

June 22, 2018
WPS No: 0014761.00

Planning Department
CITY OF MCKINNEY
221 N. Tennessee St.
McKinney, TX 75069

Re: FAÇADE PLAN REQUEST
FRANCONIA BREWING COMPANY BEER GARDEN & TAP ROOM
495 McKinney Parkway
McKinney, Texas

To Whom It May Concern:

Please accept this letter as evidence of the intent of Franconia Brewing Company to submit plans for the development of this project, described in more detail below.

The subject property is located on the northwest corner of McKinney Parkway. This lot is located within the Metro Industrial Park No. 2 addition. The site consists of 1.0± acres of land with an existing ML zoning classification.

The project proposes a 1,760 square foot building to serve as Franconia Brewing Company's Beer Garden and Tap Room. The proposed two-story building will consist of 8 shipping containers placed together to form one space for the tap room, with an outdoor seating area for the Beer Garden. No food will be prepared and sold on site, other than food trucks. The development is proposed to be one phase.

The owner of the property is Aarvika Holdings, LLC. Representative Arvind Sharma can be reached at (972) 567-3522.

We will be requesting a total of four (4) variances for the project as follows:

Variance Request #1

We are requesting to waive the requirement to provide 50% masonry on all sides and accept 100% corrugated metal on all sides of Tap Room and Restroom container buildings.

Reason for request:

The project is located in an industrial area with surrounding buildings using corrugated metal panels. The existing building uses corrugated metal panels. The intent of the design is for Franconia to create a unique and cool environment that will attract people to the new tap room. The creative use of staggering stacked shipping containers not only creates a unique building that fits in the industrial environment, but is also environmentally friendly in the reuse of these container. The masonry requirement hides the fact that these are containers and the environmental impact Franconia is working to create. The masonry requirement will make the building blend into all other building in the city instead something that would be tastefully different that attracts people. We feel this building is appropriate for an industrial area and will be an addition to the area with our careful design consideration.

Variance Request #2

We are requesting painted corrugated metal be an acceptable exterior finish.

Reason for request:

The project is located in an industrial area with surrounding buildings using corrugated metal panels. The existing building uses corrugated metal panels. The intent of the design is for Franconia to create a unique and cool environment that will attract people to the new tap room. The creative use of staggering stacked shipping containers not only creates a unique building that fits in the industrial environment, but is also environmentally friendly in the reuse of these container. The masonry requirement hides the fact that these are containers and the environmental impact Franconia is working to create. The masonry requirement will make the building blend into all other building in the city instead something that would be tastefully different that attracts people.

Variance Request #3

We are requesting to accept required offsets that break up the elevations, but do not go fully from the floor to roof.

Reason for request:

The intent of the design is for Franconia to create a unique and cool environment that will attract people to the new tap room. The creative use of staggering stacked shipping containers creates a unique building that fits in the industrial environment. We feel that by staggering the containers to create the offsets, the intent to break up long facades has been accomplished.

Variance Request #4

We are requesting to waive the requirement roof treatment requirement.


Reason for request:

The intent of the design is for Franconia to create a unique and cool environment that will attract people to the new tap room. The creative use of staggering stacked shipping containers creates a unique building that fits in the industrial environment. Franconia wants to highlight the reuse of containers and the environmental impact Franconia is working to create. We have broken up the roof line horizontally with staggering the containers. The flat roof is an important the unique design of the building. We feel the staggering meets the intent of not having a long, unbroken roof line. Parapets and pitched roofs will not work with the design and would look out of place.

I appreciate the city's consideration of these variance requests and look forward to creating a project that Franconia, the city, and design team is proud of. We want to keep McKinney unique by nature!

If you have any questions regarding the above items, or need any additional information, please call me at your convenience. We appreciate this opportunity to work with you.

Sincerely,



Eric M. Seeley, P.E.

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