the current ordinances. However, given that the façade will be substantially updated and all the attached signs removed and replaced, compliance with the current ordinances is mandated. 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.

Elevations

As discussed above, this building 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 existing brick arched entry features will be replaced with rectangular brick and stone architectural element, the horizontal EIFS band will be replaced with brick, and stone accents will be to the water table of the new columns. The north elevation will be similar to the front, except for one less window. Finally, a canopy will be placed over the pick-up window along the south elevation where there is currently none.

Signage

The initial submittal indicated 126 square feet of attached signage for this building. Two-49 square foot signs, consisting of the red bell on purple "shimmer boards", 11.4 square foot TACO BELL signs on two facades and an additional 5 square foot sign on the canopy. The sign package has been revised to be in accordance with the Sign Ordinance. As recently amended, the logo is permitted to be 100% of the area of the sign, so they have elected to use the 21.73 square foot bells on the north and east façades and limit the signage on the south façade to be white letters on the canopy (5 square feet of signage) over the pick-up window for a total of 48.46 square footage of signs.

RECOMMENDATION TO THE PLANNING AND ZONING COMMISSION:

Staff is recommending APPROVAL of S-1093R3-C, Taco Bell, subject to:

1. Adding the building dimensions to the site plan.
2. Revising the labels on the Elevations to be north/south/east and west instead of front/ side and rear.
3. Update the masonry calculations.
4. Consider replacing existing monument sign with 40 square foot sign which complies with current Sign Ordinance regulations.

ALTERNATIVES:

1. Recommend approval of the request
2. Recommend disapproval of the request
3. Recommend modification of the request
4. Take under advisement for reconsideration at a later date

ATTACHMENTS:

1. Color Rendering with materials
2. Sign Package
3. Site Plan
4. Exterior Elevations (2 pages)