



Legislation Text

File #: 19-1435, Version: 1

MSC 2019-23, KFC / Taco Bell, 15821 Pines Boulevard, façade color change and change of signage, miscellaneous request. (Cole)

SUMMARY EXPLANATION AND BACKGROUND: PROJECT DESCRIPTION / BACKGROUND:

Eric Renegar, agent, is requesting approval for architectural, color and site modifications to the existing KFC / Taco Bell located at 15821 Pines Boulevard in the Westfork Plaza. The existing KFC / Taco Bell was approved in 1999 through SP 99-04. In 1999 zoning variance 99-09 was granted to provide relief from the 300' separation requirement between outparcels.

BUILDINGS / STRUCTURES:

Architectural modifications to include the removal of the existing barrel tile awnings to be replaced with shutter awnings. The awnings will be located on all elevations and vary in color (red or black).

The applicant is proposing the following color changes to the existing building and structures:

- Paint the main body of the building SW 7005 (Extra White).
- Paint the tower feature and drive-thru window area SW 0033 (Rembrandt Ruby)
- Paint the existing tile base and entryway SW 7008 (Iron Ore)
- Paint the existing Parapet BM 2125-70 (Wedding Veil)
- Paint the existing trash enclosure SW 7069 (Iron Ore).
- Repair and paint existing trash enclosure gates. The gates will be painted SW 7069 (Iron Ore).

Other proposed site modifications include:

- Installation of a new 10'-2' ½" tall clearance bar painted SW 7069 (Iron Ore), BM 2086-10 (Exotic Red) and BM 3630-20 (White)
- Installation of a new 9'-6' ½" tall menu board canopy to be painted BM 2086-10 (Exotic Red) and BM 2125-70 (Wedding Veil).
- Installation of full cutoff LED wall sconces angled straight down. The lighting will not exceed 4,000K

SIGNAGE:

The proposal includes the removal of the existing building signage and modifications to the existing

monument, directional and menu board signs. City code permits 120 square feet of signage for freestanding buildings. Menu boards and directional signage does not count towards the total square footage of the site. In total 82 square feet is being proposed and shall include the following:

- A 17 square foot internally illuminated sign to read “TACO BELL” in black copy and include a multi-colored bell logo. The sign will be located on the south elevation.
- A 35 square foot internally illuminated sign featuring the KFC logo in black, red and white. The sign will be located on the tower feature on the south elevation.
- The existing monument sign along Pines Boulevard and the existing nonconforming monument sign adjacent to the shopping centers interior road will be painted to match the building. As well, the 15 square foot sign panels will be replaced to reflect the new branding for both restaurants.
- The existing menu and existing nonconforming preview board will be painted black.
- The existing 1.25 square foot directional signage throughout the site will be painted black and have the panels replaced to be reflective of the new branding.

LANDSCAPING:

The landscaping for the site will not be modified as a result of this application. If any landscaping is damaged during construction it will be repaired to the previous condition.

Staff has reviewed the proposed changes and finds that the proposal meets code requirements. Staff therefore recommends approval of this application.

STAFF RECOMMENDATION:

Approval.