

REPORT TO THE DESIGN REVIEW COMMISSION

DATE: March 12, 2026

SUBJECT: Case #243874 - Price Farm PD, Area 2a, Parcel 1 McDonalds - Request Approval of a Preliminary Site Plan for a 4,300-Square Foot Restaurant to be Located at the Southeast Corner of East Shelby Drive and South Houston Levee Road.

INTRODUCTION:

- Permit Solutions (Lynsey Jordan) on behalf of McDonald's, is requesting recommendation of a Preliminary Site Plan (see Exhibit 3).
- The property is owned and managed by CCCMP Holdings/Jim Wilson & Associates.
- The site is located on the east side of South Houston Levee Road and south of East Shelby Drive (see Exhibit 1).
- The property, zoned R-1: Low Density Residential, is within the Price Farm Planned Development (PD).

BACKGROUND:

- The property is within Area 2A of the Price Farm PD allowing any use permitted in the SCC: Shopping Center Commercial zoning district within Area 2A. A drive-through restaurant is allowed (by right) within the SCC zoning district.
- The Planning Commission (PC) recommended conditional approval of the Preliminary Site Plan on March 5, 2026.

KEY POINTS:

- 1. This restaurant is likely the first of several along East Shelby Drive (see Exhibits 3 & 6).**
 - Area 2A of the Price Farm PD is a 26.82-acre tract known today as Carriage Crossing Market Place.
 - This area is envisioned as extension of the retail activity of Area 2 to the north. There are other outparcels available along East Shelby Drive, which are planned in the PD for uses such as professional offices or restaurants (dine-in or drive-through).
 - The building was re-orientated during the initial staff review to maximize the building's frontage along public streets, reduce the visibility of menu boards (per the Design Guidelines), and comply with Section II: General Guidelines for the Price Farm PD Outline Plan.
 - Carriage Crossing Market Place will be considered a "Unified Development" after a revised Final Subdivision Plat is approved and recorded (see Exhibit 7, Page 6). Bulk requirements such as buffers, open space building setbacks, height and lot size, floor area ratio, etc. may be determined based on perimeter lot lines, regardless of the location, ownership, size or quantity of interior lots.
- 2. Brick is the primary building material on all four (4) elevations (see Exhibit 6, Page 29).**
 - The applicant is also proposing EIFS, smooth (break) metal and metal siding in muted and earth tone colors.
 - The use of "Citadel ACM Wall Panels" (smooth metal) and "7-inch Reveal Metal Wall Panel System" (metal siding) as a building material is allowed only on a case-by-case basis per the

Zoning Ordinance.

- Recently, the DRC approved “Brushed Stainless Aluminum Composite Panel” as an exterior building material for Crash Champions on Highway 72.
- Other architectural details include metal canopies, accent lighting, and a dark bronze store front system.
- The dumpster enclosure will be ten (10) feet tall and will match the primary building.

3. A sight line study was provided to show all rooftop units along East Shelby drive will be adequately screened from public view, except in some areas along the road (see Exhibit 6, Page 31). The applicant states the rooftop turbine has been lowered on top of the trash corral to ensure screening.

4. The applicant’s landscape plan (Exhibit 6, Page 24) will meet the Town’s Design Guidelines with the conditions of approval (see Exhibit 2).

- No existing trees on the lot will be removed during development (see Exhibit 6, Page 9).
- There are several existing street trees in a required landscape buffer along South Houston Levee Road and East Shelby Drive; however, those trees are on a separate lot and will not be maintained by McDonald’s (see Exhibit 5). Several plantings in the landscape buffer along the proposed curb cut onto East Shelby Drive
- The site plan meets the minimum requirement of 34 trees for a lot of this size and foundational plantings (37%) are provided along the west elevation.

5. Two (2) menu boards are proposed at the drive-through, and sign permits are currently under review.

- The Zoning Ordinance (151.175(B)) states menu boards not visible from the public right-of-way are exempt from needing sign permits.
 - The current landscape plan does not provide adequate screening for the menu boards, thus requiring a sign permit.
 - The applicant could provide upright, evergreen plantings to fully screen the menu boards from the street to avoid needing a sign permit.
- 151.178(B)(4)(a)) also requires the bases of all signs to provide landscaping in all directions is required to soften the appearance of the sign and provide a transition to the ground. The proposed landscape plan shows “Oakleaf Hydrangea”, “Inkberry Holly” and “Lilyturf” near and around the base of the menu boards. Additional landscaping will be required around the base of the sign to meet the Town’s standards (see Exhibit 2, Condition of Approval (COA) #7).

6. An outdoor seating area is proposed along the northwest corner of the site (see Exhibit 6).

- At the time the Final Site Plan is submitted, details about any outdoor furniture or hardscape items will be required for review.
- Outdoor furniture shall meet the Design Guidelines and be made of metal, stone or wrought iron. The use of treated lumber and unfinished wood is prohibited (see Exhibit 2, COA #5).

7. Eight (8) of the thirty-eight (38) parking spaces are designed for curbside pick and mobile delivery (see Exhibit 6, Page 11) (see Exhibit 2, COA #4).

8. A full photometric plan with light fixture cutsheets will be provided during the Final Site Plan stage (see Exhibit 2, COA #6).

STAFF RECOMMENDATION: Staff recommends approval of the Preliminary Site Plan because, with the conditions of approval, the site will be consistent with the Zoning Regulations and the Price

Farm PD.

ATTACHMENTS:

[Exhibit 1 Vicinity Map & Contact Information 2.17.26.pdf](#)

[Exhibit 2 Conditions of Approval 3.6.26.pdf](#)

[Exhibit 3 Cover Letter 1.26.26.pdf](#)

[Exhibit 4 Color Site Plan 1.27.26.pdf](#)

[Exhibit 5 Color Landscape Plan 1.27.26.pdf](#)

[Exhibit 6 Preliminary Site Plan 1.27.26.pdf](#)

[Exhibit 7 Unified Development Final Subdivision Plat 2.12.26.pdf](#)

PROPOSED MOTION:

To recommend the BMA approve a Preliminary Site Plan for a 4,300 square-foot restaurant on the southeast corner of S. Houston Levee Road and E. Shelby Drive, subject to the conditions in Exhibit 2.