

linear!

the architecture of Kemery Brundige and Young

May 26, 2017

City of McKinney Development Services
221 N. Tennessee Street
McKinney, TX 75069

Danielle Quintanilla
Planner I

RE: **Wendy's Restaurant - 4742**
1417 West University Drive
McKinney, TX 75069

LETTER OF INTENT

Wendy's Restaurant 4742 is an existing restaurant located at 1417 West University Drive in McKinney, Texas.

This application is for the renovation of the existing building's exterior with the incorporation of new finishing materials. It is currently a brick building with corrugated metal fascia on the West, East and South facades with an existing corrugated metal panel cooler-freezer at the North facade.

As part of the new Wendy's efforts to invigorate the appeal of their stores throughout the country, the renovation of this existing building is being upgraded through the use of new exterior materials including corrugated metal panels and woodgrain tile. Additionally, to define the Wendy's brand, we are requesting to utilize more than the allowed percentage of the red primary color on the North façade.

We respectfully request a variance for the following:

- a. The proposed use of Corrugated Metal Panel replacing the existing corrugated metal fascia panels on elevations South, East and West. The total new metal panel proposed is 604 square feet (18% of total materials proposed). The existing cooler-freezer at the north elevation will be painted dark bronze to match the new proposed.
- b. Use of Wendy's Red 39% greater than the allowable 20% on North Façade. The use of red will be a total of 396 square feet or 11% of the total materials distributed in all facades.
- c. Use of Wendy's woodgrain tile distributed on South and North facades for a total 58 square feet or 2% of the total amount of materials.

"Wendy's brand transformation is re-energizing all of its touch points with consumers. From bold restaurant design to innovative food that consumers' want, to improved customer service, this exciting evolution of the Wendy's brand reinforces their mission to position Wendy's as A Cut Above." - Emil Brolick, The Wendy's Company President & CEO

All elements of Wendy's brand transformation are coming together in a powerful way in their sleek, contemporary Image Activation restaurants.

8951 Cypress Waters Blvd, Ste. 130
Dallas, TX 75019
Voice: 972.929.9226
Fax: 972.929.9061
www.linear-architecture.com

Not only do these restaurants deliver a striking street appearance, they are designed to greatly enhance the customer experience. Prominent features include fireplaces; a variety of inviting seating options, including lounge chairs and booths; Wi-Fi and flat-screen TVs; digital menu boards and more.

Coupled with friendly, courteous service, Wendy's is working to create a welcoming ambiance that truly stands out.

Thank you for your consideration, and if you have any questions or require further clarification, please do not hesitate to contact this office.

Regards,



Marc Brundige, Architect