



17-106FR

TITLE: Conduct a Public Hearing to Consider/Discuss/Act on a Façade Plan Appeal for a Restaurant with Drive-Through Window (Wendy's), Located at 1714 West University Drive

COUNCIL GOAL: Direction for Strategic and Economic Growth

MEETING DATE: June 13, 2017

DEPARTMENT: Planning

CONTACT: Danielle Quintanilla, Planner I
Samantha Pickett, Planning Manager

APPROVAL PROCESS: The action of the Planning and Zoning Commission for the proposed Façade Plan Appeal may be appealed to the City Council.

STAFF RECOMMENDATION: Staff recommends approval of the proposed façade plan appeal with the following variance:

1. Utilize woodgrain tile as an exterior finishing material on the north and south elevations.

However, the applicant has requested approval of two additional variances, of which Staff recommends denial:

2. Utilize corrugated metal panel on the south, east and west elevations as an exterior finishing material.
3. Use of a primary color (red) on the north façade for more than the allowed 20% of exterior color on the south elevation.

APPLICATION SUBMITTAL DATE: April 17, 2017 (Original Application)
May 2, 2017 (Revised Submittal)
May 26, 2017 (Revised Submittal)

ITEM SUMMARY: The applicant is requesting a Façade Plan Appeal for an exterior

renovation to the existing Wendy's Restaurant located at 1714 West University Drive. As a renovation, the building material should be of equal or higher quality than those currently found on the building.

As part of the renovation, the applicant has requested to use woodgrain tile on the north and south elevations, to use corrugated metal panel on the south, east and west elevations, and to use a primary color (red) for more than 20% on a single elevation.

Typically, façade plans can be approved by Staff; however, the applicant is requesting approval of a façade plan appeal, which must be considered by the Planning and Zoning Commission. The façade plan appeal is detailed further below.

The associated site plan (17-106SP) is currently under review by Staff.

COMPLIANCE WITH ARCHITECTURAL STANDARDS: The purpose of the architectural standards is to set minimum standards for the appearance of non-residential and multi-family buildings and corresponding site elements, which are recognized as enhancing property values and are in the interest of the general welfare of the City of McKinney. The standards are intended to serve as a baseline for the minimum design expectations of the City. These standards are not intended to prohibit architectural innovation nor are they intended to mandate specific architectural styles and concepts. Rather, they are intended to provide for development of enduring quality that provides visual character and interest.

Facade plan appeals state that the Planning and Zoning Commission shall consider the following factors in determining the extent of any exception to be granted:

1. The extent to which the application meets other specific standards of this ordinance;
2. The extent to which the application meets the spirit and intent of this chapter through the use of building materials, colors, and façade design to create a building of exceptional quality and appearance;
3. The positive or negative impact of the proposed project on surrounding property use and property values, in comparison to the expected impact of a project which could be built in conformance with the standards of this ordinance;
4. The extent to which the proposed project accomplishes City goals as stated in the Comprehensive Plan or other approved documents; and
5. Convenience to the applicant and/or reasons related to economic hardship shall not be grounds for approval of an application.

The applicant has requested the following variances to the façade plan:

- Utilize woodgrain tile as an exterior finishing material on the north and south elevations.
 - The applicant is requesting to utilize woodgrain tile as an exterior finishing material on the west and south elevations. While woodgrain tile is not specifically listed as one of the allowed exterior finishing materials, the tile is designed in a manner to appear similar to a masonry material and pattern, and as such is a complementary material to the existing brick façade. Staff has no objections to the utilization of this material.
- Utilize corrugated metal panel as an exterior finishing material on the south, east and west elevations.
 - The applicant is requesting to utilize corrugated metal panel as an exterior finishing material on the south, east and west elevations. Currently the building features brick and seamed metal panels, and in keeping with the requirement for equal or higher quality materials, the use of corrugated metal would not be permitted. It is Staff's opinion that the look achieved with the use of the corrugated metal could be achieved with a different material to provide a higher quality design, and as such, Staff cannot support the utilization of this material on the proposed elevations.
- Use of a primary color (red) on the north façade for more than the allowed 20% of exterior color on the south elevation.
 - The applicant is requesting the use of a primary color (red) on the south façade for more than the allowed 20% of an exterior color. On the southern façade, the applicant is proposing to use 39% of the primary color (red). It is Staff's professional opinion that the utilization of a primary color over the allowable 20% is brand specific and does not allow for the building to be of neutral, complementary colors to its surrounding environment, nor is it sustainable for the building's design in the future.

IMPACT ON EXISTING DEVELOPMENT: It is Staff's professional opinion that the proposed design would have no significant negative impact on existing developments surrounding the subject property.

MISCELLANEOUS DISCUSSION: A Façade Plan Appeal shall not be granted to serve as a convenience to the applicant or for reasons related to economic hardship. It is Staff's professional opinion that this is not the case with the proposed architectural design and Façade Plan Appeal.

OPPOSITION TO OR SUPPORT OF REQUEST: Staff has received no comments or phone calls in support of or in opposition to this façade plan appeal.

SUPPORTING MATERIALS:

[Location Map and Aerial Exhibit](#)

[Letter of Intent](#)

[Proposed Site Plan](#)

[Proposed Elevations](#)

[PowerPoint Presentation](#)